

## FACT SHEET

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DELANO

OWNER:	Morgans Hotel Group
MANAGEMENT COMPANY:	Morgans Hotel Group
OVERALL DESIGN:	Philippe Starck
RESTAURANTS:	Jeffrey Chodorow

GENERAL MANAGER: Mark Tamis  
OPENING DATE: June 1995  
ORIGINALLY BUILT: 1947

**GENERAL DESCRIPTION:**

In 1995, founder Ian Schrager fashioned a new industry standard when he opened Delano in Miami Beach - an entirely new and original kind of Urban Resort. Set directly on the beach on Collins Avenue in the heart of one of America's most exciting and energized gateway cities, Delano is a world-class, self-contained destination.

From the start, Delano presented a unique balancing act – a place of restful calm set directly in the middle of a vibrant city bursting with non-stop nightlife, energy, and youthful exuberance. Conceived by Morgans Hotel Group and designed by Philippe Starck as an homage to the American spirit of family and an elegantly pure and honest response to the era of “over-design,” the 16-story landmark hotel offers an understated mix of quiet quality, value and tranquility – along with Morgans Hotel Group’ trademark cutting-edge modern sensibility, excitement and style. With the first “Indoor/Outdoor Lobby” in America, Delano also offers a further refinement of both the idea of “Hotel as Theater” and the art of “Lobby Socializing” that visionary Ian Schrager first pioneered at Royalton in New York. Where nightclubs were the center of social activity in the 70’s, as restaurants were in the 80’s, hotel lobbies are the definitive social hub of the 90’s and into the next millennium. Delano’s indoor/outdoor space takes this concept to an entirely new plateau.

In 1998, Morgans Hotel Group completed significant additions to his hotel, expanding Delano’s original concepts taking the hotel to a whole new level altogether.

**DESIGN FEATURES  
INDOOR/OUTDOOR LOBBY:**

Further refining the art of “lobby socializing” and the “hotel as theater” concept, Delano’s indoor/outdoor lobby comprises a series of nine beautifully conceived areas that are distinct in form and function that together create the feel of an interwoven “village.” In a totally original manipulation of space that blurs all “normal” distinctions, the lobby offers a seamless separation between the indoors and outdoors. In Delano’s lobby, the first of its kind in America, guests find both a center of activity and an escape — a cool haven. In place of formally defined, restricted, uniform spaces that are bright and overly air-conditioned, are instead more natural areas offering soothing relief from the outdoors.

Delano’s Indoor/Outdoor Lobby Includes:

**The Blue Door Restaurant and the Brasserie** offer two distinctly different and compelling dining choices. Under the direction of restaurateur Jeffrey Chodorow and renowned chef Claude Troisgros, Blue Door was named one of acclaimed food critic John Mariani’s “Best New Restaurants of 1998” and provides a

Dramatic and elegant setting in which to enjoy world-class cuisine. For more casual fare in a relaxed, comfortable environment, the Brasserie has been created in the stylishly relaxed tradition of Harry's Bar in Venice. Adjacent to the more formal Blue Door, this chic lounge boasts a custom-made 15-foot long bar and a soaring 12-foot paneled screen fashioned entirely of hand-etched Venetian mirrors, as well as low marble tables with inviting leather chairs. Serving as an ideal gateway to the Water Salon, the Brasserie is perfect for days and nights of relaxed conversation, cocktails and people watching.

**The Blue Sea**, a new Asian Sea Bar that features the next wave in inspired Asian fusion cuisine creatively expands upon Delano's famed Eat In Kitchen. Offering a caviar and oyster bar, and an extensive selection of innovative sushi and seafood in the evening, Blue Sea provides a casual, comfortable setting conveniently located in the middle of the lobby.

**The Rose Bar**, an originally conceived, new kind of "Floating Bar," with fully upholstered rose-colored walls, custom Venetian chandeliers, and roving service.

Six different Indoor and Outdoor Food and Beverage Areas, serving excellent and innovative cuisine, under the direction of restaurateur Jeffrey Chodorow and renowned Chef Claude Troisgros.

**An International Collection of Furniture and Objects**, spanning over a century and the continents of Europe, Asia, Africa and Australia; an eclectic and sophisticated collection, either custom-made or purchased in top design houses or European flea markets, combining Philippe Starck's original creations, such as crystal chandeliers, garden and pool furniture, and "outside furniture for the inside" and "inside furniture for the outside"; with works from such renowned European artists of yesterday and today as Antonio Gaudi, Man Ray, Charles and Ray Eames, Salvador Dali and Mark Newson. In keeping with Delano's emphasis on honesty of design, only natural materials have been used.

