

# WHAT'S HAPPENING

March 2010

AT W SOUTH BEACH

W HOTELS WORLDWIDE GLOBAL MUSIC DIRECTOR | MICHAELANGELO L'ACQUA

TUNE IN | WINTER MUSIC CONFERENCE



SOUTH BEACH



*Grove at W South Beach*

Welcome to South Beach and the Wonderful World of W!

Now that you've slipped behind the velvet rope, let our dream weavers make your wishes come true. Stay a while. Enjoy the fashion show. Take in the art. Drop into the Living Room Bar. Let our bar chefs enchant you with a sip or two or three. Let the hottest DJ's take you to places you've never been. Tempt your taste buds with the most amazing creations by critically acclaimed chef Mark Vidal, who presents the authentic cuisine of his native Spain or by the one and only Mr Chow.

Discover the Grove, our secret garden! Look for the unexpected, the whimsical. Let the trees and the bird cages and the lanterns flirt with you. Escape for a while. Go farther; past the green hedges. Find yourself by Wet – the hottest sunning spot around. Sit, lie down, enjoy the sun. Take a dip. Or keep going. Past the dunes. Onto the white sand. Where more chairs await you. Lie down and relax. Order a sip and a snack from the Sand Wagon. We'll bring it right to your chair. Close your eyes. Listen to the waves.

The pages that follow will fill you in on what's happening at the W South Beach and around town during Winter Music Conference. Take a moment to find out about the resort amenities and offerings that we hope will make your visit with us memorable.

Have a wonderful stay!

George Cozonis  
*General Manager*

Center of the style universe, heart of the action laced with edgy cool and an eclectic mix of personalities that push the boundaries. Welcome to W South Beach, where you can walk out of the Atlantic Ocean and cross pristine white sands into a world of sizzling nightlife, world-class dining and hip shopping. Just a short walk away is Lincoln Road, lined with chic boutiques, retro-fabulous antique stores, funky galleries and cozy cafés, a low-vibe/high-art complement to Ocean Drive. Venture further and lose yourself in Miami's diverse cultural assemblage of neighborhoods, finding yourself with a delicious café con leche in Little Havana, an avant-garde art piece in the Bohemian cool Design District or fully immersed in retail therapy.

## MR CHOW

Collins Avenue just got a lot more glamorous. Provocateur, renegade and legendary restaurateur Michael Chow - Mr. Chow to all gourmets and followers of fine dining - has brought his art-fictionado ways to South Beach, the hottest epicurean extravaganza in a city known for sizzling cuisine.

Sunday - Wednesday 6:00 PM - 12:00 AM

Thursday - Saturday 6:00 PM - 1:00 AM

## SOLEÀ

With gastronomical inspiration from the many regions and rich culture of Spain, Soleà offers a menu that will wow the senses and take you on a journey through the Iberian Peninsula. True to Spanish tradition, Soleà has generous offerings from the sea that remind you of the country's deep maritime roots. In contrast, Meats and vegetable dishes from inland complement this great culinary diversity.

Breakfast 7:00 am - 11:30 am (Mon - Fri)

7:30 am - 11:30 am (Weekends)

Lunch 11:30 am - 4:00 pm

Dinner 6:00 pm - 11:00 pm (Sun - Wed)

6:00 pm - 12:00 am (Thu - Sat)

## LIVING ROOM BAR

Not your average lobby. Meet, greet, flirt, play, sip and savor in this modern playground that is Caribbean cool perfected. Toast with gorgeous cocktails in the velvety setting or mingle on the terrace, a prime people watching spot.

Sunday - Wednesday 11:30 am - Midnight

Thursday - Saturday 11:30 am - 2:00 am

## GROVE

Chill out at Grove bar while we concoct a cool cocktail for your pleasure. There's no better watering hole in South Beach. 11:00 am - Midnight

## WET POOLSIDE LOUNGE

Ready to get wet? Our pool and beach offer a luxurious tropical lounge complimented by first class service. Refreshing all natural cocktails, light fare, spa treatments and private cabanas are also available poolside. Soothing lounge music plays in the background as you lounge the day away in our serene water lounge and enjoy inventive cocktails under the moonlight.

