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1 Hotel South Beach Celebrates Nature-Inspired Design, Mindfulness and Sustainability in Miami

Raising the bar for social responsibility as first in the 1 Hotels collection, this 425-room hotel boasts four pools, seven food and beverage outlets and endless eco-conscious activities encouraging travelers to live well, do better and connect with the world around them

MIAMI, FL - Occupying an entire city block on Collins Avenue, **1 Hotel South Beach** sits directly on 600 feet of pristine beachfront. The first hotel to debut in the 1 Hotels brand, 1 South Beach, offers unparalleled views of the Atlantic Ocean, Biscayne Bay and Downtown Miami's ever-expanding skyline. The celebration of nature throughout the hotel is evident, from the graceful twist of driftwood furnishings to the ever-present sounds of the ocean and abundance of living, natural material.

"1 Hotel South Beach was designed to allow humans to reconnect with the most authentic and awe-inspiring experience--nature," said SH group CEO and Chairman Barry Sternlicht. "Nature shapes the way our guests arrive, depart, sleep, eat, relax, interact and ultimately the way they feel", he concluded.

With a farmstand in the lobby and carefully placed remixes of recycled and repurposed woods, preserved moss, petrified branches and driftwood, the 18-story landmark on Collins Avenue, originally built in 1925, has been revolutionizing sustainably chic design in Miami since it opened its doors in March 2015.

NATURE-INSPIRED INTERIORS

Considering guests' wellbeing in everything it does, 1 Hotels mindfully creates a healthy, service-focused environment. The daily operation of the hotel has been carefully orchestrated to minimize its footprint by leveraging local resources, conserving non-renewable resources, mitigating paper consumption and reducing landfill waste.

Materials for construction and furnishings are regional, reclaimed, or repurposed, whenever possible. This includes saving Colorado beetle kill pine to create headboards, lpe wood from the property's original boardwalk to use as planters, an herb garden at Beachcraft used for cocktails and cuisine, reclaimed driftwood for guestroom door handles, and using 7500 pounds of local Florida coral stone for the property's signature 1 monument.

ROOM TO RETREAT

1 Hotel South Beach boasts 425 guest rooms including 168 studio suites and one 3,600 square-foot oceanfront presidential suite. Guest rooms average 700 square feet – the largest in all of South Beach. All rooms also feature custom hemp blend-filled mattresses by Keetsa with 100% organic cotton sheets, custom 1 Hotels bath products featuring naturally-derived ingredients with crisp, fresh scents of nature, soft socks in lieu of slippers to provide a touch of home, hangers made from recycled paper, yoga mats to use with in-room or on-property programming, and glass terrariums and special green moments throughout the rooms. Guests are also provided with an in-room Nexus device to control room temperature, communicate with hotel staff or for entertainment. A signature to 1 Hotels, all guest rooms feature complimentary reusable recycled water glasses to use with the Triple Clear Water in-room water tap.

In addition to its guest rooms, the property features 168 well-appointed ultimate suites, ranging from two to four-bedrooms, boasting a variety of styles including penthouse options or oceanfront options on the lower floors.

Some of the most lavish suites include the **Presidential Suite**, also referred to as “The Beach House.” Nestled away on sixth floor, the seven-room retreat boasts sweeping panoramic ocean views from its two separate balconies and 3,600 square feet of indoor and outdoor space. Living space includes dining area for eight, state-of-the-art media room, pool table and sitting room.

1 Hotel South Beach also incorporates brand-wide signature amenities available at each property including Tesla premium electric car service for guest transportation within a pre-set radius, complimentary parking for guests who bring their own electric vehicles, complimentary Wi-Fi, and digital newspapers on an in-room device.

EXPERIENCE SUSTAINABILITY

1 Hotel South Beach features a collection of on-property amenities and activities connecting guests to their natural surroundings, while focusing on a mission-driven luxury lifestyle.

