

### **About The Tides South Beach**

An iconic Art Deco landmark on Miami Beach's most celebrated oceanfront drive, The Tides South Beach is the flagship hotel in The Tides collection. Originally built in 1936 by acclaimed architect L. Murray Dixon, the hotel recently underwent an interior transformation by interior designer Kelly Wearstler. The Tides' 45 guest rooms, including seven premier suites and three dramatic penthouses with patios, each offer expansive views of the Atlantic Ocean. On the lobby level, La Marea restaurant—The Tides collection's signature restaurant—serves an acclaimed Mediterranean-inspired menu in the dining room and on an outdoor terrace overlooking Ocean Drive and the beach; the Coral Bar boasts a colorful selection of specialty drinks in an intimate, eclectic setting. The Tides South Beach is recognized by *Travel + Leisure* on its 2009 roster of the world's top hotels.

### **FOR IMMEDIATE RELEASE**

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## **THE TIDES SOUTH BEACH NAMED TO *CONDÉ NAST TRAVELLER UK'S "HOT LIST" FOR 2008***

**- Glamorous re-design sizzles with unbeatable location, eclectic design and superb dining on elite list of 65 hotels -**

**May 1, 2008 (Miami Beach, Florida, USA) - The Tides South Beach** in Miami Beach, Florida has been selected as one of the best new hotels in the world by ***Condé Nast Traveller UK***. The upscale and widely read travel magazine included the chic, 45-suite hotel as part of its **annual "Hot List"** for 2008. As always, the list included only those new properties that won over the magazine's editors in design, location, service and value.

This year's "65 Hot Hotels" represent "the most stylish, most innovative, most luxurious hotels" in the world, wrote *Traveller's* editors in the May 2008 issue, "whose settings range from desert islands to capital cities." Among this select ranking, only five hotels reside in the United States.

The Tides South Beach, which just completed a top-to-bottom renovation, immediately ignited Hot List favor for its coveted, beachfront location on Ocean Drive, its "celebrated" La Marea restaurant and striking interiors by tastemaker Kelly Wearstler. "LA-based Kor Hotel Group has created one of the city's most stunning properties," stated the article.

"We are elated to be included on the most prestigious listing in upscale travel," said **Shan Kanagasingham, General Manager of The Tides South Beach**. "*Condé Nast Traveller UK* is widely regarded for its unflinching insistence on quality and distinction. To be chosen by the magazine as one of the best new hotels in the world speaks volumes for the dedication of all of our colleagues and the indisputable talent of Ms. Wearstler."

The magazine reserved special praise for Wearstler's "eclectic mix of seaside *objects* and museum-quality antiques," noting her creative use of a refashioned French counter top in the Coral Bar, the lobby's 1940's "senator" chairs and an array of "curious design elements." The final word from *Traveller's* editors? The Tides South Beach and its Mediterranean-inspired La Marea restaurant stand tall as "beacons of sophistication."

(more)

Suites at The Tides South Beach start at \$450 (USD) per night. For additional information, please call Hawkins International PR at the numbers listed above. **For reservations call 001 305 604 5070 or visit [tidessouthbeach.com](http://tidessouthbeach.com).**

### **About The Tides South Beach**

An icon of the exquisite Art Deco architecture of the 1930s, The Tides occupies an ideal niche across from Lummus Park along Miami's most popular oceanfront stretch. 45 sleekly stylish studios, including seven premier suites and three dramatic penthouses, with decks, offer expansive ocean views and interiors by Kelly Wearstler. La Marea restaurant offers exquisite Mediterranean seafood dining with quietly attentive service in an indoor and outdoor setting. Its terrace overlooks Ocean Drive and the beach; the interior enchants with glamorous design. The Coral Bar boasts a colorful selection of specialty drinks in an eclectic ambience.