Sunday - Wednesday 9:00 am - Midnight

Thursday - Saturday 9:00 am - 2:00 am

## WHATEVER/WHENEVER®

Everything at W has been masterfully orchestrated to surround you with style, service, and comfort. The Whatever/Whenever® team is dedicated and is on hand to provide you with whatever you want, whenever you want it.



Living Room at W South Beach

## POOLSIDE CABANAS

If sitting back in luxury is your thing, our private cabanas are equipped with flat screen TV's, high speed Internet access and other indulgent amenities. Feeling a snack attack or need a sip fix? We'll bring you natural cocktails and delectable light fare from the WET® Bar and Grille, for when the going gets hot. Please contact the concierge for cabana rates and reservations.

## BEACH

Life's a beach when we give you full and seamless access from the hotel or WET® pools to the oceanfront. Beach Ambassadors make certain you have everything for R&R by the seashore and more, from umbrellas, chaise lounges and towels to gourmet beverage and food service for a glorious picnic. Go for spills and thrills in the water with our full range of water sports and activities.

## SWEAT (FITNESS CENTER)

Work out with body-toning weights and heart-pounding cardiovascular equipment. Then rejuvenate with a massage and soothe those muscles in the privacy of your guest room. Who says exercise can't be fun? Sweat is located on the fourth level and is available for complimentary guest use 24/7.

## BLISS® SPA

This hip, not-your-spa-next-door will help relaxation-craving spa-hoppers unwind like never before at this facial and massage mecca. Trademark Bliss® touches await at every turn: jazzy bluesy tunes, a luxe nail lounge, pampering treatment rooms, retail boutique and our legendary brownie buffet. Bliss offers hotel guests and Miami's grooming groupies a clever menu of super-effective services or stay in for in-room in'spa'ration. Monday – Sunday 9am – 9pm



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

# VERBATIM

## W SOUTH BEACH IN THE CENTER OF SUPER BOWL XLIV

### NEW YORK POST

NFL Star Terrell Owens and former Knick Charles Oakley caused a stir at W South Beach Friday during the Tide Sport Launch. While host Venus Williams made her rounds, the restless pro athletes struck up an impressive pickup game on the W's basketball courts. Spies said Owens put on a great show for fellow attendees Serena Williams, Solange Knowles, Gabrielle Union, Kelly Rowland, Kellan Lutz, Lance Bass and Pete Wentz.



Host Venus Williams, Actors Odette Yustman and Dave Annable, Twilight Star Kellan Lutz

### OK MAGAZINE

Tide Plus Febreze Freshness Sport: Stars from Kellan Lutz to Venus Williams worked up a sweat at a Miami Beach event at the W South Beach to test this new detergent.



Actress Gabrielle Union

### OK MAGAZINE - THE STARS CAME OUT AT NIGHT

The W South Beach and the Fontainebleau Hotel played host to some of the weekend's most star-studded soirees. On Friday, the rain didn't stop stars from partying in the W penthouse (they just had to pack onto one floor) for Audi's exclusive Super Bowl Cocktail Party, where Taylor Lautner sipped Fiji water on the couch, chatted with Hilary Swank and met Rob Lowe's sons. Wall at the W, which shared its space with Tao on Friday, hosted Saturday's Creative Artist Agency's annual highwattage Super Bowl

bash, where Tom Cruise and Katie Holmes shared a table with Cameron Diaz and Yankees slugger Alex Rodriguez. We're told, "Tom grabbed Katie when the DJ played 'Empire State of Mind' and was singing all the words." Meanwhile, Jennifer Lopez performed in the Axe Lounge at Liv in the Fontainebleau, where Diddy hosted a post-Super Bowl party for a crowd including Reggie Bush, Kim Kardashian and Brody Jenner.



