

PRINT

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DEFINING THE EVOLUTION IN CONTEMPORARY TRAVEL

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PHILIP LEVINE

MAYOR OF MIAMI BEACH

It's a pleasure to welcome LE Miami's delegates and organisers to Miami Beach for the second time to celebrate the ongoing creative evolution of both our city and the travel industry.

Miami Beach has long been an international benchmark for contemporary luxury hospitality, from the early openings of pioneers like Chris Blackwell and Ian Schrager to the thriving collective of high-end hotels that throng the strip today. With several exciting hospitality projects set to launch in the next year and the continuing growth of events like Art Basel Miami Beach and Design Miami, Miami Beach is set to remain a magnet for the international creative class both at work and at play, making it the ideal host for LE Miami's exclusive crowd of leisure and corporate buyers and suppliers.

Nowhere is 'the collision of luxury and lifestyle' more evident than in Miami Beach, which is becoming not only a global art hub through Art Basel's annual network of exhibitions and pop-up events, but also a true music destination with festivals like Miami Music Week and the Winter Music Conference. Meanwhile, the city's diverse population and proximity to hot markets like Brazil, Argentina, Mexico and Chile mean that it is the perfect location to discuss the travel trends that are emerging on a global scale.

For these reasons and many more, we're delighted that Miami Beach is the destination for LE Miami's curated marketplace.

WELCOME TO MIAMI.



SERGE DIVE

CEO & FOUNDER

Industrial nightclubs beneath luxe lobbies. Desert festivals in high-end trailer parks. Room keys that get you access to art exhibitions. The landscape of luxury is metamorphosing into something far more vivid, experimental and exhilarating, as travel brands transform into lifestyle brands in a rush towards the new generation of creative class traveller.

Welcome to LE Miami 2014: the collision of luxury and lifestyle.

Following an incredible first year in 2013, we're ready to take things up a notch in our mission to define contemporary travel. As the creative class continues to grow (and grow up) on a global scale, the incentive for travel brands to discard the conventions of traditional luxury and make up their own rules is intensifying in parallel. Our collective has increased by 50% since last year, as more and more travel brands come to understand the shift in luxury.

Over the coming week, LE Miami will connect the pioneering thinkers at the forefront of this attitude with the influencers that serve the contemporary, creative class traveller, as well as respected media looking to uncover the stories behind this new movement. During our Ministry of Ideas conference, Leadership Lab trend forum and Awards, we'll be fostering the collision of people and ideas as our rebels reunite or join us for the first time. Meanwhile, Miami's continuing evolution into a global creative hub means that it remains the perfect match for our own festival of creativity within the travel industry.

Thank you to all our partners for collaborating with us to make LE Miami 2014 much more than just a trade show, from our in-house DJ to our eye-popping party venues or outdoor food market.

WELCOME TO THE COLLECTIVE. SEE YOU AT THE BAR.

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Roots Manoeuvre **PAGE 48**

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and follow THESHIFTINLUXURY.COM.

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SUNDAY 8 JUNE

12:00 - 18:00 Arrivals and registration opens for badge collection at the Miami Beach Convention Center.
NO ACCESS TO STANDS

MONDAY 9 JUNE

09:00 - 15:00 Arrivals and registration opens for badge collection at the Miami Beach Convention Center
11:00 - 15:00 **START LE STYLE:** Official pre-show welcome hosted by SLS South Beach
12:00 - 15:00 Exhibitors have access to their stands (but no stand modifications are allowed)
15:00 Coaches depart from 17th Street, next to SLS and Miami Beach Convention
Center to secret location
15:30 - 16:30 Ministry of Ideas 2014 - opening reception
16:30 - 20:00 Ministry of Ideas 2014 - The Collision of Luxury and Lifestyle
20:00 - 23:00 LE Miami Official Opening and Awards Party brought to you by Travel + Leisure and
DEPARTURES, hosted by Greater Miami Convention and Visitors Bureau
22:00 - 23:00 Coaches return from secret location to South Beach

TUESDAY 10 JUNE

08:45 Doors open
09:20 Morning appointments start
10:55 - 11:15 Networking break
12:50 - 14:20 Lunch in EAST Garden, hosted by EAST Miami
14:20 Afternoon appointments start
15:30 - 15:50 Networking break
17:00 Last appointment of the day concludes
17:00 - 18:00 In The Mix
20:00 - 23:00 LE Miami Official Party hosted by W Worldwide and W South Beach

WEDNESDAY 11 JUNE

08:45 Doors open
09:20 Morning appointments start
10:55 - 11:15 Networking break
12:50 - 14:20 Lunch in EAST Garden, hosted by EAST Miami
14:20 Afternoon appointments start
15:30 - 15:50 Networking break
17:00 Last appointment of the day concludes
17:00 - 18:00 In The Mix
EVENING Free evening

THURSDAY 12 JUNE

08:45 Doors open
09:20 Morning appointments start
10:55 - 11:15 Networking break
12:50 - 14:20 Lunch in EAST Garden, hosted by EAST Miami
14:20 Afternoon appointments start
15:30 - 15:50 Networking break
17:00 Last appointment of the day concludes
17:00 - 18:00 In The Mix
19:30 Transfers from 17th Street, between SLS and Delano to Mondrian
20:00 - 23:00 LE Miami Official Party hosted by Morgans Hotel Group
22:30 - 23:00 Shuttle service back to Collins Avenue

FRIDAY 13 JUNE

All day Departures

*Above agenda is strictly for pre-registered members wearing their registration badge and LE Miami bracelet.

An aerial photograph of a large, vibrant green lawn at the Miami Beach Botanical Gardens. Several white food trucks with red awnings are parked on the grass, with people gathered around them. Numerous people are scattered across the lawn, some sitting on the grass, others standing in small groups. There are several large white patio umbrellas and wooden picnic tables. In the background, there are palm trees and a small pond with colorful lily pads. The overall atmosphere is festive and relaxed.

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Miami Beach Botanical Gardens

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* Entry permitted only for LE Miami delegates wearing official show wrist band

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- Stella's Sweet Shoppe Station
- Ms. Cheezious
- Moty's Grill
- Sakaya Kitchen
- Coffee Break

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MIAMI

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COLLISION

OF LUXURY AND LIFESTYLE

*OLIVIA SQUIRE CHARTS HOW TRAVEL BRANDS ARE
TRANSFORMING INTO LIFESTYLE BRANDS*



THE COLLISION OF LUXURY AND LIFESTYLE

Hug a floating art installation in the lobby. Order vinyl on room service. Join the cast of the latest theatrical experiment on stage at the nightclub downstairs. When it comes to avant-garde experiences, today's travel brands have got it covered.

As society moves towards the margins and the Creative Revolution continues to splinter travellers' expectations, the savviest travel brands are transforming every touchpoint into inventive demonstrations of their character, from physical spaces to digital dimensions or extra-curricular excursions. In the same way that a creative class individual might simultaneously identify themselves as a designer, blogger, chef, rock-climber, entrepreneur and photographer, contemporary hotels are also confounding convention to become marketplaces, offices, galleries, theatres, clubs and hangouts all at once. No longer bound by the discreet detachment of the past, they are extending outwards to embody an entire lifestyle through credible, authentic creative collaborations. As Joe Monserrate, Ace Hotel Downtown LA's Director of Sales & Marketing, comments: "Contemporary luxury has to do with an idea of inclusiveness and an appreciation of all the elements that come together to create a contemporary idea of art, culture and community".

If the first evolution of contemporary travel saw design move to the forefront, this second wave is all about content. Adopting the approach of a magazine editor, gallery curator or DJ, modern hotels eschew tired terms like 'boutique' to create a more multifaceted, multifunctional attitude that resonates long after the actual stay. Instead, the new language of luxury that we use to describe these developments – editorial, theatrical, curatorial – borrows from the creative industries that travel is becoming entangled in.



© Jamie Smith & EDITION Hotels

THE COLLISION OF LUXURY AND LIFESTYLE

"Contemporary luxury has to do with an idea of inclusiveness and an appreciation of all the elements that come together to create a contemporary idea of art, culture and community".

Joe Monserrate
Ace Hotel Downtown LA's Director of Sales & Marketing

The influence of theatre and performance in creating compelling narratives within travel is one such area gaining momentum. Nightclubs were Ian Schrager's original inspiration for the boutique scene and he recently described his ambitions for the London EDITION as "like dancing in a recording studio or on a film's sound stage where the dancers are the performers." Meanwhile, hotelier Alan Faena is working with director Baz Luhrmann to inject his filmic sensibility into the forthcoming Faena Miami, which Luhrmann describes as "like a movie, but real".

