



PRESS RELEASE



REDEFINING SPA AT FAENA HOTEL MIAMI BEACH

TIERRA SANTA HEALING HOUSE LAUNCHES SUMMER 2016

Traditional South American
healing meets hi-tech
solutions in a space where
design is as key as wellbeing

FAENA

- Shaman-inspired treatments and natural ingredients from the Amazon at the first South American-inspired spa to open in the US

- Pioneering approach to preventative wellness and medical care from the world's leading health collaborators, including gut health expert, "Dr. Enzyme" Matthew Cooper MD and Cardiovascular specialist Dr. Juan Rivera

- Design at the fore with collaboration from Academy-award-winning Catherine Martin and artists Juan Gatti and Manuel Ameztoy

Cultural design visionary, Alan Faena opens **Tierra Santa Healing House** - a 22,000 sq ft spa, which forms a unique South American-inspired sanctuary for health and wellbeing at **Faena Hotel Miami Beach**. The design and conception of the spa was inspired by Faena's own beach house in Punta del Este on the Uruguayan Coast and is the first in the U.S. to channel the primal beauty and energy of South America within its treatment offering and interior design.

Faena has brought together the world's leading experts in medical care, nutrition, fitness and beauty to create a personalised and holistic treatment programme, which melds ancient South American healing rituals with the latest in preventative health technology.

HARNESSING SOUTH AMERICA HEALING

Unique healing treatments include 'Sacred Warrior', which uses warmed herbal poultices and lapis lazuli from Chile to release

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tension and the immersive 'Palo Santo & Sound Bowls' therapy inspired by the Palo Santo wood used in purification ceremonies and seven sound bowls selected by the resident Shaman to restore the natural frequencies of the mind and body. Tierra Santa's own product line is inspired by South American healing traditions, including Sacred Body Oils using a blend of therapeutic and potent natural essential oils designed for the mind, body and spirit. Ingredients are ethically sourced from South America such as Amazonian White Clay, muds from the rainforest and maca.

PIONEERING WELLNESS

A pioneering preventative medicine programme includes Dr. Mathew Cooper aka 'Dr Enzyme's' treatment of the digestive system, led by a team of expert nutritionists and a thorough assessment of the individual through advanced blood work, stress and cardio assessment. For Miami residents, a yearly membership offers access to Dr. Juan Riviera's renowned concierge service, which includes advanced labs, echocardiogram, stress testing, studies to look at occult arterial plaque, circulation studies, screening for arterial aneurysm, EKG, endothelial function testing, fatty liver screenings and a complete physical examination.

A SANCTUARY OF DESIGN

The interior space has been designed with nature in mind, with bright and playful floral murals painted by artist Juan Gatti, and paper art installations by Manuel Amezttoy. The 11 multi-functional treatment rooms offer outdoor terraces and spectacular views of Miami Beach and the Atlantic Ocean, while 2 advanced beauty and healing rooms will offer a full range of experiences including beauty treatments by Biologique Recherche.

A JOURNEY OF WELLNESS

Guests will embark on a Tierra Santa Journey in the extensive unisex **Wet Spa** – the largest of its kind in Miami, which offers guests a unique journey through a sequence of temperature changes designed to promote relaxation and detoxification. On entering, guests will be guided by a therapist through to the **Waterfall**, a range of powerful showers that prepare the body for health therapies or for a final cleansing, cool down post treatment.

The Spa's impressive **Hammam** is an authentic space for cleansing with a communal area or intimate cubicles for quiet relaxation. The **Herbal Steam Room** offers aromatherapy detoxification supporting the respiratory organs to eliminate toxins. The wet spa area also includes two Wet Scrub treatment rooms, a **Multi-Tiered Sauna**, carved from solid oak; a Chill Room with an ice fountain to cool the body after heat therapies, and a Tepidarium, where guests can recline on heated stone beds to gently return the body to its normal temperature.

Tierra Santa will also feature a state-of-the-art **Fitness Studio**, with Technogym equipment, as well as a **1,000 sq ft Yoga Studio** offering different schools of yoga, led by a number of local and international teachers, as well as daily fitness classes outdoors on Faena Hotel's grounds and beach club.

A **Salon** will offer a range of beauty services, including manicures, pedicures and makeup, with the famed Rossano Ferretti Salon offering in-house hair consultation. A curated **Boutique** offers unique finds from South America as well as signature Tierra Santa lotions and oils, clothing and gifts.

The Tierra Santa Spa will be open to guests and the public alike, from Monday to Sunday from 9am to 9pm. Treatments start at \$175 / £113 (approx.) plus taxes and gratuities.

FOR MORE INFORMATION VISIT:

ABOUT FAENA HOTEL MIAMI BEACH

Alan Faena and Len Blavatnik opened Faena Hotel Miami Beach in November 2015, marking the first phase of openings in the Faena District Miami Beach, a new neighbourhood with art and culture at its core. Located on the oceanfront, between 32nd Street and Collins Avenue, Faena Hotel Miami Beach typifies South American hospitality and sets a new benchmark for service. Formerly the historic Saxony Hotel, the hotel comprises 169 guest rooms and suites and 13 penthouses designed by Alan Faena alongside cinematic visionaires and collaborators 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. Rooms at Faena Hotel Miami Beach from \$745 per night excluding taxes www.faena.com.

ABOUT FAENA DISTRICT

FAENA DISTRICT - the second only such official designation in Miami's history - where art permeates every aspect, launched with the FAENA HOTEL MIAMI BEACH in November 2015; FAENA FORUM - a ground breaking new art and cultural institution by Rem Koolhaas / OMA; FAENA HOUSE - a Foster + Partners 18 storey condominium; FAENA MAR - two residential condominium towers designed by Brandon Haw and William Sofield; CASA CLARIDGE'S - a beachside guest house built like a home not a hotel, and FAENA BAZAAR - a unique retail experience also designed by Rem Koolhaas / OMA. FAENA HOTEL MIAMI BEACH comprises rooms and penthouses designed by film director, Baz Luhrmann and his Academy Award-winning wife, Catherine Martin, a 22,000 sq. foot South American

inspired Tierra Santa Spa, fire kitchen restaurant Los Fuegos by Francis Mallman, two bars and Pao by Paul Qui restaurant as well as the Saxony Theatre – a two level theatre and performance space.

ABOUT FAENA

Founded by Alan Faena, Faena is a pioneer in its field, specialising 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.