

THE
BETSY
SOUTH BEACH



GALLERY GUIDE

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OVERVIEW

The Betsy is a boutique beachside haven in the heart of South Beach. An architectural landmark anchoring historic Ocean Drive, The Betsy is the culmination of timeless style, attentive service, and charming event spaces.

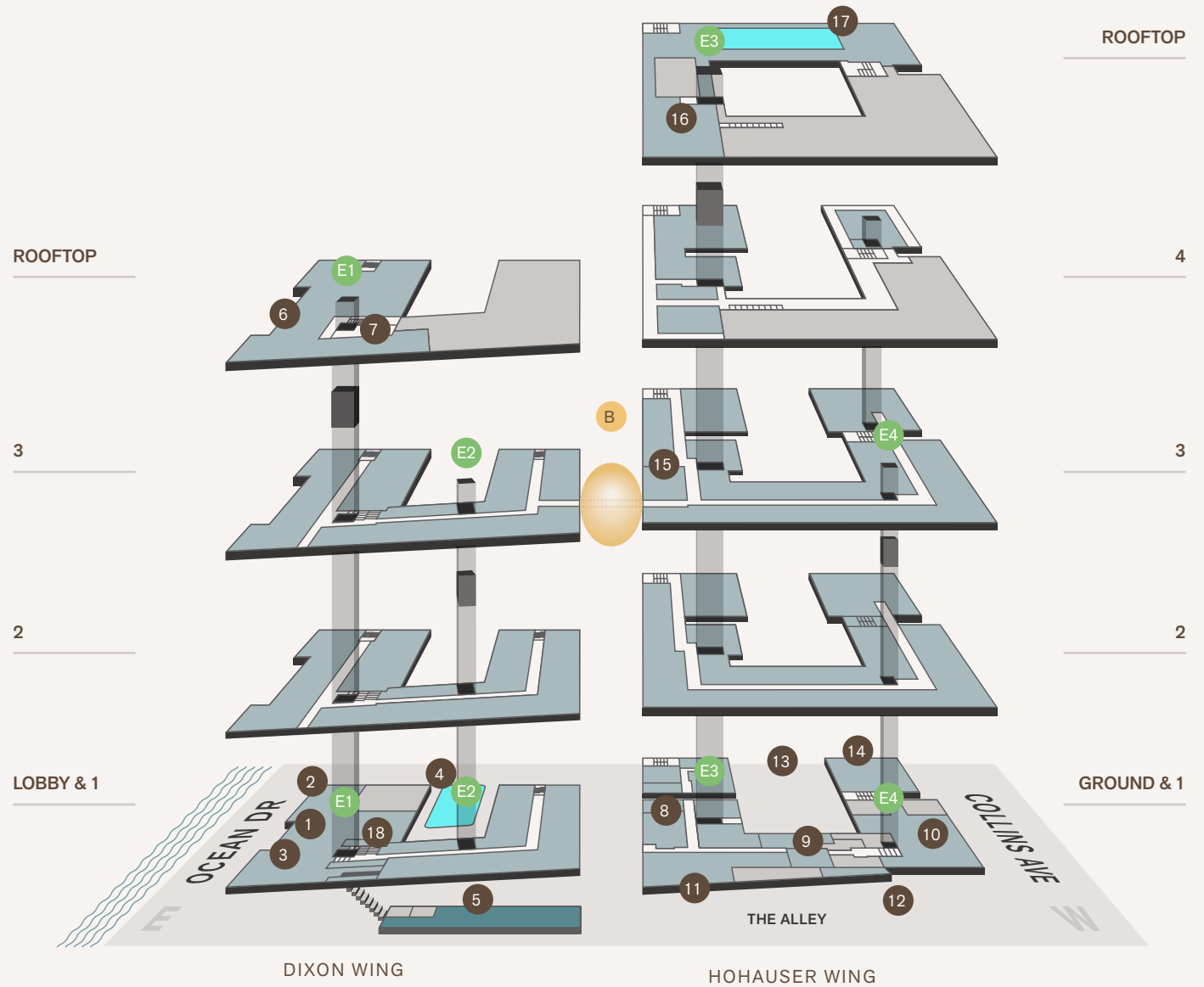
With its commitment to the arts, The Betsy is also a cultural and community focal point, where beachfront luxury and ocean views meet an established writer-in-residence program, richly curated live music, and a mix of permanent and rotating collections throughout the hotel's public spaces and guest rooms.

Left: Our CEO (Canine Executive Officer) Betsy sitting in the lobby.

MAP

13	Atrium	HOHAUSER
5	B Bar	DIXON
9	Boardroom	HOHAUSER
10	Carlton Room & Café	HOHAUSER
8	Fitness Center	HOHAUSER
14	Gallery	HOHAUSER
15	Library	HOHAUSER
1	Lobby / Front Desk	DIXON
3	Lobby Bar	DIXON
2	LT Steak & Seafood	DIXON
6	Ocean Front Deck	DIXON
12	Poetry Rail	HOHAUSER
4	Pool Courtyard	DIXON
17	Pool Rooftop	HOHAUSER
11	The Alley - Pizzeria	HOHAUSER
16	Skyline Deck	HOHAUSER
7	Spa	DIXON
18	Underground Gallery	DIXON