Former 'N Sync singer Lance Bass at Grove

## THE MIAMI HERALD

The Audi Super Bowl party in the penthouse of the W South Beach Saturday was interesting on so many levels. There was Hilary Swank, hand in hand with boyfriend and former agent John Campisi. Then Swank's ex-brother-in-law Rob Lowe walked in with his two young sons. As Swank hung on tight to her man, Lowe exchanged pleasantries with Private Practice star Kate Walsh, embattled in her own divorce mess, telling her he just came from "Joe's Crab," to which Walsh replied, "Ooooh, Joe's!" in regards to Miami Beach landmark Joe's Stone Crab.



Hilary Swank & Jessica Alba

With Swank and Lowe at opposite ends of the penthouse, in walked Twilight heartthrob Kellan Lutz. All was well at the classy celebrity cocktail confab until Twilight's second-in-command Taylor Lautner walked in and brushed by us, followed by his own entourage of handlers.

Those of us expecting a big Twilight high five were disappointed when, not even five minutes later, Lautner's handlers repositioned Lautner toward the door. And then he was gone. Apparently, Lautner's people don't want him anywhere near Lutz. Sounds like a major Twivalry to us.

The Creative Artists Agency party Saturday at the W South Beach proved to be the weekend's most A-list event. Thanks to Grey Goose, a motley slew of celebs were up and dancing on banquettes, but none as enthusiastically as Tom Cruise, Katie Holmes and Cameron Diaz, though Carrie Underwood demonstrated she can do a lot more than the two-step. Also there: Timbaland, A-Rod, Derek Jeter, Kellan Lutz, Taylor Lautner, Harry Connick jr., Andy Roddick and Kate Walsh. Anytime a blond like Diaz blinks near A-Rod, rumors swirl over alleged love matches, but as far as we know - just like the special effects at the party - it was all smoke and mirrors.

## THE MIAMI HERALD



Audi, which aired pro-environmental ads during Super Bowl, also publicized its private party for 60 at the W South Beach on Friday night before the game. Audi invited celebrities that have driven its clean-diesel vehicles, and stars slated who attended included Taylor Lautner, Jessica Alba, Chad Henne and Hilary Swank.

## THE MIAMI HERALD

Oscar winning actress Hilary Swank made friends with Twilight hottie Taylor Lautner at the Audi reception at the W South Beach. Also spotted at the W: Alex Rodriguez, Guy Oseary and Ingrid Casares.



Top: Taylor Lautner, Hilary Swank, John Campisi  
Bottom: Alex Rodriguez, Guy Oseary and Ingrid Casares

## PEOPLE MAGAZINE

Many celebrities including Chris Rock and David Spade were on hand partying at Tao's Super Bowl Bash at W South Beach.



Clockwise: Jillian Michaels, David Spade, Damon Wayans

## SEARCHING FOR THE HOTTEST BEATS?

Miami Beach amps up the volume this month as Winter Music Conference spins for its 25th season. With over 70,000 music lovers coming in from around the world to share their passions, this global gathering attracts the who's who of DJs and VJs. Let these five days consume you in the world's most accessible cultural art forms.

What are the must-sees for 2010? **SOUTH BEACH SESSIONS** will return for its third year, bringing together an influential panel of pioneers in music, fashion, business, art and education. In a mission to create greater exposure for artists and ideas, the panel has featured champions of positive change from Richie Hawtin to Public Enemy's Chuck D and Black Eyed Peas' will.i.am. Don't miss this inside look into what's in the works on the music scene. South Beach Sessions run from March 23<sup>rd</sup> – March 26<sup>th</sup>.

## ULTRA MUSIC FESTIVAL



Coinciding with WMC is the world's most famous outdoor electronic music event, Ultra Music Festival. March 26<sup>th</sup> and 27<sup>th</sup> will mark the 12<sup>th</sup> annual Festival, the largest event of its kind hosted in the US and located at Bicentennial Park. Get set for 16 stages showcasing more than 250 bands, DJs, artists, and producers. Every genre and sub genre is represented, including house, trance, electro, indie-rock, dance rock, techno, drum & bass, breakbeat, alternative, minimal, big beat, jamtronica and more. Make your way to the four Breakthrough Stages and be among the first to hear up and coming artists from the US, Europe, South America, Australia and Asia.