### **About The Tides**

All Tides hotels and resorts are set in coastal locations and provide a chic-by-the-shore setting, inviting guests to unwind. The Tides offers a backdrop for encounters that inspire reconnection through cultural experiences delivered with style and spirit. Kor Hotel Group reserves **The Tides** identity for select projects of only the highest service and design standards. The Tides collection includes [The Tides South Beach](#) in Florida, [The Tides Riviera Maya](#) on Mexico's Yucatán Peninsula and [The Tides Zihuatanejo](#) on Mexico's Pacific Coast. Forthcoming developments include [The Tides Playa del Carmen](#) on the Riviera Maya and [The Tides Anguilla](#) in the British West Indies.

The official site for The Tides brand is [thetidesresorts.com](http://thetidesresorts.com).

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### **Biography**

#### **SHAN KANAGASINGHAM General Manager The Tides South Beach**

As General Manager for Kor Hotel Management's flagship Tides property in Miami, Shan Kanagasingham oversees all aspects of the historic hotel's operations, from facilities and guest services to special events. Central to these responsibilities is the ongoing rollout of the property's 2008 re-launch, following the comprehensive redesign by interior designer Kelly Wearstler.

Known for her contagious passion for excellence, her talent with resourceful business solutions and her strong motivational leadership, Kanagasingham holds fourteen years of luxury hotel and resort experience, most recently as Director of Rooms for the re-opening of the Mandarin Oriental, Hong Kong. In preparation for the nine-month closure and re-launch of the Mandarin's \$140 million renovation, she assessed and managed all operational departments on minimum resources, established Critical Path for the division's management during closure as well as re-launch, and procured OS&E to ensure that room designs achieved an intriguing balance of innovation and tradition.

Prior to her position in Hong Kong, she was Director of Rooms at the Raffles L'Ermitage in Beverly Hills, California. As part of the hotel's Planning Committee, she provided infrastructure guidance to successfully streamline service standards, playing a pivotal role in the hotel's receipt of five star, five diamond status in 2005. From 2002-2003, she worked as an independent industry consultant

in both New York and London, handling various projects in Catering, Marketing and Event Planning for such companies as Citigroup, Smith Barney, Merrill Lynch's Kennedy Center Honors and Ian Schrager's Sanderson Hotel and St. Martins Lane in London.

Kanagasingham began her hospitality career with Ritz-Carlton Hotels & Resorts, where she held senior management positions for ten years. Her most recent position with the company was Hotel Manager for the 75-room boutique Maison Orléans, where she coordinated marketing, advertising and public relations, and accomplished the coveted feat of obtaining the first coverage of a Ritz-Carlton property in *Architectural Digest*. As Director of Incentives, Midwest and Southeast Sales for the opening of the 452-key Ritz-Carlton, New Orleans, she developed and implemented successful sales strategies in a delayed-opening environment. As Director of Conference Services at the Ritz-Carlton, Millenia Singapore, she successfully established a Conference Services division for the 611-room luxury business hotel, which was subsequently award "Best Conference Facilities in the World 1998" by *Euromoney* and "Overall Best Business Hotel in Asia 1999" by *Institutional Investor*. Her first position with Ritz-Carlton was as an opening team member for the company's property in Kapalua, Hawaii, where she worked her way up to Assistant Director of Guest Services during her two-year tenure before being promoted to the Ritz-Carlton, Laguna Niguel in California as Conference Services Manager.

Kanagasingham holds a Bachelor's Degree in Hotel Management from *Ecole Les Roches*, a Swiss Hotel Association, and is fluent in Malaysian, Indonesian and conversational French.

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**THE TIDES SOUTH BEACH NAMED TO  
CONDÉ NAST TRAVELER'S "HOT LIST" FOR 2008**

***- Glamorous re-design glows with highest 'three flame' rating for unbeatable location, eclectic design and superb service -***

**April 22, 2008 (Miami Beach, FL) - The Tides South Beach** in Miami Beach, Florida has been selected as one of the best new hotels in the world by **Condé Nast Traveler**. The upscale and widely read travel magazine included the chic, 45-suite hotel as part of its **12<sup>th</sup> annual "Hot List,"** awarding it "three flames" - the hottest rating possible. "The Year's 136 Top New Hotels" for 2008 included only those new properties that the magazine's editors considered "keepers" in design, location, service and value.