- E Elevators
- B Bridge / The Orb



DIXON WING

HOHAUSER WING

B 3RD FLOOR BRIDGE CONNECTS DIXON & HOHAUSER WINGS

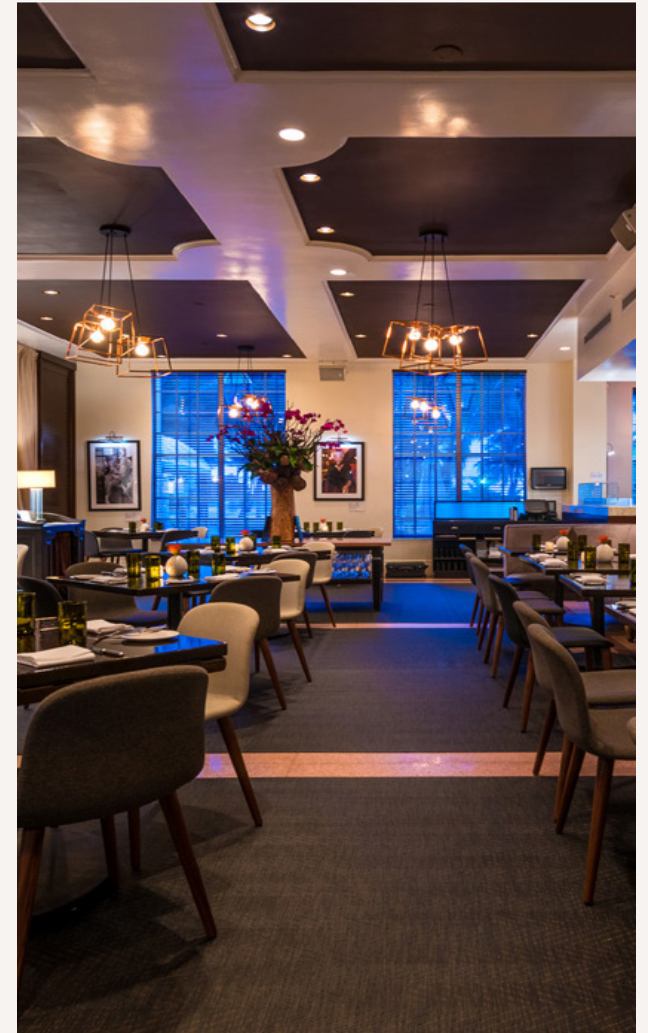
ROTATING GALLERIES



LOBBY RESTAURANT

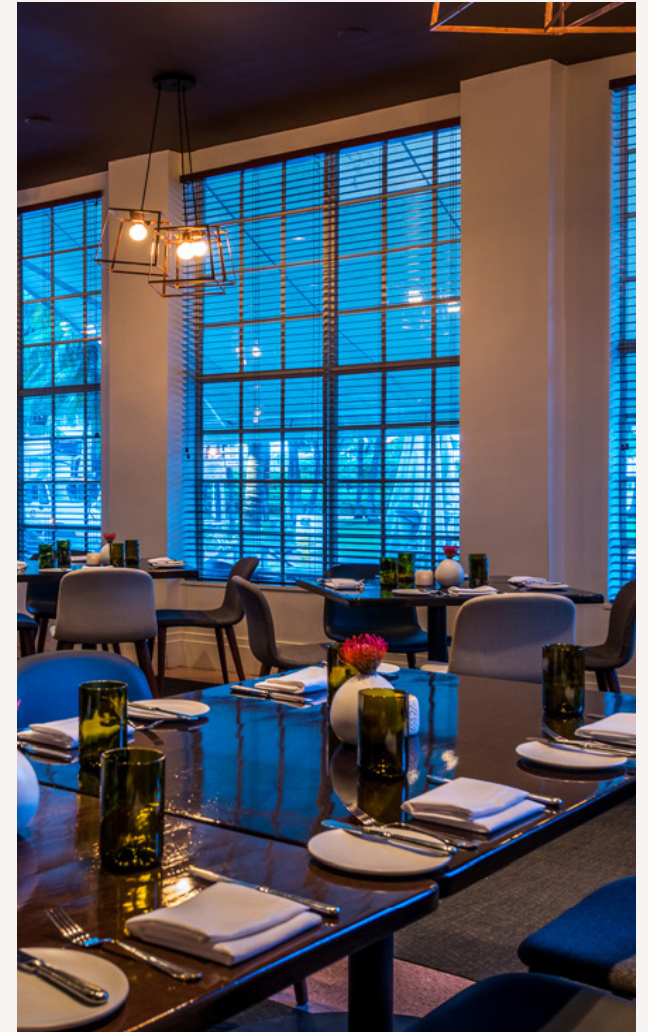
MAIN DINING ROOM

The Lobby Restaurant is a highly ranked and sought after dining spot in South Beach, with many flexible spaces to exhibit art. It receives high foot traffic and viewing volume.



DETAILS

- › 590 sq ft | 30' x 20'
- › Ceiling Height: 11' 6"
- › Capacity: 120



LOBBY RESTAURANT ANNEX

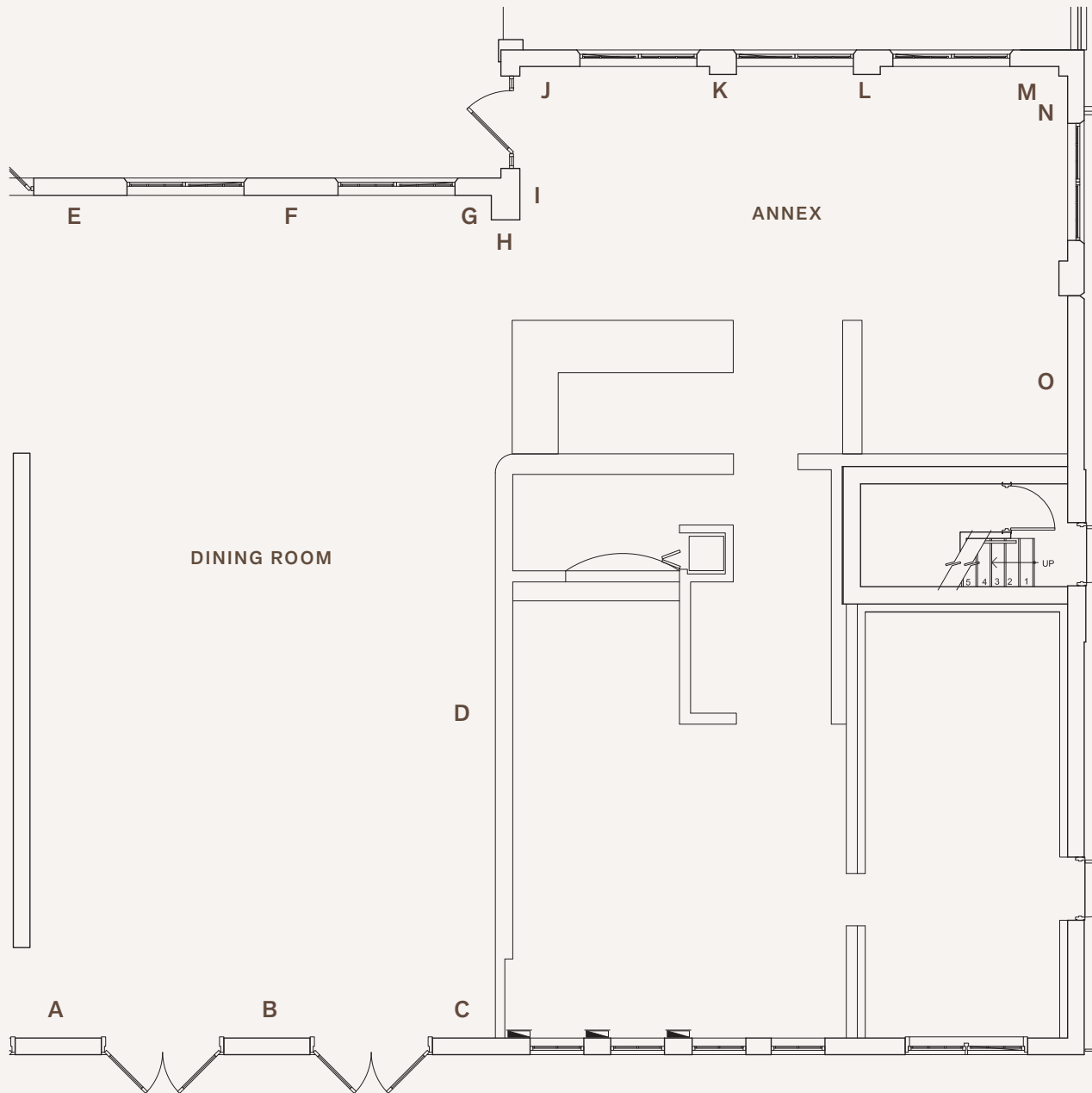
SEMI-PRIVATE DINING ROOM

The Lobby Restaurant Annex is adjacent to and part of the Lobby Restaurant, and can be used for a continuation of an exhibit in the Lobby restaurant or for a separate exhibit.

DETAILS

- › 590 sq ft | 28' 10" x 20' 5"
- › Ceiling Height: 11' 6"

LOBBY RESTAURANT AND ANNEX FLOORPLAN



- A.....38" x 11' 6"
- B.....59" x 11' 6"
- C.....38" x 11' 6"
- D.....3 Panels, 94" x 53"
- E.....38" x 11' 6"
- F.....59" x 11' 6"
- G.....23" x 6' 6"
- H.....18" x 11' 6"
- I.....32" x 11' 6"
- J.....38" x 11' 6"
- K.....18" x 11' 6"
- L.....18" x 11' 6"
- M.....32" x 11' 6"
- N.....30" x 11' 6"
- O.....10" x 11' 6"



