

**1 Hotel South Beach**

**An Eco-Conscious Luxury Lifestyle Resort**

*425 Guest Rooms, Suites and Residences Feature Nature-Inspired Design, Mindfulness & Sustainability With Ocean Front Resort Amenities*

**MIAMI BEACH, FL** - Occupying an entire city block on Collins Avenue, **1 Hotel South Beach** sits directly on 600-feet of pristine beachfront. 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. 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.

"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, has been revolutionizing sustainably chic design in Miami since it opened its doors in March 2015.

**ROOM TO RETREAT**

1 Hotel South Beach boasts 425 guest rooms including 168 studio suites and one 3,500- 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 3,500-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.

**ROOM TO RECHARGE**

As the first of its kind in the United States, **Spartan Gym** boasts 14,000-square feet of space designed with state-of the-art equipment. This unprecedented partnership offers education from local, certified Spartan trainers dedicated to helping those of all fitness levels achieve strength and endurance. Spartan Gym caters to travelers looking to not only stay in fitness routines while on the road, but offer them access to trainers, equipment, and targeted technique classes exclusively available at the property. Available to hotel guests and residents of 1 Hotel & Homes South Beach, the gym divides itself by Spartan’s core areas of fitness: athleticism, strength, endurance and mind. Each of these rooms are surrounded by a central area which will feature obstacle-inspired offerings including overhead ropes, nets, and pipes for traditional Spartan course training.

Located directly next to Spartan Gym, the 4,500-square-foot **Bamford Haybarn Spa** is the first Bamford Haybarn Spa in the United States. The spa is rooted in a strong commitment to caring for the mind, body and spirit, based around a heartfelt connection with nature, to provide a calming spa retreat for guests and locals looking to nurture themselves through specialty treatments, including massages and facials, as well as yoga, Pilates and meditation. Bamford also uses their organic and botanical ingredients in an array of luxury spa treatments and products.

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.

**ROOM TO REFUEL**

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.

Chef José Mendín has open **Habitat**, his highly anticipated new restaurant at 1 Hotel South Beach. Habitat is a concept that seamlessly blends old world elegance with new world vitality to help reimagine restaurant dining in Miami. Created after extensive research, the menu fuses culinary creativity with comfortable dining, showcasing the mastery and magic that has fueled Spain’s culinary ascendancy while at the same time taking into account what it means to be a Miami Beach mainstay; something Mendín has down pat. Using fresh, local ingredients and masterful Michelin-star techniques, the menu respects the elements – fire, earth, air and water – and honors simplicity. The 200-seat restaurant feels both comfortable and unpretentious; hues of soft blues and browns evoke the sea with hand dyed textiles, natural woods, stone and warm lighting. The patio, which seats 60, offers al fresco dining under a canopy of trees.

The lobby lounge and bar offers a well-curated selection of local beer, wine-on-tap and crafted seasonal cocktails along with small plates. **The Sand Box**, located on the Center Pool Deck features cantina-style poolside dining with freshly made tacos, alambres and tortas. In-room dining is also 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. Additionally, the menu features vibrant cocktails that 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 in the hotel lobby, this grab-and-go concept specializes in organic, local ingredients in all of their products.

**plnthouse** helmed by famed plant-based Chef Matthew Kenney shares the sustainable ideals and overall wellness efforts. From energy conservation, to locally grown foods, a connection to nature and the importance of fitness, the alignment between the two brands is unmistakable. Located on the second floor of the 1 Hotel, plnthouse features table service and a full bar program, as well as a grab-and-go component. The 105-seat restaurant is evenly distributed between an indoor dining room and an outdoor deck with unobstructed ocean views. Matthew Kenney’s plnthouse is the hotel’s first plant-based offering and Kenney’s focus on locally sourced, sustainable ingredients is in sync with the hotel’s larger dining program.

**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 provides programming, babysitting, and culinary experiences for the hotel’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.

**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.

**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, Ipe 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.

**MINDFUL CONSERVATION**

The South Beach hotel 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/

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**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, which launched in 2015 with the opening of exclusive properties in Miami’s South Beach and Manhattan’s Central Park and is followed by Brooklyn Bridge, is inspired by a simple idea: those that travel the world also care about it. 1 Hotels upholds this vision by channeling nature through design and culinary partnerships, while connecting with the local community and taking sustainable steps to make a big difference. Additional information can be found at [www.1hotels.com](http://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 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.

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