Boasting the largest rooftop pool in South Beach, the 26,000-square-foot adult-only **1 Rooftop** features a 110-foot-long ocean view swimming pool along with rooftop restaurant and lounge, *watr*. The property has three additional distinctive swimming pools throughout the property – Center Pool, Cabana Pool and South Pool. A total of 57 cabanas and daybeds can be found throughout the property’s pools, ranging from intimate two-person daybeds to the rooftop living room cabana for up to 20.

Ideal for groups and events of any size, the property also features more than 100,000 square feet of indoor and outdoor meeting and event space and 14 tech-savvy meeting rooms. Included in this is a 6,500-square-foot ballroom that can accommodate up to 500 people.

Further instilling the brand’s mission to incorporate local culture into each hotel, Miami-based design firm **Plant the Future** has created green “moments” that act as living art exhibits. Living green walls on the hotel’s façade and main lobby greet guests as they arrive. Additionally, terrariums are located in every guest room, and a gallery is located in the lobby showcasing seasonal displays. A variety of local flora and fauna provide lush landscaping throughout the property, including a grotto garden in the lobby.

Catering to all of 1_Hotels’ youngest and most VIP customers, 1 Hotels’ **Seedlings** program focuses on bringing children closer to nature while educating them on the world we live in and the importance of taking care of it now. Available only at 1 South Beach is **Basecamp** - an on-site kids club for children ages 4 – 12. Basecamp providing programming, babysitting, and culinary experiences for the property’s youngest guests. Daily activities include nature walks, seashell art, cooking programs, planting activities and many other rotating educational activities. Basecamp is open daily from 9 a.m. – 5 p.m., with an extension of 6 p.m. – 10 p.m. on weekends.

For 1 Hotels, dogs are family too. 1 Hotel South Beach offers extensive pet amenity services for dogs up to 40 pounds. The hotel provides pets with a welcome amenity, a dog-friendly concierge team, dog beds and bowls for furry guests looking to unwind.

ROOM TO RECHARGE

Creating a robust wellness-focused environment, **Turf Fitness Center** located on the second floor is open 24/7 and features a fully equipped gym including a training area, cardio room and weighting training room. For guest looking to unwind amidst the property’s relaxing surroundings, **The Spa at 1 Hotel South Beach** features Naturopathica’s Wise Concoctions treatments to utilize the best of nature’s pharmacy with

therapeutic botanical ingredients including Alpine, Sweet Birch, Blue Eucalyptus and other healing remedies.

Debuting in late 2016 is a 10,000-square foot **Spartan Gym** – the first of its kind to open in a hotel in the United States. The gym will feature Spartan-certified trainers and coaches and Spartan classes, and it is set to feature two large classrooms, private training room, outdoor training area, and will accommodate workouts of all types including weightlifting, cardio, stretching and classes.

Also debuting in late 2016 as a first in the United States, and located directly next to Spartan Gym will be an 8,000-square-foot **Bamford Spa**. A leading natural artisan clothing and skincare line in the United Kingdom, Bamford will use their organic and botanical ingredients in an array of luxury spa treatments and products. Upon its opening, Bamford Spa is set to replace the existing Spa at 1 Hotel South Beach.

Strengthening the mind, body and soul, **Mind and Movement** boasts an array of outdoor fitness and wellness classes, complimentary to all guests of 1 Hotel South Beach. Classes range from Deep Detox Yoga overlooking the Atlantic Ocean to Core Body Burn with some of Miami's best trainers.

INGREDIENTS FIRST

Incorporating some of the state's freshest flavors, 1 Hotel South Beach features seven on-property food and beverage outlets varying from farm-to-table cuisine to Japanese-inspired tropical dishes.

Helmed by James-Beard award winning chef, Chef Tom Colicchio brings his farm-to-table style to **Beachcraft, Tom on Collins** and **The Sand Box**. Making his Miami debut with Beachcraft, this indoor/outdoor restaurant features ingredients from local Florida farms and fisherman and seasonal menus. Open for breakfast, lunch, dinner and Sunday brunch, the restaurant features an open kitchen format, private dining room, and semi-private mezzanine dining and bar area.

