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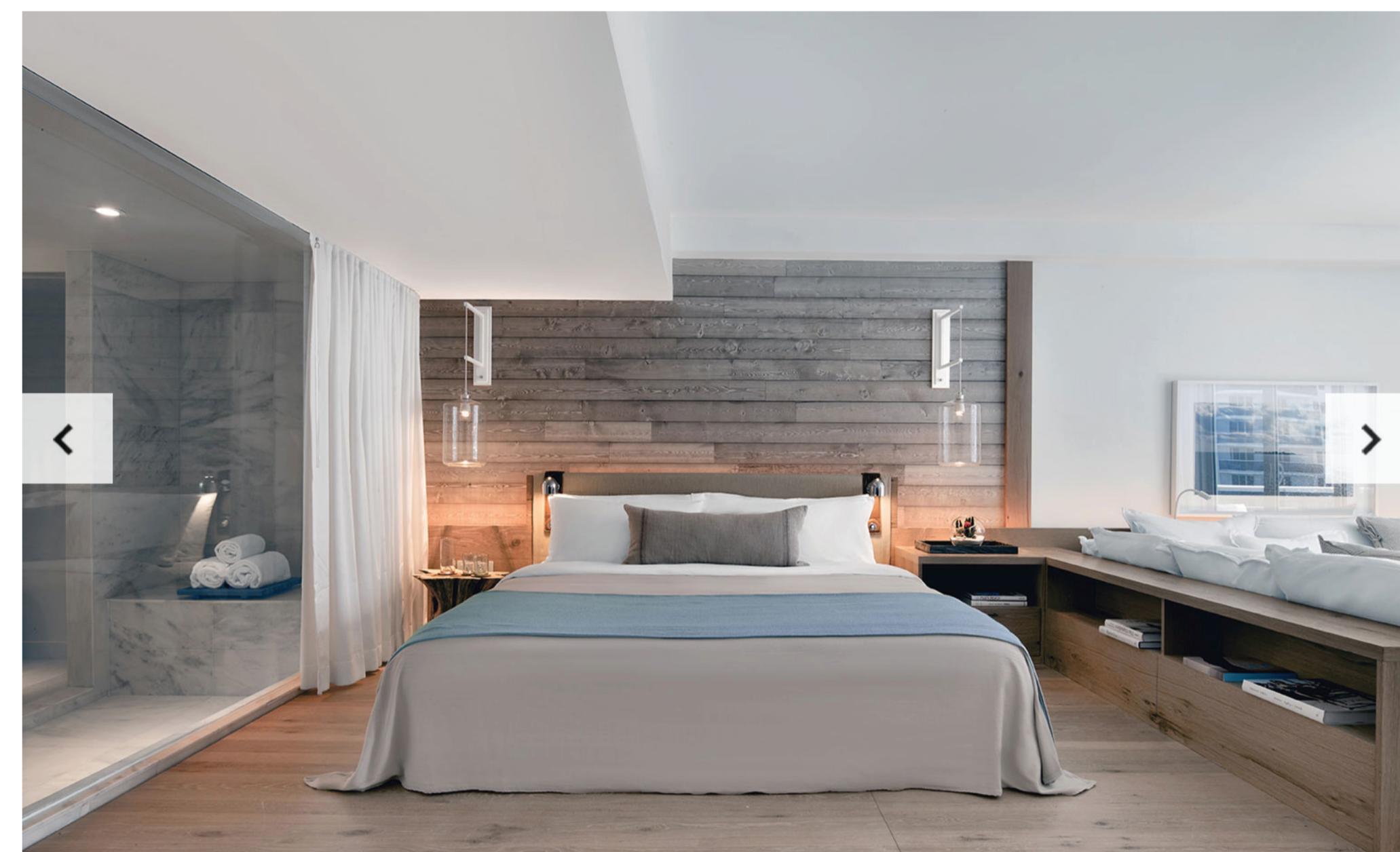
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## i Hotel South Beach, Miami, USA

HOTELS / 15 MAY 2015 / BY PEI-RU KEH



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### INFORMATION

Website

ADDRESS  
2341 Collins Avenue  
Miami Beach

PHONE  
1.305 604 4000

RATES  
From \$699

PHOTOGRAPHY  
Eric Laignel

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As the debut property for the new hospitality brand launched by Barry Strenlicht – the former CEO of Starwood Hotels and Resorts – i Hotel South Beach was never destined for anything but success. Located towards the north of hotel-laden Collins Avenue, the beachfront property has been outfitted by New York-based Meyer Davis studio to reflect the brand's pure and wholesome ethos. As such, the design – which veers away from the usual Art Deco tract – is refreshing and elegantly understated. Focusing on organic and natural materials such as locally sourced coral stone and an array of reclaimed woods, like bleached walnut and beetle kill pine, the forward-thinking hotel is also smartly equipped with a series of sustainable, environmentally-friendly devices, such as the water purification system Triple Clear, while a fleet of Tesla electric cars offers complimentary rides to all guests within a three-mile radius. There is no scrimping on luxury of course; There is a rooftop designed by Nikola Gradinski of New York-based firm NGNY, four swimming pools, a lobby bar, poolside eatery and organic ingredient-focused restaurant are all on hand, and an extensive wellness centre and spa opening soon, will surely keep guests well satiated.

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