LOBBY & BAR

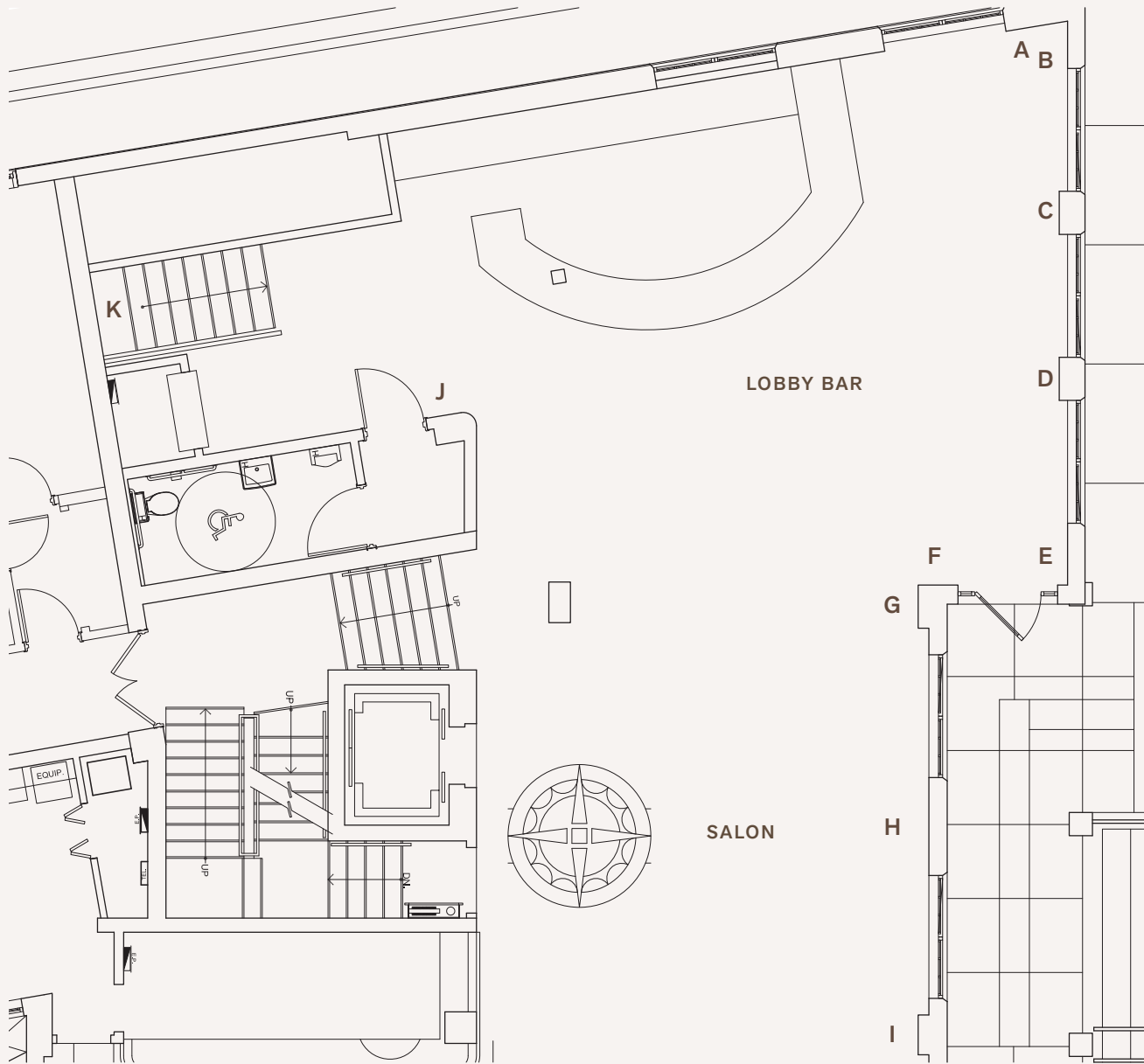
THE CENTER OF IT ALL

The Lobby Salon & Bar are charming sun-splashed rooms with inviting sofas and chairs, encouraging guests to linger in the warm embrace of The Betsy. A grand piano graces the room with live jazz every night, attracting large crowds.

DETAILS

- › 1085 sq ft | 29' 4" x 26' 9"
- › Ceiling Height: 11' 6"

LOBBY FLOORPLAN



A.....	34" x 11' 6"
B.....	28" x 11' 6"
C.....	26" x 11' 6"
D.....	26" x 11' 6"
E.....	37" x 11' 6"
F.....	25" x 29"
G.....	26" x 77"
H.....	59" x 11' 6"
I.....	24" x 11' 6"
J.....	26" x 11' 6"
K.....	53" x 77"



Chris Cozier "The Arrest, Hands Up Hands Out", 2014

B BAR

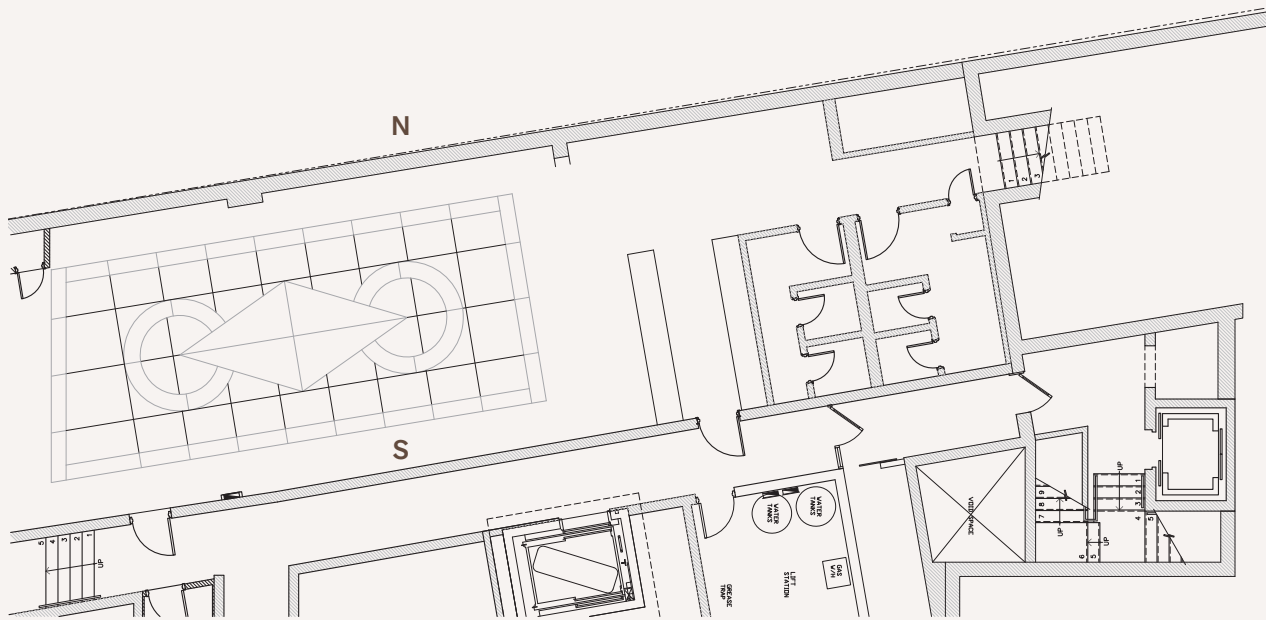
A HIDDEN GEM

Designed with a hint of vintage glamour, B Bar offers 26 customizable light boxes for a unique visual arts experience.

DETAILS

- › 1100 sq ft | 55' x 20' 4"
- › Ceiling Height: 7'6"

B BAR FLOORPLAN



B Bar is lined with 26 light boxes, each measuring 21.75" wide by 39" tall.

The North wall has 14 light boxes; the South wall has 12.

**The recommended film is a polypropylene, back-lit film made specifically for backlit images.*

Transparencies measure 1/16 in thickness, 22" wide X 39" tall.

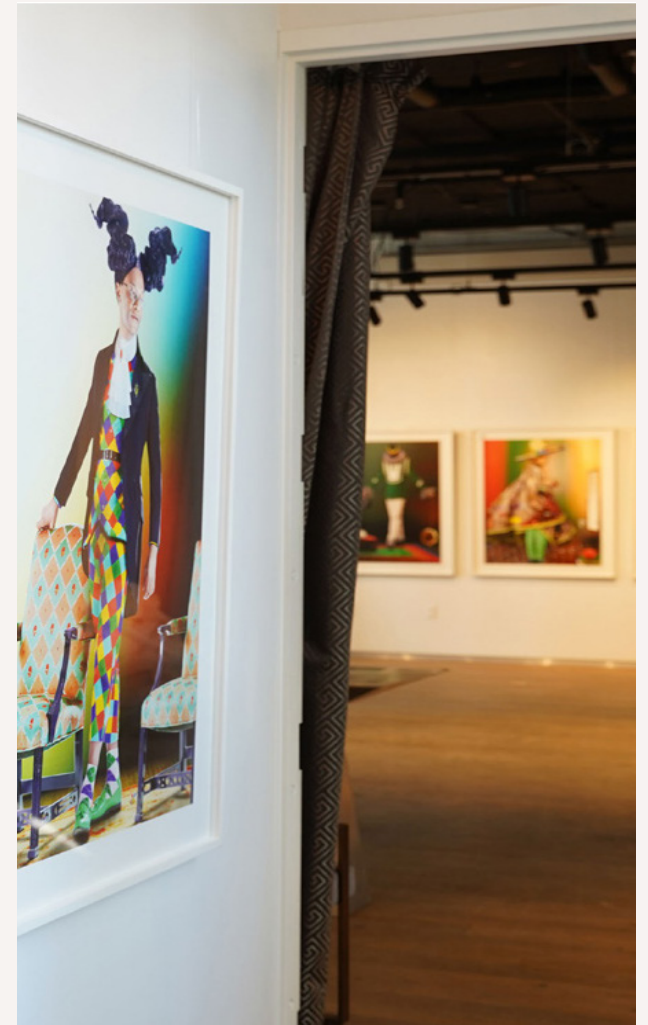
The size of the printed image should be 16.25" x 33.5", 300 dpi resolution, leaving a 2.75" margin around all four sides to accommodate the frame edges.