This trend towards blending travel with theatre or film is refracted through creative pioneers like Secret Cinema, Rift and Punchdrunk. The former's spring reenactment of Wes Anderson's Grand Budapest Hotel brought a topsy-turvy, surrealist viewfinder to the "hotel" experience and Rift's version of Macbeth, staged in an east London tower block where participants book out apartments for the night, mirrors this convergence of literal and metaphysical journeys. Immersive innovators Punchdrunk have been staging such experiences worldwide for a decade – for example, at the "McKittrick Hotel" in New York with Sleep No More – and were one of the recent collaborators on Paramount Hotel's Queen of the Night, a buzzworthy basement bacchanalia with heaps of audience participation. The Cosmopolitan of Las Vegas has similarly incorporated theatre (with an outlandishly Vegas twist) into its nightlife calendar with the cabaret-style 'Rose. Rabbit. Lie'. Punchdrunk Founder Felix Barrett hints at the potential for further convergence between travel and theatre with his ambition to launch Punchdrunk Travel, offering overseas trips on which real life and theatre become indistinguishable: "I'm interested in removing the façade of theatre, in blurring the boundaries of reality and fiction".

THE COLLISION OF LUXURY AND



This integration of creativity into the brand experience is extended into the sphere of art and design. Far beyond hanging a few frames up on the walls, hotels now have their own nuanced art collections, in-house art curators and rotating installations. Oslo's THE THIEF, for example, sets out to "redefine hotel art" according to its Art Curator and former director of Norway's National Museum of Art, Sune Nordgren. With Warhols in the lobby, Opies in the lift and bespoke installations by the likes of art collective Apparatjik or even Coldplay in the bedrooms, the hotel allows guests to "experience art in a totally different and more private way". QT Sydney announced its partnership with the Australian Museum of Contemporary Art in March, adding to its regular programme of installations with plans for a new exhibit, series of special events and insider access to the gallery; Ace Hotel Shoreditch teamed up with nearly 100 artists to paint the walls of its guest rooms and public spaces; and both Capri Palace Hotel & Spa and the Faena Buenos Aires Arts Center make their art collection the foundation of their existence.

The lobby is another natural space for art to make an impact. The Quin in NYC launched a digital art wall in situ; the London EDITION beamed digital art by Mat Collishaw through to the street outside during launch; and Andaz Liverpool Street partnered with Veuve Clicquot and design studio Harvey & John to create a multisensory installation in its lobby that imagines how it would feel to be submerged in a glass of champagne. The Standard, West Hollywood reflects the brand's entrenchment in the art world with rotating installations in The Box, a glass rectangle in the lobby, with recent collaborators including Hannah Stouffer and Jeremy Blake. As Ariann Costa, Sales Manager for The Standard, West Hollywood remarks, "We try to incorporate art into the aesthetic and design of our property as much as possible".

THE COLLISION OF LUXURY AND LIFESTYLE

On the fashion front, designer hotels are still on the rise with early adapters like Bvlgari, Armani and Missoni set to be joined by new ventures by Karl Lagerfeld and Tommy Hilfiger. However, even in less obviously mode-minded properties, the influence of the fashion industry is clear, with in-house boutiques upping their game to keep up with the fash pack. The NoMad has its own outpost of French brand and record label Maison Kitsuné; The Cosmopolitan of Las Vegas houses a shopping strip featuring unusual brands like kidrobot or All Saints; and both Atelier Ace and The Standard Shop regularly collaborate with fashion designers, artisans and artists including Converse, Gloverall and A.P.C. (Ace) and Erik Parker, Todd James and Warby Parker (The Standard). The WestHouse enables stylish city hoppers to pick up some high-end threads along the way by offering a bespoke shopping service with luxury boutique NET-A-PORTER. Even staff aren't exempt from getting a makeover, with brands like Vivienne Westwood, Gwen Stefani and Doc Marten all designing uniforms for travel brands in the past. Moreover, during the launch of the London EDITION the hotel called on design magazine NOWNESS to create an 'On Collaboration' video campaign featuring Vogue Italia Editor-in-Chief Franca Sozzani; fashion photographer Miles Aldridge; and fashion designer JW Anderson.

Meanwhile, music remains a powerful component of brand storytelling. Hosting gigs in a property's public space adds an extra dimension to the experience, as at The Upper House's Sunday Sessions featuring artists like Bonobo; Fellah Hotel's collaboration with underground London club night The Boiler Room to bring a modern edge to Morocco; and the transformation of SLS South Beach into the Avicii Hotel for Miami Music Week. However, brands are also seeking to reinforce their vibe by designing a continuous soundscape: launching in-house nightclubs like the much-hyped Basement at The EDITION, Le Bain at The Standard, High Line or Project 518 at Hôtel Americano; hiring music curators like Jared Dietch at Andaz Peninsula Papagayo; and utilising the talents of Radio 1 DJ Annie Mac to playlist 250 vinyl discs at W London, available with a turntable for guests to enjoy in their rooms upon request.

The transformation from travel to lifestyle is still in its infancy, with unlimited scope for the contemporary travel experience to evolve into a total creative and sensory escape from our digitally mediated existence. Nonetheless, the vertical thinking of the above brands provides a clear template for moving from the transactional to the transformational. The collision of luxury and lifestyle has arrived.



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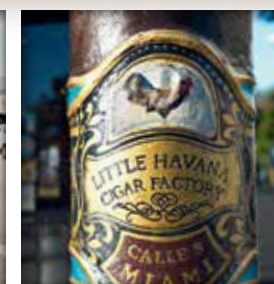
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Jose

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LITTLE HAVANA – IT'S SO MIAMI®

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sbe

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MINISTRY OF IDEAS



MINISTRY
OF IDEAS

The Ministry of Ideas is the cradle of our annual festival of creativity within the travel industry. A twist on the conference concept, it was conceived as an ideas factory where the most pioneering individuals in the travel and creative sectors can share, discuss and spark innovations with the power to move the evolution in contemporary travel forwards.

For 2014, the Ministry of Ideas is taking on the collision of luxury and lifestyle. The landscape of luxury is continuing to metamorphose into something far more vivid, experimental and exhilarating, as travel brands transform into lifestyle brands in a rush towards the new generation of creative class traveller.

Our line-up of speakers is an inspiring mix of media mavericks, independent visionaries and big-name leaders in travel who are all participating in this shift. Each individual will be demonstrating how their creative collisions are taking travel to the next level and resulting in real growth for their brands.

The Ministry of Ideas has arrived for 2014. It's time to collide.

**JOIN THE CONVERSATION AND FOLLOW OUR LIVE
MOI TWEETS AT #LEMIAMI**

DEFINING THE EVOLUTION IN CONTEMPORARY TRAVEL



MEET THE SPEAKERS



JOSH WAGNER

MASTER OF THE MINISTRY 2014

Josh Wagner has been a Managing Partner with LDV Hospitality since 2013, overseeing all nightlife programming, conceptual development and operational execution of special events at Regent Cocktail Club, Rec Room and Dolce Italian. With a decade of experience in the nightlife and hospitality markets, he is lauded as an industry expert in Miami. Josh is the Master of the Ministry for 2014 and will be facilitating the conference, following on from his role as host at the LE Miami Awards 2013.



ADAM FERRIER

SMASHING TRADITIONS IN TRAVEL MARKETING

Adam Ferrier's career as a consumer psychologist and brand strategist has seen him start successful agency Naked Communications Asia Pacific, chart in Australian Creative's Power 20 for 2012 and 2013 and win the Global WARC Innovation Award 2013 for his Overstay Checkout idea for Art Series Hotel Group. For the Ministry of Ideas, Adam will show why focusing on what we can do for our guests is the wrong way to build a travel brand. Instead, we should be working out what they can do for us. With a series of globally recognised case studies, Adam will share a new, more effective framework to drive action and ensure you never think about marketing in the same way again.

theconsumerpsychologist.com

MARK WEINGARD, INIALA BEACH HOUSE

IMAGINATION, INNOVATION AND INSPIRATION



Mark is the Founder of Iniala Beach House as well as the Inspirasia Foundation. For LE Miami, he will address three themes that are important to modern luxury hotels and business in general.

IMAGINATION:

Most hotel designs today are uniform and formulaic. How can hotels fulfil consumers' needs for a heady cocktail of conceptual art, daring design and creative cuisine?

INNOVATION:

How innovation has changed hospitality and new ideas that will change the industry.

