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VOL. / 01



THE ONLY GLOBAL EVENT FOR HIGH-END CONTEMPORARY TRAVEL

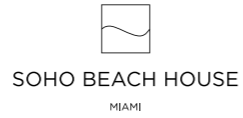
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# IT'S SO MIAMI

[MiamiandBeaches.com](http://MiamiandBeaches.com)

So someone tried to describe to you how Miami's so different, so exciting and so off the wall. Know this. No tweet, snapshot or posting will ever be enough. You so have to visit to get it. [MiamiandBeaches.com](http://MiamiandBeaches.com)

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Location: Wynwood Walls. Mural by Kenny Scharf.

MIAMI  
GREATER MIAMI AND THE BEACHES

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## MIAMI WELCOME



### WILLIAM D. TALBERT, III

CDME PRESIDENT & CEO  
GREATER MIAMI CONVENTION & VISITORS BUREAU

It is a pleasure to welcome LE Miami's delegates and organizers to Greater Miami and the Beaches for the first time. As the luxury travel industry continues to evolve with diversity and creativity, Miami has also evolved into a culturally diverse and vibrant community, world-renowned for luxury travel options from exquisite accommodations and dining to shopping, arts, culture and nightlife.

There are many reasons why the spirit of LE Miami and our community are a perfect fit. The redevelopment and evolution of South Beach helped set the pace for Miami to become a magnet for high-end hotels, with dozens of new openings from both one-off properties and big luxury brands. Areas such as the Design District followed suit, with luxury retail brands such as Louboutin and Louis Vuitton setting up shop to cater to this new clientele.

Additionally, the explosion of galleries and art initiatives such as Wynwood Walls has caught the attention of the global creative class. Art Basel Miami Beach and Design Miami have raised the bar for art and cultural events in the city.

Our proximity to coveted markets like Brazil, Argentina, Colombia, Mexico and Chile makes Miami the ideal destination for LE Miami, where emerging travel trends will be discussed.

For these reasons and many more, we're delighted to be the destination for LE Miami's global marketplace, celebrating the creative new direction travel is taking.

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SOUTH BEACH

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FOUNDERS WELCOME

## HELLO GORGEOUS.

Welcome to the LE Miami Collective - our high-end edit of the most original, rebellious leaders in travel and the influencers serving the creative class.

The inaugural LE Miami has arrived to set the scene for the next evolution of contemporary luxury travel. White gloves and silver service are out and pink sunglasses are in (you look good in those, by the way): the new generation of luxury travellers are inspired not just by money but also by style, with the shift from old-fashioned customers to the creative class single-handedly changing the dynamics of the high-end travel market. The creative class now represents 30% of the workforce in Western societies and is growing by 7% every year, driving the world's innovation, growth and wealth and creating a demand for travel products and services that are unique, design-oriented, cultural, bespoke and in tune with the local neighbourhood.

LE Miami has gathered the travel brands that understand this mindset under one roof, alongside A-list buyers and influential press who can pick up the spark and run with it. The culturally booming creative hotspot of Miami provides the perfect backdrop in which to define the future of high-end travel - as well as a vibrant, festival-like setting to rebel against identikit, boring trade shows.

Our collective of creative players has touched down and is ready to change the shape of the industry. We're looking forward to seeing you at the booth and at the bar.



SERGE DIVE  
CEO & FOUNDER



SARAH BALL  
COO & CO-FOUNDER

AGENDA

SUNDAY 9 JUNE

12:00pm - 6:00pm Arrivals and registration opens for badge collection at The Miami Beach Convention Center, Hall D.  
**NO ACCESS TO STANDS**

MONDAY 10 JUNE

10:00am - 6:00pm Arrivals and registration opens for badge collection at The Miami Beach Convention Center  
 12:00pm - 2:00pm Exhibitors have access to their stands  
 2:00pm - 3:00pm LE Miami Welcome Drink at the Miami Beach Convention Center  
 3:00pm - 7:30pm 'Ministry of Ideas - 'Be Courageous. Create' and In Conversation speakers  
 8:00pm - 11:00pm LE Miami Official Opening Party at New World Symphony brought to you by GMCVB

TUESDAY 11 JUNE

8:45am Doors open  
 9:15am Morning appointments begin  
 10:50am Networking Break & Media Meet-up  
 11:25am Morning appointments recommence  
 12:35pm Lunch - The Shore Club/Surfcumber/Baoli  
**(Please check your badge for your venue colour code) PLEASE REFER TO PAGE 11**  
 2:30pm Afternoon appointments begin  
 4:05pm Networking Break  
 4:40pm Afternoon appointments recommence  
 5:55pm Last appointment of the day concludes  
 5:50pm Networking Break & Media Meet-up  
 8:00pm - 11:00pm LE Miami Official Party bought to you by W Worldwide, hosted by W South Beach

WEDNESDAY 12 JUNE

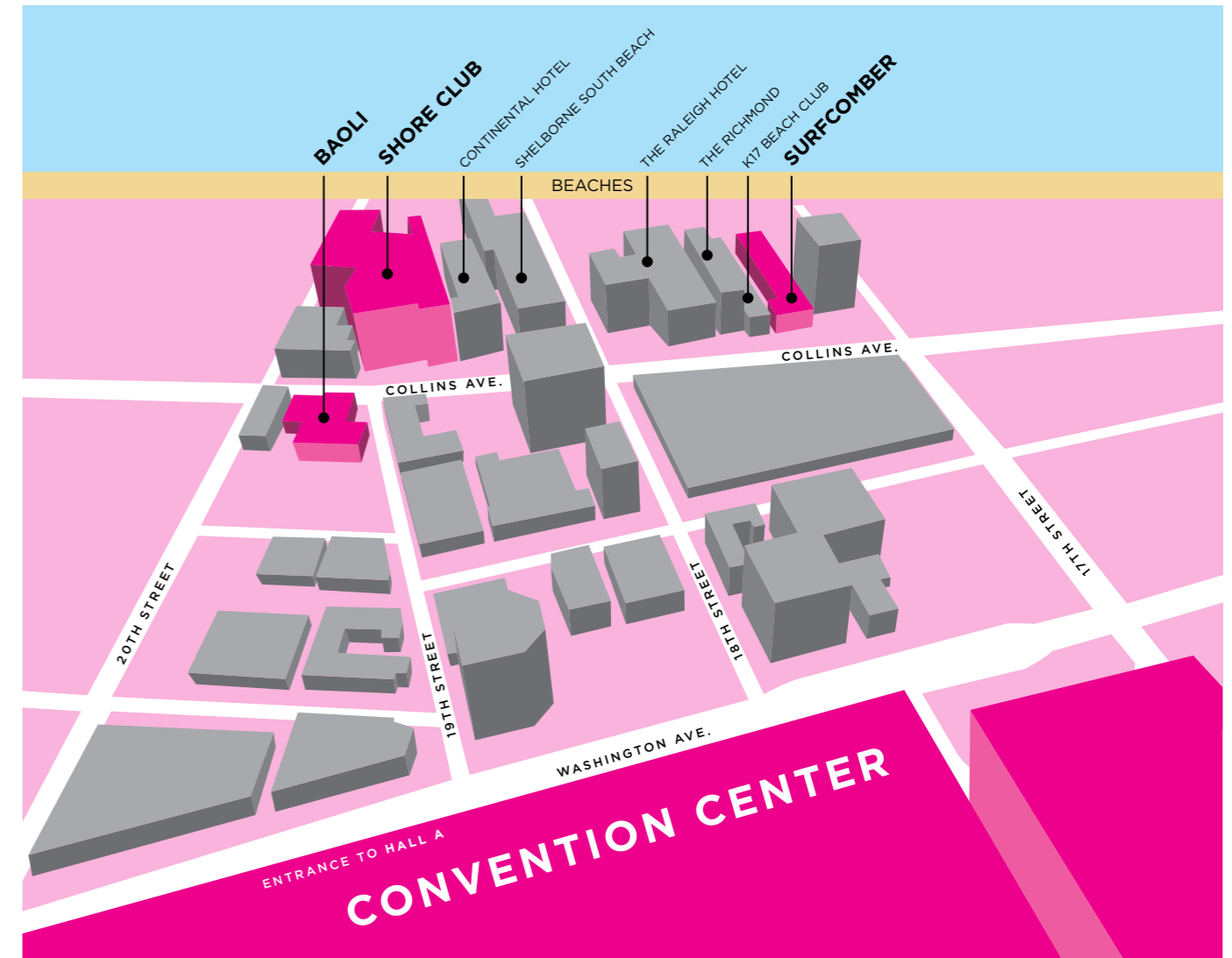
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**(Please check your badge for your venue colour code) PLEASE REFER TO PAGE 11**  
 2:30pm Afternoon appointments begin  
 4:05pm Networking Break  
 4:40pm Afternoon appointments recommence  
 5:50pm Networking Break & Media Meet-up  
 EVENING Free evening

