

07/2009

WORLDWIDE WOW. NOW SOUTH BEACH.



SOUTH BEACH

WHAT'S YOUR PASSION

Personalize your W South Beach experience according to your favorite Passions.

- SHOW:** Music, theatre, art and film
- DESIGN:** Fashion and interior design
- YUM:** Culinary experiences
- WIRED:** Latest in technology and gadgets
- LIVE WELL:** Healthy living, wellness, fitness and spa
- WISH:** Charity and community events, volunteering
- MOTION:** For the jet-setters to whom travel is an art

MAXWELL WORTH THE WAIT



What better way to return from a 7 year hiatus than with a #1 album? As a sexy R&B artist from Brooklyn, NY, Maxwell led the subgenre of neo-soul music, influenced by the sweet sounds of Prince, Marvin Gaye and Stevie Wonder. He's back on the map with "BLACKsummers'Night" and hitting the stage at the Waterfront Theatre at the American Airlines Arena in Miami July 31st at 8pm."

For more information contact the **W INSIDER** at +1.305.992.4036.



WHAT'S HAPPENING AT W SOUTH BEACH



SWIM FASHION WEEK

On the boardwalk of the fashion jet set and in the playground of the cool is where you'll find W South Beach. July sizzles with the hottest of swimwear fashions and you've got the insider access to each of the events. You name it, you're there.

- Chloe Fashion Show @ Grove
- Inca Fashion Show @ WET
- Shay Todd Fashion Show @ WET
- Elle/Lycra After Party @ Wet

WALL BAR • LOUNGE

When Miami nightlife impresarios Nicola Siervo and Karim Masri and nightclub pioneers Francis and Eric Milon come together, it's a sensational collaboration that unveils South Beach's most exclusive VIP lounge experience, designed to entertain from dusk to dawn in true star-studded South Beach style. **Doors opened July 17th.**



ENTOURAGE BUNGALOW

Vacation like Vince and his Boys and live it up in their 3-story Bungalow decked out with all the decadence you'd expect from W South Beach and HBO Entourage.

- WHO:** The Boys of Entourage are back
- WHAT:** VIP unveiling of Entourage Bungalow at W South Beach
- WHEN:** Thursday, July 23, 8-10pm
- WHAT:** Rub shoulders with the cast, kick back a few cool cocktails and take in the scene.



VERBATIM

W SOUTH BEACH IN THE NEWS

W South Beach is not responsible for outdated or incorrect information contained in the press excerpts in this newsletter.

WALLPAPER MAGAZINE

Pulled together by a team of some of the biggest names in design, including award-winning designers Yabu Pushelberg and Studio B, Architect Costas Kondylis, photographer Danny Clinch and 'conceptual garden artist' Paula Hayes – the W SOUTH BEACH is a lesson in the unadulterated luxe of the Miami lifestyle.

TRAVEL + LEISURE MAGAZINE

17 up-and-coming hotels – Travel + Leisure magazine reveals their picks, from Miami to Morocco. All 312 spacious guestrooms of Miami's first W property provide ocean views and are done in various shades of white and gray (as opposed to purple and slate). The hotel's restaurant, an outpost of the cult-favorite Mr. Chow, opens this summer.

URBANDADDY – MIAMI

Your latest excuse to drink Spanish Wine – The first restaurant to open at the new W South Beach, Soleà is the kind of sexy supper club you'd find in Madrid, only with a bit less Castilian being bandied about the table.

HOTELS MAGAZINE

W SOUTH BEACH and The Residences at W South Beach usher in a new generation of innovative design and sophisticated style. A team of designers and artists, including design firm Yabu Pushelberg, architect Costas Kondylis, Anna Busta of Studio B Design, landscape designer Paula Hayes and photographer Danny Clinch have created a collage of whimsical elements and innovative design. Twenty stories high, with stunning views of the Atlantic Ocean from all rooms, the property features 408 stylish W-branded residences, of which 312 will be made available as hotel guestrooms. W South Beach boasts celebrity dining

hotspot Mr. Chow as well as Soleà, featuring Mediterranean cuisine; Wall nightclub; Bliss spa; more than 10,000 sq. ft. of meeting and event space; and W Hotels The Store. W South Beach pays homage to the area's art deco heritage by blending cutting-edge design with classic elements. Owner and developer David Edelstein of Tristar Capital developed the hotel's distinct style aesthetic with the help of Busta. Design highlights include floors inlaid with bronze and wood with a terrazzo border; while a row of white quartzite columns set against a soaring marble wall welcomes guests into the Living Room.



THE MIAMI HERALD

Real Housewives of New York City's Bethenny Frankel was seen at the new W South Beach on Thursday with developer David Edelstein – The duo toasted the opening in the hotel's Living Room bar.