"Hotels are like cars: Newer models can dazzle with flashy looks and marketing hype, but only after you test-drive them does their true performance come to light," wrote *Traveler's* editors in the May 2008 issue. "After scrutinizing the thousands of hotels that opened last year, we checked in to the most promising – incognito, of course."

The Tides South Beach, which just completed a top-to-bottom renovation, immediately ignited Hot List favor for its coveted, beachfront location on Ocean Drive, its "excellent" La Marea restaurant and striking interiors by tastemaker Kelly Wearstler. The Art Deco icon "has been reborn as a

whimsical, warm hideaway," stated *Traveler*, with "oversized lamps, animal-print rugs, and gold-leaf side tables" embodying Wearstler's "soft, eclectic design aesthetic."

"We are elated to be included on the most prestigious listing in upscale travel," said **Shan Kanagasingham, General Manager of The Tides South Beach**. "*Condé Nast Traveler* is widely regarded for its unflinching insistence on quality and distinction. To be chosen by the magazine as one of the best new hotels in the world speaks volumes for the dedication of all of our colleagues and the indisputable talent of Ms. Wearstler."

As testament to The Tides' ongoing commitment to immaculate service, the magazine praised this feature as a main attraction: "Here, the concierge actually recalls past requests, and bellboys and waiters are always professional." The final word from *Traveler's* editors? The Tides South Beach and its Mediterranean-inspired La Marea restaurant stand tall as "beacons of sophistication."

Suites at The Tides South Beach start at \$450 per night (based on availability). For additional information, please call Hawkins International PR or Kor Hotel Management at the numbers listed above. **For reservations call 866-891-0950 or visit [tidessouthbeach.com](http://tidessouthbeach.com).**

### **About The Tides South Beach**

An iconic Art Deco landmark on Miami Beach's most celebrated oceanfront drive, The Tides South Beach is the flagship hotel in The Tides collection. Originally built in 1936 by acclaimed architect L. Murray Dixon, the hotel recently underwent an interior transformation by interior designer Kelly Wearstler. The Tides' 45 guest rooms, including seven premier suites and three dramatic penthouses with patios, each offer expansive views of the Atlantic Ocean. On the lobby level, La Marea restaurant—The Tides collection's signature restaurant—serves an acclaimed Mediterranean-inspired menu in the dining room and on an outdoor terrace overlooking Ocean Drive and the beach; the Coral Bar boasts a colorful selection of specialty drinks in an intimate, eclectic setting. The Tides South Beach is recognized by *Travel + Leisure* on its 2009 roster of the world's top hotels.

### **About The Tides**

The Tides collection of hotels and resorts enjoys superlative coastal locations and chic-by-the-shore settings that invite guests to unwind and reconnect. Each Tides destination offers culturally inspired leisure and wellness experiences delivered with style, spirit and intuitive service. With The Tides South Beach in Miami, Florida as its flagship, the collection also includes The Tides Riviera Maya on Mexico's Yucatan Peninsula and The Tides Zihuatanejo on Mexico's Pacific Coast—each lauded by *Travel + Leisure* in 2009 as top hotels in the world. Forthcoming developments include The Tides Sugar Beach on the Caribbean island of St. Lucia and The Tides Anguilla in the British West Indies.

The official site for The Tides brand is [thetidesresorts.com](http://thetidesresorts.com).