INSPIRATION:

How businesses can provide inspiration for their employees and their customers by being part of their community and by giving.

iniala.com



ANDAZ BRAND

ANDAZ SALON WITH CLAW MONEY

Andaz Brand is bringing its Salon to LE Miami to inspire and ignite the most creative minds. Andaz Salon is a virtual venue and series of events that delivers cultural experiences for Andaz guests and neighbours. It encourages creative inspiration through evocative content and spirited discussions with local influencers and up-and-coming talent. Each Salon event is designed to imaginatively impassion guests through a new experience, as well as connect them with like-minded individuals. Andaz Salon reflects the passion and vibe of the local community while connecting travellers with those who know the local neighbourhood best. Join Andaz and one of the brand's Cultural Insiders, New York graffiti artist and fashion designer, Claw Money, for an experiential Salon event. Claw Money will create a signature piece of art live and speak about finding inspiration and how she hopes to inspire Andaz guests and neighbours.

andazsalon.com / clawmoney.com



ALAN FAENA, FAENA GROUP

DESIGNING A UNIVERSE

Alan is the Founder of Faena Group, a thriving, pioneering business specialising in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects, ranging from residences and hotels to art and cultural spaces. Faena Group is rooted in ideas and concepts that have the power to reshape and enhance our world. The projects it develops are platforms for personal expression and cultural interaction: destination landmarks that inspire original thinking. In 2014, Miami Beach sees the launch of the first phase of Faena Group's global expansion. Working with creatives including film director Baz Luhrmann, interior designer Catherine Martin and artist Juan Gatti, Faena is transforming an overlooked area of Miami Beach into a new cultural universe.

faena.com



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LEA DER SHIP LAB

EXPLORING THE SHIFT IN LUXURY

LE Miami's annual Leadership Lab, in association with DEPARTURES and Travel+Leisure, returns for 2014 to uncover the next-generation trends that are driving the shift in luxury. Several of the most influential figures in contemporary travel will discuss the cutting-edge innovations transforming the market on Tuesday 10 June, before LE Miami releases the insights at WWW.LEADERSHIP-LAB.NET later this year.

DEPARTURES

TRAVEL+
LEISURE

LEADERSHIP LAB TRENDS 2013

LE Miami's inaugural travel trend laboratory in 2013 invited market leaders including Brad Wilson (President, Ace Hotel), Claus Sendlinger (Founder, Design Hotels), Priya Paul (Chairperson, The Park Hotels) and Chris Blackwell (Founder, Island Outpost) to pinpoint the origins and current shape of the industry, as well as their travel trends for 2014. The three evolutionary trends they defined were:

1. / EDITED EXPERIENCES

“Nowadays it's all about content – all the things that surround the experience”

Claus Sendlinger

Where design alone can be flat, verticals like art, music and fashion generate a multidimensional travel experience that lasts beyond the initial impact. Consequently, as travel brands try to differentiate in a cramped marketplace, the level of detail, imagination and experimentation going into content programming is ramping up at an incredible rate. In an increasingly content-driven society, hoteliers must become like editors: curating a strong point of view that enhances the brand experience as much as the physical experience of a stay. This trend is evident through the rise in creative collaborations, savvy use of digital media and constantly evolving content calendars at the top tier of the contemporary travel evolution.

2. / SIZE DOESN'T MATTER

“I'm trying to do a 2000-room hotel and it would be a boutique. Why not do it for a million people?”

Ian Schrager

Coming from the man who arguably invented the boutique hotel concept – small, unique and bespoke – the idea that size is irrelevant seems both controversial and contradictory. “Boutique isn't about size,” he continued, “it's about ethos and the visceral connection you make”. Both Apple and Nike could be considered ‘boutique companies’ under Schrager's definition, as regardless of size they boast a “very focused, very direct, very singular attitude”. This attitude is at the centre of the ‘lifestyle’ concept and mirrors the ongoing transition of travel brands into lifestyle brands, catering to a specific yet wide niche of the marketplace.

3. / ACCESS ALL AREAS

“People don't travel to be by themselves. They travel to be part of something”

Seth Godin

Traditional luxury travel was designed to reinforce the strict lines that society operated on in the past: those of wealth, status and tradition. However, as culture fragments and these lines begin to break down, the modern luxury customer is becoming much more unpredictable and diverse. People no longer travel to lock themselves away from the world, but to participate in it. This shift in perception means that star categories are being smashed and exclusivity is being redefined: rather than focusing on keeping people out, contemporary travel brands are curating unique experiences to connect a disparate yet creative and open-minded crowd.

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THE FUTURE IS TIMELESS

GREG OATES, HOTEL EDITOR AT SHIFT.COM, DISCOVERS
THAT TIMELESSNESS IS TAKING OVER IN MODERN MIAMI

At the newly opened Trump National Doral Miami, Ivanka Trump is sitting demurely below a restored crystal chandelier in the ballroom where Jackie Gleason once held court. She flattens the sheer hem of her impeccable white summer skirt and says, “There’s a timeless appeal to everything we do. People will add kitschy elements that will be stylish for about five minutes, and then they’re making a place look dated. We tend toward classic... but it’s very refined and it’s very expensive looking.”

Miami is timeless, a place captured in time. The city celebrates its Art Deco and Art Moderne spirit with unabashed enthusiasm, while continually championing innovation in arts, fashion, food and architecture. Of late, however, there’s been a new appreciation of timelessness among Miami trendsetters. Today’s buzzwords—authenticity, quality, truth, connection—are inspiring a more fundamental way of experiencing things, without losing the drama that makes the city such a glamorous gateway to the Americas.

“I think with so much talk about trends and innovation, there’s a shift toward the timeless, which can actually be more innovative than always trying to find the latest and greatest,” says Chad Oppenheim, founder of Miami-based Oppenheim Architecture + Design, whose award-winning homes, hotels and commercial buildings span from Brooklyn to Basel.

He alludes to those hotels he’s visited in the past that were furnished with the newest technology and the latest fabulousness, only to feel dated a couple years later.

“We’re trying to be truthful to the ownership,” says Oppenheim, of his work presently in places like Wadi Rum and Doha. “We’re doing things more fundamental and authentic with great materials and hotel programming.”

In the past, “vintage” has often attracted the fringes of society from hipsters to housewives. Today’s hotel design visionaries are combining that classic essence with modern lifestyle motifs to attract the professional Creative Class. Although, as Trump says, “Sometimes it’s hard to accomplish both of those things.”

Two popular hotels at the opposite ends of Miami Beach pulled off that combination well. At Soho Beach House Miami, the interior spaces throughout have a residential vibe that The New York Times describes as, “London between the wars meets Havana before the revolution.”

In the neighborhood known as “South of Fifth,” the 18-room Sense Beach House promotes itself as the only thing Miami doesn’t have—a classic beach house. It’s very deconstructed, focusing on the necessities. For example, in The Local House restaurant, four of the five signature cocktails are the Bellini, Mimosa, Kir Royale and Bloody Mary.

In the central business district, the 20th Cipriani restaurant opened off Brickell Avenue on the waterfront. The Cipriani name defines timeless style, dating back to 1931 when Giuseppe Cipriani opened the impossibly romantic Harry’s Bar on the Grand Canal in Venice. The website sums up that essence deftly:

“The secret of Cipriani isn’t about what can be seen or touched, but what can be felt and sensed. It is intangible but palpable. It can’t be patented, but even after eighty-two years it hasn’t been duplicated by others.”

Designed by Florentine architect Michele Bonan, Cipriani Downtown Miami features a tony blue and white nautical aesthetic, striped Venetian flooring, Murano chandeliers and floor-to-ceiling windows. Aligned with an interior design that tips its hat to



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the 1930s oceanliner oeuvre, the menu is equally classic and elegant, like the pan-roasted Dover Sole alla Mugnaia.

In the Miami Design District, which is winning worldwide raves for its edgy shopping, entertainment and culture, celebrity chef Michael Schwartz continues winning over local and visiting gastronomes seemingly at will. His newest restaurant is The Cypress Room, reinterpreting old Americana themes. The kitchen serves “Elegant American Cuisine” on fine floral china while diners sit at celery-hued, tufted banquetts below deer heads mounted on the wall.

On the fashion front, the 40th Street corridor in the Design District is a boulevard of dreams for contemporary luxury seekers. Christian Louboutin, Prada, Pucci, Hermès, Cartier, Dior Homme and Louis Vuitton are all situated on the same block within walking distance to chef Schwartz’ three restaurants.