THURSDAY 13 JUNE

8:45am Doors open  
 9:15am Morning appointments begin  
 10:50am Networking break  
 11:25am Morning appointments recommence  
 12:35pm Lunch - The Shore Club/Surfcumber/Baoli  
**(Please check your badge for your venue colour code) PLEASE REFER TO PAGE 11**  
 2:30pm Afternoon appointments begin  
 4:05pm Networking Break  
 4:40pm Afternoon appointments recommence  
 5:50pm LE Miami closes for 2013  
 8:00pm LE Miami Official Awards Party bought to you by Travel + Leisure and DEPARTURES, hosted by The James Royal Palm  
 23:00pm LE Miami Official After Party at Pearl Miami Beach brought to you by A Hotel Life

**\*ABOVE AGENDA IS STRICTLY FOR PRE-REGISTERED MEMBERS WEARING THEIR REGISTRATION BADGE AND LE MIAMI BRACELET.**

LUNCH MAP



LUNCH LOCATIONS

LE Miami has partnered with three fantastic venues in close proximity to the Convention Center to offer all delegates a new experience for lunch each day. The Baoli, Surfcumber and Shore Club who will be offering you lunch where you can network, relax and enjoy the sunshine. **Please check your badge for your venue colour code.**

COLOUR CODES



**TUESDAY 11TH JUNE:**  
**SHORE CLUB**  
**WEDNESDAY 12TH JUNE:**  
**SURFCUMBER**  
**THURSDAY 13TH JUNE:**  
**BAOLI**



**TUESDAY 11TH JUNE:**  
**BAOLI**  
**WEDNESDAY 12TH JUNE:**  
**SHORE CLUB**  
**THURSDAY 13TH JUNE:**  
**SURFCUMBER**



**TUESDAY 11TH JUNE:**  
**SURFCUMBER**  
**WEDNESDAY 12TH JUNE:**  
**BAOLI**  
**THURSDAY 13TH JUNE:**  
**SHORE CLUB**



**TUESDAY 11TH JUNE:**  
**SHORE CLUB**  
**WEDNESDAY 12TH JUNE:**  
**SHORE CLUB**  
**THURSDAY 13TH JUNE:**  
**SHORE CLUB**



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MINISTRY OF IDEAS



Invention, artistry and fearlessness - these are the characteristics that mark out the visionaries in contemporary travel from the imitators. For the first Ministry of Ideas, we've invited speakers that aren't afraid to disregard the rules to give their perspective on hot topics affecting the travel and creative industries, from digital media to food design. We exist to generate conversation, courage and creativity around the next evolution of high-end travel - both during and after LE Miami.

In addition to our two game-changing headliners, there will be three In Conversation rooms where leaders from the creative and travel industries will speak about Designing Your Future, Curating Your Crowd and Finding Your Identity. The LE Miami collective will have the opportunity to debate with our In Conversation speakers after the event via social media.



## SETH GODIN

AUTHOR, ENTREPRENEUR



Our opening speaker is marketing mastermind Seth Godin, discussing the topic of 'Perspectives on Marketing High-End Travel in a Crowded World When Industrialised, Common Solutions Just Won't Work'. Seth's ideas about the post-industrial revolution, new media and change are expressed in the world's most popular marketing blog and 14 bestselling books, the most recent of which, *The Icarus Deception*, broke Kickstarter records for the speed at which it reached its target. He has been named 'America's Greatest Marketer' by *Marketing Week* magazine and the 'Ultimate Entrepreneur for the Information Age' by *Business Week*. Previously he held the post of Vice President of Direct Marketing at Yahoo! and was the entrepreneur behind ventures including Squidoo, ranked among the top 125 sites in the US by traffic. Seth embodies LE Miami's commitment to inventiveness, bravery and individuality – as he says, "in a busy marketplace, not standing out is the same as being invisible".



## IAN SCHRAGER

FOUNDER OF THE IAN SCHRAGER COMPANY



Since co-founding legendary 70s nightclubs Studio 54 and Palladium, entrepreneur Ian Schrager has been a truly revolutionary force within the travel industry. Following the launch of the world's first 'boutique' hotel, Morgans, in 1984, Schrager went on to create game-changing properties including the Royalton, Delano, Mondrian, Hudson, St Martins Lane and Sanderson, introducing the concepts of lobby socialising, urban resorts, cheap chic and lifestyle hotels along the way. In 2005 Ian sold Morgans Hotel Group and created the Ian Schrager Company, which transformed the Gramercy Park Hotel in NYC. He is currently spearheading two new brands: PUBLIC, a new genre offering great value, service and style; and EDITION, a partnership set to balance Schrager's bespoke twist with the global reach of Marriott International. As one of the original visionaries of contemporary travel, Ian is the ideal choice to close the Ministry of Ideas, speaking about "Where It All Began".



MINISTRY OF IDEAS



**GUY DITTRICH**  
INTERNATIONAL WRITER  
AND JOURNALIST

MC and freelance writer Guy Dittrich is the ex-UK Managing Director for Design Hotels™ and an independent commentator on design, travel and hotels. He is a long-term contributor to Wallpaper\* magazine and regularly writes for Condé Nast Traveller, Forbes and Sleeper. Guy's first book, Fashion Hotels, was followed by four Wallpaper\* City Guides. He moderates for conferences including HI Design, Brussels Design Forum and the Design Hotels™ Arena.

MINISTRY OF IDEAS • DESIGNING YOUR FUTURE



**FRØYSTAD + KLOCK**  
FOOD DESIGNERS

Oslo-based design duo Marte Frøystad and Runa Klock create experimental, imaginative products that challenge conventional thinking and uncover new angles of viewing the world. They have previously worked together to conceive both sustainable furniture with personality and interior and exhibition designs, in addition to organising and participating in workshops and interdisciplinary projects. Their latest idea takes them into the arena of food design, with the aim of creating objects that redefine the perception and flavours of a meal by focusing on the senses. This includes the innovative Taste! spoon, which enhances and changes taste by guiding food to various receptors on the tongue, and Aroma..., a double-layered plate that allows the chef to add the aroma of an ingredient or spice without actually adding them to a dish. This fearless, inventive approach melds seamlessly with our theme of 'Be Courageous. Create', which is why the pair will be speaking about food evolution incorporating design at the Ministry of Ideas.



**CLAUS SENDLINGER**  
FOUNDER, DESIGN HOTELS™

There is nobody better equipped to talk about new ways of creating hotels than Claus Sendlinger, the founder and CEO of lifestyle brand Design Hotels™. A true travel visionary who has made innovation his trademark, Claus has been at the forefront of the boutique hotel evolution ever since he started the Design Hotels™ label 19 years ago. Eschewing cookie-cutter minimalism and shallow trends, under his lead the brand has grown from 10 iconic member properties to a handpicked roster of 200 hotels in over 40 countries, each offering inventive, unique design and architecture to creative and culturally-minded guests. For LE Miami's inaugural Ministry of Ideas, Claus will be speaking about pop-up hotels and creating temporal hospitality experiences, using his experience of launching a new kind of hotel to bring a fresh perspective.



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**BRIAN WILLIAMS**  
MANAGING DIRECTOR,  
SWIRE HOTELS

With over 30 years' experience in the high-end travel sector, Swire Hotels Managing Director Brian Williams knows the importance of flawless guest experiences. After holding general management roles and becoming the Vice President of Development EMEA for the Mandarin Oriental Hotel Group followed by CEO of The Scotsman Hotel Group, Brian joined Swire Hotels with the aim of delivering innovative, personalised service as well as cutting-edge design. He describes Swire properties as "the classic five-star hotel of the modern era" for their combination of innovative design and excellent service. Brian's experience in matching style with substance makes him the perfect person to speak about how service can be improved in design hotels for the Ministry of Ideas.



**JOHN GIANQUITTO**  
CEO, THE APPOINTMENT  
GROUP

John Gianquitto founded Travel by Appointment in 1988 with business partner Maurice Veronique, but as the business grew it was decided to form TAG in 1996 as the umbrella company for its expanding Music, Corporate, Events and Leisure divisions. TAG provides discreet, innovative and bespoke solutions to a discerning clientele. John's approach of 'nothing is impossible', together with a drive to get each client the best possible deal, was part of the founding ethos of The Appointment Group when it was launched in 1983 and continues to be the driving force behind the company. His extensive experience of providing high-end travel solutions to the creative class makes him the ideal speaker for the topic of how hotels can target entertainment clients.