GALLERY

TRADITIONAL GALLERY SPACE

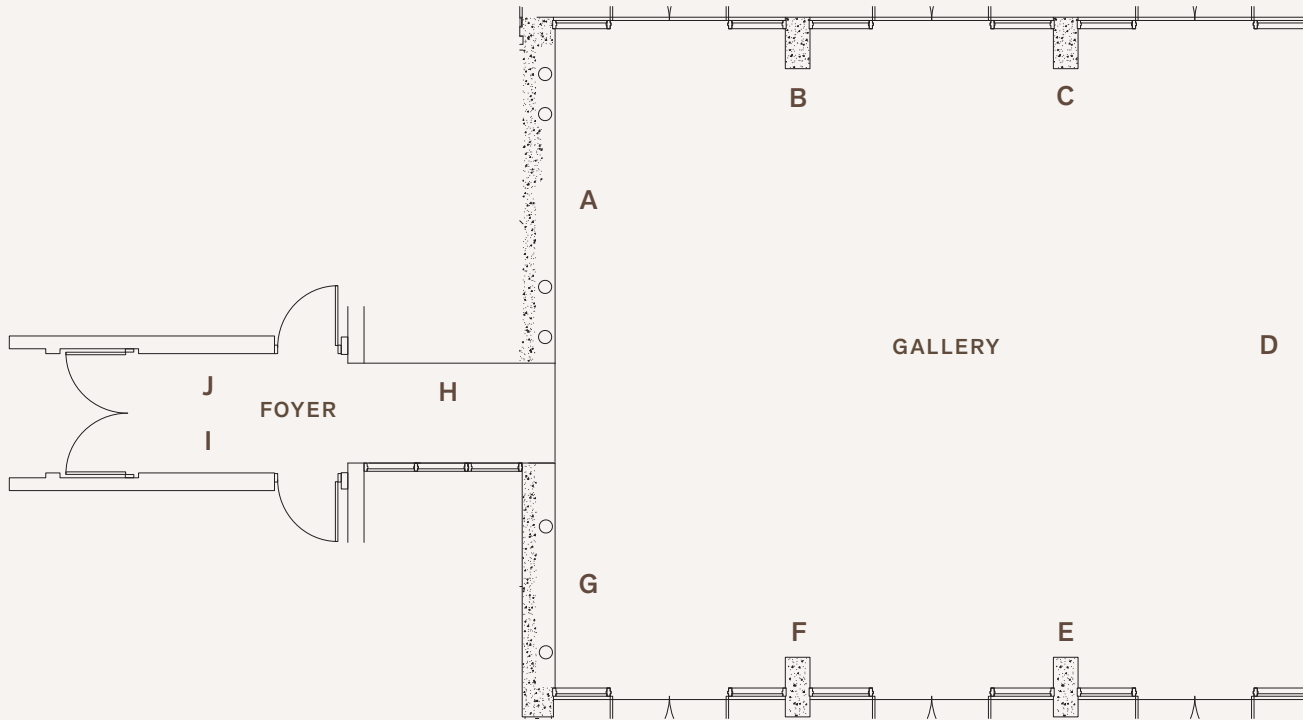
The Betsy Gallery is a flexible space with high ceilings and natural wood finishes, enjoying steady foot traffic from ground floor events, corporate breakouts, and concerts. Adjustable lighting features works on display.



DETAILS

- › 1,600 Sq Ft | 42' X 36'
- › Ceiling Height: 13'

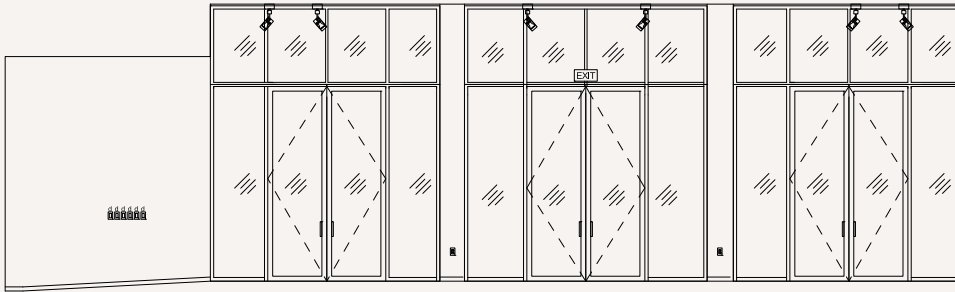
GALLERY AND FOYER FLOORPLAN



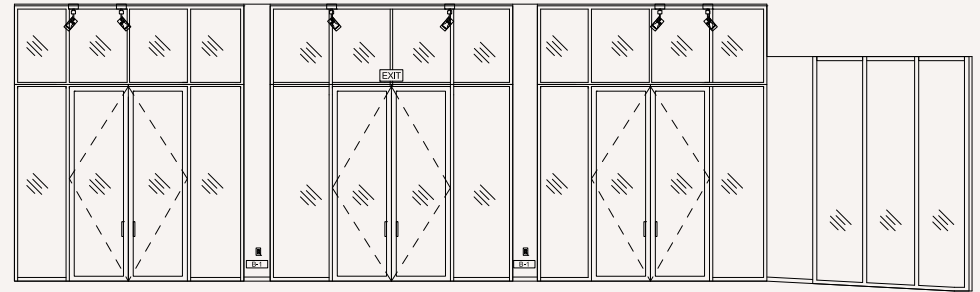
- A..... 152" x 110
- B.....24" x 12' 4"
- C.....24" x 12' 4"
- D..... 28' 4" x 110"
- E.....24" x 12' 4"
- F.....24" x 12' 4"
- G..... 100" x 110"
- H.....114.5" x 100"
- I94" x 100"
- J80" x 100"

