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A NEW CUT ON FASHION



IN WITH THE NEW

Four Florida hotels that make a case for renewal



1. Tee Off. Florida doesn't lack for golfing venues, but the **Doral Golf Resort & Spa** in West Miami is certainly upping the ante with its new Jim McLean Signature Course (formerly the Silver). Named after and designed by Jim McLean (a Top 100 instructor), the course is highlighted by three of South Florida's toughest starting holes. McLean's most significant changes to the new par-70 layout include widened fairways, enhanced water visuals and an increased course length from 6,567 yards to over 7,100 yards. Additionally, the course was grassed with certified Tifway 419 Bermuda grass, which makes for more consistent playing conditions. A round of golf costs \$210. Hotel rates from \$279 a night. 4400 N.W. 87th Avenue, Doral, 305/592-2000. **2. What's In A Name?** The New Year has brought change to Le Meridien in Sunny Isles Beach. The property has undergone a reinvention that comes complete with a new name: the **Marenas Resort**. The moniker is an amalgam of the Spanish words "mar" (sea) and "arenas" (sand), and it represents an unofficial mantra for the hotel's new direction. The property is now under new management from Benchmark Hospitality International (instead of Starwood), which also operates Costa d'Este in Vero Beach and the Naples Bay Resort. The Marenas stainless steel and glass tower houses 48 guestrooms and 142 one- and two-bedroom suites. The new name also alludes to the property's geographical location, which allows all rooms to have views of either the Atlantic or the Intracoastal Waterway. Rates from \$399 a night. 18683 Collins Avenue, Sunny Isles Beach, 305/503-6000. **3. From The Ashes.** After a fire that put it out of commission for most of 2009, the **Cheeca Lodge & Spa** in Islamorada is back in business. The classic Florida Keys architecture and West Indies décor is still there, but new to the property are 62 premier oceanfront and island view suites with panoramic views and floor-to-ceiling glass walls. Also new and improved are the resort's dining options. The Main Lodge now boasts two distinctive restaurants: Nikai Sushi Bar, which offers Asian cuisine with a Keys spin, and Atlantic's Edge, where the focus is on seasonal dining and fresh seafood under the creative direction of Chef Dean James Max. Also, the new Cheeca features 2,400 feet of retail space anchored by the Cheeca Signature store (think Tommy Bahama and the like), a Club floor and Deck, and over 4,500 feet of conference space. Rates from \$399 a night. 81801 Overseas Highway, Mile Marker 82, Islamorada, 305/864-4651. **4. Let's Get Creative.** The newest member of Miami's hospitality industry is all about the art. **Hotel Urbano** bills itself as Miami's first true "Art Hotel" (don't tell the Sagamore). To that end, the property has tapped curator William Braemer of Art Fusion Galleries to create displays of works by emerging artists throughout the hotel that will be available for purchase. Guestrooms (65 in total) were designed by Marcie DeLaRosa, and amenities include a freeform swimming pool, a fitness room and a (yet-to-be-named) restaurant with a menu that fuses Cuban and South Florida cuisines. From January 1-29, guests pay \$20.10 for the first night when booking two nights or more. Regular rates from \$159 per night. 2500 Brickell Avenue, Miami, 305/854-2070.