**CARLOS COUTURIER**  
CO-FOUNDER,  
GRUPO HABITA

Carlos Couturier serves as creative force and Managing Partner for Grupo Habita, which owns and manages Condesadf, DESEO, Monterrey, La Purificadora, Hotel Habita, Boca Chica and Distrito Capital in Mexico as well as Hôtel Americano in New York. He also owns and operates Azúcar and Maison Couturier in Veracruz. Together with his business partners Moises and Rafael Micha, he is part of the team behind Grupo Habita powerhouse hospitality brand, all renowned globally for their architecture and interior design. Carlos was instrumental in the opening of Downtown and Endemico. His work has garnered press in publications such as Wallpaper\*, Vogue, Condé Nast Traveler, The New York Times, Travel + Leisure, MONOCLE and Hotel & Lodge, among many others.



**JARED DIETCH**  
MUSIC PRODUCER  
AND DJ

DJ, Producer & Music Entrepreneur Jared Dietch, has been spinning in New York City clubs and internationally for over 15 years. His signature style incorporates influences ranging from African and South American tribal rhythms to rock anthems. He has produced tracks for Sony, BMG and Universal Music Group that have infiltrated dance charts and radio stations over the years, championed by dance pioneers including Pete Tong and Erick Morillo. In 2010 Jared also launched Camel Rider Music and continues to host popular weekly radio shows and podcasts. He has loaned his skills to brands including Ferrari, Hugo Boss, Diesel, Miller Beer and Oil of Olay to create brand and advertisement soundtracks, as well as original soundtracks for designers during New York Fashion Week.



**CHARLIE OSMOND**  
FOUNDER & CHIEF TEASE,  
TRIPTEASE

Charlie is the Founder (or Chief Tease) of Triptease, a new travel review website and iPad app that allows users to create beautiful, image-led reviews designed for social sharing. Since going live in March 2013 the site has caused a stir by winning Best Design at Launch Festival and appearing in The Guardian's Top Apps of the Week. Charlie is also Co-Founder and Director of FreshNetworks, a social business consultancy that delivers digital and social strategies, FreshMinds Research, a business analysis and market research firm; and FreshMinds Talent recruitment consultancy. Charlie's accolades include Esquire UK's Young Entrepreneur of the Year, Carlton Young Business Person of the Year and Real Business Magazine's 'One To Watch'. Fellow Ministry of Ideas speaker Seth Godin describes Charlie as having "the combination of confidence and fear, the artist's ability to see what's out there and imagine what the next thing might be".



**CHRISTOPHE PRADÈRE**  
CEO,  
BETC DESIGN AGENCY

Multicultural designer Christophe Pradère honed his business and design skills by studying international marketing in Paris, Berkeley and Tokyo and interior and product design in Milan. After working in the design section of a healthcare brand, a packaging design agency and an architectural firm, his globetrotting past and double-edged area of expertise led him to found global design entity the BETC Design Agency in 2000. As CEO he focuses on global design and design management approaches for corporate clients including Orange and Air France, as well as for creative brands like Louis Vuitton, Rémy-Martin, Jean-Paul Gaultier and L'Oreal. He also lectures at the Parsons School for Design, IMF and the 'Arts Deco'.



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LE MIAMI AWARDS



BROUGHT TO YOU BY TRAVEL + LEISURE AND DEPARTURES,  
HOSTED BY THE JAMES ROYAL PALM

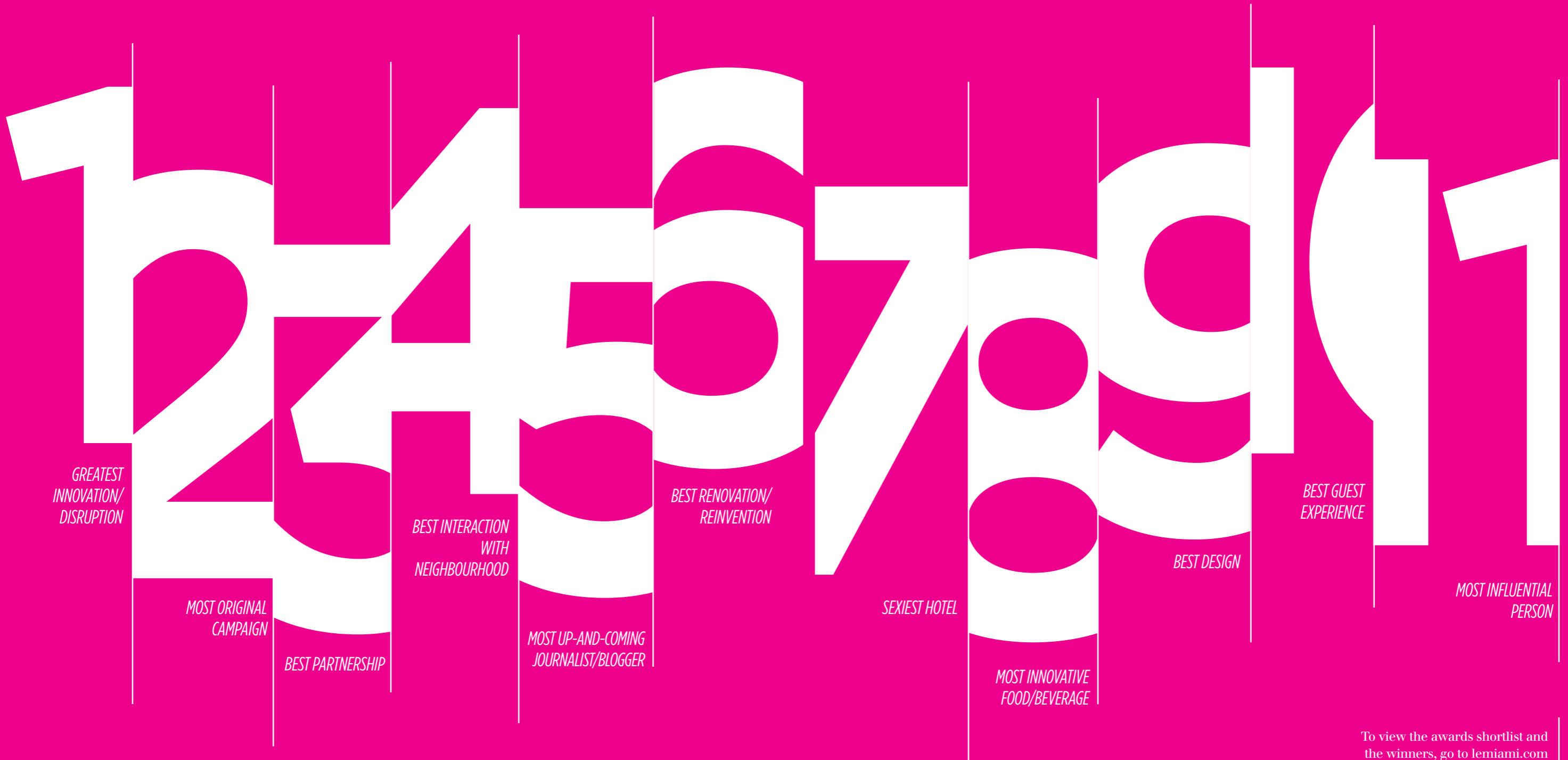
TRAVEL+  
LEISURE

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Royal Palm  
MIAMI-SOUTH BEACH

DEPARTURES

# AWARDS CATEGORIES FOR 2013

We've designed eleven inventive categories capturing the many ways in which modern travel brands are interacting with their clients and the cultural landscape around them to create new experiences.



To view the awards shortlist and the winners, go to [lemiami.com](http://lemiami.com)



## THE JUDGES

THE WINNERS WERE DECIDED BY A DYNAMIC PANEL OF TRAVEL-SAVVY, HIGH PROFILE CREATIVE MAVERICKS DRAWN FROM THE WORLDS OF ART, DESIGN, FASHION, MUSIC, AND MEDIA.



### CUTTING-EDGE, AVANT-GARDE FASHION DESIGN DUO

Fashion design duo Annelin Augustin and Odély Teboul create cutting-edge, avant-garde collections combining their unique visions. Augustin has previously worked for Yohji Yamamoto for Adidas and prefers a subtle, minimal aesthetic, whereas Teboul has a more chaotic and nostalgic mindset and sharpened her skills at Jean Paul Gaultier after graduating from Esmod Paris. After winning three awards for their collaborative project 'cadavre exquis' in 2009, they decided to form AUGUSTIN TEBOUL. Inspired by Surrealism and positioned on the edge between ready-to-wear and haute couture, their collections are both subversive and feminine, winning them the highest-priced German fashion award, SYFB, in 2011.



