



GREATER MIAMI AND THE BEACHES

# Out & About in Miami



Media Relations eNewsletter

July 2016

MiamiandBeaches.com

## Calendar of Events

### Miami Spa Month

July 1 – August 31

[www.MiamiSpaMonth.com](http://www.MiamiSpaMonth.com)

### Florida Supercon

July 1 - 4

[www.FloridaSupercon.com](http://www.FloridaSupercon.com)

### 24<sup>th</sup> Annual International Mango Festival

July 9 + 10

[www.FairchildGarden.org](http://www.FairchildGarden.org)

### Swim Show + Lingerie Show

July 16-19

[www.SwimShow.com](http://www.SwimShow.com)

### FISU World University Netball Championships

July 12 - 17

[www.WorldUniNetball.com](http://www.WorldUniNetball.com)

### FUNKSHION SWIM: Fashion Week Miami Beach Swim

July 14 - 17

[www.Funkshion.com](http://www.Funkshion.com)

### Miami Beach Bruthaz

July 14 - 18

[www.MiamiBeachBruthaz.com](http://www.MiamiBeachBruthaz.com)

### Miami Exotic Auto Racing

July 16

[www.HomesteadMiamiSpeedway.com](http://www.HomesteadMiamiSpeedway.com)

### SWIMSHOW

July 16 - 19

[www.Swimshow.com](http://www.Swimshow.com)

**MIAMI SPA MONTH STARTS JULY 1** – The Greater Miami Convention & Visitors Bureau celebrates its ninth annual Miami Spa Month (sponsored by Citibank® and Spafinder Wellness) with over 40 of the destination’s world-renowned luxury spas participating this year. The popular summer promotion will run for two months from July 1 through August 31 offering spa goers up to 50 percent savings on countless treatments – think, hot stone massages, exfoliating body polishes, deep cleaning facials and more. Valued at \$200 or more, Miami Spa Month treatments will be exclusively available at two price points: \$109 and \$139, with select spas offering two treatments for \$199. Miami Spa Month is part of the Miami Temptations programs developed by the GMCVB to allow all to enjoy the best that Miami and The Beaches has to offer throughout the year at attractive prices. For more details and information visit [www.MiamiSpaMonth.com](http://www.MiamiSpaMonth.com)

**EAST, MIAMI SERVES AS ANCHOR HOTEL FOR BRICKELL CITY CENTRE – SWIRE PROPERTIES’ \$1.05 BILLION MIXED-USE DEVELOPMENT, AND FIRST-EVER SWIRE HOTELS HOTEL IN THE U.S.** – After nearly three years of planning and development, highly-anticipated lifestyle hotel EAST, Miami, has opened in the heart of Miami’s Brickell district. The anchor hotel for Swire Properties’ \$1.05 Billion, 5.4 million square foot mixed-used development, and the first of its kind for the Hong Kong-based brand in the United States features destination dining, state-of-the-art fitness facilities, cutting edge technology, and quality amenities. The hotel offers a distinctive and unconventional experience for individuals who seek innovation, style and personalized service. Building upon the success of the EAST brand, which includes EAST, Hong Kong and EAST, Beijing, EAST, Miami features two signature restaurants; Quinto La Huella, the first-ever outpost of Uruguay’s beachside Parador La Huella and Sugar, the Asian inspired rooftop bar and garden, serving tapas. Additionally, the hotel features Domain, a lobby café and bar serving freshly brewed Panther Coffee, light bites and a variety of wine and spirits. The hotel’s gym, BEAST (Body by EAST), features the latest Technogym® equipment and will be accessible 24 hours a day. The 20,000 square-foot outdoor Pool & Deck area will showcase four unique pool experiences – a lap pool, spa pool, cold plunge and hot tub. The overall design of EAST, Miami was developed by award-winning, Miami-based architectural firm Arquitectonica, embracing both ancient and modern day building methods. Art is also a huge component for all EAST hotels and guests will see celebrated artwork and installations throughout EAST, Miami, courtesy of Indiewalls, an innovative art curating agency. EAST, Miami is also a forward-thinking, green certified development. The property’s highly-acclaimed Climate Ribbon, an architectural fixture located in the center of Brickell City Centre’s commercial sector, uses natural wind currents to cool the space without requiring the addition of cooling units. The hotel has also achieved LEED certification, citing resource efficiency by using less water and energy, as well as a reduction greenhouse gas emission. Guests can expect convenient and eco-friendly amenities, including keyless entry and paperless check-in and check-out. For more information, visit [www.east-miami.com](http://www.east-miami.com).



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### 6<sup>th</sup> Annual Overtown Music and Arts Festival

July 23

[www.OvertownMusicArtsFestival.com](http://www.OvertownMusicArtsFestival.com)

### Championship Cup Series

July 23 - 24

[www.HomesteadMiamiSpeedway.com](http://www.HomesteadMiamiSpeedway.com)

### Miami Salsa Congress

July 27 - 31

[www.MiamiSalsaCongress.com](http://www.MiamiSalsaCongress.com)

### Society for American Baseball Research (SABR) 46<sup>th</sup> Annual Convention

July 27 - 31

[www.Sabr.org/convention](http://www.Sabr.org/convention)

### New Times Iron Fork 2016 Miami Spice Kick-Off Eve

July 28

[www.NewTimesIronFork.com](http://www.NewTimesIronFork.com)

### Association for Women in Sports Media (AWSM) Annual Convention

July 28 - 31

[www.Awsmonlin.org/2016-convention](http://www.Awsmonlin.org/2016-convention)

### Summer Cabaret Concert

July 30

[www.DeeringEstate.org](http://www.DeeringEstate.org)