A **"Water Salon"** that reinvents the swimming pool; conceived by Philippe Starck as his first exercise in pool design and recalling Ancient Roman Baths, it required 17 city and state ordinances and is composed of several different areas for floating, meditating, sleeping and even eating. Other features include underwater classical music, a continuous waterfall and furniture in the pool. A "lyrical" place for more spiritual refuge than exertion, the water salon represents a total departure in pool design.

**An Orchard and Landscaped Garden** Area for use both during the day and the evening, consisting of hundreds of different flowers and mature vines and plants, as well as eighty 50-foot Washingtonian Palm Trees. The area offers a transitional space between the indoors and the outdoors, in effect an "indoor room outside" where guests can get relief from the outside without actually stepping inside. There are a series of surrealistic

“vignettes,” including a Starck-designed oversized chess board, An antique metal bed, a marble picnic table and a refreshing outdoor shower spray.

**Agua Bathhouse** Located on the hotel’s roof, the renowned Agua Bathhouse is a serenely beautiful and peaceful space that offers state-of-the-art spa treatments aimed at rejuvenating the body, mind and spirit. Housed in a pristine white setting, with miles of sheer billowing curtains, an enormous private terrace and 360-degree views, Agua is the ultimate sanctuary.

**GUEST ACCOMMODATIONS:**

Philippe Starck’s unmistakable design persona—playful, witty, surprising and elegant — always evident throughout the 195 guest rooms, lofts, suites and duplex poolside bungalows, now features an increased sense of luxury and comfort, and an accent on “barefoot chic.” Each of the custom-painted white and pearl-grey, pristine rooms now have mirror-glazed, brilliant white wide-plank wood floors, and an extra layer of natural cork underfoot for increased privacy and insulation. Showcasing high style, comfort and intimacy without pretension or “overly designed” preciousness, M. Starck’s rooms are models of modern simplicity. Guest quarters are furnished with such Starck details as angels hovering over the bed to ensure good slumber and blackout screens to keep out Miami’s brilliant sunshine. New additions include heirloom pale peach throw blankets handwoven in India exclusively for Delano, and tropical-weight cotton duvets that provide a softer, friendlier touch that underscores the quiet restfulness of the rooms.

**GUEST SERVICES:**

As with all Morgans Hotel Group properties, service is a paramount concern. Delano provides King-Sized Beds; Color Television with full cable access, including HBO, MTV, VH1, CNN and SportsChannel; Movies on Demand; Non Smoking Rooms; In-Room Entertainment Center, including AM/FM Radio and Compact Disc Player; State-of-the-Art Telecommunications System with Two Telephone Lines with Conference and Speaker capability; Private Telephone Number direct to each room; Fax Machine; Portable Telephone and Computer upon Request; Data Port Connections for Modem/Fax Hookups; Wireless High Speed Internet Access; Full Kitchens with Refreshments; Fresh Flowers; Turn-Down Service; Newspapers of choice delivered to the door; On-site Parking; 24-hour Room Service; and 24-hour Concierge.

**EXECUTIVE SERVICES:**

Full-service Business Center; Multi-Service Meeting Spaces; Executive Board Rooms; State-of-the-Art Visual equipment; Productions Rooms; Wardrobe Rooms; Make-up Rooms and Casting Rooms.

**HOTEL HISTORY:**

Delano was first built in 1947. The original architect was Robert Swartburg. Delano’s tower is four-winged and, as one of the tallest in the area, exalts majestically above the Miami Beach skyline.

**RESERVATIONS AND  
RATE INFORMATION:**

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**MORGANS HOTEL GROUP:**

In 1984, Morgans Hotel Group created a hotel so avant-garde that it revolutionized the hospitality industry. Banishing tradition, they introduced the concept of the "Boutique Hotel," characterized by personalized service and home-away-from-home ambience in a setting of modern elegance.

In 1984, Morgans Hotel Group developed its first property, **Morgans** on Madison Avenue in New York City. An instant hit, the hotel revolutionized the hospitality industry with the introduction of the "Boutique Hotel" concept, characterized by personalized service and home-away-from-home ambience in a setting of timeless elegance. This boutique concept was again showcased with great success at New York's **Royalton**, the first property designed by Philippe Starck.

In 1995, Morgans Hotel Group opened the hugely well-received **Delano**, set directly on Miami Beach, and completely refurbished the hotel in 2006. Located in the heart of one of America's most energized gateway cities, Delano represents the next generation of "Urban Resort" – where the notions of the "Indoor/Outdoor Lobby" and the idea of "Simple Chic" were initiated. Delano is, all at once, a red-hot trendsetting hub of social activity, a sophisticated, serene hotel and an elegant beachfront family resort.

**The Shore Club**, managed by Morgans Hotel Group, is a spectacular oceanside resort also located in Miami Beach. With landscaping inspired by the rich intense Matisse-inspired colors of the Jardin Majorelle in Marrakech, The Shore Club is redefining cool on Miami's South Beach. The magic is in the details of the hotel: the landmarked Art Deco lobby is conceived as a calming transition to the labyrinth of gardens with secret passageways, alcoves and succession of different Indoor / Outdoor "rooms" that flow seamlessly throughout the hotel. The Shore Club represents the next wave in Miami Beach's dynamic development.