GALLERY ELEVATIONS

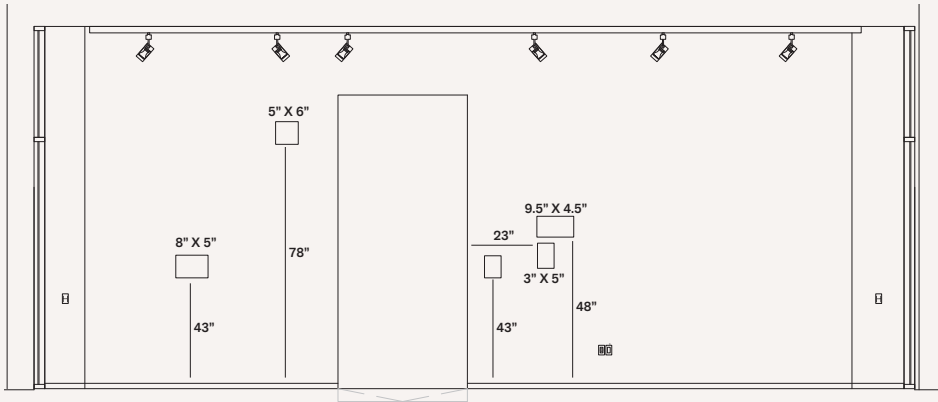
East Elevation



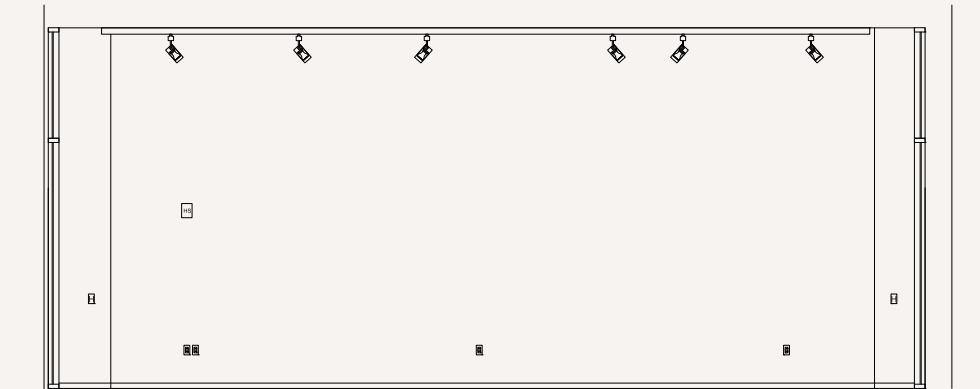
West Elevation



North Elevation

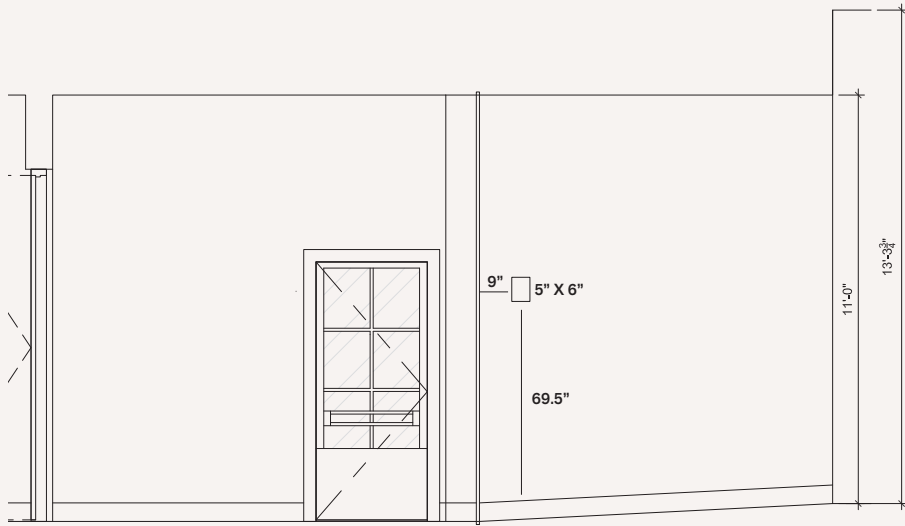


South Elevation

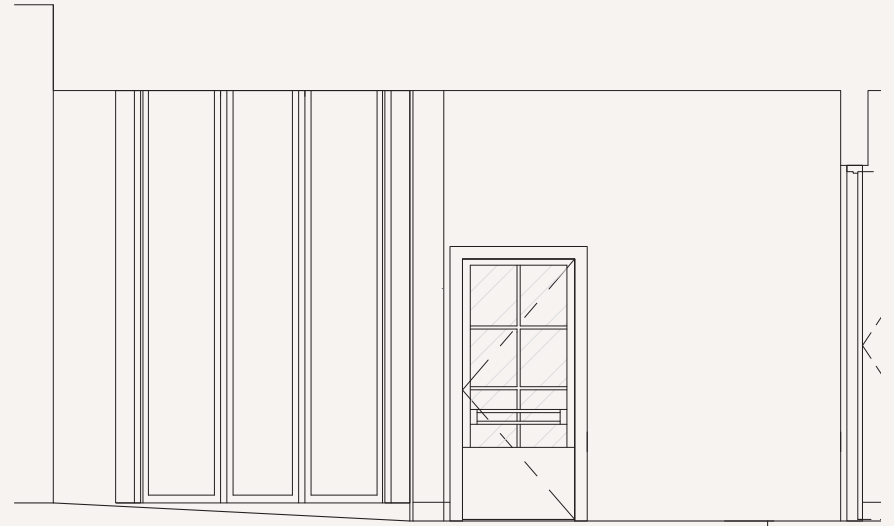


GALLERY FOYER ELEVATIONS

East Elevation



West Elevation



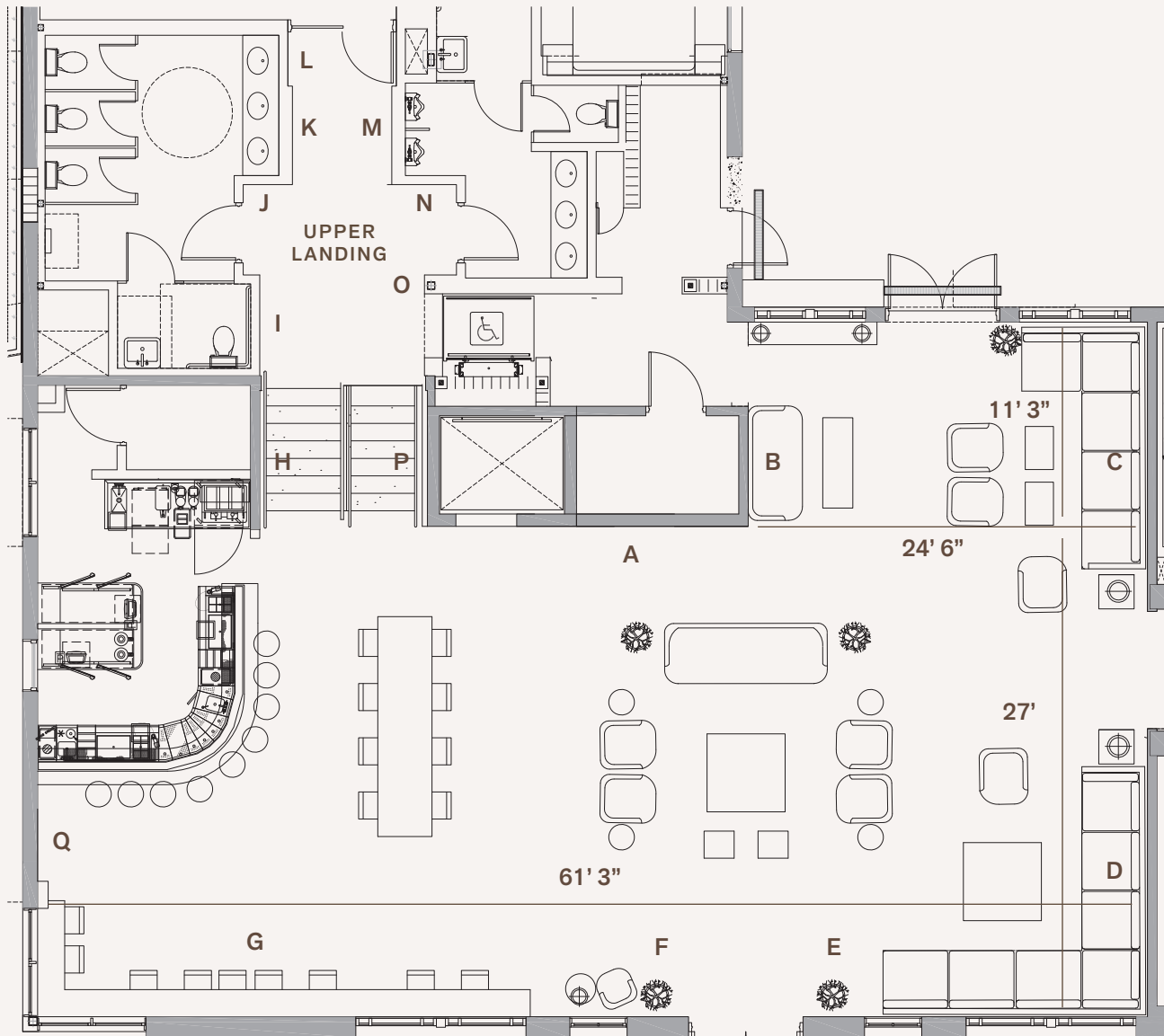


CARLTON ROOM

ART DECO EVENT SPACE

The versatile Carlton Room plays host to a wide variety of events. Home to local coffee roaster Panther Coffee, the space benefits from a high volume of foot traffic.

