

### Soho Beach House Newest Member: Eco-Terr®

Miami, FL Sept 2010 - Inspired by Miami Beach history, Eco-Terr® tile – one of CoveringsETC's award winning sustainable hard surfaces – was a natural fit when designing the new Soho Beach House (Miami) set to open in October 2010 on the site of the historic Art-Deco Sovereign Hotel. The redesign included the addition of a 16-story oceanfront tower to the original 8 floor building. The creative world's rapidly expanding member's only club and boutique hotel, Soho House was founded in London by Nick Jones, in 1995. Soho Beach House Miami will aim to maintain the brand's exclusive feel with perks that include a rooftop "Cowshed" spa with wooden cabins for private treatments, two pools, and a tropical garden with both public and private spaces.

With a rustic 40's glamour aesthetic in mind, Interior Designer Martin Brudnizki featured Eco-Terr terrazzo tiles in the lobby, on the deck and in the washrooms of the pool area. The traditional wood-paneled lobby includes part of Soho House's art collection, as well as a Cuban coffee bar and a grand piano which is complimented by Eco-Terr in "Oyster White" and "Moor Green". The Art-Deco inspired elegance continues on to the pool deck with a 100-foot-long pool bordered by communal lounge beds and gardens where members and guests can relax and socialize while enjoying full waiter service. There, "Oyster White" and "Baby Blue" bring a spirited energy to the surrounding deck and washrooms that seam nicely with 8"x8" antiqued cement tiles of the adjoining courtyard. The very easy-to-work-with Eco-Terr tiles were cut on site to make various patterns within the floor...to give the pattern more detail and for borders. Owner Nick Jones is very pleased with the outcome, notes James Waterworth of Martin Brudnizki Design Studio.

Each Soho House (located in the UK, Germany, and the US) has its own identity. The Miami Beach club was designed combining vintage furnishings and vibrant textiles to create an aura of South American glamour in the heart of Miami. Soho House Berlin opened in May of this year taking the space of a late-Bauhaus building (a 1928-built department store)and reinventing it by mixing industrial chic with English charm. Upcoming Soho House locations include Sao Paulo, Milan and other cities with like-minded creative types.

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