

FAENA

MIAMI BEACH

Alan Faena announces Baz Luhrmann and Catherine Martin to collaborate on the design and vision of the Faena Saxony Hotel in Miami Beach.

Inspired by the vision of Alan Faena, the multi-award-winning duo, are bringing life to one of the most mythical Miami Beach landmarks. This exercise of cultural renaissance, inherent to all Faena endeavors, will position the once iconic hotel as the most intriguing and anticipated rebirth projects of the moment.

Miami, December 4th, 2013 — Faena Group partners, **Alan Faena** and **Len Blavatnik**, announce a unique collaboration with award-winning film director/producer **Baz Luhrmann** and two-time Academy Award® winning costume and production designer **Catherine Martin** on the first Faena hotel in the U.S., **Faena Saxony Hotel** in Miami Beach.

Located on the widest strip of sand of Miami Beach, the 168 suites, five-star, luxurious hotel will include several one-of-a-kind restaurants and bars, a 16,000 square foot spa, a theater, and a cinema, among other impressive features. Luhrmann and Martin—who have recently recreated the magnificent and lustful universe of feature films *The Great Gatsby* and the romantic and iconic world of *Moulin Rouge*—are now directing the design process, encompassing the creation of the Faena Saxony Hotel's interiors and spa, designing dashing uniforms for the hotel's large staff, creating a soundscape for the public spaces, and curating the entertainment for the theater, cinema and other spaces.

"In Miami Beach, we are creating a new epicenter for the city. Acting as curators, we are commissioning a group of standout talents to create an urban installation, a perfect balance between arts, architecture, nature and technology. We have found in Baz and Catherine the perfect collaborators for the creation of this holistic vision," remarked Alan Faena.

Baz Luhrmann and Catherine Martin visualize the Faena Saxony Hotel as: "a place that transforms all who come, that seduces them to surrender, where the joie de vivre of the cabaret invites all to dance and leaves guests dreaming towards the point to which it is guiding them; the place beyond the horizon of infinite possibility, hope, love and life. Indeed, what Alan does in reality is what we reach for in the theater and cinema. So it seems natural to us that we would be drawn together to join forces; a collaboration that is genuine and all encompassing, and for us an exhilarating and uncharted creative adventure."

The creative couple's cinematic style will boast Faena's own vision of enchantment to create a hotel travellers have never seen before, where everything is possible and the term reality becomes a synonym of fantasy and magic.

Faena Miami Beach is the first phase of Faena Group's international expansion, and spans north/south along Collins Avenue over six city blocks (between 32 Street and 37 Streets) and east/west bounded by the Atlantic Ocean and Indian Creek. The project features the highly anticipated **Faena House**, an 18-story oceanfront condominium featuring expansive residences designed by award-winning architects **Foster + Partners**; **Faena Arts Center** + Artists Residences, a **Park**, and **Faena Bazaar** all designed by **Rem Koolhaas/OMA**; **Faena Marina** on Indian Creek; all wildly framed by the lush landscaping design of **Raymond Jungles**.



ABOUT THE SAXONY

The former Saxony Hotel, located on an opulent stretch of beach at 3201 Collins Avenue, was designed by architect Roy F. France and completed in 1948. The Saxony was one of Miami Beach's first luxury resort hotels and was considered the most lavish and expensive hotel of its time. The Saxony became the epitome of modern glamour, where Hollywood icons such as Frank Sinatra, Marilyn Monroe and Dean Martin entertained the crowds.

ABOUT FAENA GROUP

Founded by Alan Faena, Faena Group is a thriving, pioneering business specializing in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects, and ranging from residences and hotels to art and cultural spaces.

Since 2000, Alan Faena has partnered with Len Blavatnik, a business leader with global interests in natural resources, media, entertainment, telecommunications, and real estate. Together they have transformed an abandoned stretch of property, the docklands of Puerto Madero, into one of the most valuable pieces of real estate in Buenos Aires.

The first phase of Faena Miami Beach scheduled for completion in December 2014 is Faena House, 47 oceanfront residences designed by Foster + Partners, currently for sale and achieving upwards of \$3000 per square foot.

Also slated to open in 2015 is the Faena Arts Center + Artists Residences, Park, Marina and Bazaar all designed by Pritzker Prize Winning Rem Koolhaas/OMA (opening 2015).

Faena Miami Beach will feature over one million of gross square footage with the recent acquisition of the Versailles Hotel.

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