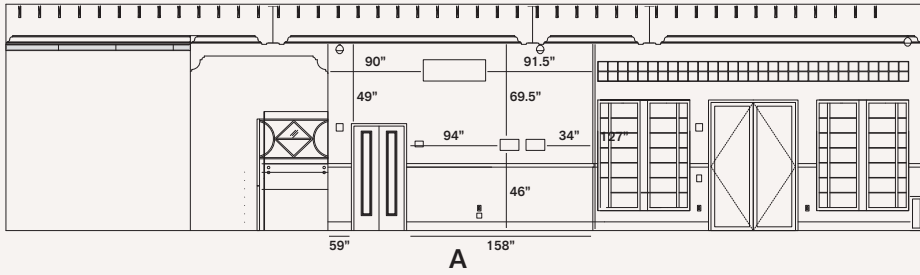
CARLTON ROOM FLOORPLAN



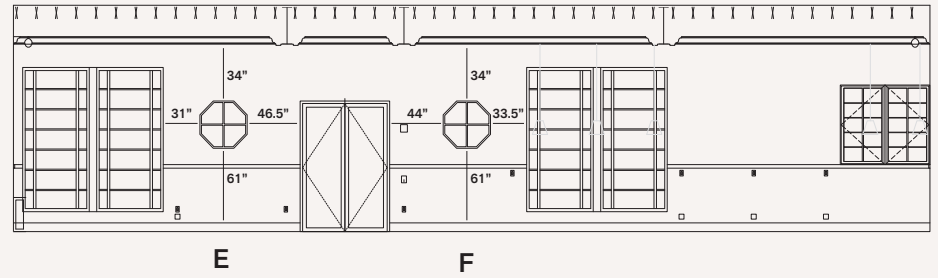
- A See next page for details
- B 34" x 11' 6"
- C 16' x 10' 3"
- D 9' Digital Display
- E See next page for details
- F See next page for details
- G 140" x 90"
- H 86" x 80" descending to 59"
- I 67" x 70"
- J 32" x 82"
- K 71" x 80"
- L 38" x 77"
- M 71" x 80"
- N 42" x 80"
- O 17.5" x 82"
- P 93" x 97"
- Q 72" Digital Display

CARLTON ROOM ELEVATIONS

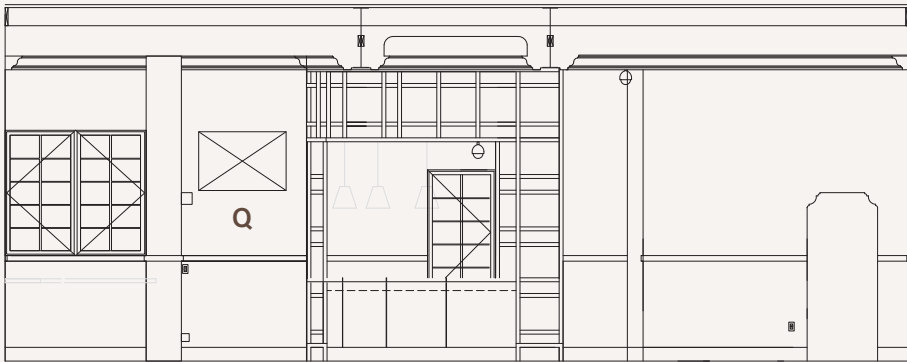
East Elevation



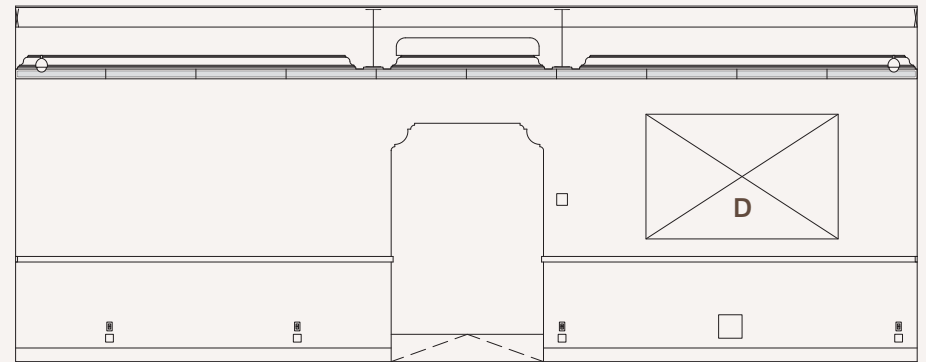
West Elevation



North Elevation



South Elevation





BOARDROOM

MULTI-PURPOSE SPACE

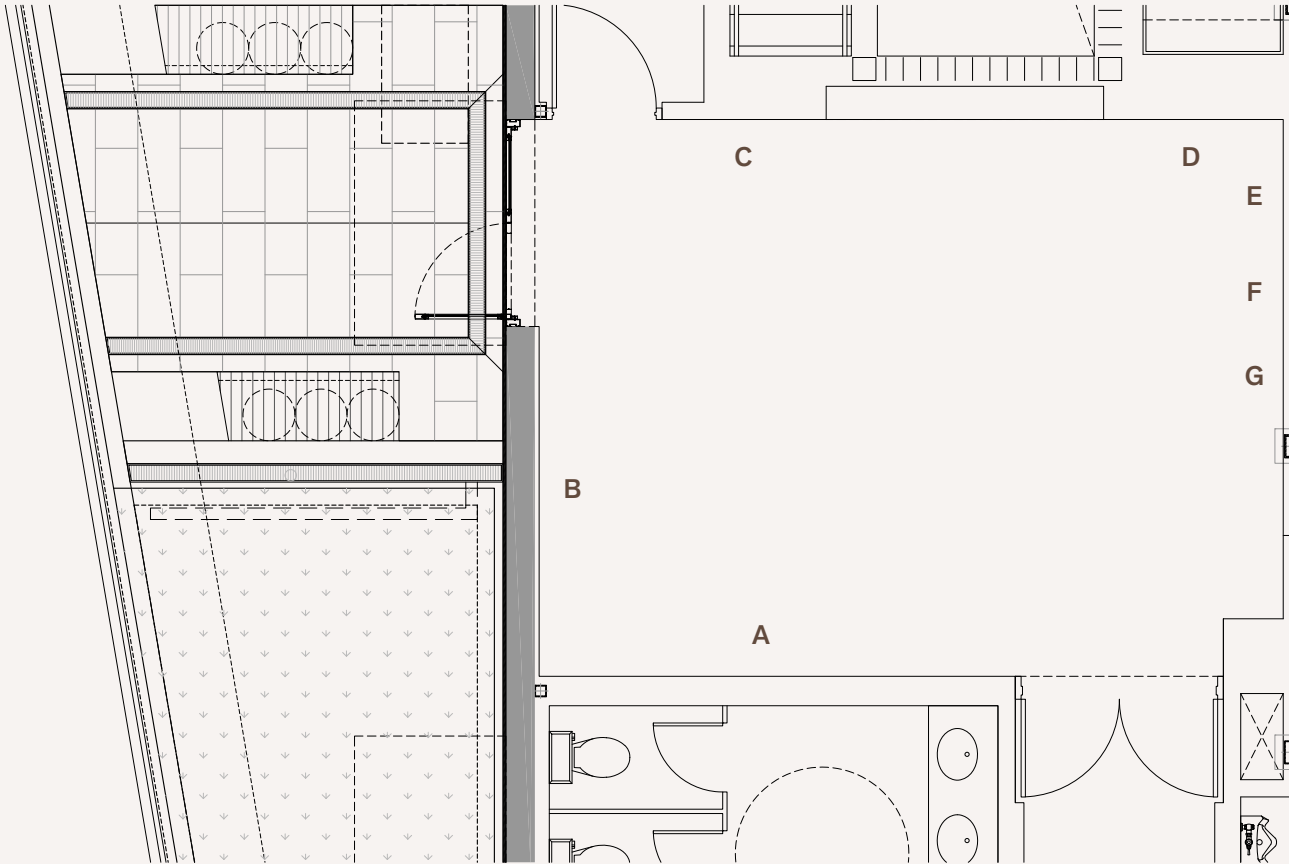
Located in the Hohauser Wing, the Boardroom is both a traditional board meeting environment and a communal meeting space. The room is easily accessible from The Alley and The Carlton Room and is often used for breakout sessions during company meetings.



