

# Robb Report

## Aloft's First Resort-Style Hotel Reinvents the Boutique Experience in South Beach



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South Beach continues to be the global epicenter of what's new, fresh and alluring in Miami, and that is further exemplified as JMH Development, Madden Real Estate Ventures and Starwood Hotels & Resorts announce the official opening of Aloft South Beach at 2360 Collins Avenue on May 28. Aloft South Beach wraps guests in a warm and buzzing environment from the moment they enter the property by offering an array of modern amenities, intuitive technology, and playfully engaging spaces surrounding their 235 loft-like rooms. It also ushers in Continental Miami, an exciting new dining destination established by acclaimed restaurateur Stephen Starr.

"As Miami continues to emerge as a leading international travel destination welcoming guests to a lively and exciting environment, Aloft South Beach embodies a trendy playground setting that is perfectly suited for a range of global travelers who are visiting for leisure or business," says General Manager Leslie Weil.

Across from the Atlantic Ocean and a short walk to the vivacious nightlife of South Beach, Lincoln Road's shopping and iconic Ocean Drive, the waterfront property offers a welcoming boutique-style setting and open-air layout that invites travelers to enjoy modern comforts and a multi-sensory experience in style. Youthful and edgy, the Aloft brand embodies a modern approach to spatial design, which seamlessly unites a gamut of social activities in an intimate space.

Building on the foundation of the historic 1954 Ankara Motel, the Aloft South Beach has taken great care to preserve the Art Deco-inspired architecture on the exterior while breathing fresh life into a newly constructed interior with contemporary elements. The design and furnishings were chosen to strike a balance between the hotel's relaxed spirit, its Miami Beach location, and the structure's historic significance. Components of the hotel that have retained their original form include the classic brick walls of the Historic Wing, refurbished Ankara Motel signage and the pool shape. Inside, modern design takes center stage as a translucent staircase welcomes guests into the thriving two-story atrium with custom leather wrapping and a striking light fixture inspired by drum cymbals. Additionally, the bar and lounge features a custom chandelier by Yellow Goat Design made of 1,000 colored acrylic lighting rods descending from the ceiling.

On the main floor, the re:mix<sup>SM</sup> lounge – home to the brand's signature Live at Aloft Hotels on-going live music series and creative craft cocktails – is a hub for guests and locals to mingle over drinks or a game of pool, and connects to W XYZ<sup>SM</sup> Bar. An onsite herb garden yields refreshing garden-to-glass cocktail ingredients for the creations coming from the bar. W XYZ<sup>SM</sup> seamlessly transitions to the outside deck by way of a 36 foot sliding glass wall, where the splash pool offers a cool respite complete with private cabanas nestled between the pool and the lake. For guests' convenience, solar-powered charging stations are available outside to revive guests' favorite tech gadgets.

Looking up from the pool area to the third level is the hotel's Plunge deck, outfitted with daybeds under a canopy of Strawberry Guava trees and a four-sided infinity edge water feature serving as a visually intriguing design element. At the Plunge Deck Bar, a variety of games including bocce, oversized tic-tac-toe, beanbag toss and a large dice game tying into hotel offerings will all keep guests entertained on the outdoor deck.


Adjacent to the deck are generously sized guestrooms including 22 suites overlooking Lake Pancoast; most with private terraces peering over the lake and all of the action on the pool deck below. The third floor guestrooms in the Historic Wing offer private lake-view balconies while the fourth floor boasts Breezy Suites with oversized private terraces. In the main tower, the large 350 sq. ft. rooms overlook expansive city views; spacious corner suites relish full height windows and private balconies allowing guests to take in breathtaking views of Miami Beach. All 235 guest rooms come complete with Aloft Hotels' signature trademarks including nine-foot ceilings, streamlined design, blue tooth-enabled door locks and Bliss Spa® bath amenities.

Sitting at the edge of the water, the enticing Dip hot tub offers a backdrop of an art wall, which displays rotating street art by rising artists from Miami's artsy Wynwood neighborhood. The unique art program extends to other areas in the hotel as well, with a variety of appealing photographic prints and murals. The lobby features an iconic series of black-and-white photographs of 1970s beach scenes and near the entrance, a large-scale aerial view photograph of models in vintage swimsuits is displayed. Each guest room has a colorful photograph by iconic British fashion photographer Miles Aldridge on view, while the corridors continue the theme with playful and fashionable interpretations of summer swimming pools, beaches and barbecues.

On Collins Avenue, Aloft South Beach's Continental Miami restaurant continues the culinary tradition that has earned Stephen Starr prestigious accolades from bon appetit and Zagat as "Restaurateur of the Year." The restaurant features a menu of continental classics and Asian specialties created from fresh, local and seasonal ingredients. Adjacent to both the pool deck and lake, a waterfront deck with enclave seating offers an inviting space for outdoor dining. Continental Miami is easily accessible for early birds and night owls opening at 7 a.m. and closing at 2 a.m. For snacks on the go, the nearby re:fuel<sup>SM</sup> café invites guests to enjoy Nespresso coffee, OnJuice pressed juices, kale chips and other grab & go choices while the WXYZ<sup>SM</sup> Bar offers small bites for patrons of the bar.

On the second floor, the Re:charge gym is a 24/7 fitness center featuring a well-rounded assortment of state-of-the-art resistance and aerobic equipment including stationary bikes, treadmills and elliptical machines. Additionally, the Aloft South Beach boasts 1,500 square feet of adaptable indoor meeting areas and 5,000 square feet of al fresco event space. Meeting groups can collaborate in the property's "playroom area" with fun team-building amenities including Rubik's Cubes, bubble-wrap mats and Play-Doh.

As an Aloft Hotel, guests are invited to enjoy a multitude of the brand's signature benefits and programming including Starwood's Preferred Guest loyalty program where they can earn rewards with every stay. Additionally, excitement is waiting for the next-gen traveler by evoking an adventure-like feeling with special "Goodie Bags" for children ages 2-12 upon check-in, as well as special sleeping bags/bedding and kid-friendly offerings at re:fuel<sup>SM</sup>. For furry family members, the arf<sup>SM</sup> program welcomes four-legged companions with toys, treats and an Aloft-branded bed and a bowl. Other amenities and activities include: beach access, paddle-board yoga and kayaking from the hotel's private dock and custom raspberry-hued beach cruiser bicycles to explore the lively boardwalk or nearby shopping on Lincoln Road.

Opening rates begin at \$229 per night. For more information about Aloft South Beach, visit [www.aloftsouthbeach.com](http://www.aloftsouthbeach.com), [www.facebook.com/AloftSouthBeachHotel](https://www.facebook.com/AloftSouthBeachHotel), email [info@aloftsouthbeach.com](mailto:info@aloftsouthbeach.com) or call  1-877-GO-ALOFT FREE.

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