

## FACT SHEET

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## NEW DESIGN FEATURES

### LOBBY

- The lobby is conceived as a calming transition, a 'decompression chamber' to cleanse your eye, from the outside world to the rich gardens beyond
- Landmarked Art Deco Lobby with existing polished terrazzo floor and lit metal wall mural.
- White sheer curtains surrounding the existing columns internally illuminated with colored light
- The elegant furnishings are comprised of L-shaped sofas and chairs with natural cotton slipcovers imported from Italy, white tufted floor cushions, antique plantation chairs, rattan and stainless steel armchairs and stools imported from Italy, imported handwoven wool tribal rugs, modern Italian polished stainless steel and white glass side tables mixed with antique hand-hammered silver metal tables.
- Many handmade custom silver and glass lanterns

### GARDENS & POOL AREAS

- A labyrinth of gardens with secret passageways, alcoves, open areas, and a succession of different outdoor "rooms", unfolds like different acts in a play – each offering a new scene and mood
- The landscaping is inspired by the Jardin Majorelle in Marrakech with its rich intense Matisse-inspired colors- 3 acres are lavishly landscaped in hundreds of species of tropical and Mediterranean plants and trees such as the traveler palms, giant bird-of-paradise, a wide variety of cacti and gardenias. 500 different colored pots in varying sizes and shapes contain annuals and perennials such as morning glory, thunbergia, bougainvillea and philodendron
- Mexican limestone floor tiles are throughout the property
- Two elevated infinity-edge pools (one Olympic size, one lap pool with hot tub.)
- Two deep blue wading pools filled with lily pads and exotic fish
- Dramatic lighting from 300 imported iron lanterns, both hanging and sitting, are in various sizes from 3 feet to 6" tall
- Enormous custom tufted beds ranging from 12 feet x 12 feet to 30 feet x 4 feet are covered in hand-painted pillows of all sizes and large painted throws – painted on site by artists Kim MacConnel and Izhar Patkin
- There is an eclectic mix of furniture from the flea markets of the world, the Middle East and other locations within the Tropic of Cancer, as well as modern European furniture: large patterned Kenyan textile throw pillows woven from plastic and used as seating, woven "rattan" sectional seating from US, imported Italian resin "Tam Tam" stools designed by Matteo Thun, imported bronze tray tables with etched carvings from Turkey, iron scrolled side tables, and pool lounges and tables in natural unfinished teak custom-made in Italy

## SKYBAR MIAMI BEACH

- Spread throughout the intense, electric, cobalt blue walls, fountains and pergolas, Skybar Miami Beach matches any mood and entertainment at any time within the deeply sensual background of the colorful tropical gardens. It is comprised of the following areas:

### REDROOM

- Room is organized around the deep red glowing core made of internally-illuminated fiberglass panels
- Red lacquered teak floor
- All walls are covered in faceted, nickel-plated beaded curtains hung around the room within a cove that sparkles and reflects the red lighting
- Continuous lacquered banquette with down cushions and pillows made from handwoven silk fabrics in jewel-tone colors of red, orange and gold custom-made and imported
- Juxtaposition of modern and eclectic furniture: lacquered steel pool table with red felt top, illuminated red rubberized cubes, imported Indian rams-head and stamped silver chairs, custom-designed tufted red felt floor cushions, silver tray tables, mixed with French Antique Napoleon III slipper chairs covered in silver silk
- Cut crystal chandeliers with candles surrounding the room

### REDROOM GARDEN

- The 2,500 sq. foot central area conceived as an outdoor living room, has custom-designed and colored tiles with inlaid colored terra cotta tile "carpet" borders
- The area is tropically landscaped with colorful perennials, bougainvillea, passion flowers which are planted in custom-designed painted fiberglass oversized pots, painted terracotta pots, and built-in vibrant blue painted concrete basins
- White sheer curtains surrounding colonnade
- Custom-lacquered wooden daybeds with painted throw blankets, pillows and stool seat covers by artists Kim MacConnel and Izhar Patkin
- Mixture of eclectic imported furnishings from the Orient, custom-made teak stools, various imported wooden furniture with custom-colored paint and French floral brocade pillows, Nicaraguan hand-embroidered hammock, mixed with modern fiberglass chairs in bright fuchsia and green from England and whimsical Italian stools in resin
- A fourposter wrought iron king-size bed with pillows from Fez and Uzbek hand-woven throw blanket in vibrant colors serves as a garden trellis for the flowering bougainvillea and potted perennials
- Handmade custom silver and glass lanterns mixed with punched iron Moroccan lanterns hanging within trees and large Moroccan silver hanging globe lanterns that are custom-made