### ICONIC CONTEMPORARY INTERIOR DESIGNER AND ARCHITECT

Interior designer and architect Matteo Thun has been defining the ideas behind contemporary design for decades. He has designed everything from Swatch watches and Lavazza espresso cups to iconic landmarks of modern architecture such as the Vigilius Mountain Resort in Italy and Side Hotel in Hamburg. Matteo is a strong believer in product design reflecting the 'soul of a brand', synthesising aesthetic, economic and technological sustainability, as reflected in current project concepts like the eco-friendly KlimaHotel©. He has won the ADI Compasso d'Oro Award for Design Excellence three times, numerous Wallpaper\* Design Awards and the Simon Taylor Award for Lifetime Achievement, among many others.



### DIGITAL MEDIA MAVERICK & ALL-ROUND STYLISH CHAP

Jeremy Langmead is the founding editor of Mr Porter, the dedicated men's style destination and partner site of the groundbreaking NET-A-PORTER.COM that puts 'style over fashion'. Jeremy made the leap to digital after 20 years of working for print magazines, during which time he was Editor in Chief of Wallpaper\*, Life & Style Editor of The Evening Standard and Editor of the Sunday Times Style magazine. As Editor of Esquire UK he was responsible for re-establishing the magazine's place as Britain's most upmarket men's title. Under Jeremy's lead Mr Porter is embracing the shift from traditional to new media by providing innovative multi-platform content, creating conversations with its readership alongside its advertising.



### BRIT-BORN, NEW YORK BASED DJ AND IT GIRL

Brit-born, New York-based Chelsea is a DJ and It Girl who uses her skills and creativity to curate the music for major fashion and art events and after parties in New York, London and Paris. She has worked for clients including Chanel, Vogue, Damien Hirst, Fendi and The Guggenheim, as well as opening for Duran Duran, Diplo and Santigold. Chelsea was the face for Theophilus London's 2012 advertising campaign for the 'Chelsea Pump' shoe and is a regular feature of the party pages of fashion magazines such as Harpers Bazaar, Elle and the New York Times. She is also a fashion, music and art blogger for Vogue and style.com and has interviewed personalities such as Christina Ricci and Lyke Li for Nylon TV.



### RULE-BREAKING INTERIOR DESIGNERS AND ARCHITECTS

Robin Standerfer and Stephen Alesch, the duo behind Roman and Williams, are the interior designers and architects responsible for some of the most rebellious, provocative and inspiring projects of the last decade such as the relaunch of the Royalton, Ace Hotel, Standard with its Boom Boom Room or the Freehand in Miami. All their projects reflect its local community as well the couple's singular vision. They have recently launched a product design division, with forthcoming collaborations planned with the Ace Hotel, Lalique and New York design gallery Matter. Other projects launching include the Viceroy Hotel in New York as well as taking part in the restoration of an iconic 1949 building in Miami Beach for the Faena group.

THE | S | U | R | R | E | Y

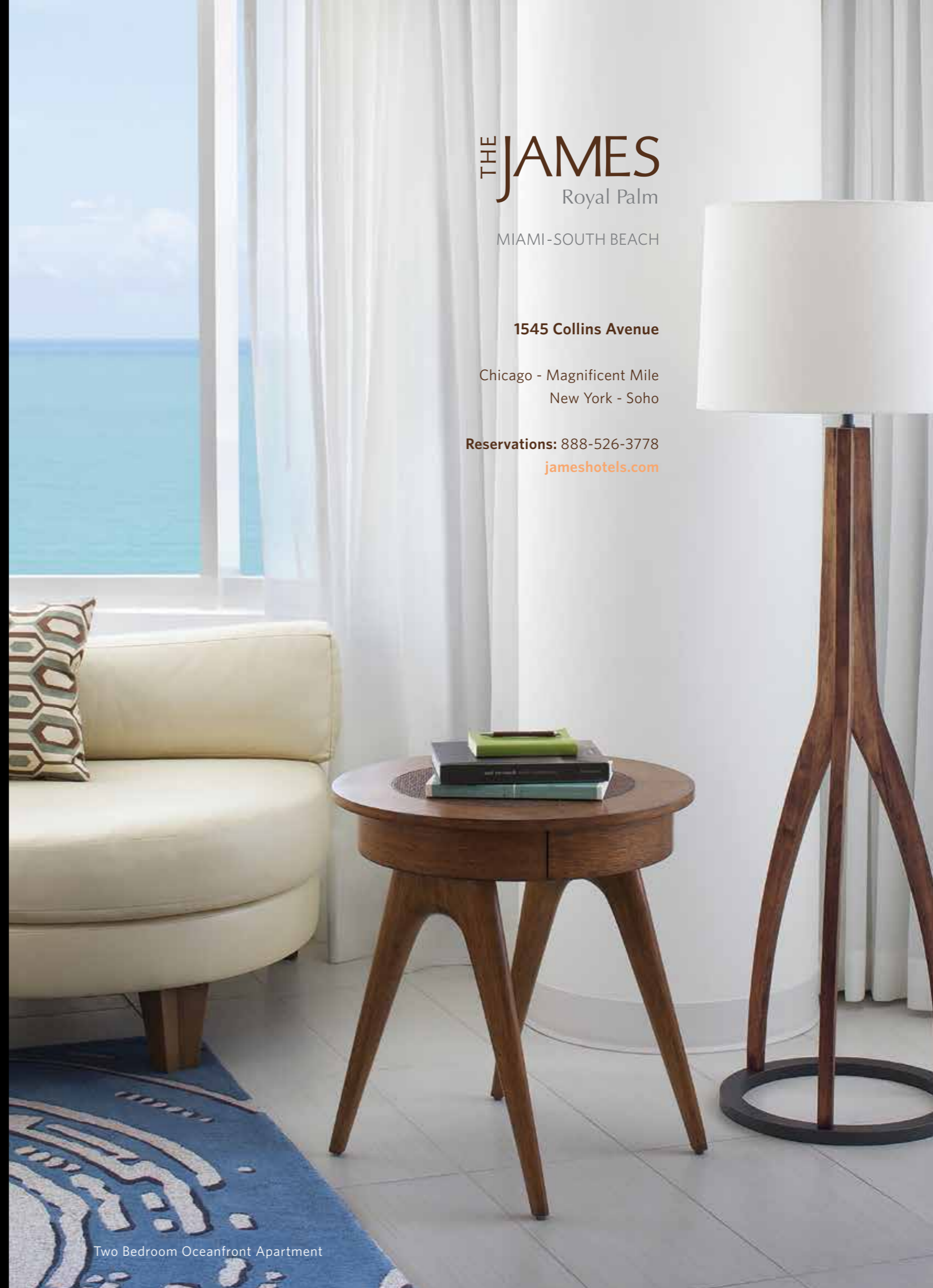


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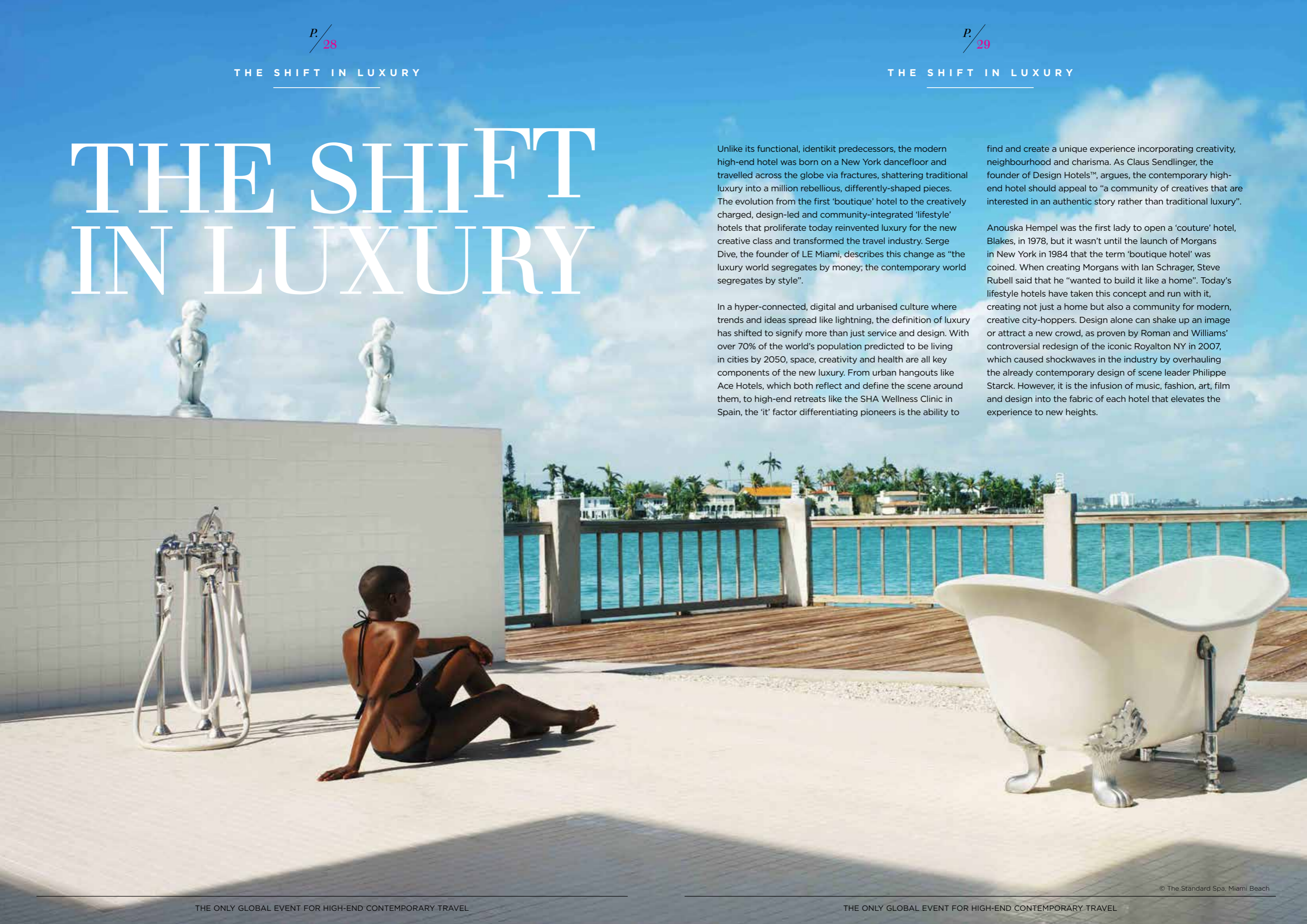
# THE SHIFT IN LUXURY

