



## **The Setai Miami Beach Celebrates its 80th Anniversary as the Leading Art Deco Hotel in South Beach**

**New York, NY – December 30, 2016** – In 2017 The Setai Miami Beach, a 1936 landmark luxury property located on a serene beachfront with unparalleled ocean views, will celebrate the 80<sup>th</sup> anniversary of its Vanderbilt Art Deco building.

One of the most significant expressions of the Art Deco movement in South Beach, The Setai was designed by renowned architect Henry Hohauser and originally opened as the Dempsey-Vanderbilt hotel by heavyweight champion Jack Dempsey on January 1, 1937. Eighty years later, The Setai Miami Beach remains the award-winning crown jewel of South Beach, an intimate oceanfront resort that combines a rich architectural history with a sleek Art Deco Fusion style.

Located on 2001 Collins Avenue on one of the best blocks of the historic Art Deco District, The Setai Miami Beach quickly attracted society and entertainment personalities including William Kissam Vanderbilt, Coleman DuPont, Ed Sullivan and Vaughn Monroe, to name a few. To this day, The Setai continues to entice a sophisticated clientele who value the discretion, privacy and incomparable level of service offered.

Aesthetically, The Setai's façade is adorned with a distinctive series of floral bas reliefs, zig-zag decorations and chevron patterns which pay homage to its Art Deco heritage. In 2005, designers Jean Michel Gathy and Jaya Ibrahim infused their distinct vision in a subtle renovation and incorporated a Far East influence that included a palate of bronze, tropical timber and leather with mother of pearl. In addition, restored bricks from Shanghai buildings dated to the Asian Art Deco period complete the hotel's lobby entrance.

*"The Setai has a distinguished presence that places it as top-of-mind for our guests, and 80 years marks a momentous occasion,"* notes General Manager, Alex Furrer. *"A huge asset that distinguishes The Setai Miami Beach amongst South Beach's hospitality scene is that the hotel is positioned as an exclusive enclave, cocooning our guests in complete serenity so they can gain the biggest luxury of all – time."*

Recent enhancements to The Setai include the coveted Courtyard's built-in retractable rooftop and bar. Throughout 2017, the property will also be organizing several new initiatives to commemorate their anniversary.

### **About The Setai Miami Beach**

Situated ocean-side in the heart of Miami's most desirable location in South Beach, The Setai Miami Beach is an international leader in hospitality and the hotel of choice for the sophisticated international traveler. The Setai masterfully combines the warmth of Asian hospitality with the best in personalized service and truly rarified comfort. Housed in a restored 1936 landmark building within the historical Art Deco District, The Setai has been artfully designed, weaving the aesthetics of the Far East into its original Art Deco façade. The Setai features 125 suites and amenities including three temperature-controlled pools, beach front services, exceptional dining experiences led by Executive Chef Mathias Gervais, a new Spa at The Setai by THÉMAÉ and a Clefs d'Or concierge, all under Swiss General Manager Alex S. Furrer. The hotel is privately held and operated; it holds memberships in The Leading Hotels of the World and was awarded the coveted Forbes Travel Guide Five Star Award in 2015 and 2016. For more information, visit [thesetaihotel.com](http://thesetaihotel.com). Facebook: /thesetai. Twitter: @TheSetai.

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