



## PRESS RELEASE



# PCC IS REPRESENTING FAENA DISTRICT MIAMI BEACH

Alan Faena to debut Faena  
Hotel Miami Beach

# FAENA

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The opening of Faena Hotel Miami Beach in November 2015 by Alan Faena and Len Blavatnik will be the inauguration of the FAENA DISTRICT - only the second such official designation in Miami's history. This new neighborhood rooted in art and culture includes FAENA HOTEL MIAMI BEACH, the recently opened FAENA HOUSE - a Foster and Partners 18 storey condominium, FAENA FORUM - a ground breaking new art and cultural institution by Rem Koolhaas/OMA, FAENA VERSAILLES - two residential condominium towers designed by Brandon Haw and William Sofield, CASA CLARIDGE'S - a beachside guest house designed to be a home not a hotel and FAENA BAZAAR - a unique retail experience also designed by Rem Koolhaas/OMA.

The oceanfront FAENA HOTEL MIAMI BEACH is comprised of 169 guest rooms and suites and 13 penthouses designed by Alan Faena alongside cinematic visionaires Baz Luhrmann and Academy Award® winning Catherine Martin, 22,000 sq ft Tierra Santa Healing House spa offering South American-inspired healing rituals, Los Fuegos restaurant by Francis Mallmann offering contemporary take on the traditional Argentine asado, and Pao by Paul Qui, a restaurant offering Qui's renowned brand of modern Asian cuisine and Saxony Theater - a two level theatre and performance space offering Broadway-style nightly live shows.

### **ABOUT FAENA HOTEL MIAMI BEACH**

Alan Faena and Len Blavatnik will debut Faena Hotel Miami Beach in November 2015, marking the first phase of openings in the Faena District

Miami Beach, a new neighborhood with art and culture at its core. Located on 32nd Street and Collins Avenue, Faena Hotel

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Miami Beach typifies South American hospitality and will a new benchmark for service. Formerly the historic Saxony Hotel, the hotel will feature 169 rooms and suites and 13 penthouse residences spanning the top two floors of the property, all designed by Alan Faena alongside award-winning film director/producer Baz Luhrmann and four-time Academy Award® winning production and costume designer Catherine Martin. The Saxony was one of Miami Beach's first luxury hotels and was considered the epitome of modern glamour, where Hollywood icons Frank Sinatra, Marilyn Monroe and Dean Martin entertained the crowds.

Faena worked with Baz Luhrmann and Catherine Martin on a design that recalls the glamour of 1950s Miami Beach and exudes the warm, welcoming spirit of South America. Guestrooms will boast a stunning Art Deco appeal marked by old world glamour and beautiful design details throughout - from hardwood floors and sumptuous Faena Red velvet to cool blue tiled bathrooms and artwork by Gonzalo Fuenmayor. Inspired by the great opera houses of the world, the 3,000 square foot **Saxony Theater** will present live cabaret shows for guests and the public alike. The property's 22,000 square foot **Tierra Santa Healing House spa** will bring to the United States the first South American-inspired spa, while the hotel's fire kitchen, **Los Fuegos** by Francis Mallmann, will be the celebrated chef's only restaurant in the United States, offering a contemporary take on the South American dining experience, complete with asados (outdoor barbecues). Faena has additionally collaborated with award- winning Chef Paul Qui, who will debut **Pao**, Qui's first restaurant outside of Texas and will offer the chef's renowned brand of modern Asian cuisine, and Chef Gabriel Ask, who will serve as Executive Chef for Faena Hotel Miami Beach, overseeing all Food & Beverage as well as room service.

#### **ABOUT FAENA DISTRICT**

Situated on a majestic strip of ocean in the heart of Miami Beach, Faena District stretches north from 32nd Street to 36th Street—between the Atlantic Ocean and Indian Creek—will open in phases over the next three years. It will feature one-of-a-kind cultural, residential, hotel, retail, restaurant, and public environments that have been conceived as dynamic expressions of art, design, nature, technology and service.