###

*La Marea*

## Fact Sheet

<b>Highlights:</b>	The 120-seat restaurant reflects the Tides' luxuriant service and dedication to providing a sumptuous, five-star dining experience to its guests and restaurant patrons.
<b>Setting:</b>	Inspired by The Tides' original art deco bone structure, tastemaker Kelly Wearstler layered her waterborne vision of organic materials, rich textures, sunset colors, and vintage-inspired elements over the property's historic base. An array of warm, ivory and wet sand beige is complimented by hues of peach and henna. Textured woods and metallic accents of brass, bronze and nickel, large chandeliers and over-sized plush velvet chairs adorn the space. La Marea's walls are dotted with faux tortoise shells while delicately carved, bleached wood chairs are theatrically hooded with exaggerated canopies. Floor-to-ceiling sheer, silk blend window treatments complete the intimate and elegant dining area. On the terrace, the dining spaces cluster around a central lounge area, each enclosed and divided by dense hedges.
<b>Coral Bar:</b>	Coral Bar offers a colorful selection of rums from around the world, including a variety of signature cocktails. Eclectic ambient mixes create the perfect soundtrack for a cool sip at dusk or late night libation.
<b>Special Features:</b>	<p>A distinctive design features luxurious indoor seating overlooking the Atlantic Ocean and outdoor Terrace dining.</p> <p>La Marea Restaurant seats up to 120 with catering and banquet seating capacity for up to 100 privately and 250 overall in the Tides Hotel.</p>
<b>Address:</b>	The Tides South Beach 1220 Ocean Drive Miami Beach FL 33139
<b>Telephone:</b>	305.604.7090
<b>Website:</b>	<a href="http://www.tidessouthbeach.com">www.tidessouthbeach.com</a>
<b>Number of seats:</b>	120
<b>Cuisine:</b>	Contemporary American with a touch of Mediterranean featuring the freshest seafood, meat, poultry and vegetables.
<b>Executive Chef:</b>	Gonzalo Rivera
<b>Interior Designer:</b>	Kelly Wearstler, Inc.
<b>Architecture:</b>	L. Murray Dixon
<b>Hotel Affiliation:</b>	Kor Hotel Management Brad Korzen, Founder korhotelgroup.com

<b>Check Average:</b>	Breakfast	\$20.00
	Lunch	\$25.00
	Dinner	\$55.00

\*Check averages are per person, sans alcohol

<b>Hours of Operation:</b>	Lunch
	Monday – Friday 11:30am - 3:00pm
	Dinner
	Sunday - Monday 5:30pm – 11:00pm

**Reservations:** Recommended

**Credit Cards:** Visa, MasterCard and American Express Accepted

**Parking:** Valet

###

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### **Design Backgrounder**

## **THE TIDES SOUTH BEACH RETURNS TO GLAMOUR**

A classic example of the Art Deco design movement of the 1930s, The Tides South Beach was built in 1936 by master architect L. Murray Dixon in a streamlined, minimalist style. Already a legend in its day, the elegant hotel has retained its iconic status throughout the years. Now, acclaimed interior designer **Kelly Wearstler** has applied her signature talent for artful historic layering to

deliver The Tides South Beach a truly transformative new look. Filled with new energy and life, The Tides South Beach returns to glamour.

Respecting the hotel's creative mélange of Art Deco allure and 21<sup>st</sup>-century finesse that exemplifies its South Beach setting, Kor's redesign has carefully preserved both the edifice's historicity and the easy nonchalance of its beachfront spirit. Renovations have encompassed all aspects of the property, from the 45 ocean-view guestrooms to the grand public spaces, including the lobby, La Marea restaurant with its street-front terrace, and the pool deck.

The landmark Tides South Beach re-launched in early 2008 as the flagship property for Kor Hotel Management's international, luxury Tides brand. The Tides brand evokes a spirited, sexy and coastal ambience ideal for reconnection and romance. All Tides properties offer a refined dining experience with seafood concept, butler service and a wellness component with ocean-inspired treatments and products. Indigenous cultural elements influence both the décor and cuisine at each property, playing an integral part in The Tides experience. Service is personalized and customized to address guests' specific preferences and needs.

### **A Sensual Glamour**

Wearstler, the creative eye behind Kor's distinctive Viceroy hotels and urban retreats, has re-dressed The Tides South Beach interiors in rich strata of museum-quality artifacts drawn from disparate eras and genres. Deftly chosen design elements build on the defining strokes of the hotel's Art Deco bone structure to blend streamline-moderne resplendence with an updated contemporary energy. The end-result is an opulent, erudite glamour underscored by the playful sensuality of coastal chic.