Next up, Tom Ford and Marc Jacobs are moving into the neighborhood. These well established luxury brands are opening in the District to develop a younger consumer base, explains Valérie Chapoulaud-Floquet, president of Louis Vuitton North America.



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THE FUTURE IS TIMELESS

“The neighborhood is genuinely devoted to fostering creativity and promoting arts,” she says in an interview with Ocean Drive magazine. “It was important for Louis Vuitton to be in the Design District now because we like to be part of building a story. It is part of our pioneering spirit.”

“The Design District is the anti-mall,” adds developer wunderkind Craig Robins. “It brings back the street and neighborhood as a great retail destination.”

Miami Beach is host to the annual Mercedes-Benz Fashion Week Swim, which last year was anchored at The Raleigh Hotel. With its famous Great Gatsby-era pool, The Raleigh is the poster child for Miami’s timeless appeal infused with modern glamour. Satellite events took place at The Shore Club, SLS South Beach and others, with swimwear brands such as White Sands Australia making a splash with fashions inspired by classic European lines.

According to her bio, White Sands designer Leah Madden “crafts seaside chic statement pieces that are infinitely wearable, referencing vintage icons and faraway locales in ways that are purely of-the-minute.” Another highlight was Tory Burch’s line channeling the impressionist shapes and moods of Edouard Manet.

Just north of South Beach, Bal Harbour Shops has epitomized classic elegance in South Florida for decades. Keeping up with the times, the Shops are expanding with upwards of 20 new high-end boutiques inside an uber-chic, eco-sensitive building scheduled to open in 2016.

In the meantime, a quick trip to the indoor/outdoor Bal Harbour during a visit to Miami provides a soigné counterpoint to the surging beats of South Beach. John Varvatos is opening a new boutique in 2014, as is designer Charlotte Dellal who runs the Charlotte Olympia brand of shoes and accessories. Often characterized as a Hollywood studio-era vixen, Dellal is a big proponent of classic curves and modern attitudes.

“My 1940s hair style, red lips and half-moon nails are referenced from an era that I love,” she says. “I’m especially drawn to items that have an element of the surreal, kitsch and glamour.”

She could just as easily be describing present day Miami.



WRITER PROFILE:
Greg Oates is a hotel industry publisher and editor, as well as Hotel Editor at skift.com, a travel intelligence company that offers news, information, data and services to professionals in the travel industry and professional travelers.



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SERVICE WITH A STYLE

*KAREN GARDINER, CONTRIBUTING EDITOR AT HOTEL CHATTER,
INVESTIGATES SERVICE WITH A CREATIVE CLASS TWIST*

"Whilst some may argue that service was often sacrificed on the altar of 'cool'," so went the Leadership Lab that came out of last year's LE Miami, "the concept of defining and catering to an individualistic, creative customer continues to inform contemporary travel."

While it is unlikely that design will ever cease to be a key factor for travel brands working to draw the creative class traveller, it is no longer enough. Today, hip design must sit alongside exceptional service. Consider, first, the lobby, the rise of which as a social space helped along the shift from travel brand to lifestyle brand, thanks in no small part to the creatively designed, yet accommodating, hangouts of the trailblazing Ace Hotel, who turned the space into a playground for the creative class.

A new generation of travellers is seeking multidimensional experiences that go beyond

appearance. Music, art and fashion are now staples of this creative experience, but smart travel brands are turning the experiential aspect of travel up a notch higher. The impression is, to go back to last summer and its inescapable sound, one of blurred lines. Much as the rise of the lobby blurred the lines between work and play or local and hotel guest, so too are the lines between tourist and local blurring, helped along by a wave of insider-style services.

At the Quin and WestHouse, two recently opened properties in Uptown Manhattan, dedicated luxury lifestyle curators (experts in everything from fashion to culture and with access to the privileges of Manhattan's elite) craft personalised, insider itineraries for each guest based upon their individual needs. Services can include anything from arranging a private tour of the latest exhibit at the Metropolitan Museum of Art hours before opening to the public to coordinating a private, afterhours trunk show at



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Bergdorf Goodman. WestHouse even goes so far as to call its guests 'residents' and allows them to pour their own wine in the bar. In New York, Refinery Hotel's Refinery Times newspaper offers a twist on hotel in-room directories with a mock newspaper that is consistently reprinted to reflect the hotel's activities, as well as NYC and hotel need-to-know information such as nearby events, subway details, a live music schedule for the hotel's F&B venues and an in-room dining menu.

These experiences are not confined to city hotels. Andaz Hotels, who opened up their first resorts last year (in Costa Rica and Maui) took this on board, too, when shifting out of their urban comfort zone. Andaz Peninsula Papagayo Resort, Costa Rica recruited people at the top of their industries of art, music and surf to serve as the hotel's Cultural Insiders. Alex and Mike Faherty of the Faherty Brand clothing label serve as Cultural Insiders of Surf and provide guests with their own 'How to Surf Costa Rica' guide, created exclusively for the hotel and revealing a list of the hottest hidden surf spots in the country, while Jared

Dietch, in the role of Cultural Insider of Music, curates music for the property inspired by the natural sounds of the Papagayo region. Even in traditionally chill-out and turn-off destinations, now, there is a curiosity and market for getting closer to the essence of a place.

With this emphasis on integration with the neighbourhood, it would be easy for travel brands to neglect more traditional concepts of service – by telling travellers to go out and get their own dinner, for example – but even the more conventional services remain important. In an era when big chain brands are doing away with it all together, room service taken to new heights helps creative hotels stand out from the crowd. At both the Ace New York and The Surrey, guests can dine on Michelin-starred cuisine 24 hours a day from the comfort of their own rooms (The Breslin and Café Boloud, respectively). At last year's LE Miami Award-winner for Most Innovative Food and Beverage, Town Hall Hotel, the Michelin star is attached only tangentially (the room service comes via the hotel's Corner Room restaurant rather than the Michelin-starred Viajante) but is no less impressive. Seattle's

SERVICE WITH A STYLE

Hotel Max takes a personal approach, doing away with the dated presentation of linen-draped trays and domed plate covers by serving meals in custom-stamped brown paper bags with personalised labels and tags, complete with the name of the cook, forging something of a connection with the staff working behind the scenes. A similar no-frills approach is found at PUBLIC Chicago with the "PUBLIC Express" service, whereby staff leave the bag on the doorknob.

Even the simple check-in process is being updated, turning what was something of a chore into an appealing experience. The New York Palace's 'You've Arrived' service is designed to enhance the arrival experience for guests by including arrival airport transfer from New York City's major airports – the first hotel in the city to provide this as a complimentary service. Andaz Hotels, too, are known for their hassle-free check-in process where guests are greeted by a host with an iPad who invites them to sit down, relax and have a drink – or, of course, head straight to their room.

Ending where we began, in the lobby of the Ace, gives pause to consider that most basic of services: WiFi. For the creative class traveler, whose work takes them out of the traditional office environment, free WiFi is a non-negotiable part of the hotel experience. Take a look around the Ace's lobby; as many young creative types are there tapping away on laptops as are those simply enjoying being part of the scene. As the old guard brands insist on retaining hotel WiFi charges, it is the innovative hotels that are absorbing the creative travelers that they alienate.

For today's luxury traveller, who is looking for authenticity in their travel experience, flawless service, in the traditional white glove style, is out. As they evolve into lifestyle brands, travel brands must be prepared to throw out the service rule books and allow room for spontaneity by delivering new a take on engaging service that, while perhaps not following the traditional tenets of impeccability, has a distinctive personality and a touch of style.

©Faherty Brand at Andaz



WRITER PROFILE:

Karen Gardiner is a freelance writer whose work has appeared in print in Bitch, Honolulu Weekly, (614) Magazine and \$pread Magazine and online at Hotel Chatter, The Rumpus, The Hairpin, The Toast, Shermans Travel and Matador Network.

