

**MR. C COCONUT GROVE TO OPEN WINTER 2018**  
*Premier Boutique Hotel to Become Third Property Operated by  
the Fourth Generation Cipriani Family, Ignazio & Maggio Cipriani*

**MIAMI, Fla.** (June x, 2018) – From the illustrious fourth generation hospitality leaders, brothers Ignazio and Maggio Cipriani, comes Mr. C Coconut Grove. An oasis within bustling South Florida, the hotel is scheduled to open its doors in Winter 2018. Surrounded by breathtaking views of Biscayne Bay and the Coconut Grove skyline, the hotel and its rooftop Bellini Restaurant and Bar will provide guests with attentive European service, complemented by luxury accommodations and amenities. Developed and owned by Main Highway Partners, an integrated development firm focused on creating sustainable, community-oriented projects that enhance neighborhoods, Mr. C Coconut Grove will be the first Mr. C hotel to debut in Florida and will join sister properties Mr. C Beverly Hills and the newly opened Mr. C Seaport in New York City.

“Bringing the Mr. C brand to Miami’s Coconut Grove is a pivotal point for both the neighborhood and the city as a whole,” said Marisa Fort, Associate AIA of Main Highway Partners.

The property will be situated in the heart of Coconut Grove at 2988 McFarlane Road. It is adjacent to the iconic Engle Building. As the oldest, continuously inhabited neighborhood of Miami, Coconut Grove is in the midst of major redevelopment, including the redesigned CocoWalk, an outdoor mall where the local set eats, shops and enjoys the latest films.

“The hotel complements the rest of the mixed-use block that is part of the development, where there are restaurants, shops and shared office space,” said Harold Fort, Planner and Developer of Main Highway Partners. “We feel that Mr. C Coconut Grove will become the meeting place for the community and visitors alike.”

Drawing inspiration from Italy’s iconic coastal style, Mr. C Coconut Grove will be an elegant and glamorous destination. At the heart of the hotel, interiors hint at the aesthetic elements of a classic yacht, with high gloss timber paneling adorning the walls of the double-height lobby. Murano glass chandeliers will hang above the large-scale terrazzo floor invoking the country’s mid-century flair. Playful and comfortable sofas and armchairs in a range of soft and airy blue, white and pink fabrics will complete the space. Acclaimed architecture and design firm, Arquitectonica, in conjunction with the Martin Brudnizki Design Studio, combined the stylish European glamour and nautical aesthetic Mr. C Hotels are best known for within tropical surroundings.

“The hotel is suspended on sculptural stilts in the tree canopy of Coconut Grove,” said Raymond Fort, Senior Associate of Arquitectonica. “This design embraces the idea of the historic Stiltsville structures in Biscayne Bay that can be seen at a distance from the rooms and public spaces of the hotel.”

Mr. C Coconut Grove's 100 guestrooms and suites with private outdoor terraces will feature teak paneled foyers with traditional detailing. The property's overall aesthetic will be evident throughout the rooms and suites, with tall leather-upholstered blue and caramel headboards, a nautical style dresser, desk and mini-bar. Guestrooms amenities include 24-hour in-room dining service, complimentary internet access, PressReader application, Samsung 55-inch 4K HDTV and Salto door lock system featuring keyless entry. Italian hand-made furniture by Tedeschi Furniture, luxury Casa Rovea linens and La Bottega toiletries complete the guest experience.

For corporate meetings and social events, Mr. C Coconut Grove will boast a ballroom located on top floor with panoramic views of the Biscayne Bay. The space can accommodate a seated dinner for approximately 150 guests and cocktail reception for 300 guests, with an additional pre-function space. A covered events space is also available in the hotel's ground floor for up to 720 guests. Other amenities include state-of-the-art gym equipment with personal trainer and yoga classes available upon request, a Lobby Lounge with indoor and outdoor garden seating, rooftop pool and pool deck featuring private cabanas and a pool bar, and a private spa suite with a relaxation area, sauna and treatment room which can be reserved upon request through the concierge team.

The hotel will also feature Bellini Restaurant and Bar, a refreshing new Italian dining concept inspired by Ignazio and Maggio Cipriani's travels throughout Italy. With indoor and outdoor seating, the 107-seat restaurant will invoke the intimate old-world atmosphere of coastal Italy while embracing a sleek and soothing Miami modern style at the hotel's top floor. The restaurant menu will include dishes like Mozzarella in Carrozza, Tagliatelle con Zafferano e Pancetta, Spaghetti con i Ricci, Grigliata Mista di Pesce and the famous Mr. C Club Sandwich, just to mention a few.

"We are extremely excited to be part of the revitalization of such a wonderful neighborhood, known for its iconic history," said Ignazio Cipriani, Founder/President of Mr. C Hotels. "With the opening of our first hotel in Florida, we could not be more pleased to have partnered with such valued and respected entities that truly embrace the community they serve."

Mr. C Coconut Grove will bridge the luxurious hotel lifestyle with the top-notch service Europeans are known for. For more information on Mr. C Coconut Grove, visit [www.mrccoconutgrove.com](http://www.mrccoconutgrove.com); and to stay up to date with the growing Mr. C brand, visit: [www.mrchotels.com](http://www.mrchotels.com) or follow them on [Facebook](#), [Twitter](#) and [Instagram](#).

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#### **ABOUT MR. C HOTELS**

Founded in 2011 by Ignazio and Maggio Cipriani, the fourth generation of a family internationally renowned for its restaurants, landmark banquet spaces, clubs, and residences, Mr. C Hotels is a growing enterprise starting with its first hotel, Mr. C Beverly Hills – a member of Leading Hotels of the World. The properties are grounded in the prime metropolitan travel destinations of New York City and Los Angeles,

yet strive to represent a modern version of old-world simplicity with European glamour, providing today's traveler with a comfortable, elegant, and effortless experience that blends contemporary amenities with discreet, personalized service. For more information, visit [www.mrchotels.com](http://www.mrchotels.com).

#### **ABOUT MAIN HIGHWAY PARTNERS**

Main Highway Partners is an integrated development firm in South Florida focused on creating sustainable, community-oriented projects that enhance neighborhoods. Founded in 2010, the company is operated by members of the Fort family. The firm's portfolio includes retail, office space, and residential located in both urban and suburban areas. Their focus on redevelopment projects includes adaptive reuse and urban infill new construction. The firm began with projects in Coral Gables, where they renovated retail and office buildings; and Miami Beach where they completed a multi-story office building in the heart of the Deco District. Subsequently, the firm built an office building in Coconut Grove, that is currently occupied by the Arquitectonica headquarters. Their involvement in South Florida goes beyond business, with the partners having active participation in charitable, civic, arts, and cultural organizations. Recent projects include the Engle Building, located at the most iconic corner of Coconut Grove. The partners successfully repositioned the property by redesigning, renovating and re-leasing the retail and office spaces. The property includes an infill redevelopment site, which was a parking lot. The Phase II of the repositioning of the block was planned as a hotel, which is currently under construction.

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