

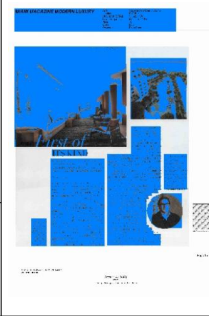
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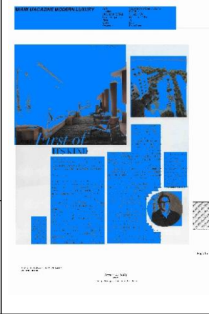
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Set to break ground this month, the Fasano Residences + Hotel Miami Beach is poised to become the next big player in five-star hospitality and A-list real estate.

By Drew Linsky

Anyone who has traveled to Brazil already knows that the Fasano name is synonymous with design-forward hospitality. There's the Fasano in Sao Paulo, designed by Isay Weinfeld and Marcio Kogan, and the iconic Fasano in Rio—right on Ipanema Beach—which marked the first architectural hotel project by Philippe Starck.

But it took Miami Beach to marry the revered Fasano name with a legendary local brand: The new Fasano Residences + Hotel Miami Beach, which breaks ground this month, will debut at what was once The Shore Club. The project is being developed by the New York-based HFZ Capital Group—developers who were savvy enough to snap up Weinfeld to make a repeat performance. The Brazilian architect will transform the property into an 85-room hotel and 67-unit condo complex with three towers and four beach houses. The 3-acre beachfront Fasano will be Weinfeld's first large-scale property in Miami, and it will exemplify clean, light modernism with white marble and exotic woods. The attention to minute detail will be everywhere. To boot, the Bulthaup kitchens in the residences (which range in size from 800 to 4,000-plus square feet and are priced from \$2 million to more than \$10 million) will be complemented by full

Gaggenau appliance suites. Amenities will include all the bells and whistles properties of this ilk are known for—a

state-of-the-art fitness center, yoga and personal training studios, a spa and wellness center—as well as the largest pool in South Beach (250 feet long) and lush gardens by Swiss landscape designer Enzo Enea.

"Fasano has an unparalleled tradition of excellence, which aligns perfectly with our vision for a completely transformed Shore Club," says Ziel Feldman, founder and chairman of HFZ. "We are thrilled to have Fasano as our partner and to introduce Miami Beach to their unique approach to hospitality."

Rogério Fasano, the Fasano chairman credited with moving the family business from restaurants to hotels when he oversaw the 2003 opening of the Fasano in Sao Paulo, notes that "attention to detail has always been the Fasano hallmark. Our properties are truly driven by passion and excellence."

The family has a century-old tradition of fine hospitality, as Fasano has been a strong proponent of so-called invisible pampering. "Service is good when you don't notice it," he likes to say. "I don't like waiters explaining all the dishes, hovering over [guests] and interrupting a request with another question. I have staffs trained to be unobtrusive as possible." The service can afford to be discreet—after all, the Fasano name alone is already making major waves. 1901 Collins Ave., Miami Beach, 305.535.0111. fasanomiami.com



«Attention to detail has always been the Fasano hallmark. Our properties are truly driven by passion and excellence.»

—ROGÉRIO FASANO >

BRAZILIAN BEST
 Clockwise from top: The residential lobby of the Fasano Residences + Hotel Miami Beach; a view showcasing the property's pool, which will be the largest in South Beach; co-developer Rogério Fasano.