DETAILS

› 350 sq ft | 20' x 14'

BOARDROOM FLOORPLAN



- A 13' 8" x 8' 4"
- B 10' 4" x 8' 4"
- C 4' 9" x 8' 4"
- D 5' 2" x 8' 4"
- E 49" x 83"
- F Digital Display
- G 49" x 68"



LIBRARY FOYER

CROSSROADS OF BETSY COMPLEX

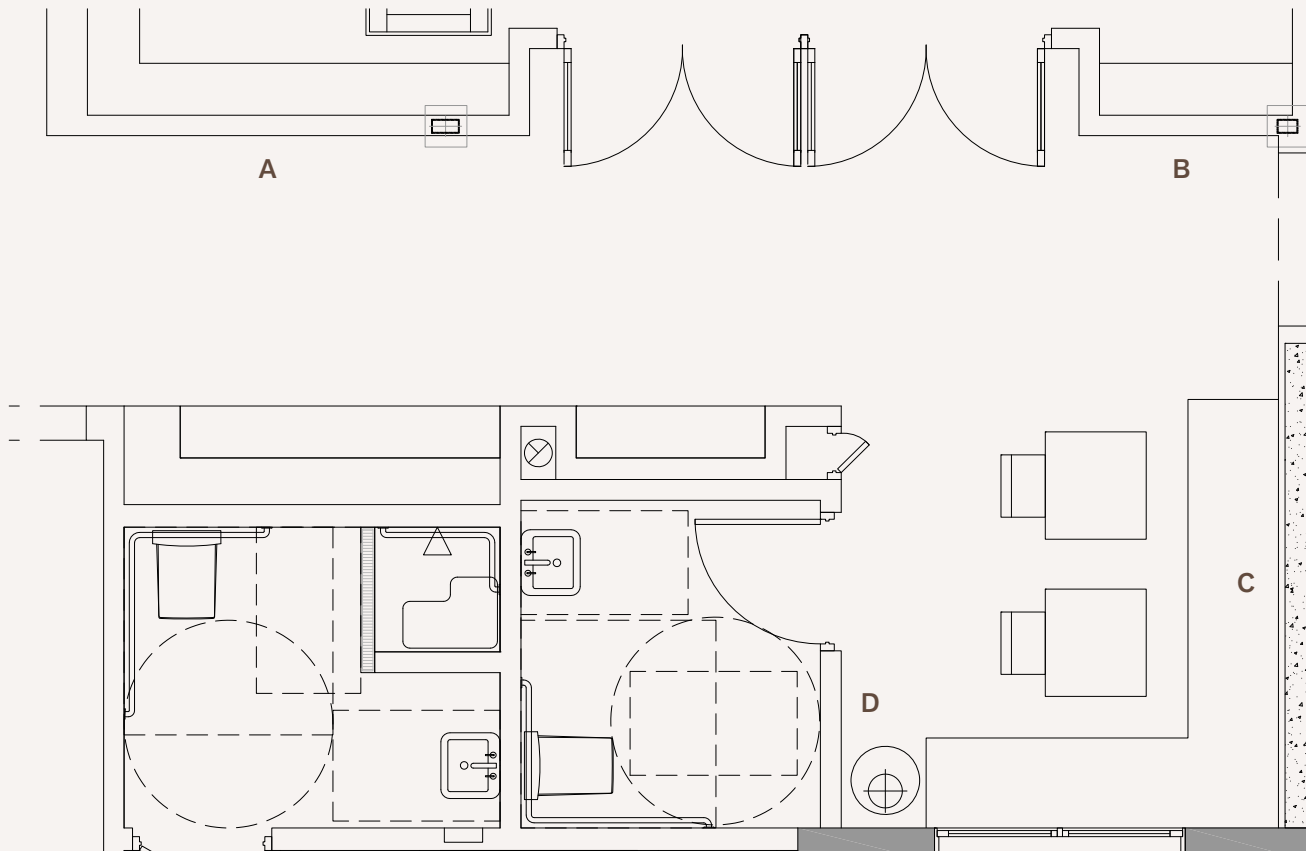
A quiet space for contemplation and frequent readings by Betsy writers-in-residence, the Library and adjoining Foyer double as a serene hiding spot and an elevated gathering place.



DETAILS

› 1,600 sq ft

LIBRARY FOYER FLOORPLAN



- A 8' 6" x 5' 5"
- B 49" x 83"
- C 11' 3.5" x 4' 6"
- D 39" x 81"



THE ORB

ARCHITECTURAL WONDER

The Orb is a public work of art that has become a highly visited attraction on South Beach and doubles as a blank canvas for projections of video art and imagery.

PERMANENT GALLERIES



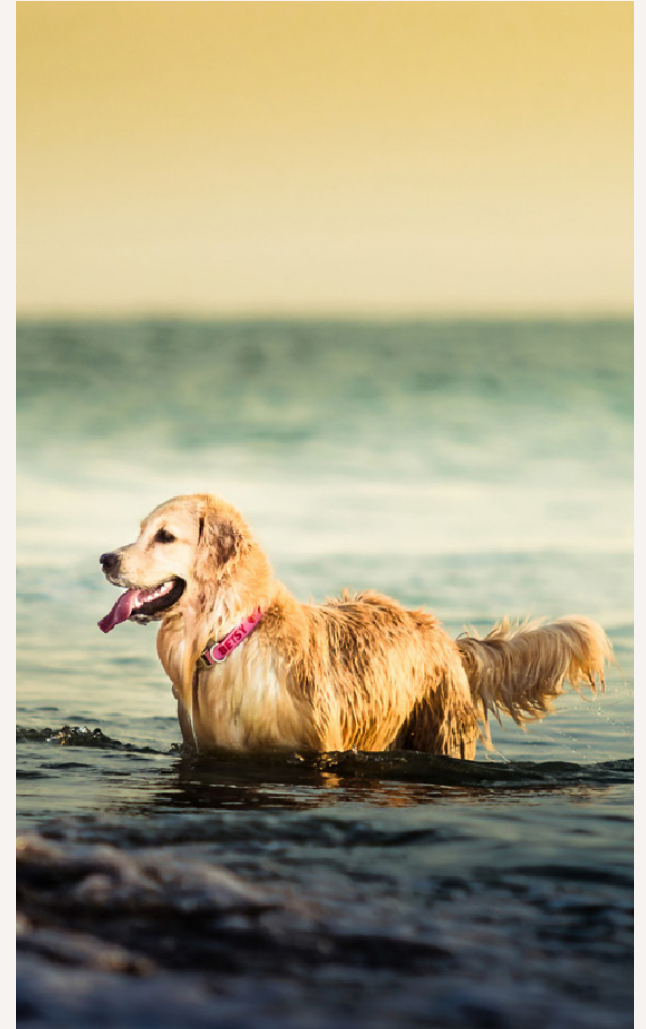
Photo: Robin Hill

INSIDE THE ORB

The Orb is a functional bridge between The Betsy's two buildings and is home to Robin Hill's Orb photograph collection.



Photo: Harper Waters



Left / Right Photos: Carlos Andres Cruz

UNDERGROUND GALLERY

A space adjacent to the Lobby Salon, the Underground Gallery pays homage to our current CEOs (Canine Executive Officers) Betsy and Rosa and our beloved CEO emeritus, Katie. All works by renowned pet photographer Carlos Andres Cruz.



HALLWAYS

The Betsy's hallways and stairwells are home to two expansive photographic collections. The 3rd floor of the Hohauser Wing features the works of Robert Zuckerman, including his autobiographical "View From The Hospital Bed," while Bob Bonis' Beatles and Stones collection spans three floors of the Dixon Wing and two floors of the Hohauser Wing.



ATRIUM

An expansive outdoor public space, the Atrium features the Shona Sculpture Garden, the owners' collection and a showcase of Zimbabwe's rich tradition of stone carved sculpture inspired by traditional Shona mythology.



"Mother and Child" by Bernard Matemera



"Bookscapes" by Max Steven Grossman



"Bathing Beauties" by Andy Sweet

ELEVATORS

The Betsy's elevators join form with function, hosting two permanent wraparound exhibits: Andy Sweet's floor-to-ceiling "Bathing Beauties" decorate the Dixon Wing elevator near the Library, while an elevator in the Hohauser Wing features the literary mosaic "Bookscapes" by Max Steven Grossman.

