



Eden Roc

Miami Beach

The older Miami Beach gets, the more bewitching and enticing it becomes

by Doug Wallace

The Eden Roc Miami Beach on prestigious Millionaire's Row is the epitome of elegance, harkening back to the halcyon days of 1950s glamour, when the likes of Humphrey Bogart and Frank Sinatra frequented its now iconic lobby bar, drinking highballs around the clock.

Built in 1956 by pioneering Miami Modern architect Morris Lapidus, the hotel remains as beautiful as day one, thanks to meticulous upkeep of its classic Legendary Tower and a \$250-million renovation in 2005 that yielded the added splendour of the new Ocean Tower, with each room overlooking the Atlantic.

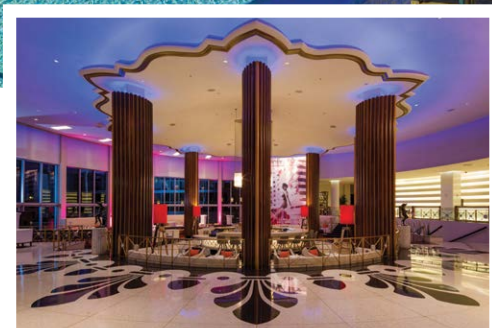
Your team will fit perfectly into one of the 28 flexible meeting rooms, covering a total of 46,000 sq. ft. over both towers, including the Mona Lisa Ballroom, where Nat King Cole sang "Mona Lisa" for the very first time. The 9,100-sq.-ft. Pompeii Ballroom can accommodate 1,000 guests.

This AAA Four-Diamond retreat also features state-of-the-art audio-visual equipment, exclusive penthouse boardrooms, a UPS store, destination management services and a personal meetings concierge. Superior cuisine is courtesy of farm-to-table signature restaurant 15 Steps.

Your conferencing shouldn't be limited to the indoors, however, as 25,000 sq. ft. of outdoor space is also at your disposal, amid four stunning pools abutting that marvellous white sand mere steps away. The two-storey spa wing comes complete with a rooftop terrace featuring a row of private cabanas with sumptuous sectional sofas, big-screen TVs, retro-style electric fans and many, many places to put your feet up.

But back to the sunken lobby bar: Elizabeth Taylor used to circle it regularly trolling for playmates, and would then simply carry on out the door if she didn't see anyone worth hanging out with. If only the walls could talk.

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Photos: Eden Roc