Unlike its functional, identikit predecessors, the modern high-end hotel was born on a New York dancefloor and travelled across the globe via fractures, shattering traditional luxury into a million rebellious, differently-shaped pieces. The evolution from the first 'boutique' hotel to the creatively charged, design-led and community-integrated 'lifestyle' hotels that proliferate today reinvented luxury for the new creative class and transformed the travel industry. Serge Dive, the founder of LE Miami, describes this change as "the luxury world segregates by money; the contemporary world segregates by style".

In a hyper-connected, digital and urbanised culture where trends and ideas spread like lightning, the definition of luxury has shifted to signify more than just service and design. With over 70% of the world's population predicted to be living in cities by 2050, space, creativity and health are all key components of the new luxury. From urban hangouts like Ace Hotels, which both reflect and define the scene around them, to high-end retreats like the SHA Wellness Clinic in Spain, the 'it' factor differentiating pioneers is the ability to

find and create a unique experience incorporating creativity, neighbourhood and charisma. As Claus Sendlinger, the founder of Design Hotels™, argues, the contemporary high-end hotel should appeal to "a community of creatives that are interested in an authentic story rather than traditional luxury".

Anouska Hempel was the first lady to open a 'couture' hotel, Blakes, in 1978, but it wasn't until the launch of Morgans in New York in 1984 that the term 'boutique hotel' was coined. When creating Morgans with Ian Schrage, Steve Rubell said that he "wanted to build it like a home". Today's lifestyle hotels have taken this concept and run with it, creating not just a home but also a community for modern, creative city-hoppers. Design alone can shake up an image or attract a new crowd, as proven by Roman and Williams' controversial redesign of the iconic Royalton NY in 2007, which caused shockwaves in the industry by overhauling the already contemporary design of scene leader Philippe Starck. However, it is the infusion of music, fashion, art, film and design into the fabric of each hotel that elevates the experience to new heights.



In-room turntables and sheet music at the Ace NY, recording studio/suite hybrids at Island Outpost and open events like Sanderson Sessions, where up-and-coming acts perform in the bar, transform the hotel space into a platform for creativity that connects guests with the local art scene. The lobby has also been reinvented as a place to see and be seen, whether through spinning DJs or cultural events like those organised by Andaz in its 'Salon'. The Soho House Group has carved a niche for creative travellers with its exclusive, members-only clubhouses, designed for the creative class but with open events such as the House Festival and Edible Cinema. Similarly, Tim and Kit Kemp's opening of Firmdale Hotels' first in-house cinema in 1999; André Balazs' launch of ping-pong club SPiN at the Standard; Priya Paul's use of local art in Park Hotels; and Sam Nazarian's nightclub/hotel fusion for SLS all

signal the ways in which contemporary high-end hoteliers are integrating with the cultural landscape.

To maintain this edge, some hotels have launched mid-price options to cater for younger creatives. For example, Grupo Habita's DOWNTOWN Mexico merges a high-end hotel with a 'design' hostel to cultivate the right vibe. The trend for such 'rough-luxe' hostels is reflected in new launches like the Roman and Williams-designed Freehand Miami. Clever initiatives like Plus One Berlin, which combines lifestyle hotel accommodation with bespoke experiences, and chains like citizenM, aimed at the creative collective, also curate guests based on style rather than money. According to citizenM founder Michael Doneff, "the creative class is the driving force for everything that's new and exciting in hospitality".

As global urbanisation means that cities become the new countries, neighbourhoods are becoming the new cities. This trend for local, culturally relevant experiences has led to the most astute hoteliers looking to the streets for inspiration, taking rundown, dilapidated areas and creating a community around a hotel. Alan Faena was one of the first to recognise the potential of this approach in 2004, transforming the then up-and-coming port area of Puerto Madero in Buenos Aires into the Faena District, with bars, restaurants and galleries popping up to participate in the lifestyle defined by the Philippe Starck-designed Faena Hotel. More recently, Grupo Habita and Unlisted Collection have both curated new neighbourhoods by following the creative crowd into previously untapped spaces, as with New York's HôtelAmericano and East London's Town Hall Hotel.

With creative lifestyle hotels becoming more commonplace across the globe, the question of how contemporary luxury will evolve demands attention. The American Express Publishing and FINE HOTELS & RESORTS Leadership Lab, held on the first day of LE Miami, agreed that the brands that discover and interpret cultural shifts first will shape the next iteration. In the words of Ian Schrager, "there are signposts out there. There is a collective consciousness. People do move in unison. It's just a question of seeing it before other people do, and interpreting it".

WORDS: OLIVIA SQUIRE



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## IN CONVERSATION WITH PRIYA PAUL



### Priya Paul about her Park Hotels and India's fast hotel, art, design and food evolution

INTERVIEW BY SARA HENRICH

**I took over the family company at the age of 23** during the 90s and wanted to create a change. On a trip to NY I experienced the Royalton hotel designed by Philippe Stark, which inspired me to do something totally different with our hotels. At that time India was experiencing economic liberation; the middle class was rising, had money to spend and was hungry for new fun places. I was part of this creative new generation living this new lifestyle. It was the right move so we started redesigning our properties and in 2000 I launched The Park Bangalore property as a new design hotel. I wanted to show people that you could have an alternative experience in hotels, one that was about a lifestyle. The elite industries were basic in India and policy makers slow, I wanted to educate people as to what fantastic design is about.

**One of the biggest challenges** was to transform the internal process of my company mixing the old tradition with new ones. It took me 5-6 years to take our then 20-year-old company in a new direction.

**India is used to having women in leading positions** and it did help that I was the daughter of a respected hotelier but I certainly had to prove myself in the beginning. I am one of three siblings and I was the best choice for this role as I enjoy being with people and being creative. They haven't fired me as yet!



© The Park Bangalore

**I have always been interested in art** and like to integrate art into spaces. I wanted every room to feature original art and have commissioned artists since the very beginning of my career. There was no art scene at that time but since then the art scene has exploded and artists have matured. People are more educated about art these days as it's more public due to exhibitions and easier access to private shows. I have followed an exciting evolution in design lighting for example while the furniture design still has a long way to go. But there are few interesting new talents such as Gunjan Gupta and Viya Home.

**I love food** and the Park Hotels became one of the first places in India to offer guests international cuisine rather than only Indian dishes. In the 90s we were the most innovative, attracting a chic-local crowd from all over India to try new cuisine such as Italian or Thai. I always pick local chefs who are creative and innovative for my restaurants.

**In 20 years our small company has massively expanded** from three to nine properties with a tenth to be launched soon in Kochi. It takes more time to build hotels in India than in China, for example, but we are still planning another 20-25 hotels in the coming years. In addition, we are launching a new four star hotel chain with 3-4 hotels to keep up with India's expansion. Each hotel will have around 100 rooms and will be fun, casual and more budget friendly.

**My dream project?** It would be to build a holiday resort on a nice beach and then retire there!



© Roxy nightclub - The Park Kolkata

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### In Conversation with Ben Pundole, Founding Editor of A Hotel Life

INTERVIEW BY SARA HENRICH

**I'm happy you said entertainment industry** rather than hospitality or hotel industry as the business has changed so much over the past 20 years, it really is the entertainment industry.