### P.H.1.R.S.T. IMPRESSIONS: The Interactive Open Mic Experience

July 30

[www.Evoke180.com](http://www.Evoke180.com)

### QUINTO LA HUELLA, FROM THE CREATORS OF URUGUAY'S PARADOR LA HUELLA, IS NOW OPEN AT EAST, MIAMI

The co-owners of Uruguay's world-renowned Parador La Huella, which currently holds the no. 11 position on the list of Latin America's 50 Best Restaurants 2015, sponsored by S.Pellegrino & Acqua Panna, opened Quinto La Huella, the first-ever outpost of the award-winning beachfront concept. Located within Brickell City Centre, Swire Properties Inc.'s \$1.05 billion mixed-use development in the heart of Miami's Brickell district, Quinto La Huella serves as the signature restaurant for the highly-anticipated EAST, Miami, the facility's exclusive flagship hotel. Inspired by its location on the fifth (quinto, in Spanish) floor of the hotel, the new South American concept features a unique fire cooking method with a parrilla centered at the heart of its kitchen and includes wood fire ovens fueled with local red and white oak, a sushi counter highlighting Florida's coastline, and an expansive outdoor dining experience. An eclectic blend of world fare combining a menagerie of culinary training from around the globe, the collaborative menu features a wide array of dishes from South American grains, fresh produce from South Florida, pizza and pastas, and a bevy of items cooked over an open flame. For more information, visit [www.quintolahuella.com](http://www.quintolahuella.com).

### MIAMI INTERNATIONAL AIRPORT WELCOMED PRESIDENT OF TAIWAN ON HISTORIC FLIGHT

State and local leaders joined Miami-Dade Aviation Director (MDAD) Emilio T. González to welcome the President of the Republic of China (Taiwan) Tsai Ing-wen to Miami International Airport on June 24. The arrival marked the first nonstop passenger trip from Asia to Miami – a 16.5-hour, 8,628-mile nonstop charter flight by China Airlines from Taipei. China Airlines used the Boeing B777-300ER, one of the few aircraft in the world capable of flying the ultra-long-haul trip from Taipei. During the International Air Transport Association's (IATA) Annual General Meeting in Dublin earlier this month, Director González and a team of MIA officials met with high-level executives from 11 leading airlines, including Asian carriers All Nippon Airways, Cathay Pacific Airways, China Airlines, Hainan Airlines and Hong Kong Airlines, to discuss starting or expanding air service to Miami. In late 2015, the Miami-Dade Aviation Department also gathered local community and business leaders to form the MIA Asia Task Force, to further support the marketing initiative for nonstop Asia service. Most recently, the Task Force conducted a travel survey with results from more than 100 local organizations. Among the key findings discovered in the survey: 86 local organizations generate more than \$20 million in travel to Asia annually; a majority of the respondents conduct business activity in Asia and travel to Asia regularly; and most of the respondents would use nonstop service to Asia, regardless of the frequent flyer program.



### ACQUALINA HOTEL HAPPENINGS:

**New Spa Treatments:** Acqualina debuted the world's first ESPA pop-up spa, ESPA's Ocean's 10, during the resort's 10 Year Anniversary weekend celebration. To commemorate a decade of success, Acqualina Spa by ESPA unveiled 10 new signature spa treatments ranging from a refreshing facial to a stress busting massage. **Teen Programming:** Acqualina has recently debuted two new programs designed specifically with teenagers in mind. The Learner's Permit program will offer teens 60 minute fitness training sessions utilizing state-of-the-art Technogym equipment. Certified trainers will advise teens on how to reach desired fitness goals through specifically designed full body workouts. In addition, Acqualina has also added the Teen Scene, offering teens an element of independence within a supervised environment. Specializing in themed events, such as dance and hip hop classes, make-up tutorials, volleyball lessons, art classes, and speed and agility training, the Teen Scene is the perfect place for teenagers to bond with other likeminded teens staying at the resort. **New Executive Sous Chef:** With a passion for locally grown, organic produce and a certification in nutrition, Acqualina's new Executive Sous Chef, Chef Sebastian Barrera, is inspired by health and wellness. Demonstrating his expertise at Acqualina's 10 Year Anniversary celebrations, Chef Barrera dazzled hotel guests and residents with creative vegan cuisine. For more information visit [www.Acqualina.com](http://www.Acqualina.com)

### PIZZA & BURGER – MICHAEL'S BACKYARD KITCHEN – SUMMER POP-UP INSIDE MICHAEL MINA 74 AT FONTAINEBLEAU MIAMI BEACH

– Pizza & Burger – Michael's Backyard Kitchen, the savory summer pop-up from nationally acclaimed star chef Michael Mina, has just opened inside Michael Mina 74. Launching just in time for summer, the menu embodies the relaxed fun flavors and conviviality of a midsummer backyard bash. "Pizza & Burger was truly inspired by what our family cooks together at our own summer backyard get-togethers," says Chef Michael Mina. The menu consists of made from scratch pizzas, rich with fresh, local ingredients and Mina's to die for burgers – an expansion of the offerings that has developed a devoted following at Michael Mina 74. Guests can design their own salads from a checklist of fresh, tasty ingredients, or graze on an array of craveable snacks. All of this goodness can be enjoyed with handcrafted cocktails, wines by the glass and, in keeping with MM74's reputation as one of Miami's foremost gastropubs, a killer selection of local beers. Pizza & Burger – Michael's Backyard Kitchen debuted at Michael Mina 74 at Fontainebleau Miami Beach on Friday, June 24th and will remain in place through Labor Day, Monday, September 5, 2016. For more information, visit: [www.fontainebleau.com/dining/pizza-burgers](http://www.fontainebleau.com/dining/pizza-burgers)