Faena District will include Faena Forum, a groundbreaking new institution dedicated to the development of cultural programming that transcends disciplines and encourages collaborations across artistic, intellectual, and geographic boundaries. Designed by Rem Koolhaas/OMA, the 50,000 square-foot building will debut in April 2016, and features a series of large flexible spaces for site-specific projects, installations, performances, and events. Overseen by Ximena Caminos, Executive Director of Faena Forum and Chair of Faena Art, Faena Forum will serve as a public venue for the

exploration of ideas and issues by professionals, practitioners and thinkers from a range of fields, including the arts, sciences, technology, politics and urbanism, to foster transdisciplinary research and discovery.

Faena District recently opened Faena House, an extraordinary, 18-story luxury condominium designed by Foster + Partners and situated on the widest stretch of white sand in all of Miami Beach. Faena House is sold out and closings began September 2015.

Faena Versailles Classic comprises 22 exclusive residences in the historic, and deco Versailles tower (formerly Hotel Versailles), designed by William Sofield. A newly constructed tower, Faena Versailles Contemporary designed by Brandon Haw is located immediately adjacent. Faena House and Faena Versailles residents will enjoy privileged access to all hotel services provided by Faena Hotel Miami Beach, as well as all cultural offerings of the district.

With the debut of Faena District Miami Beach, Faena remains true to the mission of creating inspiring cultural communities of world-class hotels, residences, exhibition spaces, retail, restaurants and entertainment. Faena balances art, architecture, nature and technology—all elements uniting to generate neighborhoods that redefine how we live.

## **ABOUT FAENA**

Founded by Alan Faena, Faena is a pioneer in its field, specializing in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects, which integrate residences and hotels with art and cultural spaces. Faena is rooted in ideas and concepts that have the power to reshape and enhance our world. The projects it creates are platforms for personal expression, cultural interaction, and original thinking—destination landmarks encompassing new buildings, revitalized historic properties, and dramatic natural settings, which Faena develops collaboratively with teams of leading architects, designers, and artists.

## **ABOUT ALAN FAENA**

Alan Faena is a revolutionary at heart and one of the most visionary leaders in South America. A modern impresario, Faena has made an indelible mark across a range of industries including hospitality, fashion, art, real estate and urbanism. Since 2000, Alan Faena has collaborated with Len Blavatnik, an American citizen, businessman and philanthropist with global interests in natural resources, media, entertainment, telecommunications and real estate; together they have transformed an abandoned stretch of property, the docklands of Puerto Madero, into one of the most valuable pieces of real estate in Buenos Aires. In 2004, Faena created Faena Hotel Buenos Aires and since opening its doors, the urban resort has

completely redefined the experience of travel by merging the elements of art, culture, entertainment, sustainable architecture and cuttingedge technology. Faena's success in Argentina has consolidated the company's expertise in urban development. In 2015, Miami Beach will see the launch of the first phase of Faena's global expansion.

#### **ABOUT LEN BLAVATNIK**

Founding member of the Faena Creative Team, Len Blavatnik is a global business leader and philanthropist. He is the founder and Chairman of Access Industries, a privately held industrial group through which he controls his holdings. Incorporated in 1986, Access Industries has strategic investments in the United States, Europe and South America. Blavatnik, a U.S. citizen, was raised in Russia and immigrated to the United States with his family in 1978, becoming naturalized in 1984. He received his Master's degree from Columbia University and his MBA from Harvard Business School. He sits on boards at Cambridge University and Tel Aviv University, and is a member of Harvard University's Committee on University Resources. An active philanthropist, Blavatnik and the Blavatnik Family Foundation have been generous supporters of numerous leading cultural and charity institutions including The National Gallery of Art, The Metropolitan Museum of Art, Tate, the National Portrait Gallery, the Royal Academy of Arts and the Prince's Trust. He is a member of the Board of Governors of The New York Academy of Sciences, and a Trustee of the State Hermitage Museum in St. Petersburg, Russia. In 2007, Blavatnik created the New York Academy of Sciences Blavatnik Awards for Young Scientists to acknowledge the excellence of the most noteworthy young scientists and engineers in New York, New Jersey and Connecticut. In 2010, Blavatnik established the Blavatnik School of Government at the University of Oxford. In 2013, the Blavatnik Family Foundation expanded to a national level the Blavatnik Awards for Young Scientists program commencing in 2014.

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