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## **THE BETSY-SOUTH BEACH DEBUTS GROUNDBREAKING EXPANSION**

*Luxury Ocean Drive Hotel Opens New Art Deco Wing and Expanded Food & Beverage Programming Timed To 75<sup>th</sup> Anniversary*

**Miami, FL (December 15, 2016)** – Miami Beach’s most anticipated luxury hotel project, The Betsy-South Beach, unveils its expansion this month following a two-year transformation. Merging with the former, historic Carlton Hotel on Collins Avenue to debut an “Art Deco” wing addition, the completed hotel features 130 guestrooms, two restaurants by award-winning Chef Laurent Tourondel, an expansive rooftop pool complex, dedicated library, and nearly 15,000 square feet of special event space, among many other exceptional guest amenities. The addition comes as the original Betsy Ross Hotel celebrates 75 years on Ocean Drive in 2017.

Family-owned and independently operated by Jonathan Plutzik and his wife Lesley Goldwasser, The Betsy-South Beach aims to capture and champion the power of community through its dedicated PACE (Philanthropy, Arts, Culture, and Education) program while providing a high-touch luxury hospitality experience. The expansion involved the preservation and rehabilitation of the two historic hotels and existing facades, refurbishment of the iconic Carlton lobby, addition of new structures and roof complex, as well as the revitalization of 14th Place/Espanola Way alley on the north side of the property. The completed hotel includes the original Ocean Drive building now known as the “Colonial” wing, which will continue to welcome guest arrivals, and the fully renovated Collins Avenue building now known as the “Art Deco” wing, which will serve as an entrance for both private events and the Conservatory, a refined Espresso and Wine Bar serving as a gathering place for guests and visitors throughout the day. The structures are joined as one unified hotel by a bridge, conceived as a piece of public art known as “The Orb”.

“Our goal with the expansion was to further The Betsy’s existing commitment to community by providing more platforms for our guests and partners to utilize and enjoy – we wanted to create a residential sensibility through a design that was accessible, comfortable and visually compelling,” said owner Jonathan Plutzik. “In that effort, we’ve created a diversity of unique spaces for both guests and locals to discover which we hope will inspire them to return again and again.”

The expansion unites the original work of two architecture giants, L. Murray Dixon, whose Betsy Ross Hotel is the sole example of Florida Georgian architecture in the area, and Henry Hohausser, renowned architect for the Carlton Hotel, best known for his quintessential Art Deco styling. For the expansion, Plutzik brought together a collaborative, creative team led by the Miami-based architect Shulman + Associates (S+A), known for their thoughtful integration of historic and new. Diamante Pedersoli and Carmelina Santoro, the original interior designers of The Betsy-South Beach, were re-engaged to bring their residential aesthetic to the new addition.

S+A Principal Allan Shulman remarked, “The development of the design to the Betsy’s specification required close communication with both owners and management, but what was most striking was the creative collaboration that allowed a comprehensive artistic treatment of spaces and surfaces throughout the building. The design challenges the idea that buildings must be specialized according to use; it is the visible mixing on several levels of boutique hotel and cultural engagement that makes this project so special.”

For design inspiration, Pedersoli and Santoro blended The Betsy’s signature timeless feel with Art Deco style, threading a color palette of white and ocean blue tones throughout the guest rooms, with white washed oak, raffia palm, and subtle bursts of corals and greens to capture the natural elements of South Beach. The public spaces echo the overall beach-chic theme with similar hues, walnut wood floors, and raffia displays, paying homage to the building’s historical time period. Custom-designed furniture and fixtures adorn the multi-functional spaces with a diverse blend of wicker and teak bases fused with decorative brass and mirrored features. Hand-selected velvet, cotton, and linen fabrics bring gentleness to the pieces in soft, ocean inspired palettes.

“As with the original Betsy, where the building itself dictated the design, with the Art Deco wing, we also embraced the history of the original Carlton building and South Beach neighborhood to influence our approach,” said Pedersoli. “The biggest difference is the style of the buildings,” added Santoro. “With the extension, we let the natural heritage flow freely and complemented the style with touches that resonate with the original wing for consistency.”

Beyond the accommodations, guests will discover nearly a dozen new outlets including two restaurants, several event spaces and galleries, and the crowning feature – a 3,200 sq. ft. sprawling rooftop deck and swimming pool complete with ocean and city views. The public spaces are thoughtfully curated, meant to tell the story of South Beach through unique and meaningful experiences.