DEFINING THE EVOLUTION IN CONTEMPORARY TRAVEL

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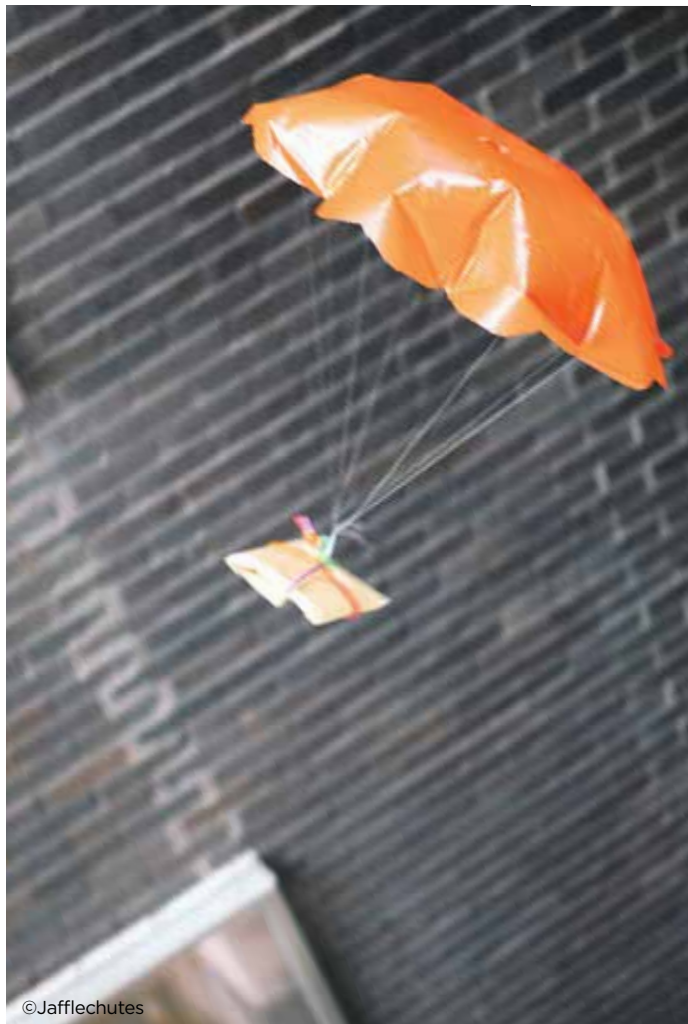
WE HEART'S EDITOR-IN-CHIEF, JAMES DAVIDSON, GOES BACK TO BASICS IN THE QUEST FOR HONESTY IN GLOBAL FOOD AND BEVERAGE TRENDS

"Some chocolate fudge-french fries to accompany your Ramen Burger™ sir?" Why thank you. I thought you'd never ask. "Baked-tarantula and scorpion-infused cognac?" Oh, you are spoiling me. Hold on a second! Chocolate fudge-french fries, are you out of your mind? Ladies and gentlemen, enter the world of food and beverage trends, where ramen burgers are a thing, and have been trademarked as such - Brooklyn's Keizo Shimamoto the proud owner of that particular intellectual property. You've Francesco Orefici and Alex Kratena of London's Artesian to thank for the arachnid punch ("smoky, woody and tobacco notes", apparently), the Langham Hotel bar carrying

the official title of 'World's Best Bar', if not 'World's Creepiest Cocktail'. Chocolate fudge-french fries? I made that up, 2015: you can have that one for nothing.

Perhaps you've noticed that you can't move right now for fear of stepping on liquid nitrogen ice creams; global cuisine trends (gua baos, bahn mis, shakshukas); Frankenstein pastries (cronuts, crodoughs, duffins); barrel-aged cocktails; and tasting menus comprising edible goods that look anything but...the internet, social media and globalisation have unquestionably raised the innovation bar to an all time high for business owners in the hospitality sector. Consumers too. Feel like everybody's looking at you when you order that cappuccino? That's because they are, my friend. If your barista didn't need a masters in biochemistry to brew your beans, then you've failed as a human being. "The Blumenthalian era has marked a new level of design sophistication - venues have become highly-curated destinations that arouse all the senses; from interior fit-out, brand identity and staff uniforms, to experimental food and drink design. The risk here is design saturation, where the simple act of eating or drinking becomes complicated and a little too self-conscious" Dhiren Das, Creative Director of Melbourne agency Tone&Co, tells me.

But what's food without experience? Hasn't the theatre that Heston Blumenthal, via Ferran Adrià, injected into international cuisine dragged us out the doldrums of fast food chains, corporate conveyer belts and soulless fine-dining shrines? Perhaps. But there's a reason why soap operas remain rooted in relationships, mundanity and humanity - and why the cast of Eastenders don't break out into a number from The Rocky Horror Picture Show on a dreary Wednesday



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night. "We don't really like connecting with trends or fads, and rather see our work within the hospitality realm as having a long-lasting impact," reflects Foolscape Studio director, interior architect Adele Winteridge. "The food and beverage industry in Melbourne is ever-growing, and a real daily focus for most inhabitants of the city." You can bet your bottom dollar that your favourite bespectacled molecular-gastronomist doesn't have snail porridge for breakfast every morning. Less song-and-dance, more honesty? Dhiren Das agrees: "While the urge to create the all-encompassing destination-to-remember will continue, there is a growing resistance to the over-baked and over-branded in favour of returning to a more honest and reduced approach."

There's even a knowing nod of approval from the famously outlandish world of the mixologist: top bartenders are largely in agreement - with minimalism, old recipes and a shift back to fewer ingredients and higher quality spirits as the way forward. Ingredients: something utterly intrinsic to the growing influence that Alessandro Porcelli's annual Cook it Raw symposium is having on the gastronomic world at large. Just five years in, the free-thinking gathering of avant-garde chefs (Rene Redzepi, Albert Adria, Alex Atala, Claude Bosi...) with sustainability at its heart is sending shockwaves through the kitchens of the global elite - commis chefs the world over are being packed off to the countryside with nothing but The Forager's Handbook for company. Back in Melbourne, Adele Winteridge concurs: "We are becoming very aware of what we are putting in our mouths; lowering toxicity; evaluating where produce comes from; ethical-sourcing and the process of creating. Products, brands and interiors are reacting to this need for less hype and more substance."



© Cook It Raw

"There is a growing resistance to the over-baked and over-branded in favour of returning to a more honest and reduced approach"

Dhiren Das, Creative Director, Tone&Co



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Deep beneath the streets of London, Zero Carbon Food's Growing Underground project is currently developing a large-scale subterranean hydroponic farm in a disused air raid shelter. In the heart of the city, it's an inventive footnote in the food miles debate. On a micro-local tip, Devonshire pioneers GroCycle are reinventing coffee waste as a means to grow gourmet mushrooms in cardboard boxes - a retail concept that fits the mould that artist and eco-apostle Joost Bakker used in creating his 'zero-waste' Melbourne café, Silo by Joost, which includes its own food waste dehydrator and steriliser. Sisters, brothers: if you're looking to employ a new trend, you could do a lot worse than adopt one that respects our depleting environment. Integrity, social and ecological awareness, respect - all fine principles to stand by, reining in the bright lights amid a global mood of austerity is probably, definitely a wise move. But watch Eastenders every night? No thank you. Kooky trends, we still need you. Back in Melbourne, the chaps behind cult sensation Jafflechutes are launching toasted sandwiches from rooftops - DIY parachutes putting the deliveryman out of work. Theatrical, all-encompassing dining 'experiences' are entertaining punters the world over: London's clandestine Gingerline (a "nomadic restaurant and art space"),

Melbourne's Prix Fixe... In Berlin, The Science Kitchen's 'world-first' molecular popsicle champions the vegan lifestyle and practically everyone is talking about 3D-printing something or other. And insects too, let's not forget insects, they're so hot right now. I digress. What makes a trend a trend and a gimmick a gimmick? Let's get back to our old friend: honesty. You want a buzzword, there it is.

Out in Helsinki, eccentric chef Antto Melasniemi operates in a world where honesty and theatre coexist, hand in glove. The serial collaborator's travelling Lapin Kulta Solar Kitchen project with Spanish designer Martí Guixé puts its patrons' culinary destinies in the hands of the gods - the sun dominating Melasniemi's control over ingredients sourced from local biodynamic farm, Kaupunkilaisten Oma Peltö. Also behind HEL YES! - a travelling troupe of designers, chefs and performers - Melasniemi represents a rethinking of drama in the culinary arena. "I find there is an emphasis very much on experiential design - pulling in collaborators from all directions to develop new lines of thinking, without losing the rituals that surround the hospitality space," Adele Winteridge notes.

"Striking the right balance between a well-considered experience and over-stimulation is a fine art," Dhiren Das concludes. And he's right: the heightened state of consciousness that exists amongst global patrons of food and beverage, culture, lifestyle, has brought with it a new breed of consumer - one that can see right through any nonsense. Present an experience, a product, a brand, that communicates with honesty, and you'll likely not go far wrong. High morals, sincerity, and truthfulness, a trend? Honest to God.



WRITER PROFILE: James Davidson is the Editor-in-Chief of We Heart, an online lifestyle and design magazine that he founded as a personal blog in 2009 and which has since grown into an online magazine, with over half a million visits per month.