Throughout the hotel, Wearstler applies a restful palette of sand beige and shell pink against the vibrancy of corals and mink browns. Organic textures such as wire-brushed bleached wood, rope and shell imbue an intimate tone and cue the nautical and tropical motifs throughout. Together, the colors and materials palettes forge continuity between the opulence of Wearstler's interiors and the natural wonderland of the adjacent beachfront. Quintessential modern materials - mosaic terrazzo, tortoiséd mirror and burnished bronze – retain their central roles, as well as find innovative applications.

**Lobby:** Ushering guests into the glamour of The Tides South Beach experience, the detail-rich lobby features original terrazzo marble flooring appointed with vintage and custom furnishings. As a first unforgettable image, 1930s high-backed stone "Senator" chairs carved as Roman Centurions flank the hotel's main entrance. Signature Kelly Wearstler hall porter chairs frame the central seating area, also set with a 20-foot-circle rug, crescent-shaped sofas and gold-leaf screens as sumptuous accents. Across the lobby, an eye-catching bar of Peruvian travertine beneath a 22kt gold-leaf antique mural of shimmering fish define the lobby's new **Coral Bar**. Inspired by the fiery-colors of ocean flora and fauna, Wearstler has created a secluded 22-person enclave of rich red leather, brass detailing, and soft coral velvets evocative of a luxe ocean liner lounge, circa 1940.

**Guestrooms:** Each of The Tides South Beach 45 spacious, oceanfront suites has been re-envisioned as a private pied-à-terre housing an amalgam of custom-designed pieces and collector-caliber furnishings. Set against a backdrop of antiqued-mirror and grass-cloth wall coverings, unique items such as hammered-brass desks, chairs carved to resemble leaves, "petrified" wood-stump end tables and faux animal-hide accent rugs provide riveting focal points. Wooden screens of bleached oak gently divide the space, while travertine floors unify from bedside to bath suite.

Signature suites located on the ninth and top floors incorporate one-of-a-kind vintage elements, including credenzas and consoles made of stone with brass in-lay, vintage fixtures and lamps.

Original artwork, antique sculptures, brass detailing and stone pedestals fill the space with additional allure.

**La Marea Restaurant:** Rich organic textures provide a dominant motif for The Tides South Beach's acclaimed restaurant, La Marea. Sculpture-like driftwood frames the entryway through the hotel's living room, inviting guests into warm hues with touches of brass and walls lined with glistening faux tortoise shells. Standout elements include striking brass pendant fixtures, bleached wood chairs carved to resemble rope, theatrical hooded armchairs, a pair of vintage brass palm tree sculptures acquired by Wearstler in Italy, and hall porter chairs. Faux hide and suede provide accent throughout. Overlooking the hotel's front terrace through floor-to-ceiling windows, the restaurant provides dramatic views of the Atlantic Ocean.

Countering its former minimalist quality, La Marea's front terrace is shrouded in greenery and boasts new travertine flooring. Layers of trees and umbrellas obscure Miami's sun and keep the crowded streets at bay, providing a more exclusive entryway into the grand lobby. Continuing the hotel's new subtle design and soothing color palette, private dining spaces encircle an open-air lounge, while bronze Art Deco detailing pays homage to the hotel-front's trademark, historic lantern.

**Pool Terrace:** Complementing the hallmark porthole-studded design, the handsome pool terrace has transformed into a lush enclosure of supreme serenity, ideal for sunbathing, socializing and celebrity spotting. Here, Kelly Wearstler's eclectic sensibility draws from Art Deco as well as Regency influences via outdoor hall porter chairs, golden "drum" tables, and razor umbrellas nestled amid giant fan palms and decorative hedges. Wearstler's sexy multi-person cabanas have been introduced poolside, allowing exclusive and intimate open-air retreats.

With Wearstler's "return to glamour" flair and her acute gift for the unexpected, The Tides South Beach's sumptuous redesign is destined to cement its title as Kor's most distinguished hotel to date.