I started at the London's Infamous Groucho club as a cellar man, it was the worst job ever, and I loved it... sorting the chef's dirty linens, running food up flights of stairs at lunchtime, wheeling in wine deliveries... I then became a bartender, head bartender and then a manager. I spent 4 years at the Groucho club. It was my university, and I knew then that's what I wanted to do with my life.

I then managed the Met bar when it opened for two years before I met Amy Sacco who brought me to the States in 1998, to manage Lot 61. I was 24 and living a dream!! I've been based in New York ever since.

I was fortunate enough to be introduced to Ian Schragger who I worked with for many years on multiple hotel openings doing various things, but mainly focused on nightlife, bars, events and entertainment. Ian is still incredibly inspiring and is probably what's kept me excited about the industry for so long.

**The creative class is the best thing** that's happened to society in the past 30 years. It's created an intangible, unquantifiable sense of belonging - whether it's design, technology, music, art, film, fashion, photography or food, the traditional boundaries are being continually blurred. There's greater opportunity for the creative, academia's being given a run for its money, and it's great to see that it's finally happening in the once stodgy world of hotels.

**My favourite places?** Brooklyn - It's where I live, and I love that people are so absurdly proud of it (like me). Berlin - Because it's the last bastion of metropolitan freedom and the parties are off the charts! London - Because it's where I'm from and I miss British humour.

**I can't wait to visit Japan** and especially Tokyo for the innovation, the food and to stay in a Ryokan to experience a true sense of timelessness.

I've travelled a lot in India, but never Rajasthan, which I'm sure is as beautiful as I imagine. And I've never been to Barcelona!!!

*“THE CREATIVE CLASS IS THE BEST THING THAT'S HAPPENED TO SOCIETY IN THE PAST 30 YEARS.”*

**I have always had a journalistic spirit** and always loved the industry I'm in and am very proud of it. I also have a great deal of respect for the people who make 'lifestyle' hotels a reality. There was nothing online that really fed my curiosity, so I decided to corral some friends and start something myself. I work with a talented designer, Amy Risley, and two great editors, Gemma Bell in London and Kate Atkinson in Sydney. We're all in it for the love of travel and hotels.

**The contemporary globetrotter** is open minded, locally driven and resourceful, always seeking an authentic, Road-less-travelled experience.

A Hotel Life gives a snappy, stylish lowdown of everything that is unique about high-end hotels, creating travel editorial with a twist by creative contributors and industry insiders. A Hotel Life will ensure LE Miami goes out with a bang, bringing you the official after party on the show's closing night.



### Secrets about Morgans Hotel Group, Kim Walker Creative Director and SVP of Brand and Marketing

INTERVIEW BY SARA HENRICH

**I started 22 years ago** straight from college, working on the front desk before moving into the corporate office working directly with Ian Schragger. At that time Morgans was a small company with only six people and it was very easy to follow Ian due to his strong and clear vision - no grey, only black and white guidelines. Because he was the founder of the boutique hotel industry it was a lot of trying out new things. We started with three hotels including the Morgans New York in 1984 followed by Royalton in 1988, both with around 100 rooms each, and Paramount with 900-1000 rooms in 1990. When Ian left, we had eight hotels including Morgans, Royalton, Delano, Hudson, Sanderson, St Martins Lane, Clift and Mondrian LA. Today we have 13 properties and eight additional hotels in the pipeline including in Bahamas, Las Vegas, London, Moscow, Hudson, Doha, Istanbul and Cesme.

**An unforgettable experience?** It was the Delano Marrakech dinner for the whole team hosted in an amazing riad. It was an incredible experience, embraced by the exotic Moroccan atmosphere, surrounded by candles and men with authentic musical instruments and having all our team from front desk, back of house, managers and the new local team all together...it was magical.

**It's certainly a challenge to keep a brand consistent for over 20 years** but having such a strong vision from the start helps. Being very particular in hiring the right people that can carry out that vision and brand standard has led to our success in trying to make a very meaningful and tight brand. For example, for any new launch we award the best working employees to go and train new staff at the new property.

**My favourite hotel opening** was the Delano South Beach, as I grew up in Miami and at that time South Beach was not a safe place to be, so being involved in the launch of Delano was great as it became part of the area's evolution and the new place to be. At that time the company was still so small that we were in charge of everything; for example, we had baskets in all of the rooms that were mistakenly manufactured without feet so we had to manually wander through every room and add those missing feet to each basket.

**One of the highlights** was the Mondrian Soho party for V MAN Magazine (sibling to the limited edition Visionaire Magazine) and Kanye West's appearance, as he was on the current V MAN cover. Dollar bills were tacked to the ceiling and when Kanye West arrived around midnight they all fell from the ceiling to announce his arrival. It was incredible.

**Having so many in-the-know people working here**, as well as incredible guest personalities staying with us in different cities, we decide to unite all their insights into the Back Of House blog to share those experiences with our customers as an in-the-know guide. We pick the key influential personalities who can communicate to our customers based on fashion, design and art and let them curate for current moments such as Art Basel or fashion weeks.





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## LOH LIK PENG INTERVIEW



### Loh Lik Peng on his passion for reinventing old buildings Founder of Unlisted Collection

INTERVIEW BY SARA HENRICHS

**I have a passion for discovering hidden and neglected old buildings**, and I take great pleasure in restoring them to their former glory and repurposing them for the future. In many ways it's like treasure hunting - you never know what you will find and part of the fun is in the journey. It's always unpredictable and always challenging. 1929 was a little like that. I found this old gem in Chinatown's old red light district and nobody wanted to touch it, but it was a beautiful old building. I didn't know what I was getting into, but the journey I took that day is still going on and always leading me in unexpected directions.

**I don't really pick neighbourhoods** but I am seldom put off by the location's reputation. I really start the process by falling in love with a building and seeing its potential. This is what really inspires me and only then do I figure out what I need to do to make the project work in that location. For me, so long as a location is reasonably accessible then I always feel that I can make it work and if I do a quality job people will come. This is true of Keong Saik road and Little India in Singapore and Bethnal Green in London. These are really great and colourful local neighbourhoods and places I really believe in.

**My most challenging hotel** is probably Town Hall Hotel, because it's the largest and most complex project to date.

**I am currently working on** a 60-room boutique hotel with three exciting restaurants set into the old headquarters of the Foster's brewery in Sydney's Broadway. This is my first Australian hotel and it's very exciting for me!

**I think the travel evolution in Europe and Asia** is evolving very well and many more unique concepts are coming up. I also think that food and drink is a much more important component than it would have been 10 years ago. Now people want to travel to a city, stay somewhere interesting and inspiring and see local things, and they want to eat well and experience something that is unique to the place they are visiting. It's not just about taking your picture at some famous landmark or monument any more. It's about experiencing local culture and doing something you can't fully experience in your home country.

*I REALLY START THE PROCESS BY FALLING IN LOVE WITH A BUILDING AND SEEING ITS POTENTIAL. THIS IS WHAT REALLY INSPIRES ME AND ONLY THEN DO I FIGURE OUT WHAT I NEED TO DO TO MAKE THE PROJECT WORK.*



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# MUSIC MATTERS

JARED DIETCH AND WORLDHOTELS COLLABORATION

As luxury has shifted from a homogenous and stuffy cliché into something far more complex and dynamic, hotels have begun curating their luxury environments into multi-sensory ones. The attention paid to detail goes far beyond design and décor, encompassing integration with the neighborhood, creative collaborations in marketing and guest experience and the (generally underestimated) soundscape.

As Jared Dietch, a DJ, producer and music curator who has been spinning in New York City clubs and internationally for over 15 years, explains, “too often music is taken for granted as simply background ambience when in reality, music is an incomparable way for a brand to stand apart from the competition”. Having composed music and consulted for clients including Ferrari, Hugo Boss, Diesel, Miller Beer and Oil of Olay to create brand and advertising soundtracks and playlists, Jared launched Jared Dietch Music Services in 2012 to fully service a growing client roster seeking custom curated music for their luxury brands. As official music producer for LE Miami, Jared has collaborated with exhibitor Worldhotels to demonstrate how the essence of a hotel brand can be communicated through music.

Working with the four Worldhotels attending LE Miami (Sunset Marquis, Petit Ermitage in Los Angeles, Dana Hotel in Chicago and New York’s Empire Hotel), Jared began with a questionnaire to get a sense of what the user experience should

feel like, starting “by translating the brand identity into an emotional context with words, visuals and scenarios rather than genres or songs”. He draws on the emotion and the impression that comes from the space, as well as its history, architecture and acoustics, to create an outline sonic identity and music scrapbook that establishes the anchor songs embodying the brand and tone.

