



**the first mission-driven luxury hotel brand.
evolve your travel.**

Occupying an entire city block on Collins Avenue, 1 Hotel South Beach sits directly on 600 feet of pristine beachfront. 1 Hotel South Beach offers unparalleled views of the Atlantic ocean, Miami's natural paradise, Biscayne Bay and Downtown Miami's ever-expanding skyline. Throughout the 425-room hotel the celebration of nature is evident, from the graceful twist of driftwood furnishings to the ever-present sounds of the ocean and abundance of living natural material.

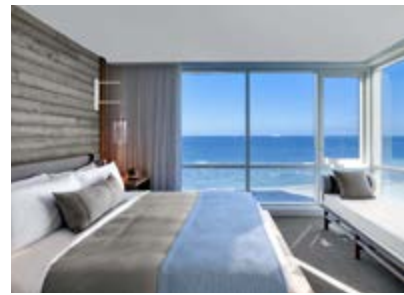
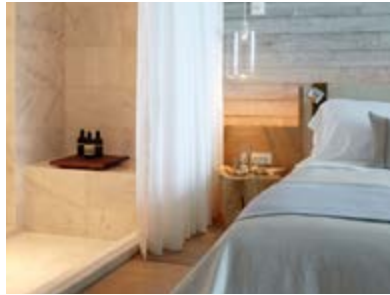
- 425 guest rooms that average over 700 sq ft, including 168 Suites and 1 Oceanfront Presidential Suite
- 1 Hotels app, "1 Guide," on in-room Nexus device to control all aspects of your room, from television to communications, and temperature
- Fresh and organic signature hotel restaurant (Beachcraft), lobby lounge bar (Tom on Collins), and poolside restaurant (The Sand Box) from James Beard Award-winning chef, Tom Colicchio
- Four uniquely distinctive outdoor swimming pools, including South Beach's largest rooftop pool and lounge
- Access to a fleet of Tesla premium electric vehicles for complimentary rides within a three-mile radius of the hotel for all guests, available on a first come basis during select hours
- An 18,000 sq. ft. full service wellness center & spa - offering a variety of class options, and a unique spa experience – coming 2016
- Triple Clear Water filters in all taps, sinks, and showers
- Interior designs by Meyer Davis (hotel, restaurant and fitness center) and Debora Aguiar (spa and residences), bringing the outside in, without sacrificing style, comfort or luxury

2341 Collins Avenue (between 23rd and 24th Streets)
Miami Beach, FL 33139
Phone: +1.305.604.1000
Reservations: 1.866.615.1111
www.1hotels.com/south-beach



ROOM TO RETREAT

425 guest rooms that average over 700 sq ft, including 168 Studio Suites and 1 Oceanfront Presidential Suite



King | 166

Double Queen | 25

Suite | 168

Double Twin | 5

Double King | 61

Total Rooms | 425



COMFORTS

- In-room Nespresso coffee machine with recyclable pods
- Mini bars featuring fresh, natural products
- 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
- Natural cotton-knit towels, robes, and linens
- Cozy cotton slipper socks
- Yoga mat to use for yoga practice
- Glass terrariums and special green moments throughout hotel and rooms

CONNECTIONS

- 1 Hotels “1 Guide” app on in-room Nexus device to control room temperature, entertainment and communications
- Digital newspaper via Press Reader available on in-room Nexus device and downloadable to your personal device
- Complimentary high-speed wired and wireless internet for up to 5 devices per room
- Superlative high-definition LCD LG 55” inch television which allows guests to stream their own content
- 2VersQ Bluetooth speaker with mobile device integration

COOL DOWNS

- Four outdoor uniquely distinctive swimming pools, including South Beach’s largest rooftop pool and lounge
- 57 cabanas and daybeds ranging from intimate two-person daybeds to the rooftop living room cabana for up to 20
- An 18,000 sq. ft. full service wellness center & spa – offering a variety of class options and a unique spa experience – coming 2016