# THE TIDES

## SOUTH BEACH

### Fact Sheet

**Location:**

A classic example of the Art Deco design movement of the 1930s, The Tides South Beach is an elegant hotel tastefully updated with 21-century amenities. Located just steps from the beach at 1220 Ocean Drive, the hotel resides in the heart of South Beach's most famous street for fashion, entertainment and people-watching. Popular boutiques, nightclubs and restaurants lie within easy walking distance, as do the Miami Beach Convention Center, museums and theaters.

**Address:**

The Tides South Beach  
1220 Ocean Drive  
Miami Beach, FL 33139

T (305) 604-5070  
F (305) 503-3275

**Reservations:** (866) 891-0950

**Website:** [www.tidessouthbeach.com](http://www.tidessouthbeach.com)

**Hotel Manager:** Shan Kanagasingham

**Hotel Affiliation:** Kor Hotel Management  
Brad Korzen, Founder  
[www.korhotelgroup.com](http://www.korhotelgroup.com)

**Architecture:** Lawrence Murray Dixon/ 1930s Art Deco period

**Interior Design:** Kelly Wearstler

**Opening Date:** 1936

**Re-launch Date:** The Tides reopened for guests in mid-November 2007. Final completion for all renovations is February 2008. *Note:* La Marea restaurant and the redesigned front terrace are currently open and guests can also enjoy the new guestrooms and access the re-designed lobby.

**Background:** A streamlined mix of sophisticated glamour, classic Miami history and modern amenities and services. A destination of choice for titans of industry and champions of leisure alike, The Tides South Beach captures the quintessential style, high wattage glamour and relaxed attitude that epitomize the South Beach lifestyle.

Built in the Art Deco style by master architect Lawrence Murray Dixon, The Tides' striking façade debuted in 1936 along South Beach's hippest strip known as Ocean Drive. In its original incarnation the hotel offered 115 spectacular rooms and boasted a devoted clientele of celebrities and international travelers. The Tides' ten-story façade is finished with oolitic limestone and white chunks of coral excavated from the ocean floor when Miami Beach was created in 1915 by Carl Fisher and John Collins.

In 1997, The Tides was purchased by Chris Blackwell as part of the Island Outpost family of hotels. Blackwell remodeled the property, converting the 115 rooms into 45 spacious rooms and suites – the smallest, an impressive 550 square feet – all with grand ocean views.

Kor Hotel Management began managing the property in 2004, acquiring it in 2006 shortly before commencing its dramatic re-design by tastemaker Kelly Wearstler. Building on The Tides' Art Deco bone structure, Wearstler is re-dressing its interiors in a rich strata of museum-quality artifacts. Her vision introduces

an updated contemporary energy to the property, carefully respecting the edifice's historicity and the easy nonchalance of its beachfront spirit. Organic textures and sunset colors bring a sensuality to her erudite design and accentuate the ocean visible from every room.

As the flagship property for Kor's newly launched, coastal collection of Tides resorts, The Tides South Beach represents the essence of the emerging brand and the finest rendition of its elite features.

**Hotel Re-Launch:**

In celebration of the Tides' 70<sup>th</sup> anniversary in fall 2006, this legendary landmark designed by esteemed Art Deco architect L. Murray Dixon, has undergone a multi-million dollar renovation. Kelly Wearstler, one of Hollywood's most talked about interior designers, was selected to build on the hotel's original art deco aesthetics to create, what Kelly herself refers to as "a jewel box with a fresh new lining and an array of treasures that epitomize Twentieth Century chic". The new mood of the hotel features sandy beiges, dusty peaches, deep rusts and mink browns and organic accents, like parchment-swathed surfaces, textural rope, shell, and stone. The renovation was completed in April 2008.

**Guestrooms  
And Suites:**

The chic re-design of Tides' 45 meticulously appointed suites, including 20 Oceanfront Studios, 15 Signature Oceanfront Studios, seven Premier Oceanfront Suites and three Signature Suites, will be completed on a rolling basis through February 2008, with most currently available. Each room offers expansive ocean views and at least 550 square feet of space to comfort business nomads and leisure seekers alike.

