



ECO-TERR® JOINS SOHO BEACH HOUSE



Soho House welcomes its newest club and hotel to Miami this fall with the opening of Soho Beach House, the brand's third North American property. Using inspiration from Miami Beach history, Eco-Terr® tiles – one of CoveringsETC's award winning sustainable hard surfaces – were a natural fit for the new Soho Beach House and used in the lobby and pool area.



SOHO BEACH HOUSE

Soho Beach House, an oceanfront boutique hotel and private members' club in Mid-Beach features Eco-Terr® tiles to compliment its rustic 40's style glamour design. The Miami Beach property is the latest location for the Soho House brand – founded by Nick Jones in London in 1995. Clubs are now spread throughout the UK, Germany and the US (NY, LA, and Miami) "The first time I stepped foot in Miami I was blown away by the sexy vibe, the beautiful art deco buildings and incredible beaches – I knew instantly I wanted to bring a Soho House there," says Jones.

Jones teamed up with Interior Designer Martin Brudnizki to give Soho Beach House South American style, playing off of Miami Beach history, while offering a taste of the brand's characteristic European glamour. They chose Eco-Terr terrazzo tiles as flooring for both the lobby and the deck and 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.



images by soho beach house

