

# A view of the metropolis

In November 2010, **Hotel Beaux Arts Miami** opens as a part of the astonishing Metropolitan Miami project. Placed on the 39th floor of the hotel tower with stunning views of Downtown Miami, each room will be complemented with audio and visual equipment by **Bang & Olufsen**, as Florencia Tabeni and Jörn Bühring reveal.

**H**otel Beaux Arts Miami is a new luxury brand offering 44 exclusive rooms in the impressive hotel tower that houses the JW Marriott Marquis Miami and overlooks the Biscayne Bay and Miami River. The 44 rooms and suites will be both spacious and stylish, celebrating the high style and pleasure of the city of Miami. It is in this stunning setting that Bang & Olufsen have chosen to complete the picture by including their in-room entertainment systems.

"Bang & Olufsen is synonymous with world-class audio and visual innovations, and we appreciate the way they

blend technology and cutting-edge electronics with beautiful design," says general manager Florencia Tabeni. "The values and performance of Bang & Olufsen will be a treasured part of our private in-room and in-suite collection, made in respect for our discerning guests."

### The experience of hospitality

For the overall interior and in-room experience, Hotel Beaux Arts Miami has created a one-liner that summarises their way of thinking: "The things that stir your success are the very things that surround you." This view of hospitality matches the Bang & Olufsen philosophy, as Jörn Bühring, vice president of hospitality Americas, Bang & Olufsen, explains.

"We are delighted to have collaborated with Hotel Beaux Arts right from the beginning; the opportunity to support a new hospitality brand with great potential is certainly unique. Bang & Olufsen can provide a singular listening and viewing experience that will reinforce the value of the Hotel Beaux Arts brand, and the timeless design sensibility of our products, rooted in a philosophy of simplicity and aesthetics, adds to the artistic environment of the hotel," he says.

All guest rooms will feature either the Bang & Olufsen BeoVision 7-40" or the BeoVision 4-50" television, together with the BeoCenter 2 music

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system and BeoLab 3 speakers. This set-up ensures a unique experience, whether the guest is in the mood for a good movie or an exciting sports game, or wants to relax and enjoy his or her favourite singer.

### The experience of entertainment

Hotel Beaux Arts Miami features a list of amenities including a 10,000ft<sup>2</sup> NBA-approved basketball court, and an indoor golf school



BeoCenter 2 is a discreet music system. Standing beside it is the remote, controlling all the hi-fi equipment in the room.



On the BeoVision 7-40", guests can enjoy two fantastic views - on screen and from the window. The horizontal speaker also adds a unique sound performance.

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including putting greens and golf simulators. All in all, 50,000ft<sup>2</sup> of sport, lifestyle and entertainment will be available for the guests of Hotel Beaux Arts Miami and JW Marriott Marquis Miami to enjoy.

"The multiplex entertainment facility spans the hotel's 19th and 20th floors, and was created as part of our mission to cater to the individual preferences of each guest," says Tabeni. "As a first-to-market brand, and the most exclusive of its kind, our hotels are able to further our guests' expectations of what a world-class hotel should offer."

The hotel restaurant 'db Bistro Moderne' is in the hands of the acclaimed French chef Daniel Boulud, world-renowned for the Daniel Restaurant in New York City. Bringing his culinary blend of French cuisine and American-market flavour, Daniel Boulud will spoil the guests with his delightful menu.

### Sound and surroundings

Along with the pleasure of Bang & Olufsen, the interior has been designed to surround guests with luxury and stir their senses. The spacious rooms and suites all have defined living room areas, and the Brazilian Cherry hardwood floors and Italian marble bathrooms are beautiful examples of hospitality down to the last detail.

### New Marriott brand takes in Bang & Olufsen

The JW Marriott Collection has also chosen to join forces with Bang & Olufsen. This partnership is based on the new 'Edition' Marriott series of hotels, and the first hotel in the chain will be established in Istanbul.

Conceived by Ian Schrager in a partnership with Marriott International, the Edition Hotel in Istanbul will offer seven-star comfort to its guests. The hotel will have 80 rooms, which will all be suites, and will all come equipped with the Bang & Olufsen BeoVision 10 television.

Edition Hotel Istanbul aims to combine high quality with modern design, originality and authentic factors, and will be the first hotel to integrate the BeoVision 10 as a part of the overall hospitality experience. ■

### Further information

Bang & Olufsen  
www.bang-olufsen.com/hotels  
www.hotelbeauxartsmiami.com

Visit Bang & Olufsen's online profile at:  
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