*Oceanfront Studios and*

*Signature Oceanfront Studios*

The Tides' oceanfront studios and signature oceanfront studios offer 550 square feet of luxury overlooking Ocean Drive and the beach, oversized bathrooms and separate vanity areas.

*Premier Oceanfront Suites*

The Tides seven luxurious premier oceanfront suites offer 580 square feet of space with stunning ocean views, separate living areas, oversized bathrooms and discrete vanity areas.

*Signature Suites (Amber, Coral and Tides)*

On the ninth floor, the Amber Suite and Coral Suite offer spacious one-bedroom accommodations with private terraces, luminous sunrooms overlooking the waterfront and huge spa-like bathrooms. The Coral Suite features two separate

bathrooms. By connecting the 900-square-foot Amber Suite (1,400 with balcony) with the 1,200-square-foot Coral Suite (1,700 with balcony), a lavish two-bedroom suite can be created that transforms the entire ninth floor of The Tides into a personal hotel.

The top floor of the tallest building on Ocean Drive is home to the 2,000-square-foot signature Tides Suite (2,600 with balcony), with 360° vistas of South Beach and downtown Miami. This chicly furnished two-bedroom suite features a private 600-square-foot terrace and vast double-paned windows on the east and west walls for maximum views and ensured serenity.

In addition, signature suites offer a wireless controller to provide zone-specific musical choices through the suite, employing state-of-the-art Sonos™ digital music technology, and sumptuous pillow-top king beds with 300-count Mascioni linens. All of the suites in the hotel have personal assistant service, as well.

**Amenities and Services:**

The Tides delivers style that spans eras with service that transcends time zones and where arrival to departure, Personal Assistant services is the standard. All guestrooms include:

- Butler services offered by Personal Assistants
- 42"plasma-screen cable TV
- DVD/CD player and a selection of CDs
- High-speed wireless internet service throughout the hotel, including guest rooms, lobby, terrace and poolside (\$10 per day)
- Fully-stocked honor bar
- Nespresso coffee machine
- Purified water in carafes
- iPod™ docking stations
- In-room safe
- Hair dryer
- Sumptuous beds, plush towels, bathrobes and slippers and nightly turndown service
- Hair and body care products by Molton Brown
- Twenty-four hour room service
- Valet parking
- Complimentary national newspaper
- Laundry and dry cleaning services
- Limousine and taxi service arranged through concierge

**Personal Assistant**

**Services:**

Upon arrival all guests are welcomed by a Personal Assistant delivering advanced and intuitive service, creating an experience to last. Round-the-clock services include personal shopping to packing and unpacking to in-suite dining

to pressing and shoe shine service. Assistants can be reached at any time via touch phone and are a free service of the hotel. The Tides' Owner/ Guest Recognition Policy ensures that Personal Assistants will understand the guests' preferences in order to anticipate their needs. The club-like atmosphere provides a sense of being home while away where all the staff knows you.

**Dining:**

***La Marea***

La Marea restaurant brings contemporary Mediterranean cuisine to the forefront with South Beach style. The menu choices and preparation methods are reminiscent of a journey in the Mediterranean, where each ingredient's distinct flavor and nutritional value is preserved and the combination of these ingredients culminates in the perfect dish. Breakfast, Lunch and Dinner will be served with impeccable, friendly and attentive service.

The new, lushly landscaped entry terrace with intimate al-fresco lounging and dining spaces is the Ocean-Drive hot spot to enjoy Breakfast, Lunch and Dinner selections from La Marea restaurant.

**Private Dining:**

Guests can enjoy Breakfast, Lunch and Dinner in the privacy of their residential hotel suite, 24 hours per day. At a whims notice the chef will prepare food to your liking, served by a Personal Assistant who knows and understands your preferences.

**In-Room Dining:**

Lunch: 11:30 AM to 5:30 PM

Dinner: 5:30 PM to 11:00 PM

Late Night Dining: 11:00 PM to 7:00 AM

**Poolside Dining:**

10:00 AM – 6:00 PM

**Bars:**

***The Living Room:***

The detail-laden lobby features original terrazzo marble decorated with vintage and custom furnishings and is the perfect place to socialize and enjoy a cappuccino in the late morning or a cocktail with friends at the end of the day.