“My music research is a never-ending pursuit,” Jared says. “From discovering unsigned indie bands on the internet to uncovering hidden gems on vintage vinyl from flea markets and everything in between, I’m researching and cataloguing music every day”. Jared continues the customisation by fine-tuning the playlist and programming a timed schedule so that it always feels fresh and appropriate. For Worldhotels’ VP of Hotel Development, Greg Habeeb, “this project furthers Worldhotels’ main purpose – to make the travel experience the very best it can be – by exploring and expanding on the role that music, relaxation, rejuvenation and inspiration play within our properties.”

If the New Luxury is indeed in the individualist details, custom curated music is the sonic embodiment of this idea. Listen out at LE Miami for the Jared Dietch and Worldhotels collaboration.

WORDS: OLIVIA SQUIRE



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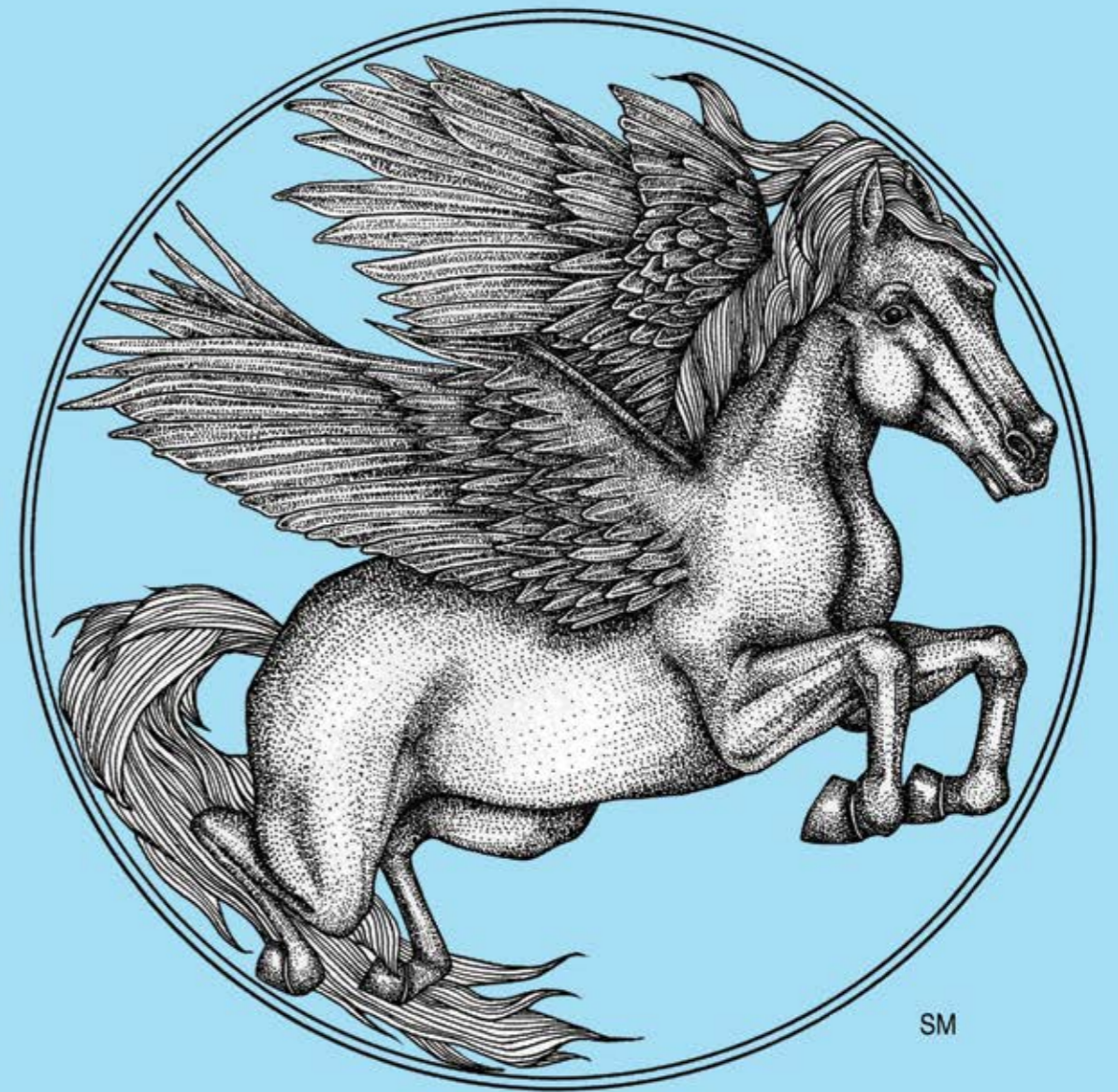


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# HERE COMES THE NEIGHBOUR HOOD

## WYNWOOD WAKES UP MIAMI'S ART SCENE

Talking about the Wynwood Walls street art project prior to his death in 2012, founder Tony Goldman remarked that it had "truly evolved into a Museum of the Streets". Twenty-five years earlier, such a description would have been impossible - Wynwood was a sketchy no-go area for tourists and locals alike, and Miami as a whole was more closely associated with Scarface, dodgy politics and, later, photographer's flashbulbs, following the transformation of kitschy South Beach into a luxury playground for the beautiful, rich or famous. In the succeeding decades, however, Miami has undergone a dramatic reinvention to become the East Coast's secondary creative hub after New York, attracting artists

from all over the world and exploding with new cultural events, most notably Art Basel Miami Beach.

Miami's art scene in the early 80s was restricted to a few galleries in the Design District, with the odd punctuation of projects like Christo and Jeanne-Claude's Surrounded Islands in Biscayne Bay. Despite the arrival of events including the Miami Book Fair, Miami Film Festival (both '84) and Winter Music Conference ('91), plus the opening of the Miami Art Museum and Museum of Contemporary Art (both '96), areas outside the gentrified Miami Beach failed to catch alight until soaring rents forced artists and galleries into rough-cut neighbourhoods such as Wynwood.

Formerly a run-down warehouse district, Wynwood encapsulates Miami's metamorphosis from cultural blight to boom. In 2000, property developer David Lombardi saw the potential in its low rents and location and bought several buildings. He then decided to launch spontaneous art happenings known as 'Roving Fridays', where curious locals flocked to experience the artistic edge redefining the neighbourhood and being nurtured by forerunners like Bernice Steinbaum and the Damien B Arts Center. This was a precursor for the long-standing Wynwood Art Walk, a rambunctious monthly stroll through the area's galleries that has drawn thousands of visitors since beginning in 2001.

When Art Basel landed in Miami Beach in 2002, shifting the focus of the world's art crowd on to the city, Wynwood's creative evolution was thrown into overdrive. The number of galleries in the area climbed and in 2008 Goldman opened Joey's, a café bar that provided a meeting place for the burgeoning art community and became a catalyst for its growth. Wynwood Walls followed in 2009, turning the walls of the district into live canvases where street artists from around the world, including Shepard Fairey, created electric images to bring the area to life and forge a new identity. Further Goldman projects like Wynwood Doors and Outside the Walls spread the vibe across the city and provide further spaces to enact cultural



WYNWOOD DISTRICT

events like poetry readings and music recitals. Today, Wynwood retains some of its old edginess; residential housing remains scarce and an element of danger permeates the air. However, the newest additions to the neighbourhood tell a different story. Fresh restaurants and bars are starting to

take up residence; over 50 galleries now jostle for position in the backstreets; and in 2012, hip New York mixologist Albert Trummer launched a pop-up bar in a Wynwood Alley and the state-of-the-art Armory Recording Studios opened. To echo Goldman's idea, the city streets have indeed evolved

WYNWOOD DISTRICT

into not just a museum but also a gallery, book and map towards a future that is still mysterious, but now holds unlimited potential. As Lucas Levya, director of Miami's Borscht Film Festival, says: "A new generation of Miamians is defined by a sense of looking forward and building

something. We don't know what it is yet, but defining that new cultural identity is what excites so many people down here now."

WORDS: OLIVIA SQUIRE



## CRANE.TV

These days you don't have to travel to unravel the mysteries of the world. Crane.tv, a contemporary culture video magazine, publishes original dispatches from around the globe, including insider city guides and news on the latest hotel, restaurant and spa openings. Below, a sample of the travel inspirations on Crane.tv.

## PANAMA AT CULTURAL CROSSROADS

Panama's rich history has spawned a complex cultural ecosystem that is unrivalled throughout Central America.

A construction boom in Panama City over the last ten years raised a Dubai-esque skyline that looks across the bay at the bustling and newly regenerated old town, Casco Viejo. Outside of the city the pace slows quickly. Island life is a tribute to the country's respect for its wildlife and natural terrain.