CONSERVATION

- Triple Clear Water filters in all taps, sinks, and showers and separate in-room water filter
- State-of-the-art, energy efficient heating and cooling systems
- Green cleaning solvents used to clean all rooms and linens
- DEL Ozone system used in all pools for safe, reliable ozonation, and Accu-Tab system used for water chlorination, combining specially-engineered chlorinators with quality controlled calcium hypochlorite tablets to kill bacteria, control algae and maintain required pH balances without the safety concerns normally associated with chlorination systems
- In process for LEED Certification Project

CONVENIENCES

- 24-hour concierge services
- Fresh and organic signature hotel restaurant (Beachcraft), lobby lounge bar (Tom on Collins), and poolside restaurant (The Sand Box) from James Beard Award-winning chef, Tom Colicchio
- Additional dining including The Rooftop Bar & Lounge, Cabana Pool and restaurant, STK by the One Group
- 24-hour in-room dining
- 24-hour full-service valet parking is available at the hotel for an additional charge
- Access to a fleet of Tesla premium electric vehicles for complimentary rides within a three-mile radius of the hotel for all guests, available on a first come basis during select hours
- Complimentary valet for all electric vehicles for overnight guests; charging fees additional
- Seedlings services for our young travelers held at Basecamp daily on the Main Pool level
- 24-Hour fitness center
- Pet-friendly



SUITE LIFE

SUITES

- 168 units, each averaging over 700 sq ft.
- Full kitchens featuring Sub Zero and Bosch appliances, washers/dyers



OCEANFRONT PRESIDENTIAL SUITE

- Unique retreat with sweeping panoramic ocean views
- 3,600 square feet of indoor and outdoor space
- Two King bedrooms anchor one end of the suite, each with a walk-in shower
- Kitchen with pantry, large dining area, live edge table that seats eight and a built-in banquette at window
- Living room with 2 sofas, 2 lounge arm chairs, large coffee table, bench and two pendant lights over seating area
- 2 and a half baths
- Balcony with large daybed accented by tree trunk coffee table
- Pool table in alcove
- State-of-the-art media room
- Materials and furnishings used include rough hewn white oak, natural fibers, Boffi free standing tub and outdoor shower controls, custom Waterworks finishings, wood-grained tile floor, nature-inspired pendant lamps, a throne-worthy rattan swing



ROOM TO REFUEL



Signature restaurant, Beachcraft, is helmed by critically-acclaimed Chef Tom Colicchio making his Miami debut. The restaurant offers seasonal cuisine showcasing local ingredients and fresh seafood. Open daily for breakfast and dinner.

- Chef Colicchio will also create the fare for a lobby lounge bar, Tom on Collins and a menu for the main pool-side restaurant, The Sand Box.
- Additional dining options are provided by STK by the One Group
- Nightlife activities can be found at The 1 Rooftop Thursday - Saturday.

ROOM TO GATHER

- Over 100,000 sq. ft. of indoor and outdoor meeting and event space
- 6,500 sq. ft. Ballroom that accommodates up to 500 people
- 2,300 sq. ft. Jr. ballroom
- 14 tech-savvy meeting rooms
- Expansive beach club
- Oceanfront Northeast Terrace with spanning ocean views





ROOM TO RECHARGE

- Expansive 26,000 sq. ft. rooftop ultra lounge featuring a 110-foot long ocean view swimming pool
- Oceanfront main pool deck with a tension-edge pool surrounded by a 50,000 sq ft deck and full service restaurant
- Direct oceanfront cabana pool with private cabanas and unique dining outlet
- Water sports including jet skis, kayaking, paddle boarding (on hotel beach)
- Miami Beach golf courses (neighboring)
- Tennis and racquet ball courts (nearby)
- Deep-sea diving (neighboring)
- Private Yacht charters (neighboring)
- On-site shopping: Plant the Future, Violet & Grace and Big Drop Miami
- An 18,000 sq. ft. on-site fitness and wellness center will open 2016 and will highlight the latest fitness accessories and equipment featuring modern technology and self-powered machines such as Peloton Cycles, resistance treadmills and rowers, kettlebells and weighted exercise balls and more.