***Coral Bar:***

This hidden lobby bar will provide a distinctive, cozy environment in which to enjoy twilight cocktails and fresh, seasonal culinary appetizers.

**Meetings**

**and Private Events:**

Ideally situated close to Miami's major business centers, The Tides offers both sanctuary from the city pace and total access to its energy and industry. The Tides' stylish, intimate venues for private parties and special events include both indoor and outdoor venues with flexible space: **La Marea Restaurant**, the **Boardroom**, and the **Pool Terrace**.

Paired with The Tides' comprehensive catering services, the hotel's restaurant and uncommon outdoor spaces are ideal settings for intimate receptions or parties, business gatherings or board meetings. The Tides can also host photo shoots, sales presentations, wardrobe fittings and castings.

Business services and features include:

- Three discrete event spaces, combined offering 5,000 square feet of total event space
- Experienced event planners on site
- Banqueting services and comprehensive catering services through La Marea restaurant
- Business Services including PC, printer and fax, secretarial and translation services, photocopying and post/parcel
- High-speed wireless internet access in public spaces and guest rooms
- Wireless laptop computers for mobility throughout the hotel
- Tenting options

All event spaces additionally feature:

- Telephones
- Wireless high-speed Internet access and wiring for computer and audio-visual presentations
- Optional computer and audio-visual equipment - to be reserved in advance
- Individual lighting and A/C controls

**La Marea Restaurant**

The restaurant makes possible unique indoor/outdoor receptions and events. La Marea restaurant provides 1,200 square feet of indoor function space that can seat 60 inside for dining. The 2,640-square-foot terrace provides outdoor function space that can serve up to 50 for dining.

**Boardroom**

The newly designed boardroom can accommodate 14 conference style or 16 for dinner.

**Pool Terrace**

This sleekly redesigned 2,440-square-foot space can host up to 70 guests for a standing reception, or up to 40 for dining, screenings and banquet-style seated events.

**Recreation:**

The newly redesigned Pool Terrace features a heated pool, Wearstler's signature hall porter chairs and golden "drum" tables amid tropical landscaping, and poolside cabanas for dining or spa treatments. Tropical Drinks and enticing light, healthy fare are served by a Pool Concierge.

Beach services offers loungers, umbrellas and towels, daily from 10am to 5pm. Beach picnic baskets filled with sunscreen, cold towels, Evian spray and your selections of wine and food may be requested to your Personal Assistant.

The hotel offers a complimentary service gym on the 9<sup>th</sup> floor. Visit the front desk for recommendations and scheduling of recreational activities offered at the hotel and located nearby:

- The South Beach waterfront is just steps away and ideal for volleyball, jogging, scuba diving, water skiing, yacht charters for sailing, deep sea fishing, gambling and casino boats, and of course simple sunbathing and swimming. Hotel chairs and umbrellas are available.
- Non-water sporting activities nearby include tennis, golf, yoga, sky diving, track running, hot air ballooning, basketball, and tracks for horse and auto racing.
- Nearby sightseeing options include Everglades National Park, the Miami Children's Museum, the Museum of Science and Planetarium, the Miami Seaquarium, Key Biscayne Park, the Wolfsonian Museum, the Holocaust Memorial, the Miami Art Museum, the Jackie Gleason Theater and the Lincoln Theater, among others.

**Wellness Services:**

A full selection of South Beach's finest spa services are available in the privacy of the ocean-view residential hotel rooms and suites, and poolside at the pool terrace. The exclusive menu was specifically designed for The Tides from the Icon Brickell at Viceroy Miami.

Spa at

**Awards and Recognitions:**

*Condé Nast Traveler's* Hot List 2008  
*Condé Nast Traveler's* Gold List 2008  
*Travel + Leisure*, "World's Best 500 Hotels for 2008"

**For Further Information  
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