



## Fact Sheet

<b>LOCATION:</b>	Viceroy Miami is the centerpiece of the groundbreaking Icon Brickell project, a 10-acre bay-front enclave located at the north entrance of prestigious Brickell Avenue in the heart of Miami's burgeoning urban center. Flanked by two public parks, the hotel is situated in Miami's financial district, with a lush waterfront setting directly on Biscayne Bay. Viceroy is minutes from American Airlines Arena and Miami's acclaimed Performing Arts Center. It is also just a short drive from South Beach, the Design District, Coconut Grove, Coral Gables and other Miami area attractions.
<b>Address:</b>	Viceroy Miami 485 Brickell Avenue Miami, Florida 33131 Tel: 305 503 4400
<b>Reservations:</b>	(866) 781-9924
<b>Website:</b>	<a href="http://viceroymiami.com">viceroymiami.com</a> ; <a href="http://viceroyhotelsandresorts.com">viceroyhotelsandresorts.com</a>
<b>General Manager:</b>	Florent Gateau
<b>Executive Chef:</b>	Michael Psilakis
<b>Hotel Affiliation:</b>	Viceroy Hotel Group Brad Korzen, Founder
<b>Developer:</b>	The Related Group Jorge Perez, Founder, Chairman and CEO <a href="http://relatedgroup.com">relatedgroup.com</a>
<b>Architecture:</b>	Arquitectonica
<b>Interior Design:</b>	Kelly Wearstler, Inc.
<b>Opening Date:</b>	February 2009

**Site:**

Iconic figures in development, architecture, interior design and hospitality have collaborated to create Icon Brickell, Miami's premier "city within a city." Conceived as his masterpiece, renowned Miami developer Jorge Perez of The Related Group assembled a team of top architects and interior designers to realize his vision. The three-tower Icon Brickell structure was crafted by the architectural firm Arquitectonica, known for its innovative, ultra-modern designs worldwide. Kelly Wearstler of Kelly Wearstler, Inc. created all components of Viceroy's hotel and residential tower.

Ranging from 50 to 57 stories, the towers command a striking presence near the cultural and business center of Miami. Housing 1,796 units in total, Arquitectonica's design roots the three soaring towers atop an expansive 15<sup>th</sup>-floor base. As the centerpiece of the complex, this common nexus houses more than two acres of sumptuous amenities and entertainment options for both hotel guests and residents, including: a wading pool, a 80-person hot tub and the longest infinity-edge pool in Florida, which together create a continuous water feature the length of a football field; a life-size chess set, a poolside cafe and an outdoor fireplace with an inlaid, mosaic oriental "rug." Icon Brickell amenities also include a theatrical 28,000 square-foot spa.

As a Viceroy Resorts & Residences destination, Viceroy Miami occupies its own tower within the trident structure. Kelly Wearstler has applied her award-winning design flair to the interiors of Viceroy's guestrooms, as well as to the hotel's signature restaurant, event venues, and a rooftop pool-lounge. Her overall design scheme blends modern sophistication with a dash of exotic flair and timeless East Asian accents. A multi-layered color palette of sumptuous tones offsets the classic forms and organic finishes of antiqued mirror and brass, onyx, stone, marble and wood.

**Guestrooms and Suites:**

Viceroy Miami's 162 residentially-appointed guestrooms and suites feature the latest technology, along with luxurious comforts and sumptuous design. Opulent amenities and modern necessities include full and partial kitchens in select room types.

**Viceroy King Rooms:** Viceroy's 45 King Rooms each offer 440 square feet of space.

**Viceroy King Deluxe Rooms:** Viceroy's 46 King Rooms each offer 440 square feet of space.

**Viceroy Double Rooms:** Viceroy's 9 Double Rooms each offer 550 square feet of space.

**Junior Suites:** Viceroy's 20 Junior Suites each offer 588 square feet of space.

**One-Bedroom Suites:** Viceroy's 28 Monarch Suites each offer an average of 784 square feet in a one-bedroom layout.

**Studio Residences:** One Studio Residence offering 495 square feet of space and a full kitchen.

**One-Bedroom Residences:** One 1-Bedroom Residences each offer an average of 820 square feet of space and a full kitchen.

**One-Bedroom + Den Residences:** One 1-Bedroom Residences feature an extra den and offer 953 square feet of space and a full kitchen.

**Two-Bedroom Residences:** Viceroy's 13 2-Bedroom Residences offer sumptuous layouts in 1,400 square feet of space and a full kitchen.

**Amenities and Services:**

Viceroy Miami offers all the luxurious comforts of home with an array of amenities that include:

- Well-equipped kitchens and kitchenettes outfitted with stove, glassware, cutlery, utensils, and more
- CD players and alarm clocks
- 42" flat screen televisions
- Hair and body care products by Aromapothecary
- Kelly Wearstler-designed SFERRA linens and robes
- Complimentary WiFi throughout the hotel
- In-suite check-in
- 24-hour in-room dining
- One-touch guest services
- In-room coffee bars (American coffee, espresso, tea)
- Organic mini bars
- Nightly turndown service
- Wide range of complimentary high-tech toys for guest use, including Wii and Playstation gaming systems, DVD players, portable printers
- Errand runners for greater Brickell area
- Jewelry box-sized boutique offering lifestyle items, including pieces from Kelly Wearstler's collection
- Complimentary Vespas available for guest use

## Dining Experiences

### ***Eos:***

The stunning new Mediterranean-inspired restaurant by Chef Michael Psilakis combines dramatic design and award-winning cuisine, resulting in a stylish, playful downtown dining destination on the 15th floor of Viceroy Miami. Borrowing ingredients from Spain, Portugal, France and Morocco, Psilakis offers modern expressions of his native Greek cuisine with a menu of small plates, both raw and cooked. The small plate format encourages tasting and sharing, allowing guests to tailor an experience to any appetite.