The lobby lounge and bar playfully called Tom on Collins offers a well-curated selection of local beer, wine-on-tap and crafted seasonal cocktails along with small plates. Chef Colicchio also brings his talents to the Sand Box, located on the Center Pool Deck featuring cantina-style poolside dining with freshly made tacos, alambres and tortas. The famed chef has also conceptualized all in-room dining for the property, available 24 hours a day serving breakfast, lunch and dinner.

Guests looking to dine while embracing their natural surroundings can experience **watr**. Located on the 1 Rooftop, watr specializes in poke and Japanese-inspired cuisine executed by Executive Chef Fernando Cruz and Chef de Cuisine Catalina Ucros. Additionally, Cocktail Pairing Connoisseur Charles Steadman presents vibrant cocktail pairings to enhance flavors and compliment culinary creations.

For guests on the go, **Nativ Made** offers fresh ingredients in their signature salads, delicious pastries, cold-pressed juices, healthy snacks and fair-trade coffee. Centrally located on the hotel lobby, this grab-and-go concept specializes in organic, local ingredients in all of their products.

DAYLIFE & NATURE-INSPIRED RITUALS

1 Hotels aims to fill guests' waking hours with happy, healthy and more meaningful experiences. 1 Hotel South Beach has curated "Daylife" activities and a collection of rituals designed to cultivate positive connections with nature, the community, and the local environment.

Guests can experience **Daylife** at the adults-only rooftop pool, 600-foot long sprawling beach area complete with cabanas and daybeds or the array of workout and wellness classes available while taking in Miami's natural surroundings.

Guests can choose to enjoy an array of experiences and rituals throughout all 1 Hotels' properties designed to celebrate art in nature and natural ingredients. These activities range from **Dark Sky**, a monthly event

where the light's in the hotels' public spaces dim for a candlelit evening, to the **Lobby Farmstand** that features seasonal offerings from local farmers and purveyors complimentary to guests of the hotel.

MINDFUL CONSERVATION

The South Beach property was designed from an existing building that was overhauled to adhere to the brand's standards for less consumption and more conservation. Every aspect of the property has been updated, such as: installing state-of-the-art, energy efficient heating and cooling systems; installing motion sensors; using LED illumination to reduce electrical demands and heat build-up from lighting; using low V.O.C paints, adhesives, sealants and finishes; installing Triple Clear Water filters in all taps, sinks and showers; using low-flow plumbing fixtures to conserve water; and using eco-friendly Ipura dry cleaning machine and detergent-free Zum Clean aromatherapy eucalyptus laundry soap. To learn more about 1 Hotels' corporate stance on sustainability and mindfulness, go to: <https://transparency.1hotels.com/>

About 1 Hotels

As a luxury lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of eco-conscious design and sustainable architecture, together with extraordinary comfort and an unrivaled level of service. 1 Hotels, launched in 2015 with the opening of exclusive properties in Miami's South Beach and Manhattan's Central Park, followed by the upcoming Brooklyn launch in late 2016, developed with the simple idea that those that travel the world also care about it. 1 Hotels upholds this vision by channeling nature through design, culinary partnerships, connecting with the local community and taking small steps to make a big difference. Additional information can be found at www.1hotels.com

About SH Group

SH Group, an affiliate of global private investment firm Starwood Capital Group, is a hotel brand management company that operates 1 Hotels and Baccarat Hotels. A nature-inspired life-style brand, 1 Hotels are located in Manhattan, Miami's South Beach and opening in 2016, Brooklyn. Baccarat Hotels & Resorts is a luxury brand with its flagship property in New York, followed by Rabat, Morocco and projects under development in Dubai and Doha. Leveraging its marketing, design, operational and technological expertise, SH Group is the force behind some of the most groundbreaking and dynamic hotel brands in the world. SH Group also provides real estate brokerage services including leasing, rental, and management of condominiums, apartments, villas and residential homes.