Panama seamlessly caters to both the hedonist and the more discerning traveller.

### WHAT TO EAT

#### **Segundo Muelle, Panama City**

Get a taste of Peru in Panama at this restaurant favoured by several of the city's head chefs.

#### **Cafe de Asis, Panama City**

This beautifully restored 19th-century building on the edge of the popular Bolivar square offers great atmosphere.

#### **Granclement, Panama City**

Ice cream is important to Panamanians; chill out with the locals at this gourmet parlour.

### WHERE TO DRINK

#### **Tantalo Hotel roof terrace, Panama City**

The hotel and restaurant boasts one of the only roof terrace bars in town. Go there late for a view that will blow your mind.

#### **La Rana Dorada, Panama City**

Run by a Texan expat, this microbrewery offers delicately crafted beers and rustic pizzas.

### WHAT TO SEE

#### **Casco Viejo, Panama City**

The old town has been lovingly restored over the years. Shop, drink and eat here.

#### **San Lorenzo Port, Colon**

This charming fortified town and nature reserve makes for the perfect day trip.

#### **Bocas del Toro**

Island hop using local boat taxis. Ask them to take you to Isla Bastimentos and then go in search of your own private islet, they exist.

### WHERE TO STAY

#### **The Bristol Hotel, Panama City**

Suitable for both business and pleasure, the hotel is known for its outstanding comfort and service.

#### **Tantalo Hotel, Panama City**

Panama City's eco-design hotel offers a boutique experience in the old town.

#### **Coral Lodge, San Blas Islands**

This undiscovered paradise promises romantic water villas and private coral beaches near the San Blas Islands.

*For more information about Panama and for other travel stories or advertising queries visit [www.crane.tv](http://www.crane.tv).*

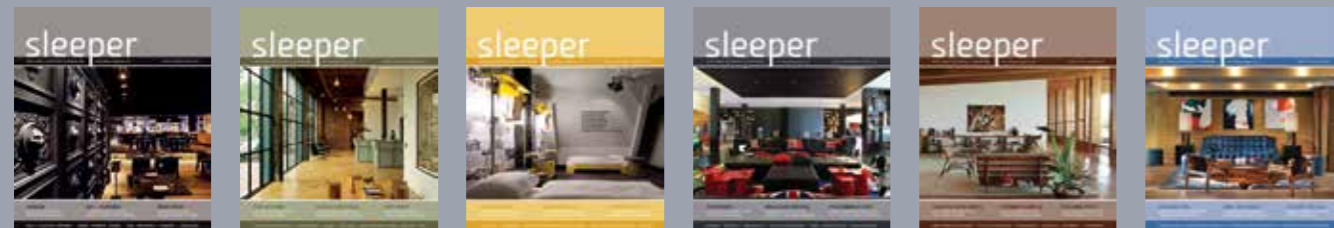
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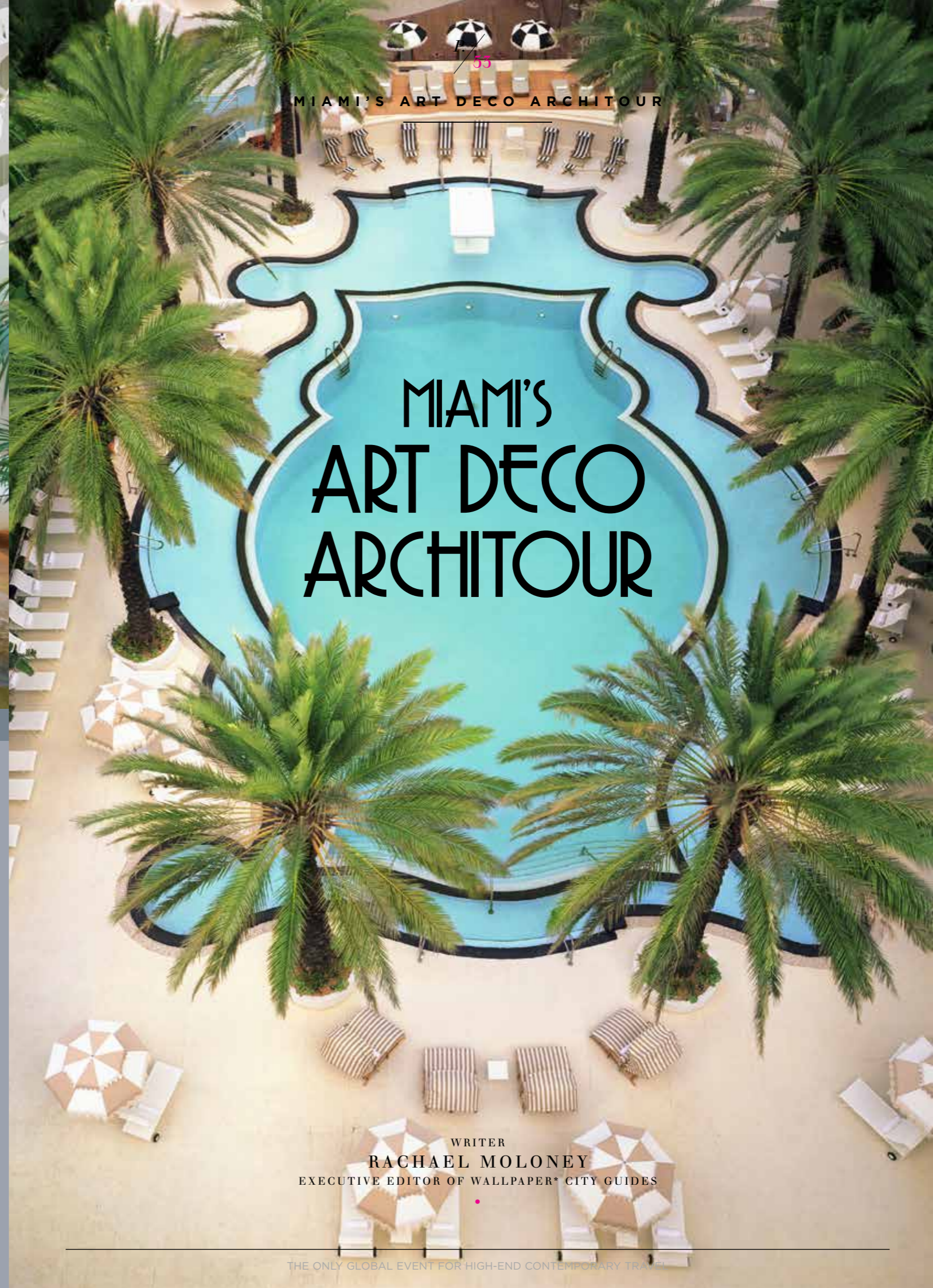
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MIAMI'S ART DECO ARCHITOUR

# MIAMI'S ART DECO ARCHITOUR

WRITER  
**RACHAEL MOLONEY**  
EXECUTIVE EDITOR OF WALLPAPER\* CITY GUIDES

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**A** new style for the modern age, art deco was first glimpsed in American architecture in the 1920s, in the shimmering skyscrapers of Manhattan. The aesthetic quickly spread, and was adopted by architects and designers who moulded its forms and motifs to suit the locale. In Miami, art deco reached its apotheosis in South Beach, the tip of a barrier island developed by John Collins, Carl Fisher and the Lummus brothers from 1913 onwards. Over the next two decades, money and celebrity arrived in the newly formed neighbourhood, and the first beachfront hotels began to spring up, their coloured facades reflecting the hues of Florida's sub-tropical climate.

By the 1930s, American art deco had a highly streamlined appearance, a style called Streamline Moderne, echoing the era of speed and travel that had unfolded, on sleek ocean liners, the first transatlantic flights and the road. Two key architects to bring the aesthetic to South Beach were Henry Hohauser and Lawrence Murray Dixon, who created several hotels, including Dixon's 1936 The Tides (1220 Ocean Drive), and Hohauser's 1937 Park Central (640 Ocean Drive) and 1940 Raleigh (1775 Collins Avenue), whose pool/bar became a hip Hollywood hangout. Designed by Yugoslav-born architect Anton Skislewicz, the 1939 Breakwater Hotel embodied the look, with its cobalt blue frontage, wide horizontal floors and tall central feature.

Borne out in sorbet shades, porthole windows and striking silhouettes, art deco lent South Beach glamour, fuelling its appeal as a sun-drenched, style-savvy destination. In the coming decades, the area suffered ups and downs, but since its art deco quarter was designated a historic district in 1979, it's been a story of steady gentrification, with much of this unique and vibrant architecture undergoing restoration. SoBe is chic once again for the 21st-century.

WORDS: RACHAEL MOLONEY

RACHAEL IS EXECUTIVE EDITOR OF  
WALLPAPER\* CITY GUIDES