The restaurant's simply elegant menu is accented by dramatic décor by Kelly Wearstler merging classical forms with exotic finishes creating a fun and flirtatious ambiance. Layered geometric patterns compose the backdrop punctuated by vibrant colors of hydrangea violet, yellow hibiscus, flamingo orange and fan coral pink. Enjoy alfresco dining on the terrace spilling out on to the two-acre pool deck or entertain at the private dining table for 30 while enjoying spectacular panoramic views of Miami and Biscayne Bay.

### ***Club 50:***

Perched atop the 50<sup>th</sup> floor of Viceroy Miami, Club 50's interior offers the city's most exclusive lounge, while the outside the private pool deck with bar offers dramatic skyline views unequalled in Miami. Club 50 is at once an airy and intimate escape designed for reclining, relaxing, and slipping away. Reflecting the refined grace of a proper English garden combined with the detailed intensity of an exotic lounge, 12-foot daybeds and continental-height chairs unite with rich millwork and marble flooring to invite lounging well after sunset. A dedicated express elevator bank whisks guests and members to the 50<sup>th</sup> floor. Seats 75.

### **In-room dining:**

Guests will be catered to around the clock for orders ranging from single servings to full family dinners for special occasions.

### **Main pool terrace:**

Convenient dim-sum style carts will circulate around the pool offering bite-sized treats. The area also houses a café serving raw and organic food. Set with 200 lounge chairs, a 40 foot-long communal table and 12 cabanas, the main pool terrace is also available for private parties.

**Recreation:**

The 15<sup>th</sup>-floor's two-acre, sweeping deck connects all three towers of the IconBrickell complex and features a trove of opulent amenities:

- Sundeck with 12 cabanas and 200 chaise lounges lining the pool
- A 300-foot water feature, including an infinity pool overlooking the bay which is the longest pool in Florida; a thermal hot pool that seats 80; and a shallow lounging area
- Life-size chess set
- Poolside bar with fireplace and mosaic-tile "rug"
- Screening room (in the spa)

**Spa:**

The Spa at Viceroy Miami is a 28,000 square-foot, full-service spa and fitness center. Overlooking the bay from the 15<sup>th</sup>-floor deck, it provides a prime urban spa destination. Its curated collection of wellness experiences are designed to cultivate the alignment of mind, body and soul and are founded on the three pillars of Balance, Breath and Beauty. In-room spa services are available as well.

A wealth of elements has guided the spa's selection of treatments and products, including the artistic strength of its design, the sea and tropical climate of Miami, the influences of Miami's local cultures, and a mandated concern for sustainability. The unique, result-oriented treatment lines include Valmont (Swiss) and Arcona skin care products, and Ola (Hawaiian) treatment lines, and Spa Ritual nail care line.

The Spa at Viceroy Miami features:

- 5,000 square-foot water lounge
- Juice bar
- Co-ed reflecting pools with floor-to-ceiling windows overlooking Key Biscayne
- "His" and "Hers" relaxation lounges
- 10 treatment rooms, and 2 manicure-pedicure stations
- Heat and Water Therapy Circuits specifically designed for health enhancement as well as relaxation:
  - Redwood sauna
  - Eucalyptus-infused steam room
  - Cold and hot co-ed plunges
- 2,500 square foot state-of-the-art gym facility offering:
  - Integrated wellness classes
  - Yoga and Pilates
  - Spinning studio with a focus on mind-body connection
- Movie theater for wellness speakers, screenings, and special events

## **Meetings and Private Events:**

Ideally situated close to Brickell's major financial center, Viceroy Miami offers over 100,000 square feet of flexible meeting space and stylish venues for private events in both indoor and outdoor settings: the **Great Room**, two **Boardrooms**, **Lobbies**, **Rooftop Patio**, the **Pool Terrace**, and **Bayside**. Paired with Viceroy's comprehensive catering services, the hotel's uncommon spaces are ideal settings for receptions or parties, business gatherings or board meetings.

### **The Great Room**

The 2,666 square-foot ballroom, featuring city views, can seat parties of up to 120 for dinner. Its highly flexible space can also integrate with the restaurant and salon spaces which share the 15<sup>th</sup> floor.

### **East and West Salons**

Two boardrooms of 860 square feet and 580 square feet located on the 15<sup>th</sup> floor are ideal breakout rooms or venues for smaller meetings. Both feature stunning city and water views of Biscayne Bay as it meets the Miami River.

### **Club 50 Lounge and Rooftop Patio**

The 2,632 square-foot rooftop lounge is a perfect choice for elegant receptions, offering additional outdoor patio space for a variety of events. From a 50-person social gathering to an intimate dinner for two, 360-degree stunning ocean and city views make this rooftop venue an uncommon and elegant choice.

### **Pool Terrace**

This unique outdoor space on the 15<sup>th</sup> floor is available for private parties and special events under the stars. The two acre space is set with 200 lounge chairs, a 40 foot-long communal table seating 20 and 12 cabanas. The area also houses a café serving raw and organic food.

## **2010 Starting Rates:**

\$500 from February – May  
\$300 from June - September  
\$400 from October – November  
(weekday and weekend rates are the same)

## **Viceroy Miami Accolades:**

*Florida Travel & Lifestyles* - "Miami's hottest vacation property...an oasis of rich tones and organic patterns" –

*Black Book* - "The rooftop Club 50 is posed to be the newest exclusive hotspot"

*Conde Nast Traveler*, May 2009 - Named in the 2009 "Hot List", among the top 140 properties to launch in 2009

*Travel & Leisure*, June 2009 - Viceroy Miami was included in the "It List", the top 45 new hotels in the world to launch in 2009

**For Further Information**

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