NATURE-INSPIRED INTERIORS

Every detail is designed to bring the outside in, without sacrificing style, comfort or luxury.

- Renowned studio, Meyer Davis, leads the design of the hotel, restaurant and fitness center, transforming a classic Miami building on 600 feet of pristine oceanfront
- The Meyer Davis design is far different from the typical South Beach Art Deco aesthetic and takes inspiration from the beach as well as surfers who pioneered simple shacks in beach communities
- The design highlights natural textures by incorporating reclaimed woods, such as mushroom wood, Javanese teak root, driftwood, white oak, bleached walnut, beetle kill pine and spalted maple; natural poured and polished concrete floors; and locally sourced materials, such as regional coral stone
- Rooms and public spaces are accented with furnishings from leading artisans and brands that use materials in line with the brand ethos
- Bathrooms highlight reclaimed calacutta marble, locally handmade concrete trough sinks, teak vanities, and hand-blown glass pendant lights
- Brazilian architect and interior designer Debora Aguiar leads the spa and residential design with glass-enclosed Napa-style paned walk-in showers and rustic copper fixtures as accents



NATURE-INSPIRED GREENERY

Plant the Future creates green moments throughout the hotel that act as a living art exhibits.

- Living green walls on the hotel's façade and in the main ballroom
- Terrariums in every guest room
- A gallery/installation space 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





NATURE-INSPIRED EXPERIENCES

Guests can choose to enjoy an array of experiences and rituals designed to celebrate art in nature and natural ingredients.

- **Dark Sky** – Each month, the lights in the hotel’s public spaces will dim for a candlelit evening. Specially-crafted cocktails and a series of activities allow guests to unplug for a few hours
- **Lobby Farm stand** – A daily farm stand in the lobby will feature local farmers and purveyors presenting their goods for purchase by guests and the local community. Guests can enjoy a daily offering of a locally-sourced items from the hotel
- **Stargazing** – Either on property or with local partners, guests will be treated to stargazing opportunities with telescopes or sky maps. Notable astrologers will be on hand on occasion for guests to learn their horoscopes
- **Well Seasoned** – As the seasons change, rituals will follow suit with lobby events to mark the present moment, such as gatherings to usher in the new moon or solstice
- **Do-Gooder** – Local non-profit partners will offer volunteer experiences for guests to contribute to sustaining the local environment, from planting a tree to cleaning a beach





1 HOTEL SOUTH BEACH APP

1 Hotels has created cutting edge technology that encourages real-time communication through its upcoming 1 Hotels app, “1 Guide.”

- Guests may use the app to set the temperature to maintain comfort while reducing impact on the environment, change television channels, order room service, determine what time of day housekeeping will visit, make reservations at the hotel restaurant and more
- The app is housed on a Nexus device in all guestrooms and is available for download on iOS and Android products
- 1 Hotel guests may submit many of these and other pre-arrival requests in advance of their stay

1 HOTEL SOUTH BEACH SITE

- Located on Collins Avenue between 23rd and 24th Streets in Miami
- Miami International Airport is 12 miles away; estimated 20 minute travel time
- Ft. Lauderdale International Airport is 22 miles away; estimated 40 minute travel time
- We recommend asking for a taxi with credit card machine before departing the airports



IMPORTANT NAMES & CONTACT INFORMATION

MANAGING DIRECTOR

Milton Sgarbi
milton.sgarbi@1hotels.com

DIRECTOR OF SALES

Kathryn Williams
kathryn.williams@1hotels.com

OWNER

Starwood Capital Group
Barry Sternlicht, Chairman & CEO

LeFrak
Richard LeFrak, Developer

MANAGEMENT COMPANY

SH Group

INTERIOR DESIGN (HOTEL, RESTAURANT & GYM)

Meyer Davis

INTERIOR DESIGN (SPA & HOMES)

Debora Aguiar

LANDSCAPE ART DIRECTION

Plant the Future

LANDSCAPE ARCHITECTURE

EDSA