### **LT Steak & Seafood**

Located in the Colonial wing off the Lobby Salon and open since June 2016, LT Steak & Seafood by Chef Laurent Tourondel, serves a seasonally inspired menu combining the beloved aspects of steak and seafood housed together under one roof. With diverse dishes that draw inspiration from the distinctive energy of Miami, the restaurant accommodates dining for 120 guests with semi-private dining for up to 36 guests, in an updated and modern setting. Outdoor terrace seating on Ocean Drive for 24 guests and sidewalk seating for up to 60 guests is also available. *Hours 7:00 a.m. – 11:00 p.m.*

### **Poeti**

A trattoria-style Italian restaurant by Chef Laurent Tourondel, Poeti is located on historic Espanola Way at 14<sup>th</sup> Place between Collins Avenue and Ocean Drive. Its signature dishes offer elevated pizzas baked in "Pierre de Boulanger" tiled ovens, with unique toppings inspired by the local landscape. The entry provides an unforgettable pathway into the experience and serves as one of several new public art displays by the hotel in the form of engraved poetry, featuring the work of 13 poets that have contributed to Miami’s literary legacy. Poeti can accommodate dining for 50 guests and has an additional private dining for up to 25 guests. *Hours 11:00 a.m. – 11:00 p.m.*

### **14<sup>th</sup> Place Terrace**

Perched one level atop Poeti, the 14<sup>th</sup> Place Terrace accommodates up to 15 guests and features a Chef’s Herbal Garden with tiered outdoor seating for meetings, events, and casual conversation. Ideal for small receptions or breakout meetings, patrons can utilize the alley-accessed ‘Grab and Go’ window – an extension of Chef Laurent Tourondel’s restaurants – for takeaway treats like fresh gelatos and crêpes.

### **Work Room**

A functional space for board meetings, working sessions and private dining, the Work Room is easily accessible from Poeti and The Conservatory, and connects directly to the outdoor breakout space known as the 14<sup>th</sup> Place Terrace which contains the Chef's herbal garden and tiered seating. The Work Room can accommodate meetings or private dining for up to 25 guests.

### **Rooftop Swimming Pool Complex**

A 3,200 sq. ft. rooftop swimming pool deck boasts unobstructed views of the ocean, Art Deco District, and Miami skyline. With adjacent East & West Pool Decks offering a beautiful space for sunset events and the 1,500 sq. ft. Ocean View Deck located on the highest point of the Art Deco wing, the pool area provides unmatched scenic space for special events. The Pool Decks combined can accommodate receptions for up to 250 guests while the Ocean View Deck alone can accommodate receptions for up to 125 guests or private dining for 100 guests.

### **The Library**

Located on the third floor of the Art Deco wing, the Library was designed to reflect a traditional library design and offers a curated collection of books with a stocked bar for special events. The Library can accommodate meetings or private dining for up to 25 guests and provides a unique and contemplative space for hotel guests 24 hours a day.

### **The Conservatory**

The historic Carlton lobby is reinvented in the Art Deco wing as a conservatory space for larger private events and communal lounging complete with an espresso and wine bar serving coffee, light fare, and curated mixed drinks. The Conservatory can accommodate receptions for up to 165 guests and private dining for up to 130 guests. The opening exhibition will feature legacy works by photographer Robert Zuckerman displayed on the walls and video screens. *Hours 7:00 a.m. – 12:00 a.m.*

### **The Gallery**

A 1,700 sq. ft. multi-use space located on the ground floor, The Gallery is ideal for meetings, performances, and private events ranging from receptions for up to 165 guests and private dining for up to 140 guests.

### **The Atrium**

Nestled in the center of the Art Deco wing, this 3,000 sq. ft. outdoor courtyard space features a stage for performances and large-scale events and can accommodate receptions for up to 300 guests and private dining for up to 200 guests.

Furthering the hotel's PACE mission, The Betsy-South Beach has also debuted two new public art displays as part of the expansion, providing new discovery moments for guests and locals alike:

### **The Poetry Rail**

An installation of poetry – etched into metal by water jets – by 13 poets who have contributed to Miami literature. The Poetry Rail includes diverse, historic, and contemporary voices such as Langston Hughes, Donald Justice, Mohamed Ali, Campbell McGrath, Julie Marie Wade, and Hyam Plutzik. Architect Allan T. Shulman, graphic designer Kevin Coster, and the Betsy's PACE team collaborated on the design of the piece, which sits outside the entrance of Poeti.

## **The Betsy Orb**

Connecting the two historic properties with the exquisite use of a large orb, the bridge reflects the surrounding area, yet is not visible from either Ocean Drive or Collins Avenue. Pedestrians must venture mid-way to Espanola Way at 14th Place and peek into the restored alleyway to experience the piece.

