

THE SETAI

SOUTH BEACH, MIAMI

THE SETAI RESORT & RESIDENCES

Fact Sheet

- LOCATION: 2001 Collins Avenue
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- CONCEPT: The concept of The Setai began with two fundamental ideals: a vision of unprecedented luxury and service; and one of the most prized pieces of oceanfront property in South Beach.
- PROJECT: A magnificent oceanfront resort hotel, adjoined by a 40-story regal residential tower, set in a breathtaking oasis of tropical gardens, sparkling pools and sundecks leading down to a gorgeous stretch of white sand beach.
- MANAGEMENT COMPANY: General Hotel Management Limited (GHM)
GHM takes the lead in conceptualizing, developing and operating an exclusive group of properties around the world: actively reviewing prospective partnerships to develop properties that comply with the company's philosophy. GHM maintains Regional Offices in Singapore, and the United States as well as Sales Offices in Malaysia, Australia, Japan and the United Kingdom.
Please visit www.ghmhotels.com for a list of our properties
- THE SETAI SOUTH BEACH TEAM: Mr. Hansjoerg Meier
General Manager
- Mr. Philippe Parodi
Director of Sales and Marketing
- ARCHITECT AND DESIGNER: Jean Michel Gathy of Denniston International and
Jaya Ibrahim & Associates

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PROPERTY SETTING AND AMBIANCE:

The Setai is a place so calming and serene that it is sure to change guests forever, whether staying for a night or longer. Born out of a vision, The Setai reflects a passion to provide an experience that few can imagine. Starting with an intimate setting, The Setai creates a private world that connects guests with what has always been the greatest attraction of South Beach: the beach, the sun, and the night. To this idyllic oasis, hotelier extraordinaire, Adrian Zecha, has added his own signature touch: passionate service and a profound and abiding respect for individual privacy.

Design Art Deco fusion, the overall design concept of The Setai, is a philosophy that combines the architectural history of South Beach and its cultural diversity with the international Art Deco movement, particularly its influence in Asia. The lead designer, Jean-Michel Gathy of Denniston International Architects and Designers has surpassed the staged décor style that has been the main theme of the boutique hotels in South Beach and created an environment that is truly distinctive and luxurious with an underlying Asian aesthetic and value.

Envisioned as more than a hotel, and rather like a vacation home for the guests, the design is intended to create a tasteful setting richly infused with natural materials, space and light. In The Setai lobby, for example, Gathy carefully selected an elegant palette of brick, bronze, tropical timber and leather.

If one design element expresses the concept of Art Deco Fusion, it would be the grey antique bricks used in the lobby. These bricks were transported from Shanghai, China, which at one time had the largest array of Art Deco buildings in the world and are still prevalent today. Several buildings in Shanghai's old city that were in irreparable condition were taken apart, literally brick by brick. These bricks were restored and are now stunning in their new setting. They are also a bridge between the Art Deco hubs of Shanghai and Miami, and a symbol of Asian and American fusion of The Setai.

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The lobby also features a timber lattice motif inspired by the Belgium Art Deco era, which is Gathy's birthplace. Each lattice is handmade of Burmese Teak by Chinese craftsman, with every angle carefully crafted to join perfectly into a panel. The focal point of the room is the bronze fireplace, composed of individually crafted and embossed panels from Bali, Indonesia, that are installed within the Shanghai bricks. The bronze's embossed finish creates a feeling as warm and luxurious as the fire glowing within. Adding an even greater sense of intimacy, the room's floor is finished with aged leather panels bordered by a tropical hardwood floor.

GUEST ROOMS:

- *85 rooms*

Rooms average 600 square feet

- *45 suites*

One-, two-, and three-bedroom suites vary from 900 square feet to 3500 square feet

- *Penthouse*

A 10,000 square feet suite with spectacular balconies, private lap pool, Jacuzzi and panoramic views of the Miami skyline and Miami Beach.

GUEST ROOM AMENITIES:

In-room bathtubs for personal spa treatments

Rain showers

4 & 5 fixture bathrooms

Dux beds

Choice of Fine Sateen or Pure Irish bed linens

Luxurious amenities by Laura Tonatto

In-room banquet seating

Teak floors

In-room Elsafe

Cable/satellite television

Flat screen LCD and plasma televisions

Lavazza espresso machines

In-room bar

Bose surround-sound DVD/CD system

High speed internet access

Newspaper services

Laundry valet services

24-hour in-room dining

Personalized housekeeping service

Valet parking

24-hour concierge

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RECREATIONAL FACILITIES:

Full-service spa
Fitness center
In-room spa treatments
Fine dining restaurant and bars
World-renowned Asprey boutique
Landscaped outdoor courtyard
Three beachfront pools
Beach daybeds and water pods
Personal trainers
Yoga
Pilatese

Private yacht and plane charters upon request
Private ground transportation upon request
Water sports available nearby
Golf and tennis available nearby
Deep-sea diving available nearby
Full Service Beach Front

RESTAURANT & BARS: *The Restaurant*

Following Asian tradition, The Setai shows respect to its guests by serving only the finest and freshest ingredients in an unprecedented approach, while simultaneously providing a level of service that is passionate in its desire to please.

Approximately 15,000 square feet of The Setai's main floor is dedicated to restaurant and bar options that cater to the discriminating palates of its guests.

The hotel's exquisite Restaurant and its seasoned chef combine the finest and freshest ingredients from different parts of the globe to create Asian cuisine as well as modern comfort foods. An expansive exhibition kitchen allows guests to imbibe the aromas and animation involved in the cuisine's preparation. Guests can dine in air-conditioned, sophisticated comfort or in the courtyard in sunken pods amidst quiet ponds and pergolas.

Nestled between the Lobby and The Restaurant, The Bar & Courtyard offer al fresco dining and an extensive array of cocktails, whiskies, single-malts, rums, beers and other fine beverages from around the world. Music will embrace and reflect guests' moods as the evening progresses.

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Another of The Setai's unique offerings is The Grill, that transports you from rustic heart to lavish luxury celebrating an experience with simple ideas - GOOD FOOD AND GOOD WINE. Floor-to-ceiling wine cabinets showcase and extensive selection of champagnes, white and red wines.

For those who take pleasure in lounging by the pool or on the beach, The Pool & Beach Bar, a 90-foot poolside bar stretching virtually the entire length of the pool deck, offers a quintessential atmosphere in which guests can enjoy cool beverages and grilled Mediterranean-style dishes.

Whether enjoying a drink or a meal at the hotel, placing an order for in-room dining or hosting an indoor or outdoor soiree, guests will always appreciate the unparalleled service and impeccable attention to detail of The Setai's exceptional food and beverage team.

THE SPA:

A haven of serenity and natural beauty, The Spa at The Setai opens the door to an intimate private world dedicated to the restoration of the body, mind and soul. The philosophy behind this very special spa is derived from an ancient Sanskrit legend of the gods, who embarked on a quest for a natural elixir of immortality and eternal youth. Spa suites, complete with steam and showers, are available for individuals or couples that want to enjoy the experience together, while specialized, personal spa treatments are available in the privacy of guests' accommodations as well.

FOR MORE INFORMATION CONTACT:

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