## WINTER MUSIC CONFERENCE | MARCH 23-27, 2010



## WHAT'S HAPPENING AT WALL

When Miami nightlife impresarios Nicola Siervo and Karim Masri, co-owners of celebrity hangouts Mokai and Quattro restaurant and nightclub pioneers Francis and Eric Milon of SET, Mansion, Privé and Opium come together, it's a sensational collaboration that unveils South Beach's most exclusive VIP lounge experience.



WALL ultra-lounge at W South Beach is designed to entertain from dusk to dawn in true star-studded South Beach style. Slink away with a drink and lose yourself to the tempo of winning spins by the hottest international DJs. In a whirl of rich, dark and elegant interiors that embody sophistication, luxury and style, anything can happen when you embrace the sexy allure of playful flirtations and ravishing vibes. WALL opens at 10pm for WMC and has a jam-packed program throughout the conference.

**TUESDAY** – The Vega Nervous Experience featuring Anane Vega, Boddhi Satva, Josh Milan, Louie Vega at WALL plus Antonello Coghe and The French Twins at GROVE

**WEDNESDAY** – CR2 Live & Direct featuring Chuckie, Mync, Arno Cost & Norman Doray, Mark Brown, Harry "choo choo" Romero, Jose Nunez, DJ Wady, Uner, Coyu and Goodwill at WALL

**THURSDAY** – Bullitt 10 in 2010 Anniversary featuring Arno Cost, Audiofly, Boris M.D., Carlo Lio, Circoloco, Cedric Gervais, D'julz, DJ Rap, DJ SIMI, Don Diablo, Dubfire, Gelabril, Johathen Peters, Joris Voorn, Luca Bacchetti, Mathias Tanzmann, Miss Nine, Nadastrom, Nic Fanciulli, Norman Doray, Paolo Mojo, Paul Wooldford, Serge Devant, Shlomi Aber, Sultan, Tom Novy and Umek at WALL

**FRIDAY** – featuring Rony Seikaly at WALL

**SATURDAY** – featuring Steve Angelo Label Party at WALL



## GOLDEN FILTER ROCKS THE NIGHT AND SYMMETRY HOSTS AN ALL-DAY AFFAIR

W guests will get a first listen to *Symmetry*, W Hotels newest CD and first completely curated compilation by Global Music Director, Michaelangelo L'Acqua.

"Like fashion, which is also a passion of the W brand, music is a global language that is always evolving and reinventing itself," said Eva Ziegler, Global Brand Leader, W Hotels Worldwide and Le Méridien®. "This helps us connect to our loyal jet setting guests, who are always looking out for what's next and what's new, and Michaelangelo, who shares both of these passions with us, is the perfect fit to help us globally attract and implement music into our hotels in a credible way and engage guests and locals alike."

*Symmetry's featured artists include Gossip, Daniel Merriweather, The XX, Sebastien Tellier, Bebel Gilberto, Miike Snow, Desire, Friendly Fires, Little Dragon, Wave Machine, Kleeup, Phoenix, and Empire of the Sun.*

W Hotels has long been an innovator in the world of music. The first hotel brand to produce a CD that captured the vibe of its public spaces, W Hotels' released its sixth compilation in this exclusive series, *The Sound of Wonderlust*, in 2008. In partnership with MasterCard Worldwide and SONY MUSIC, W Hotels also sponsors Wonderlust Live, a groundbreaking platform offering W Hotel guests and loyalists exclusive insider access to a world of musical experiences through an exclusively curated series of live performances by award-winning and emerging artists, such as Natasha Bedingfeld, Gavin DeGraw, and Peter Bjorn and John.



"Symmetry" W Hotels 2010  
Music compilation

**WHO:**

Symmetry and W South Beach

**WHAT:**

A night of hot beats by Michaelangelo L'Acqua and the smooth sounds of Golden Filter. Wake up to Symmetry DJs spinning at WET and VUEVE on the Beach.