THRILLIST – MIAMI BARS & NIGHTLIFE

Nestled in the lobby of the brand-spanking-new W Hotel on South Beach, Living Room balances 20-foot windows and marble walls with playful low-slung lounge furniture (some shag, some furry, some sleek), a bar stacked with ingredients like fruits, herbs, & edible flowers, and an apothecary's workshelf-looking back bar, all producing flavor combos so fresh, their grandmothers don't give

gin, sprinkled with lavender), and the Electric Watermelon: fresh watermelon, rosemary honey, peach bitters, and bourbon topped with honeydew caviar, which is essentially honeydew juice that's been gelled into little balls. There's also fragrant drinks like the W Essentia, and fruit-market-inspired drinks like the Garden Margarita, and the Melon Market: fresh honeydew juice in a liqueur d'orange reduction



Living Room at W South Beach

them Hanukkah gifts anymore. The drink menu divides into categories like Infundo (infused) and Laboratorium (molecular mixology), with top innovations including the Avicenna (basil-infused Pisco w/ fresh passion fruit & pressed limes), the Lividus (organic raspberries & fresh Japanese yuzu citrus soaked in lavender-infused

and vodka, topped with cardamom seeds Living Room also proffers rather luxurious bar food, including tacos (ahi tuna & guac, or short ribs w/ horseradish aioli), sliders like Kobe & foie gras w/ onion marmalade, and lobster gussied up with avocado and pork belly.

W MAGAZINE

Thank Aby Rosen for the Warhols, Basquiats and Hirsts adorning the W South Beach. The über collector – whose company RFR Holding is helping develop the hotel – has agreed to loan some of his most valuable works. Original photos of such musicians as Bruce Springsteen, Beyonce and Tupak Shakur by Rock 'n' roll photographer Danny Clinch hang in each elevator area.

right: Kanye West by Danny Clinch



ELLE MAGAZINE

The new W Hotel South Beach hosts the lushest pool area in town and features rooms decorated with snaps by fashion and music photographer Danny Clinch

OCEAN DRIVE MAGAZINE

W hits South Beach. Developers David Edelstein and Aby Rosen have opened the luxury-hotel brand's first Miami property, a \$400 million showplace that features the most alluring combination of design, cuisine and scene South Beach has yet experienced. An army of planners and designers have literally traveled the world to outfit the hotel.



W partners David Edelstein and Aby Rosen on the hotel's penthouse balcony overlooking Miami Beach

NBC MIAMI

W is for Wow!

Just when we thought we were done celebrating the opening of all the swanky new hotels with chi-chi lounges and poolside cabanas fit for a celeb (or 20), the W South Beach finally opens its doors, just in time for, um, summer. It may not be the best time to debut your 408 rooms of luxury, but if anyone can pull it off, it's the W. So sit back and enjoy a fabulous weekend at South Beach's newest hotspot.

Whether you are cruising the corridors of the W South Beach or kicking back in the comforts of your own Residence, you can't help but feel a little bit country and a little bit rock n' roll. Credit goes to Danny Clinch and his "unobtrusive" style behind the camera lens. Danny has established himself as one of the premiere photographers in popular music culture. He has photographed a wide range of artists, from Johnny Cash to Tupac Shakur, from Beyonce to Bruce Springsteen.

His work has appeared in publications such as Vanity Fair, Spin, Rolling Stone, Vibe, Fader, GQ, Esquire, The New Yorker, and The New York Times Magazine, and his photographs have appeared on hundreds of album covers, including seminal works by Bruce Springsteen, Nas, Lucinda Williams and Foo Fighters.

BEHIND *the* SEAMS

AT W SOUTH BEACH

Clinch's advertising clients have included, TNT Network, NASCAR, Ray-Ban, Blackberry, Jeep, and award winning fashion designer John Varvatos, to name a few.

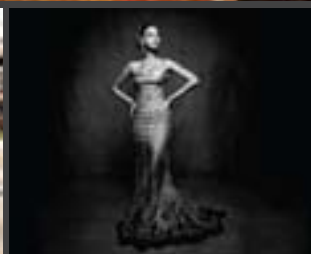
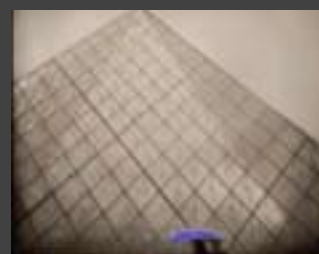
Through his production company, Three on The Tree Productions, as a film maker and director, Clinch has received two Grammy Award nominations Bruce Springsteen's Devils and Dust in 2005 and in 2009, for John Mayer's Where The Light Is. In 2008, he directed Two Men with the Blues featuring Willie Nelson and Wynton Marsalis. In 2007 he directed the critically lauded documentary/concert film Pearl Jam's Imagine in Cornice and in 2006, he directed Skin & Bones for the Foo Fighters' historical acoustic venture. He has also directed two films for the most influential music festival in America, Bonnaroo. 2004's We Have Arrived and 270 Miles to Graceland documenting Bonnaroo 2003. Clinch has also directed music videos for Willie Nelson, Tom Waits, Pearl Jam, Melissa Etheridge, Dispatch and Dave Matthews and most recently Clinch filmed John Legend for the (RED) campaign singing Bob Marley's "Redemption Song".



DANNY CLINCH

Each W South Beach Residence rocks original artwork and brings you Insider Access into the musical world as seen through the eyes of Danny Clinch.

A collection of Danny's photographs exhibited at the W South Beach. From top: Bob Dylan, colored vinyl records of the 80's, Bruce Springsteen, Jack Johnson, Trapeze Artist, Foo Fighters, Musée de Louvre, Brazilian Girls, Beyoncé and Neil Young.





SOUTH BEACH

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