CURRENT & PAST EXHIBITS

CURRENT EXHIBITS

NEW / ROTATING

- › Andy Sweet, “Andy Sweet’s Miami Beach: The Esteban Cortazar Collection” curated by Ed Christin, located in Bar/lobby area.
- › Alessandro Sarno, “The Spirit of a People, Portraits and Slices of Life in The Islands of The Bahamas”, located in the LT Annex.
- › Bunny Yeager, “Bunny Yeager and Her Circle: Miami’s Golden Age”, curated by Ed Christin, located in LT Lobby.
- › Ray Tenorio, “Dreamscapes”, located in Boardroom.
- › Leonor Anthony, “Sounds of Freedom”, located in Boardroom and Carlton Room Stairs.
- › Seydou Keita, “Seydou Keita curated by Danziger Gallery”, located in Carlton Room.
- › Tamary Kudita, “African Victorian Series”, rotating between Carlton Room Stairs and Gallery.
- › Jim Krantz, “Epic Western curated by Danziger Gallery”, located in Gallery.
- › Ricardo Cavolo, “Champions of The Lost Alchemy”, NFTs collection, located in BBar.

PERMANENT

- › Robert Zuckerman, “Career Retrospective” and “Views From the Hospital Bed,” respectively located on the 3rd floor of the Hohauser Wing and to the right of the Library Foyer.
- › Bob Bonis, “The Lost Beatles and Rolling Stones,” located in the hallways of the Dixon and Hohauser Wings.
- › Carlos Andres Cruz, “Photographs of The Betsy Canine Executive Officers Katie, Betsy, and Rosa,” located down the staircase next to the lobby elevator.
- › Max Steven Grossman, “Bookscapes,” located in Hohauser Wing elevator near the Library.
- › Andy Sweet, “Bathing Beauties,” located in the Dixon Wing elevator accessed from Courtyard Pool.
- › Val Kilmer, “Neon Gandhi and David Bowie,” located in The Alley restaurant.
- › “Shona Sculpture of Zimbabwe” located in the Atrium, Library and Library Foyer representing works by Josia Manzi, Bernard Matamera, Sylvester Mubayi, Nicholas Mukomberanwa, Henry Munyaradzi, Joseph Ndandarika and John Takawira.
- › The Betsy Poetry Rail, a special installation located above The Alley restaurant on 14th Place between Ocean Drive and Collins Avenue; contains the words of 12 poets who shaped Miami, carved into steel with water jets.
- › Hassan Hajjaj, “My Rock Stars” located in the Lobby and “Legs” located near Orb, curated by Yossi Milo Gallery
- › Robin Hill, “The Art Of The Orb”, located inside the orb, in the walkway between the “Dixon” wing and the “Hohauser” wing.
- › Paul Saltzman, “The Inner Light: The Beatles In India”, located in the Carlton Room/ Panther Coffee Bar.

PAST EXHIBITS

- › “Empathy Time 8’46,” a conceptual artwork that invites the audience to think about time as a common space, curated by Nuria Richards, projected on the Orb, 2020/2021.
- › Carlos Betancourt, “Intimate Spirit: Collages and Other Works”, 2020/2021.
- › Ricardo Cavolo, “101 Movies to Watch Before You Die”, 2020/2021.
- › Barbara Hulanicki, “London 1986, Après BIBA”, curated by Ed Christin, 2020/2021.
- › Karl Stoecker, “London 1973: The New Romantics”, curated by Ed Christin, 2020/2021.
- › Monkia Bravo, “No Vacancy” in partnership with the City of Miami Beach, projected on the Orb, 2021.
- › Sevan Bıçakçı’s, “One-of-a-kind jewelry with reverse intaglio carving and miniaturist painting within gemstones,” 2019
- › Ricardo Cavolo “101 Artists to Listen To Before You Die,” 2019
- › For Freedoms Project, a national collective of artists created by Hank Willis Thomas and Eric Gottesman, 2019
- › Michael Halsband, “Jean-Michel Basquiat and Andy Warhol Portraits,” 2019
- › Neil Leifer, Carl Fisher, Al Satterwhite, Charles Trainor, Jeb Harris, Charley Pence, Thomas Hardin, Larry Spitzer, “Muhammed Ali, A Rare Glimpse Into The Life Of The Champ,” curated by Andrew Kaufman, 2019
- › Andy Sweet, “The Miami Beach Project,” curated by Ed Christin, 2019
- › Pete Turner, “The Color of Jazz,” care of Reine Turner, 2019
- › Iké Udé, “Sartorial Anarchy,” Leila Heller Gallery, 2019
- › Mario Algaze, “Iconoclastic 60’s Rock Performers in Miami,” Nina Johnson Gallery, 2018
- › Dave Calver, “Career Retrospective,” 2018
- › Arien Chang Castan, “Cuban Images,” 2018
- › Rose Marie Cromwell, “El Libro Supremo de la Suerte,” The Fountainhead Studios, 2018
- › Maria Magdalena Campos-Pons, Bernice Steinbaum Gallery, 2018
- › For Freedoms Project, a national collective of artists created by Hank Willis Thomas and Eric Gottesman, 2018
- › Kyle Meyer, “Interwoven,” Yossi Milo Gallery, 2018
- › Aïda Muluneh, “The World is 9,” David Krut Projects, 2018
- › Deborah Willis, Chair of Dept. of Photography NYU, “Joan Baez Civil War Video,” 2018
- › Sanlé Sory, “Volta Photo,” Yossi Milo Gallery, 2018
- › Paola Cassola, The Fountainhead Studios, 2017
- › Eurydice, “Power In Women,” The Fountainhead Studios, 2017
- › Rick Newton, “Cold War Mythology,” The Fountainhead Studios, 2017
- › Sarah Michelle Rupert, “I am Woman Hear Me Roar,” The Fountainhead Studios, 2017
- › Christopher Carter, Video Projections, 2017
- › Brookhart Jonquil, Royal Enfield Motorcycle Pyramid Sculpture, in partnership with Royal Enfield Motorcycles, 2017
- › Gerard Mossé, “Painting,” Marlborough Gallery, 2017
- › Prizm Art Fair, exhibiting international artists from the African Diaspora and emerging markets, 2017
- › Christopher Cozier, “Dark Circles (The Arrest Part 2),” 2016
- › Ray Ellman, “Portraits of Poets,” 2016
- › Fay Lansner, “Career Retrospective,” 2016
- › Grace Hartigan, “The Later Years 1990-2007,” curated by Leslie King Hammond, 2015
- › Black Lives Matter, “Rebuilding The City,” curated by Leslie King Hammond with imagery from Christopher Metzger and Kelli Williams, 2015
- › Judith Mason, Anton Kannemeyer, Claudette Schreuders, Espoir Kennedy, Sam Nhlengethwa, curated by Petra Mason, 2015
- › Christopher Cozier, “The Arrest Hands Up Hands Out,” 2014
- › William Kentridge, David Krut Projects, “Works from Universal Archive,” 2013
- › Global Africa Project, “Exploring The Impact of African Visual Culture on Contemporary Art, Craft and Design Across The World,” co-curated by Lowery Stokes Sims and Lesley King Hammond originally for MAD (Museum of Art and Design), 2010

ABOUT THE ARCHITECTS



The Betsy Hotel joins the work of two architects who are widely recognized as leaders in the creation of Miami Beach: L. Murray Dixon, who designed The Betsy Ross in 1941, and Henry Hohausser, who designed the immediately adjacent building, formerly known as The Carlton Hotel, in 1937. Dixon and Hohausser were pioneers of the Art Deco movement and are considered two of the most influential architects of the period.

Lawrence Murray Dixon was one of the preeminent architects of the 20th century in Miami Beach. He was born in Live Oak, Florida, attended the Georgia School of Technology, and worked in New York for Schultze and Weaver from 1923 to 1929, when he moved to Miami Beach. Dixon's works, known for their curvilinear design, include The Tides Hotel, The Victor Hotel, The Marlin, The Raleigh Hotel, the Ritz Plaza Hotel, the Regent Hotel, and The Betsy Ross, which is Ocean Drive's sole surviving example of Florida Georgian architecture.



Henry Hohausser was a prolific architect in Miami Beach, Florida during the 30's and 40's. Hohausser studied at the Pratt Institute in Brooklyn, New York before coming to Florida in 1932. Features of his work include symmetry on the front elevation, Art Deco styling such as a ziggurat or stepped roofline, glass bricks, curved edges, and neon lighting. He designed more than 300 homes, apartment buildings, hotels, stores, restaurants and theaters, including The Cardozo Hotel, The Colony Hotel, The Century Hotel, The Edison Hotel, and The Carlton Hotel.

*Top: The Betsy Ross by L. Murray Dixon
Bottom: The Carlton by Henry Hohausser
Photos: Read McKendree*



THEBETSYHOTEL.COM

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