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VIRTUOSO LIFE

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THEIR RADAR –
AND WHY

2017 TRAVEL
TRENDS
REPORT

Marie-Louise Sciò,
Il Pellicano Group
creative director



Man About Town

Alan Faena puts the finishing touches on his Miami Beach district.

► **My job:** Founder, Faena Group.

► **City I call home:** My heart is in Buenos Aires, but my body is in Miami.

► **Why I chose Miami Beach for the second Faena District:** My business partner, Len Blavatnik, first told me about Miami, and after a while I realized it was the perfect place to develop a project like Faena. Similar to Buenos Aires, the surrounding area wasn't very developed, so we were able to buy land around [the old Saxony Hotel] (1) and execute a strong vision for a district full of music, art (2), and design – something that the city could really believe in.

► **Faena's Forum (3), Bazaar, and Park recently opened in the Faena District, joining the Faena Hotel Miami Beach (4). Next up?** Content. We're making a lot of progress with the programs and exhibitions that will celebrate the district.

► **My favorite dish from Los Fuegos by Francis Mallmann at Faena Hotel Miami Beach:** All of his barbecue is fantastic. And, of course, *dulce de leche* for dessert.

► **For future Faena District projects, I'm looking ahead to:** Nothing for now. I'm very happy finishing my work in Miami. Four years ago, it seemed like just a dream, but now I'm delivering this project to the world and enjoying the moment. VI.



1.



4.



2.

“I am a storyteller, and each design element of Faena Hotel Miami Beach is an expression of my story.”



3.