Morgans Hotel Group arrived in Los Angeles in 1996, with the opening of **Mondrian**, located on the world-famous Sunset Boulevard. Mondrian presents the consummate expression of a balancing act between apparent contradictions – entertainment and spirituality, cutting-edge style and simplicity, fantasy and reality. The hotel perfectly captures the quintessential California lifestyle by uniting its deeply rooted appreciation of the outdoors and relaxed, casual living with a pervasive sense of magic, glamour and excitement.

The opening of **St Martins Lane** in London in late 1999 represented Morgans Hotel Group's first foray across the Atlantic. Received with great fanfare and both critical and customer acclaim, St Martins Lane is an utterly original urban hotel that takes the Morgans Hotel Group concept of "Hotel as Theatre" to a new level to provide its guests with a singularly magical, exciting and visceral experience. The hotel is predicated on the idea that today, luxury is about new experiences, about making a connection with something truly special. Situated in Covent Garden, one of the city's most lively districts, this hotel combines warmth, glamour, charm, sophistication and style with a real sense of its setting, in one of Europe's most cosmopolitan cities.

In addition to St Martins Lane, Morgans Hotel Group opened **Sanderson** in London's stylish Soho district. This first of its kind "Urban Spa" is a magnificent landmark property with a spectacularly landscaped interior courtyard that opens to the sky and is surrounded by guestrooms. The property combines modern and classic elements to create a one-of-a-kind oasis and refuge in the middle of bustling London.

**Hudson**, in New York City, delivers a potent combination of urban adventure and daredevil design to arguably the most jaded city in the world, giving Manhattan something even it has never seen before. In a city renowned for its boldness, diversity and eclecticism, Hudson is an inspired piece of organized chaos – a reflection and distillation of New York itself, a melting pot of styles and ideas – shimmering with a hot-rod vivacity and in-your-face style that is hard to ignore and even harder to forget.

**Clift**, Morgans Hotel Group's first San Francisco property, is a template-breaking tour de force that promises to change forever the notion of what it means to be a luxury hotel. Elegant and sophisticated yet in a totally modern manner, Clift takes conventional hotel philosophy and turns it on its head. While still bearing some of the hallmarks of the traditional luxury hotel experience such as exemplary service and amenities, what makes Clift truly special is its daring and brilliant juxtapositions. The hotel reads like a page ripped from the surrealists' manifesto: a desire to bridge the gap between fantasy and reality, the pairing of seemingly unrelated objects, and a desire to return to the innocence of childhood where a freewheeling, "down the rabbit hole" approach to life is embraced. Clift is Wonderland for the Jet Set.

In January 2007, Morgans Hotel Group opened **Mondrian Scottsdale**, a world-class "Urban Resort" in downtown Scottsdale, Arizona, marking the first extension of the Mondrian brand. Located in the heart of Scottsdale, Mondrian Scottsdale offers the unique experience of a dynamic "Urban Resort", combined with a serene oasis in the desert. Like the first Mondrian, this new destination brings an inventive vision of modern glamour to a new generation of sophisticated global consumers. Mondrian Scottsdale is a sybaritic retreat offering rest, rejuvenation, fun and entertainment in a vibrantly pleasure-driven environment.

With **Mondrian South Beach**, Morgans Hotel Group's first hotel residences, MHG makes a pioneering move away from the bustle of Miami Beach's oceanfront tourist center to the fashionable, growing neighborhood of Biscayne Bay. The Hotel Residences are built on a prime waterfront location with views of the bay, ocean and downtown. Consisting of 342 studios, one and two bedroom apartments and penthouses, Mondrian South Beach will combine the most exhilarating design elements of a fantasy modern get-away with all the comforts and conveniences of home.

**Morgans Hotel Group Co.** (Nasdaq: MHGC) which is widely credited with establishing and developing the rapidly expanding boutique hotel sector, owns and operates Morgans, Royalton and Hudson in New York, Delano and The Shore Club in Miami, Mondrian in Los Angeles, Scottsdale and South Beach, Clift in San Francisco, and Sanderson and St Martins Lane in London. In February 2007, MHG and an equity partner acquired the **Hard Rock Hotel & Casino** in Las Vegas and related assets. MHG has other property transactions in various stages of completion including projects in Miami Beach, Florida, and Las Vegas, Nevada, and continues to vigorously pursue its strategy of developing unique properties at various price points in international gateway cities in the United States, Europe, South America, Asia and around the world. For more information please visit [www.morganshotelgroup.com](http://www.morganshotelgroup.com).