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ROOTS MANOEUVRE

DAVEN WU ON HOW SINGAPORE'S HOTELIERS ARE REINVENTING THEIR ORIGINS FOR THE CONTEMPORARY CROWD



Something fabulous is happening in Singapore's hotel scene. For as long as anyone can remember, the island's hospitality landscape has been dominated by glossy big hitters like the Four Seasons, the St. Regis, Mandarin Oriental, the Ritz-Carlton, the Grand Hyatt and the newly minted Westin. An adrenaline-fueled W recently opened on Sentosa Island, luring buff sybarites to all-night blowout pool parties, while Philippe Starck is gearing up for his 2015 South Beach debut right across the road from the venerable Raffles Hotel.

Passing almost unnoticed in recent years has been a clutch of smaller properties that eschew the high rental addresses of Orchard Road and Raffles Boulevard in favour of neighbourhoods – and, indeed, gracious historic piles – that cling stubbornly to their past, even as they are being reinvented by a generation of well-read, well-traveled cosmopolitan hipsters.

This explains the conversion of the grand 1924 Neoclassical General Post Office into the Fullerton, the former British Far East Command HQ into the Hotel Fort Canning, and Lord Norman Foster's reimagining of a late 19th-century British military barracks into the Bali-esque Capella Singapore.

In particular, shophouses – once neglected stretches of decrepit shops on the ground floor and gloomy rambling residences on the upper floors, hence the moniker – are being zhushed up into bijoux hotels. As Heng Li Lang, Director of Hotels at the Singapore Tourism Board points out, "Hotel development in Singapore is driven by commercial considerations and market demands. We have noticed, however, that hotels with rich architectural, historical and cultural heritage are becoming popular."

The Amoy, which opened in 2013, features an entrance through Singapore's oldest



Buddhist temple, its rooms carved out of a row of 19th-century shophouses. In the Malay quarter of Kampong Glam, ten shophouses have been transformed into the Sultan Hotel, its interior décor of Dutch-Javanese day beds and abstract Islamic wallpaper motifs the perfect foil for the daily echo of the muezzin's call to prayer from nearby Sultan mosque. Meanwhile, the historic Capitol Building and Stamford House will be unveiled in December as the grand Patina.

This gold rush of boutique hotels opening in historic buildings is part of a larger picture that involves a tricky balancing act between past and present. Perhaps not coincidentally, the trend coincides with Singapore's push to become a regional hub of creativity. Witness the presence of heavyweight foreign talent and corporations like LucasFilm and BMW Design Studio who have set up their regional HQs here.

"It is not by any accident that we are preserving our old buildings. It is part of a concerted and deliberate plan to make Singapore a great place to work, live and play"

Tham Khai Meng, Chief Creative Officer, Ogilvy & Mather Worldwide

For Tham Khai Meng, Ogilvy & Mather's Worldwide Chief Creative Officer, creative people will go where creative people are, and the new breed of hotels are but a symptom of this flow of creative energy. In particular, he notes that the repurposing of old buildings as hotels "is not only a charming idea, but I like the idea of sustainability. It is not by any accident that we are preserving our old buildings. It is part of a concerted and deliberate plan to make Singapore a great place to work, live and play," though he adds that "the preservation of old buildings has come somewhat late in our young history."

Indeed, the former Prime Minister, Lee Kuan Yew, has acknowledged that in the country's rush to rebuild, "we knocked down many old and quaint Singapore buildings. Then we realised we were destroying a valuable part of our cultural heritage...we were demolishing what tourists found attractive and unique in Singapore. We halted the demolition. Instead, we undertook extensive conservation and restoration of ethnic districts such as Chinatown, Little India and Kampong Glam and of the civic district, with its colonial era buildings. The value of these areas in architectural, cultural and tourism terms cannot be quantified only in dollars and cents. We were a little late, but fortunately we have retained enough of our history to remind ourselves and tourists of our past."





©Sofitel So Singapore

These sentiments are precisely what prompted the Sofitel So Singapore to spend close to S\$150m to refurbish a conserved early 20th-century block into a faux French palais. “The building is one of the few remaining properties with Conservation Status, a rarity in ultra-modern Singapore,” says Bobby Hiranandani, the managing director of the hotel's developers Royal Group Holdings. “You can’t really put a price tag on its historical value, strategic location and the building’s old world beauty and charm.”

Similarly, Marc Dardenne, CEO of Patina Hotels & Resorts, points to Singapore’s multi-racial inheritance and rich history.

“It makes sense that important historical buildings are revitalised to reflect the colourful history of the country.”

The subtext, of course, is commercial interests; though it’s fair to say that these days, ‘golden oldies’ is no longer a term of insult. Heng’s pragmatic view is that “the proliferation of such hotels is a positive development as they appeal to visitors from across various markets, providing refreshing options for increasingly discerning travellers who seek differentiated experiences.” •



©The Sultan



WRITER PROFILE:

Daven Wu is a freelance lifestyle writer based in London and Singapore. He contributes to publications including Wallpaper*, Surface, Monocle, Time Out, Travel+Leisure and Condé Nast Traveller.



MUSIC MATTERS

LE MIAMI'S SHOW DJ, JARED DETCH, ON THE COLLISION OF MUSIC AND TRAVEL



WORLDHOTELS



“As we shift towards ‘lifestyle’ as the living representation of a brand, music can make a huge statement.”

The contemporary travel and music industries both constantly reinvent themselves, finding ways to incorporate the past while always looking to the future.

I believe music can create meaningful, long-lasting emotional connections. As we shift towards ‘lifestyle’ as the all-important story, the living representation of a brand, music can make a huge statement.

Cool is bought and sold all day every day...authentic brand collaborations are about getting to the core of what makes something unique and putting together pieces that have never gone together before.

On the hotel side, I like what The Standard Hotels do with incorporating music into their branding. It’s always a little left of center and exciting in a good way. Also, I really like the way we’re incorporating music into the overall marketing strategy of the Andaz Peninsula Papagayo. We’ve been able to incorporate a lot of the local music and find creative ways to share it with guests.

I’m excited about branding opportunities through apps like Spotify and how they can be used in linking music and travel to the creative class.

I think it’s as important to create an overall soundscape for a hotel as it is to invest in one-off events. Sometimes with one-off events the core clientele get overlooked in the chase for profits. With a great music program you can reinforce the brand identity 24/7, 365.

When curating brand playlists, I start by translating the brand identity into an emotional context with words, visuals and scenarios rather than genres or songs. By thinking in this way, focusing on all elements of the hotel and working within the emotional context, I ensure that the music is unique.

The Worldhotels/LE Miami collaboration is about finding the common ground, the points of connection that all the guests of LE subscribe to. Looking for the next thing, turning over every rock, even the ugly ones, to find the hidden gems and then sharing them to create a unique experience. One that mimics the experience we might have in a day at a hotel: the moments of bliss, excitement, nostalgia and everything in between that represent the lifestyle of LE Miami’s collective experience •



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ADAM FERRIER
CONSUMER PSYCHOLOGIST

Adam Ferrier is a consumer psychologist and Chief Strategy Officer at creative agency cummins&partners. After starting his career in forensic psychology, he switched from understanding criminal behavior to consumer behavior and became a global cool hunter before joining ad agency Saatchi & Saatchi. Adam then started Naked Communications Asia Pacific in 2004, one of the most successful agencies in Australia and the recipient of Agency of the Year on several occasions. His 'Overstay Checkout' idea for Art Series Hotel won the Global WARC Innovation Award 2013 and he was listed in Australian Creative's Power 20 for 2012 and 2013. Adam is a regular commentator on consumer behaviour for ABC radio and TV (including being a regular panelist on the Gruen series) and has a weekly national segment on radio station MMM. His book, 'The Advertising Effect: How to Change Behaviour', was released on May 28.



CONSTANTIN BJERKE
FOUNDER, CRANE.TV

Media entrepreneur Constantin Bjerke is the Founder and CEO of Crane.tv, a storytelling company which in 2011 was named a "top ten European start-up to watch" by the Wall Street Journal. Crane.tv is reinventing cultural publishing as the first online video magazine for contemporary culture, with content also syndicated to a wide array of sites including the Huffington Post, Wallpaper* and the New York Times. Constantin is a firm believer that brands need to make the transition from campaign driven marketing to editorially driven marketing to effectively engage consumers in the digital age. Consequently, Crane.tv works with a number of cultural institutions and premium brands such as Ralph Lauren, Mini, American Express Centurion, Hennessy and Coty to help them develop and execute content strategies.



