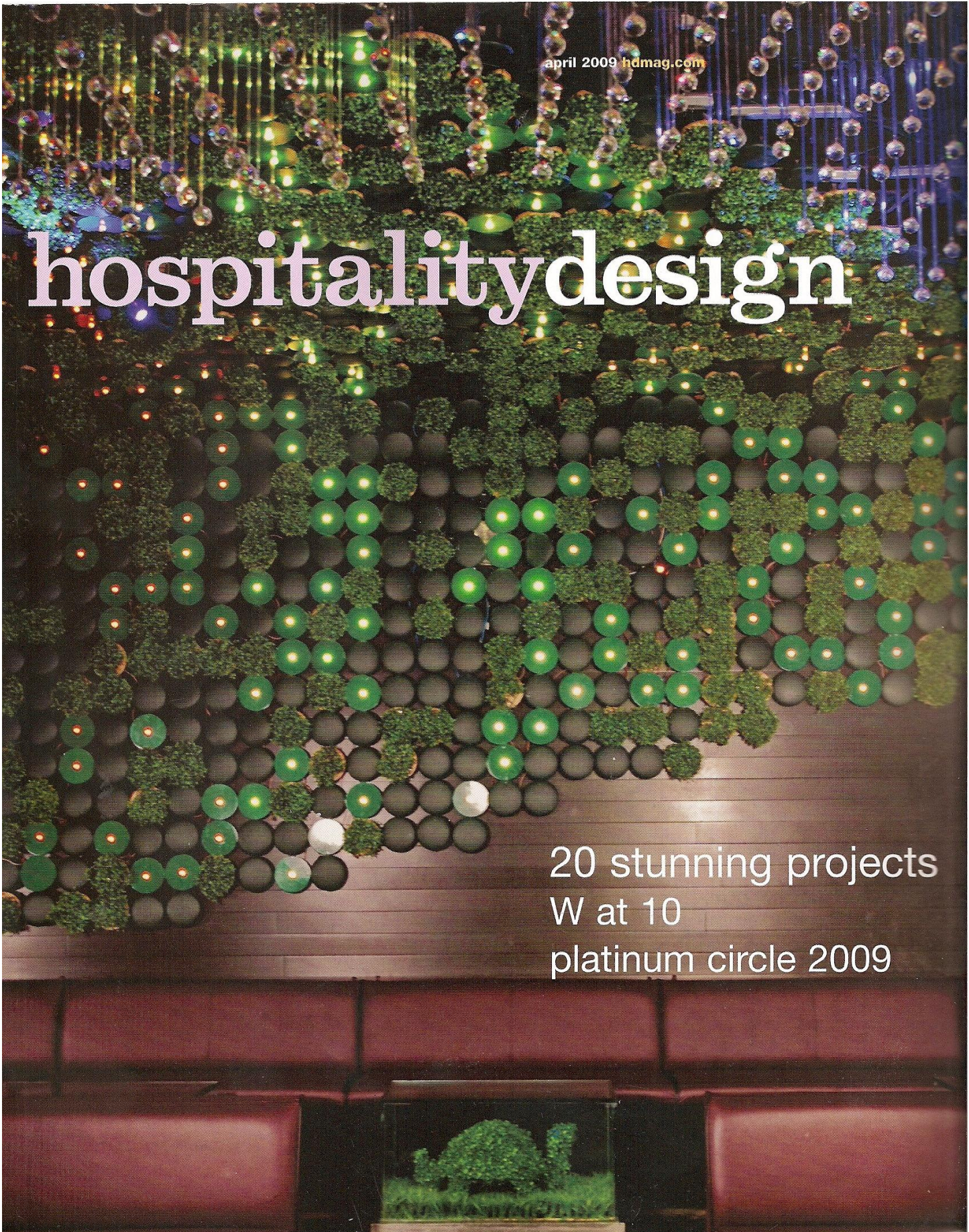


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hospitalitydesign

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miami madness

Recession...what recession? Miami's
hotel development sizzles.

Betsy

DETAILS No minimalism here. Instead, the Betsy has a fresh colonial feel set in a Floridian Georgian building (it once was the Betsy Ross Hotel). "We had a memory of *Out of*



Africa," says designer Carmelina Santoro, who worked on the new Desires hotel with Diamante Pedersoli. "But we wanted to keep it related to the beach of Miami and the energy of it." Original terrazzo floors stretch throughout the lobby, done with wooden plantation-style shutters, potted palm trees, colonial-style

fans, natural fiber area rugs, and comfortable furniture. Upstairs, the bright rooms feature white wooden shuttered windows, black walnut hardwood floors, marble bathrooms, stately poster beds, and white lacquered dressers, cabinetry, and desks. Texture comes in the form of raffia (on ceilings, chairs, headboard) and rooms feature one of four pops of color (on walls, accents on linens, accent pillows): lavender, Tuscan ochre, coral, or green. "All of this is very different for Miami hospitality, where most have to be hip and trendy rather than timeless," says Pedersoli.

HIGHLIGHTS The lobby's wood-clad BLT Steak restaurant (the first Southern outpost of the New York City eatery) and the lobby's blown-up images of children in Africa from U2's concert series. www.thebetsyhotel.com