

THE  
**BETSY**  
SOUTH BEACH

**The Betsy – A New Luxury Hotel in South Beach Unveils Interior Design**

*A Historic Hotel Creates a Destination that is South Beach... Refined*

**MIAMI BEACH, JULY 27, 2009** ... Open after an extensive renovation in March 2009, The Betsy hotel sets a new benchmark for those seeking comfortable luxury in South Beach. Visitors to the property may be surprised to find this distinguished landmark on Ocean Drive, with its imposing colonial facade, to be one of the freshest faces in Miami Beach.

In conjunction with the award winning Miami architectural firm of Beilinson-Gomez who have successfully restored 22 hotels in South Beach, interior designers Diamante Pedersoli and Carmelina Santoro bring a unique vision of clean lines, rich textures and understated elegance to The Betsy. Diamante's work includes creating private residences for Ralph Lauren, while Carmelina's experience with Bulgari retail stores fuse two different visions, culminating in elegant yet relaxed design. "Our goal is to make The Betsy at once completely comfortable and familiar, yet create an undeniable mark which would make The Betsy stand out from other hotels in Miami Beach," says Pedersoli.

One of The Betsy's many assets are the enormous floor to ceiling windows which stretch across the expansive facade allowing natural light to flow through the space. The tropical colonial design of the lobby is obtained by the use of wooden plantation style shutters as dividing walls which separate the hotel lobby and guest reception from BLT Steak. Lighting consists of Ivory colored Fortuny Sheherazade chandeliers hanging from the coffered ceilings and these elegant fixtures are complemented by colonial style fans in the lobby lounge. The historical terrazzo flooring is accented with natural fiber area rugs. Wooden antique world globes, zebra framed mirrors, safari pictures and potted palms complete the theme.

The Betsy's 61 rooms and suites are private, beachside havens. Behind white wooden plantation shuttered windows, the contemporary colonial design wraps every guest in exquisite detail. Every room features dark black walnut hardwood floors, white lacquered dressers, cabinetry and desks, and stately poster beds. "Four different color schemes are used to define the clean white rooms: fields of lavender in Provence, sunbathed Tuscan ochre, vibrant sea coral, and fresh Spring green. These inspirations came from brilliant colors in nature," says Santoro. The richly textured linen curtains and pillow shams are bordered in matching color, while pillows and chairs of various fabrics further distinguish the color accents. Raffia covered ceilings, chairs and headboards lend a unique texture to the rooms. The hotel's accommodations otherwise share the same luxurious amenities and design.

Luxury is defined by many factors and the various lighting selections should be highlighted in The Betsy's accommodations. Table and floor lamps, bedside lighting, and high hats (in-ceiling lighting) allow for a personal selection to suit every mood. Fresh chrome and white ceiling fans continue the tropical colonial theme and work alone or in conjunction with air conditioning to carry the breeze from the Atlantic throughout the rooms. Beds are topped with fine Frette® linens, and guests may select from a menu which includes everything from hypoallergenic to down. Plush robes and slippers are standard in each room. Every room and suite at The Betsy combines the technology of today blended seamlessly with the architecture and grace of yesteryear. The resulting product is a fresh concept in South Beach with timeless style.

The luxuriously modern baths are made of the finest Carrara and Thassos marble and have spacious walk-in showers. Bespoke design bathroom vanities from Neo-Metro are made of white resin countertops and dark wood, and feature faucets and fixtures from the Kallista de Stile collection. The oversized and innovative bathroom mirrors by Electric Mirror incorporate high-definition, LCD-TVs and back-lighting simulates natural light for a standout display and uniquely luxurious experience.

(MALIN+GOETZ) luxury apothecary bathroom amenities have been selected for their modern hydration technologies and natural botanical extracts. Perfect for use by both men and women and designed for sensitive skin, natural scents offer gentle therapies and dissipate to allow for personal fragrance choices. Their products are free of unnecessary detergents, colorants and synthetic fragrances, are not tested on animals and are made in the USA.

The Deck offers sweeping unobstructed views of the Atlantic, and is complete with a Wellness Garden offering herbal teas, massage therapies, and yoga.

Individually signed and framed images from Richard Bluestein's photographic artistry adorn the guest room walls. His architectural background provides an uncommon approach through color, composition and perspective. Images at The Betsy have roots in beach and seaside areas where he captures structural design in black and white, from South Beach to Santorini.

Additional photographic works of three artists are displayed throughout the public spaces and hallways, revealing a unique look into the essence of human experience and telling the history of the residual architecture of Cuba. From uncovering the human spirit of Bobby Sager's images of "Invisible Sun," to capturing the sentiment of rock and roll icons from Jill Furmanovsky and the Rock Archive, to exposing the enduring majesty of Havana, Cuba in Richard Bluestein's "Distressed, Beauty" collections, The Betsy highlights these works for the powerful dialogue shared between subject and viewer.

### **About The Betsy**

Dramatically poised alongside its Art Deco neighbors, [The Betsy](#) is a distinguished landmark hotel on Ocean Drive. The Betsy's 61 rooms and suites are private, beachside havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Elegant, but relaxed tropical interiors and an intimate

courtyard pool, maintain an aura that is passionately low-key. The Deck at The Betsy, an expansive rooftop with sweeping views of the Atlantic, offers a Wellness Garden with a range of spa treatments, therapies, and yoga. Specialty cocktails and light fare are offered at the exquisite lobby bar, or one may prefer fine dining at Laurent Tourondel's new take of modern American steakhouse - BLT Steak. B Bar, designed with a hint of vintage glamour unveils an exclusive and discreet venue catering to Miami nightlife. The Betsy is truly South Beach... Refined.

### **A Vision for Arts and Culture**

The Betsy distinctively stands apart from its art deco neighbors and sets a new benchmark in comfortable luxury. Maintaining the splendor of its Florida Georgian façade, the hotel's genuine beauty goes deeper than the physical design. Believing that public spaces can be more than waiting areas, the vision for the property extends beyond the traditional construct of a hotel. Through a range of programs, Betsy will invite social networking to revisit its roots in the cultural salon, and be transformed into a gathering place for people to engage about things that matter. By fostering programs that believe in the power of community, The Betsy's leadership team is devoted to cultivating the sights and sounds of art, music and literature.

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