**WHERE:**

At the playground of the celebrity jet set, the club circuit's hottest DJs, fashionable trendsetters, connoisseurs of fine living and style aficionados – W South Beach

**WHEN:**

Winter Music Conference, March 25th and 26th





SOUTH BEACH

THE RESIDENCES

LIVE IT. OWN IT.

EXQUISITELY FINISHED &  
FURNISHED OCEANFRONT  
CONDOMINIUM RESIDENCES  
WITH EXTRAORDINARY  
HOTEL SERVICES & AMENITIES

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## WHERE TO NEXT...?

### WHO PUTS THE PLAY IN YOUR SUMMERTIME PLANS?

Escape to the stylish world  
of W South Beach.

Sip sun and more with  
WOW worthy rates.

Stay 6 nights, get the 6<sup>th</sup> night free

\$150 resort credit for  
Whatever/Whenever®

### WHO'S DOWN FOR TURNING UP THE HEAT?

Beat the chills with a sizzling escape  
from W South Beach.

Your exclusive experience includes:

\$50 Daily resort credit

6 oz Bliss® Spa Hot Salt Scrub

2 Cool Cocktails

1 In-room Movie

A wonderful room you'll love

Book now for stays through 3/30/2010

### WHO WANTS TO EARN QUADRUPLE STARPOINTS?

Register now and earn up to quadruple  
Starpoints® for each eligible stay  
January 5 through April 15, 2010  
with More Nights = More Rewards  
from SPG®.

Earn double Starpoints for stays  
of one or two nights

Earn triple Starpoints for stays  
of three nights

Earn quadruple Starpoints for stays of  
four or more nights

EXPLORE [WSOUTHBEACH.COM/HOTEL-OFFERS](http://WSOUTHBEACH.COM/HOTEL-OFFERS) FOR MORE INFORMATION OR TO START PLANNING

## WORD HAS IT...

- Lots to come from Bliss spa and Bump It Up book launch – **April 1**
- Dive-In at WET and watch Rita Hayworth in "The Lady from Shanghai" – **April 12**
- Round two of Miami's Annual Gay Pride Week – **April 15-18**
- Watch out for the Brazilians at Miami Beach Polo – they're back! **April 22 - 25**
- Find your partner at Miami City Ballet's charity performance **April 23**

# BEHIND *the* SEAMS

AT W SOUTH BEACH

## MICHAELANGELO L'ACQUA

*Gucci and Yves Saint Laurent Alum and Runway Favorite to Create Innovative International Music Programming for W Hotels*

W Hotels Worldwide welcomes the brand's first ever Global Music Director, renowned international music expert Michaelangelo L'Acqua. As a strategic advisor for the W brand, L'Acqua will strengthen W Hotels' presence within the music community in new and exciting ways, including producing the seventh edition W Hotels CD which was released at W South Beach during Winter Music Conference, attracting partnerships within the music industry, and identifying ways to further integrate music into the W guest experience globally.

Since being discovered by Tom Ford and brought on as the Music Director of Gucci and Yves Saint Laurent in 1999, Michaelangelo L'Acqua, who holds a prestigious music degree from The New School Jazz & Contemporary Music Program, has worked with some of the biggest names in fashion, producing over 150 fashion shows in Paris, Milan, Berlin and New York for the likes of Ralph Lauren, Tommy Hilfiger, Michael Kors, John Varvatos, Jil Sander, Chanel, and Diane von Furstenberg. As a recording artist working under the name "Onda," L'Acqua has scored and licensed music for nearly 200 commercials, including campaigns for Revlon, Cotton Inc., and Old Navy. Most recently, L'Acqua was tapped by fashion legend Karl Lagerfeld to produce Elle Germany's 20th Anniversary event as well as Chanel's runway show, both at Mercedes-Benz Fashion Week Berlin.

"It is such an exciting time to join the W Hotels brand as they are expanding globally," said L'Acqua. "I am honored to have been chosen as the Global Music Director to help execute W's vision."



*W Hotels Worldwide Global Music Director  
Michaelangelo L'Acqua*



SOUTH BEACH

WORLDWIDE WOW. NOW SOUTH BEACH