INDIA HICKS
CREATIVE DIRECTOR, JEWELLERY DESIGNER & BLOGGER

With an intriguing background that includes stints as a fashion model for houses like Ralph Lauren, royal commentator for multiple television stations and even bridesmaid at Princess Diana's wedding, India Hicks currently splits her time between designing three collections of fine jewellery, designing and selling collections of bedding on HSN, creatively directing her ecommerce site and writing a weekly blog. She was previously Creative Partner to Crabtree and Evelyn and host of Bravo's television series Top Design, an interior design reality programme. She lives on a small island in the Bahamas where she and her husband have renovated several plantation style guesthouses and a hotel, and has published two books: Island Life and Island Beauty.



KRISTINA O'NEAL
PARTNER, AVROKO

Kristina O'Neal's New York-headquartered design-and-concept firm AvroKO is equally adept at the disciplines of architecture, furniture, graphics and even fashion. She shares the helm with three additional partners - William Harris, Greg Bradshaw and Adam Farmerie - each contributing a unique vision to the company's multifaceted design mission. Its active portfolio of architecture projects, including restaurants, bars, and hotels, spans 7 countries and 21 cities worldwide and has garnered numerous accolades, including two James Beard Awards, six Hospitality Design Awards, two HA + D awards and the Lawrence J. Israel Prize. AvroKO's "self-propelled" projects, which are wholly conceived, designed, owned, and operated by the company, include PUBLIC, The Daily, Saxon + Parole and Madam Geneva in NYC; The Thomas in Napa, CA; and Saxon + Parole, Moscow.



MR. HUDSON
SINGER, SONGWRITER & PRODUCER

The pedigree of artists singer, songwriter and producer Mr Hudson has collaborated with is stellar, and a testament to his many layers and versatility. He has notched up over 80,000,000 views on YouTube with his feature on Jay-Z anthem 'Young Forever'. He collaborated with Kanye West on the platinum-selling '808s & Heartbreak' album, and his solo album 'Straight No Chaser' dropped in 2009 spawning the #2 single 'Supernova' featuring Mr West. In 2009 he featured on Jay Z's 'The Blueprint 3' and in 2011 on West and Jay-Z's 'Watch The Throne.' He has also recorded and toured with Tinie Tempah, Calvin Harris and Amy Winehouse. Mr Hudson's recent tracks, such as Fred Astaire, have showcased video collaborations with Rankin and Hunger Magazine ahead of his forthcoming solo album.



YABU PUSHELBERG
INTERIOR DESIGNERS

From legendary retail destinations like Bergdorf Goodman to hotels including Public Chicago and W Times Square, designers George Yabu and Glenn Pushelberg are renowned for their elegant, sensitive approach towards contemporary interiors. With studios in New York and Toronto, they have been honoured with the Platinum Circle Award for their exceptional achievement in the hospitality industry, as well as the James Beard Foundation Award for excellence in restaurant design. George and Glenn were named Designer of the Year by Contract magazine and have been inducted into the Interior Design magazine Hall of Fame. Their collaboration with Ian Schrager on the London EDITION made waves with its combination of classic opulence and modern design, and they are currently working on the New York and Miami versions of the brand.

GREATEST INNOVATION/DISRUPTION

AN INVENTIVE CONCEPT, LAUNCH OR EVENT THAT SHATTERS THE STATUS QUO AND REFRAMES THE WAY WE SEE TRAVEL.



BESPOKE BEIJING

GAME-CHANGING GROUND OPERATOR PUTTING A TWIST ON CHINESE TRAVEL EXPERIENCES



BOATSETTER

DIGITAL MARKETPLACE CONNECTING BOATERS WITH UNIQUE EXPERIENCES IN A COLLABORATIVE SPACE



FELLAH HOTEL

LUXURY HOTEL FINANCING AN ART CENTER ON THE OUTSKIRTS OF MARRAKECH



FOGO ISLAND INN

COMMUNITY-OWNED SOCIAL ENTERPRISE FORTIFYING LOCAL CULTURE AND SENSE OF SELF



ONEFINESTAY

DYNAMIC EMERGING BRAND INVENTING THE CONCEPT OF THE 'LUXURY UNHOTEL'



W VERBIER

W HOTELS' FIRST SKI RESORT PUTTING AN IBIZA VIBE ON ICE

MOST ORIGINAL CAMPAIGN

MARVELLOUS MARKETING THAT OFFERS A NEW WAY TO CONNECT WITH TRAVELLERS AND TAKES A BRAND TO THE NEXT LEVEL.

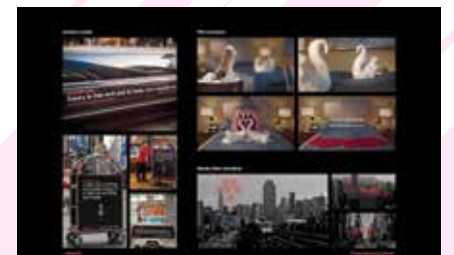
ART SERIES HOTEL GROUP

THE OVERSTAY CHECKOUT



CITIZENM

TIMES SQUARE HOTEL LAUNCH



EDITION HOTELS

ON COLLABORATION VIDEO SERIES WITH NOWNESS



FAENA HOTELS

MIAMI BEACH LAUNCH FILM BY BAZ LUHRMANN



SWIRE HOTELS

EXPERIENCE THE HOUSES



W WORLDWIDE

W HOTELS & BURN DJ LAB



MOST CREATIVE COLLABORATION

A ONE-OFF OR CONTINUING PARTNERSHIP BETWEEN A TRAVEL BRAND AND THE WIDER CREATIVE COMMUNITY THAT DEMONSTRATES THE COLLISION OF LUXURY AND LIFESTYLE.



ACE HOTEL DOWNTOWN LOS ANGELES

UNITED ARTISTS BUILDING REVITALISATION WITH BRINGING BACK BROADWAY



ACE HOTEL NEW YORK

CODEATHON WITH JAWBONE AND CLINTON HEALTH MATTERS INITIATIVE



ANDAZ GLOBAL

HOLIDAY BAZAAR WITH GLOBAL CULTURAL INSIDERS



EDITION HOTELS

MAT COLLISHAW INSTALLATION WITH S(EDITION)



PARAMOUNT HOTEL

QUEEN OF THE NIGHT IMMERSIVE THEATRE EXPERIENCE



THE QUIN

QUIN ARTS PROGRAMME WITH DK JOHNSTON

BEST INTERACTION WITH NEIGHBOURHOOD

INSIGHTFUL INTEGRATION WITH THE LOCAL CULTURAL LANDSCAPE WITH THE POWER TO TRANSFORM, ELEVATE OR HIGHLIGHT THE PROFILE OF A NEIGHBOURHOOD.



ACE HOTEL LONDON SHOREDITCH

A CONTEMPORARY COLLAGE OF CRAFT AND COMMUNITY



DELICIOUSLY SORTED

IBIZA SAYS NO CAMPAIGN TO PREVENT OIL PROSPECTING OFF THE COAST



EMILIANO HOTEL

MARKET DAY THANKING AND CONNECTING THE LOCAL RESIDENTS AND GUESTS



THE OITAVOS

SUPPORTING LOCAL SURF DOCUMENTARY 'CABO RASO, THE HIDDEN WAVE'



THE THIEF

LOCAL ART PROJECTS WITH ASTRUP FEARNLEY MUSEUM, DOGA AND NETWORK AFTER IMPRISONMENT BY RED CROSS



TRIBE HOTEL

TRIBAL CHIC FASHION SHOW PROMOTING EMERGING KENYAN DESIGNERS

GREATEST GUEST EXPERIENCE

THE MOST UNIQUE, EDGY AND INSPIRING TRAVEL EXPERIENCES BEING CURATED BY MEMBERS OF OUR COLLECTIVE AND TAILORED FOR THE CREATIVE CLASS.



HUB PORTEÑO

ART AT HEART TAILOR-MADE CULTURAL EXPERIENCES



INIALA BEACH HOUSE

ENTOURAGE SERVICE CONCEPT



PER AQUUM

PHANTASY FAIRYTALE EXHIBITION WITH ANDREAS FRANKE



IC BELLAGIO

ITALIAN GROUND OPERATOR OFFERING A FASHIONABLE TAKE ON ITALIAN STYLE AND CUISINE



W LONDON LEICESTER SQUARE

THE VINYL COLLECTION WITH ANNIE MAC



W RETREAT & SPA - MALDIVES

MARINE BIOLOGIST DISCOVERY

SEXIEST DESIGN

FROM REVOLUTIONARY NEW INTERIORS TO AWE-INSPIRING ARCHITECTURE AND SUPER SLEEK TRANSPORT, INVENTIVE DESIGN THAT HAS MADE A SIGNIFICANT IMPACT IN THE LAST YEAR.

