

CHECKING IN

Playground for the next generation of travellers



ROCHELLE LASH

It's playtime in south Florida — in a very sophisticated, very avant-garde way.

The spectacular new Miami Beach EDITION is a unique oceanfront playground for the hip and beautiful next generation of travellers to Miami Beach, which is marking its 100th anniversary this year.

The Miami Beach EDITION, a contemporary urban-style resort on the Atlantic Ocean, encompasses lavish landscaping around 294 beautifully-designed, spacious guest rooms and suites, including a rotunda section of 28 private Beachhouse bungalows and a sweeping penthouse; two shimmering infinity swimming pools and a beach club; a comprehensive spa; and delectable cuisine by Jean-Georges Vongerichten, who has three Michelin stars.

Many of the staff — all wearing white — sport headsets to handle guests' requests, so integrated service from front desk to bellman to concierge to housekeeper is seamless and discreet.

EDITION is hotel eye candy. The stunning, minimalist decor is all soft neutrals — white marble floors, linen sofas, pearly carpets — with accents of palest natural wood and the luxe sheen of a gold mosaic column. Palm trees and gardens flourish throughout — indoors and outdoors.

All of the guest rooms are delicious and even the smallest are inviting. Sliding doors open the bathroom walls for more space, which can be closed for privacy. If you can splurge, the Beachhouse suites are movie-star level — palatial, luxurious apartments with a relaxed residential feel and wraparound verandas overlooking the ocean. The guest bathrooms are ultra-sleek, with high-design sinks, tubs, double rain-showers and toiletries custom-blended for EDITION.

Fabulous riches like those are de rigueur for the elite traveller. But the next generation wants more than fabulous, and EDITION's developer Ian Schrager delivers. He is credited with co-creating the first boutique hotel in New York City in the 1980s, as well as the legendary disco Studio 54.



Tropicale, the pools and patio bar area at The Miami Beach EDITION, is surrounded by lush gardens.

PHOTOS: IAN SCHRAGER COMPANY

With The Miami Beach EDITION, Schrager has evolved his vision of boutique hospitality to be a one-stop experience of socializing and business. This is a full-service hotel, but definitely not your grandmother's Miami Beach. EDITION is uber-fashionable and exquisitely designed like his boutique babies, but Schrager has partnered with Marriott, so the new resort has a huge international reach for marketing and loyalty programs.

EDITION's new-concept BASEMENT is a fantasy ride of entertainment for party people, with concert lighting and progressive sounds by celebrity DJs in three spaces: Basement Miami, a nightclub inspired by Schrager's Studio-54; and Basement Bowl and Basement Skate, two fun arenas that add a playful and active vibe to nightlife.

COASTAL CUISINE

Vongerichten brings his light touch and creativity to EDITION. His restaurant Matador and the Matador Bar are inspired by Miami's Latin culture, a blend of Spanish, Caribbean and South American flavours with Floridian ingredients. You'll taste piquant fish tacos alongside sirloin steak with chimichurri sauce, as well as lots of dishes spiked with chili,



The guest rooms are swathed in soothing neutrals and many have sublime Atlantic Ocean views.

lime, chipotle, aioli, avocado and jalapeno.

Matador's new spring menu — all with artful presentations — includes soft-shell crab, charred octopus, rib-eye or sirloin steak, suckling pig with thyme sauce, Gulf shrimp, stone crab, Florida snapper and a luscious, peasant-inspired Spanish rice dish with crackling chicken and lemon.

Vongerichten also oversees Market, a casual bistro and 21st-century food bazaar. On display are the tantalizing delicacies of a raw bar (Florida stone crab, gulf shrimp); a patisserie (key lime pie, lemon-berry chiffon,

chocolate cake); a charcuterie (Spanish ham, smoked salmon and sturgeon, burrata and taleggio cheeses); and comfort dishes such as the Cuban sandwich and kale salad.

SPA & FITNESS

EDITION is situated along an oceanfront boardwalk that runs from 1st Street at the base of South Beach through mid-Beach, approximately to 44th. It makes for a great walk — you're steps from the sand and sea and the people-watching is delightful. The hotel also loans out beach cruiser bikes.

The Spa at The Miami Beach EDITION offers a comprehensive roster of treatments including a custom hammam (steam) room and a detox room with an infrared sauna, and a salon for nail, hair and makeup services.

You can build-your-own massage, gentle vs. firm touch, flowing or energetic style, with lotions ranging from detoxing to energizing, and you can request a vigorous post-sports treatment or a restful relaxation session. The oxygen infusion facial adds glow, and aromatherapy can be tailored to induce deep rest or boost sensuality.

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IF YOU GO

The Miami Beach EDITION: 800-466-9695, 786-257-4500, editionhotels.com/miami-beach; 2901 Collins Ave., Miami Beach. Marriott International reward programs apply.

Price: May-Sept., rooms start at \$359 U.S. per night; suites start at \$1,459; Bungalow Oceanfront suites start at \$1,069. Resort fee of \$25 per room includes two swimming pools, beach set-up, gym, Wi-Fi, bike cruisers, evening turndown, kids' sand playground. Extra: Pool cabanas; fitness classes, 24-hour room service; business, butler and car services. Prices in Oct.-April are higher.

Spa: 786-257-4539, nine treatment rooms, hair, makeup & nail services; steam room is included with spa services.

Dining: Matador Room (786-257-4600, matadorroom.com), from 6 p.m. nightly; Matador Terrace: Breakfast, lunch and dinner, daily. Matador Bar, from 4 p.m. daily; Tropicale: Bar, 9 a.m. – 10 p.m., food, 11 a.m. – sundown; Market: Daily, 7 a.m. – 12 a.m.

Basement MIAMI: 786-257-4548, basementmiami.com. **Nightclub:** 786-641-7119, 11 p.m. – 5 a.m., Wed., Fri., Sat., (cover charge varies); **Basement BOWL** (\$50 per lane, per hour, for four people) and **Basement SKATE**, daily from 5 p.m. (\$25 per person per half-hour, incl. rentals). **Women bowl** for free on Wednesday nights, 10 p.m. – midnight.

Miami Beach: 305-539-3000, miamiantthebeaches.com. Visit Florida: 888-735-2872, visitflorida.com.

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