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THE BETSY-SOUTH BEACH RECOGNIZED FOR DESIGN EXCELLENCE AND COMMUNITY IMPACT AT INAUGURAL MIAMI HOSPITALITY DESIGN AWARDS

*Miami Beach Hotel Developer Jonathan Plutzik lauded for innovative partnership with
Shulman + Associates*

Miami, FL (March 8, 2017) – The Betsy-South Beach earned top recognition in the inaugural Miami Hospitality Design Awards held on Monday, March 6, winning multiple awards during a celebration produced by the Greater Miami & Beaches Hotel Association (GMBHA) and the American Institute of Architects, Miami Chapter (AIA Miami).

Nearly 100 submissions were received across 18 categories, and winners were selected by a distinguished group of industry leaders including Linda Lentz, senior editor at *Architectural Record*, Stacy Shoemaker, editor in chief of *Hospitality Design* magazine, and Alastair Gordon, an award-winning critic and author who regularly covers art and architecture for *The New York Times* and *Wall Street Journal*. The Betsy-South Beach was honored with the following achievements:

- **Honor Award for Excellence for Overall Hotel**, recognizing excellence in all facets of the hotel's recent expansion from L Murray Dixon's original Betsy Ross Hotel into the (former) historic Carlton Hotel, designed by Henry Hohausser, to create a new cohesive luxury hotel of 130 rooms with exquisite public spaces for gathering and celebration.
- **Honor Award for Excellence for Hotel Outdoor Divine Detail**, for two public art installations: The Betsy Poetry Rail, which celebrates the vibrancy of Miami writers from Langston Hughes to Richard Blanco, and The Betsy Orb, which connects two hotels – the (former) historic Carlton Hotel and the original Betsy Ross Hotel.
- In addition, **Special Recognition** was offered to The Betsy-South Beach for serving as a cultural catalyst in the transformation of Ocean Drive as expressed through its PACE brand, that sponsors innovative programs in Philanthropy, Arts, Culture and Education.

In recent years, Miami has experienced unprecedented growth in the hospitality sector. The Miami Hospitality Design Awards showcase excellence in architecture, elevate public consciousness of great design and recognize those architects, designers, construction partners and hospitality venues whose work enriches their built environment.

“We’re honored to receive this high recognition from this group of distinguished judges and our peers,” said Jonathan Plutzik, owner of The Betsy-South Beach. “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 enjoy in our luxury hotel setting. Its this concept, made possible by our collaboration with Shulman + Associates, that allowed us to create a residential sensibility through a design that was accessible, comfortable and visually compelling.”

With more than 150 architecture, design, hotel and restaurant professionals in attendance, the inaugural awards honored hoteliers, restaurants, licensed architects and designers whose work showcased design excellence in Miami’s hospitality and design industries.

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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 hotel completed a groundbreaking expansion, led by architect Allan T. Shulman and designers Diamante Perderson 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 17,000 sq. ft. of special event space. For more information on The Betsy-South Beach, visit www.thebetsyhotel.com. Follow us on Instagram and Twitter [@TheBetsyHotel](https://twitter.com/TheBetsyHotel), and “like” us on Facebook at www.facebook.com/TheBetsyHotel.

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