CAPRI PALACE HOTEL & SPA

NEAPOLITAN PALAIS INTERWOVEN WITH MIND-BLOWING CONTEMPORARY ART



DAS STUE

UNDERSTATED 1940S FORMER EMBASSY JUXTAPOSING OLD AND NEW DESIGN FEATURES



ELLERMAN HOUSE

MERGING THE AESTHETICS OF AN ART GALLERY WITH THE FUNCTIONALITY OF A WINE TASTING ROOM



HOTEL ESCONDIDO

A LOUCHE MODERN TAKE ON TRADITIONAL PALAPA BEACH HUTS SETTLED ALONG THE MEXICAN COAST



ION LUXURY ADVENTURE HOTEL

AWE-INSPIRING ICELANDIC OUTPOST ACHIEVING ARCHITECTURAL SYMBIOSIS WITH THE LANDSCAPE



VELAA PRIVATE ISLAND

MODERN, HIGH LUXURY DESIGN MARVEL IN THE MALDIVES





These days you don't have to travel to unravel the mysteries of the world. Crane.tv, a contemporary culture video magazine, publishes original dispatches from around the globe, including inside city guides and news on the latest hotel, restaurant and spa openings.

www.crane.tv

[/crane.tv](https://www.facebook.com/crane.tv) 

[@cranetv](https://twitter.com/cranetv) 

[@cranetv](https://www.instagram.com/cranetv) 

Inhotim, Brumadinho, Brazil. Watch the film at www.crane.tv/inhotim

ON TOUR

From the top of the New York skyline to a London building site-cum-bar, LE Miami chased the collision of luxury and lifestyle across the globe for our 2014 launch events. Each event combined high-end contemporary hotels with innovators from creative verticals to demonstrate the transformation of travel brands into lifestyle brands.



Brigitte Zublin, Les Hôtels de Paris;
Fabienne Duvivier, Hotel BANKE



Alexia Beugnon, La Réserve; Christophe Naudin, La Maison Champs
Élysées; Christophe Luard, LVMH



Loic Le Berre, Buddha-Bar Hotel Paris



Serge Dive, Emma Squire, Lara Fossat & Cj Holden, Beyond Luxury Media



Olivier Weisse, Weisse Voyages



PARIS

28 JAN // BUDDHA-BAR HOTEL PARIS

First stop was the fashionable Buddha-Bar Hotel Paris in the French capital.



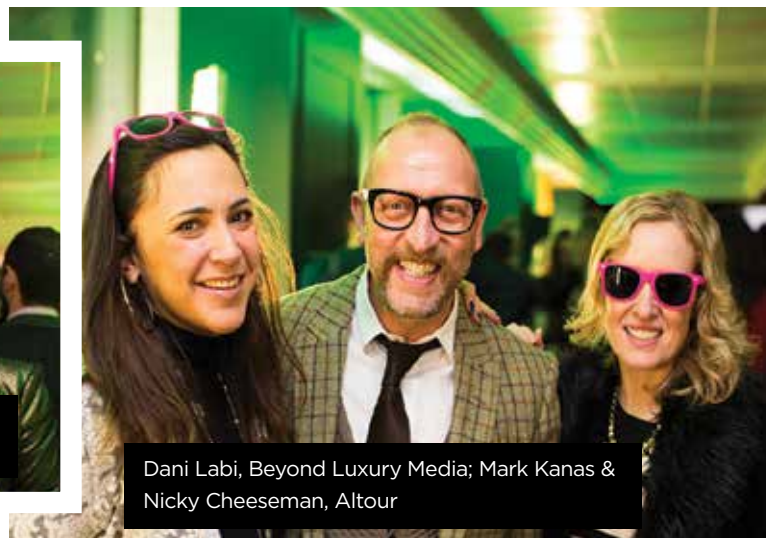
Emyr Thomas, Bon Vivant Concierge; Lea Garrett, Grace Hotels; Fiona Kerr, Condé Nast Traveller



Sarah Ball, Cj Holden & Serge Dive, Beyond Luxury Media; Kim Walker, Sidework Creative; David Ox, Winged Boots



Kellie Torr, WGSN; Alex Mady, Vivienne Westwood; Michelle Bunworth, Ted Baker



Dani Labi, Beyond Luxury Media; Mark Kanas & Nicky Cheeseman, Altour



Linh Tran, M&C Saatchi

LONDON

30 JAN // MONDRIAN LONDON

Our London event took place at the then unopened Mondrian London at Sea Containers, featuring a screening of Future Shorts' Winter Season of short films by up-and-coming filmmakers.



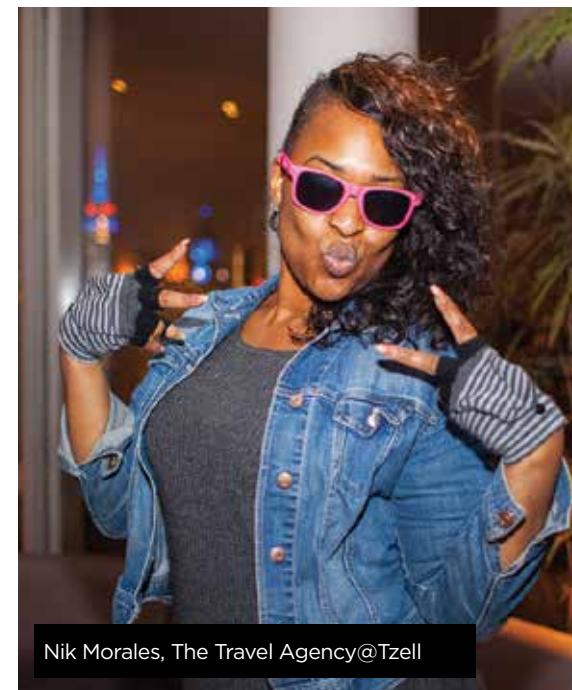
Harry Hastings & David Ox, Winged Boots



Emma Squire, Beyond Luxury Media; Erina Pindar, Smartflyer



Marika Frumes, The Standard East Village; Jared Dietch



Nik Morales, The Travel Agency@Tzell



Linda Linzetto, the Quin; Wen Yong, Refinery Hotel; Mara Robin, Chambers Hotel; Martin Larsson



Sarah Morgan & Mike Lagrotta, Techno Tourist; Martha Anne Parker, The Jade Hotel



NEW YORK

4 FEB // THE STANDARD, EAST VILLAGE

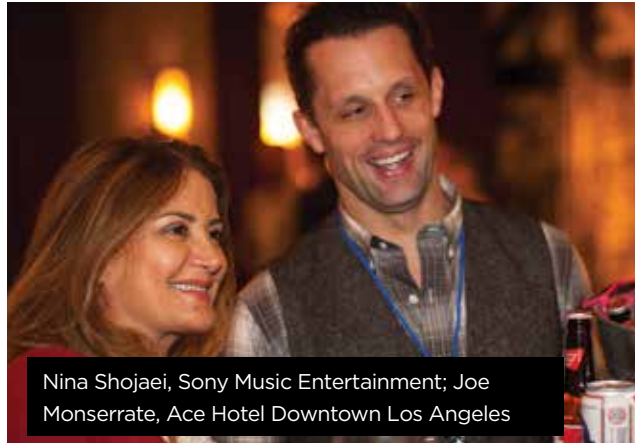
The New York event took place in the sky-high penthouse at The Standard, East Village NY and showcased work by NY-based artist Erik Parker, who has previously collaborated with The Standard.



Daena Jay



Lisa DiPaola, Petit Ermitage; James Deisch, TravelStore;
Dawn Frederick, Crew Rooms



Nina Shojaei, Sony Music Entertainment; Joe
Monserrate, Ace Hotel Downtown Los Angeles



Susie Curtois, In House Travel;
Cj Holden, Beyond Luxury Media



Ariann Costa, The Standard West Hollywood; Bianca Porto
Ramlho, Paligroup; Rachael Sardelich, Beyond Luxury Media

LA

5 FEB // ACE HOTEL DOWNTOWN LOS ANGELES

The new Ace Hotel Downtown Los Angeles was the venue for our final collision with Emmy-nominated singer-songwriter Daena Jay, who also contributed the music for all of our event videos.

EXHIBITOR PROFILES