### RUMBAR

- Centrally located between the pools, the Rum Bar, serving 75 different rums, is surrounded by white sheer curtains creating an intimate space and backdrop for the potted climber plants. Custom-colored painted concrete daybeds with hand-tufted cushions have imported handwoven African pillows and large iron Moroccan hanging globe lanterns

## SANDBAR

- In its own private setting lending itself to smaller private parties and being barefoot in the sand away from the beehive, the bar is comprised of woven rattan armchairs, stools and side tables. Magical iron lanterns illuminate the space glittering within the landscape

## ADDITIONAL FEATURES

### DINING

- Side by side, unlike any other place in Florida, two world-class restaurants are featured:
- Nobu Matsuhisa's world-renowned NOBU, serving fusion Japanese-Peruvian haute cuisine
- NOBU lounge
- AGO featuring famous Italian alfresco dining and the ambiance of an Oceanside terrace
- Ocean Grill, serving poolside and at the beach

### PENTHOUSE SUITE

- 6,000 square foot, triplex suite with private elevator accessing all three floors, two spiral staircases and private terrace, rooftop pool, steam room, sauna, outdoor shower and 360 degree panoramic views of city and ocean

### PRIVATE VILLAS

- Seven duplex private villas with private outdoor showers, outdoor dining areas, each overlooking a garden that blends within the surrounding landscapes facing the pool
- Furnishings consist of teak-framed beds with mattress seat cushions and a mixture of imported fabric throw pillows, rattan chairs, stools and side tables.
- Hand-painted fabrics are done by Kim MacConnel and Izhar Patkin

### BEACH HOUSE

- One private duplex villa with separate entrance, private beach access, pool and outdoor dining and lounge area. Furnished with teak-framed beds with mattress seat cushions and a mixture of imported fabric throw pillows, rattan chairs, stools and side tables
- Hand-painted fabrics are done by Kim MacConnel and Izhar Patkin

## RETAIL

- A microcosm of great shopping is presented through some of the best known lifestyle shops:
- Stefani Greenfield's first Miami location of Scoop
- Michelle Quan and Robin Renzi's Me & Ro
- Pipino Salon by Rick Pipino

## SPA

- 8,000 square foot full-featured facility within the serene Zen-like atmosphere of teak and warm-toned materials includes steam room, wet and dry treatment rooms, outdoor terraces and massage decks, and exclusive products

## ACCOMMODATIONS

- 325 remarkably-appointed rooms with spectacular bathrooms designed as wet rooms:
- 70 suites, most with ocean views
- Private cabanas
- 3 executive suites –The Loft, The Lookout and The Tower
- One oceanfront Beach House with private gated pool and private access to the beach
- Penthouse – the most spectacular triplex in South Beach with a rooftop sundeck and private pool

## GUEST SERVICES & AMENITIES

- Full turn-down service
- Newspapers of your choice delivered to the door
- 24-hour concierge
- Non-smoking rooms available upon request
- State-of-the-art in-room technology, including digitally-downloaded movies, high-speed internet access, and web TV's
- Bose Wave CD player/radio
- Three dual-line phones including 1 cordless, voice mail/speakerphone, and dataport
- 27" Sony television
- Minibar, safe, fax machine
- Jacuzzi and steam shower in selected rooms
- 400-thread-count luxurious Egyptian linens
- Rick Pipino bath products standard in all rooms and suites
- Imported Mexican sandstone floored bathroom with custom-designed glass-enclosed wet area including bathtub, shower and teak bench

## EXECUTIVE SERVICES

- 10,000 square feet of meeting facilities including boardrooms, breakout rooms, rooftop terraces and outdoor meeting areas
- Poolside dataports
- All meeting rooms equipped with LCD projection
- State-of-the-art visual equipment
- Production, wardrobe, make-up, and casting rooms

## LOCATION

- 1901 Collins Avenue, Miami Beach
- Directly on the ocean
- Two blocks from Lincoln Road
- 20 minutes from Miami International Airport

## RESERVATIONS

- 877 640 9500 or 305 695 3100
- Facsimile 305 695 3299

## TARIFFS

	Summer	Winter	Spring
• City View	\$ 325	\$ 425	\$ 375
• City View Alcove	\$ 375	\$ 485	\$ 440
• Partial Ocean View	\$ 375	\$ 485	\$ 440
• Ocean View	\$ 425	\$ 550	\$ 495
• Loft	\$ 800	\$ 1,000	\$ 1,000
• One Bedroom Suite	\$ 1,000	\$ 1,500	\$ 1,500
• Bungalows	\$ 1,175	\$ 2,000	\$ 2,000
• Two Bedroom Suite	\$ 2,250	\$ 2,450	\$ 2,450
• Penthouse	Available upon request		

Rates subject to change and availability

## 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).