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A First Look at the Faena Bazaar, Miami Beach's New Design Destination

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Faena Bazaar is brand new—it opened December 2 in Miami Beach, just in time for Art Basel. But its inspiration—the souk, a marketplace where artisans, shoppers, and thinkers alike could engage in conversation as much as commerce—is millenniums old.

Returning to a more social vision of retail is a main point of the new space, which is the brainchild of Alan Faena, the Argentine hotelier behind the city’s famed Faena Hotel (they are both on the same compound, the officially-designated Faena District). It will have stores—from emerging designers like C. Bonz and Adriana Iglesias—but it will also have art, rotating pop-ups, and most importantly, programming available to the public. “Programming will be key to the Bazaar’s experience, with wellness being a focus,” Faena tells *Vogue*. Some examples? Monthly moon healing rituals, and sound-guided healing sessions.



The exterior of the Faena Bazaar, Miami's old Atlantic Hotel.

Photo: Kris Tamburello / Courtesy of Faena Bazaar



The Faena Bazaar is housed in the old Atlantic Hotel, which Faena describes as a “blank canvas.” He worked with OMA, the architecture firm founded by Rem Koolhaas, on the design. The exterior is a clean, art deco white—but that’s where the simplicity ends. Once you’re inside, like Dorothy entering Oz, everything becomes color.

The first floor will feature an art gallery with rotating exhibitions. The second and third floor are home to retail shops, brought in by luxury destination retailer Maris Collective. The fourth is a modern u-shaped event space with a terrace. “While Faena Bazaar is a permanent space, it will be ever-evolving and changing so that there is always a chance to uncover new curiosities,” says Faena. The whole space has an open, flowing layout, to encourage seamless wandering.

Everyone says that retail is dead; but perhaps it’s just the boring kind.



The Fine Jewelry Lounge at Faena Bazaar—complete with Gucci swan wallpaper.

Photo: Courtesy of Faena Bazaar



The Kimberly McDonald store at the Faena Bazaar.
Photo: Courtesy of Faena Bazaar



Design details in the Ximena Kavalakas space at Faena Bazaar.
Photo: Courtesy of Faena Bazaar