With 130 guest accommodations across the Colonial and Art Deco wings, The Betsy-South Beach offers a variety of room types and suites, including the Skyline Penthouse & Terrace with capabilities for up to four bedrooms. Each of the hotel's rooms and suites are private, beachside havens combining sensory detail and inspiring design to provide a unique South Beach experience. Room rates start at \$300 per night and range upwards to \$10,000 for the larger multi-bedroom suites.

For more information on The Betsy-South Beach, please visit [www.thebetsyhotel.com](http://www.thebetsyhotel.com) or call (305) 531.6100.

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## **About The Betsy-South Beach:**

The Betsy-South Beach is the only Forbes Four Star and AAA Four Diamond rated boutique hotel in Greater Miami. Located in the heart of the Art Deco District on Ocean Drive, The Betsy's unique hospitality model champions the power of community through its dedicated PACE (Philanthropy, Arts, Culture, Education) program by weaving those brand pillars into the guest experience. The former 61-key hotel completed a groundbreaking expansion, led by architect Allan T. Shulman and designers Diamante Perdersoli and Carmelina Santoro, merging with the (former) historic Carlton Hotel to become a single unified property in December 2016. The new Betsy boasts 130 guestrooms with 25 suites, three distinct food and beverage outlets under the direction of famed Chef Laurent Tourondel, a 3,200 sq. ft. rooftop complex with swimming pool, dedicated library, and nearly 15,000 sq. ft. of special event space to scale the celebrated PACE program. For more information on The Betsy-South Beach, visit [www.thebetsyhotel.com](http://www.thebetsyhotel.com). Follow us on Instagram and Twitter [@TheBetsyHotel](https://www.instagram.com/TheBetsyHotel), and "like" us on Facebook at [www.facebook.com/TheBetsyHotel](https://www.facebook.com/TheBetsyHotel).

## **About Laurent Tourondel:**

Award-winning Chef Laurent Tourondel parlayed his love of food at an early age, entering a four year program at Saint Vincent Ecole de Cuisine in Montlucon, France where he earned a "d'Aptitude Professionnelle de Cuisinier." Following his graduation, he became a chef for the Admiral in the French Navy, followed by posts at some of the world's most acclaimed restaurants throughout Europe. Tourondel moved to New York to work at the three-star Michelin, Relais & Chateau Troisgros, before becoming Executive Chef of C.T., Claude Troisgros' debut restaurant. After a time at the Palace Court Restaurant at Caesar's Palace Hotel & Casino in Las Vegas, Tourondel returned to New York to open Cello, his first solo endeavor. Upon leaving Cello, Tourondel traveled the world further developing his own cooking voice that would later dictate his menus at BLT Steak (2004), BLT Fish (2005), BLT Prime (2005), BLT Burger (2006), and BLT Market (2007), as well as LT Burger in the Harbor, LT Bar & Grill, LT Burger and Arlington Club. In addition to overseeing his restaurants at The Betsy-South Beach, Tourondel serves as Executive Chef at Brasserie Ruhlmann in Manhattan, as well as The Vine, his cocktail lounge and L'Amico, an American restaurant with Italian influences inspired by his upbringing in the European countryside. Named Bon Appétit magazine's 2007 "Restaurateur of the Year," Tourondel has published three cookbooks, earning him a 2008 James Beard Foundation Award nomination.

## **About SHULMAN + ASSOCIATES:**

Shulman + Associates (S+A) was founded in 1996 by Allan Shulman FAIA, LEED AP. From its office in Miami's Design District, the multidisciplinary firm provides architecture, interior design, urban design and graphic design services. It engages issues that impact the individual and the city: livability, materiality, density and

sustainability. Widely published in professional journals and design publications, S +A projects have received over 70 design awards. Shulman is also the Director of Graduate Programs in Architecture and associate professor at the University of Miami School of Architecture and an author, editor, lecturer and curator. [www.shulmandesign.com](http://www.shulmandesign.com)

**About Robert Zuckerman:**

Born in Tampa and now a resident of Sunny Isles, Robert Zuckerman is top rated on IMDB, receiving the highest level of accolades when measured against other professional photographers in the entertainment business. Photos from his legacy collections – including Time Machine and Celebrity Photographs – can be found throughout The Betsy-South Beach with limited edition prints displayed in each guestroom. His work has been regarded by colleagues and peers, having been called “the Picasso of photography” by Will Smith.

[www.robertzuckerman.com](http://www.robertzuckerman.com)