



FAENA HOTEL MIAMI BEACH, FLORIDA

A relative newcomer to the hotel scene on Miami's world-famous beach strip, the Faena Hotel is the absolute centre of the "Faena district" – first made a reality in 2014 by Alan Faena, an Argentinian hotelier and real-estate developer. The six-block area's billion-dollar revamp has made Mid-Beach a neighbourhood worthy of international attention and the 169-room Faena Hotel is the jewel in the crown.

A towering gold mammoth created by the art world's enfant terrible, Damien Hirst, takes pride of place in the gardens (cementing the property's place as most photogenic in Florida). But inside the front door is where you'll truly pick your jaw up off the floor; there, a "Cathedral" lined with golden columns offsets the custom murals by Juan Gatti. Unsurprisingly, Baz Luhrmann and Catherine Martin were creative consultants during the hotel's design – a collaboration most evident in the colour palette of gold, red and teal blue, and the playfully kitsch decor.

In this part of town, the people-watching is as mesmeric as the art, and there's no better



place to check out the locals than the pool, nestled between strategically placed palm trees and striped umbrellas, or the hotel's strip of beach, where the lounge chairs are as upmarket as the cocktail menu. Once you've had your fill of fun in the sun, head to the on-site spa, Tierra Santa Healing House – an epic 2,044m² oasis that includes one of the largest hammams on the east coast. The massage menu is extensive, but skip the indecision and go for the Tierra Santa Masaje De Coco (therapists use virgin coconut oil and a warm coconut herbal compress and it's as delicious as it sounds).

There are three restaurants to choose from: one focused around open fire cooking and excessive consumption of meat, another celebrates Asian cuisine and the third offers breakfast with beach views. As further enticement to stay put, Faena Theater showcases cabaret and artistic productions amid an old Hollywood setting. After the show, head to Saxony Bar, The Living Room or Tree Of Life. With three bars in such close proximity to your room, hedonism is difficult to avoid here (but, after all, this is Miami). faena.com/miami-beach



MAXIMALIST'S DREAM: There's plenty to see at Faena, including Damien Hirst's "Gone But Not Forgotten" installation (below right)

