

The Ritz-Carlton, South Beach Introduces Unbuttoned Elegance to the Heart of South Beach with Reveal of Room Renovation

Re-designed guest rooms in the Morris Lapidus-designed property feature the talents of Rockwell Group Europe; Stunning art collection from internationally-renowned European and South American artists

MIAMI BEACH, FL – September 1, 2012 – The illustrious Ritz-Carlton, South Beach is currently undergoing a renovation and redesign of its 375 guest rooms, including 41 suites, providing guests with a chic, oceanfront retreat and further defining the property as the leading luxury resort in the area. Diego Gronda, Managing and Creative Director of Rockwell Group Europe, with interior design consultant Linda Zarifi, is overseeing the room transformation, which will pay tribute to the existing historical architecture while incorporating a new level of sophistication, refinement, and barefoot luxury to the celebrated South Beach property.

The Ritz-Carlton, South Beach was originally established in 1953 as the DiLido Hotel by Morris Lapidus, the legendary architect of neo-baroque hotels and “father” of Art Deco who saw Miami Beach as his theater and The Ritz-Carlton, South Beach as his stage. Lapidus took a whimsical approach to design, incorporating chrome spheres, sensuous curvatures, and other organic shapes into his overall vision—all of which became inspirational to the \$10 million guest room redesign. In addition to Lapidus’ iconic gestures, Gronda drew inspiration from the azure waters of the Atlantic Ocean, Miami’s golden sandy beaches, and the vigor of South Beach to present rooms that simultaneously reduce and relax. From the moment guests exit the elevator and ascend to their room, they will experience a sensation of tranquility and an aura of elegance. Opulent walkways adorned with shimmering platinum glazed walls complement aqua-colored, textured carpets with patterns reminiscent of the reflection of light on water. Ocean blue, sea mist green, and coral tones weave throughout beach-inspired textiles, bedding, upholstery, and décor. Subtle gestures of nature appear in the form of cream and bronze shagreen finishes accenting an entry wall mirror and decorative table top, respectively. Sleek and contemporary furnishings, such as espresso-stained bookcases and desks and nightstands with antique rubbed bronze legs, create a living space where fashion meets function. Hanging pendants, orbital lamps, and uniquely shaped lounge furniture play up the circular gestures in Morris Lapidus’ original design approach.

“We are thrilled to introduce a uniquely modern concept to The Ritz-Carlton, South Beach while still honoring this historic structure,” says Gronda. “With the beauty and serenity of South Beach outside inspiring the touches of elegant, modern luxury we have created inside, guests will truly feel that they have escaped to their own private estate by the sea.”

Moments of surprise have also been incorporated in the rooms, in the form of found objects, a library of Taschen books, and avant-garde European and South American artwork thoughtfully curated by The Diana Lowenstein Gallery. Commissioned artists include Polish-Mexican Xawery Wolski, best known for his sculptures and use of profound simplicity, and Peruvian native Cecilia Paredes, a performance artist, whose work combines nature and femininity.

To learn more about The Ritz-Carlton, South Beach or to make reservations, visit www.RitzCarlton/SouthBeach or call +1 (786) 276-4000. For additional information about this press release contact: Jenni Greenspan Public Relations Manager