



## Richfield Hospitality Assumes Management and Launches New Marketing for Casa Moderna, the 56-room Miami, Florida Boutique

**MIAMI, March 1, 2012**—Miami's downtown luxury hotel scene greets a new standard bearer with the entry of Casa Moderna. The 56-room boutique property is the embodiment of what discerning domestic and international travelers seek in Miami: unparalleled personal service, stunning views of Biscayne Bay and an epicenter location in the city's arts and entertainment district.

Less than 18 months old and under new management, the hotel recently completed subtle enhancements to set the stage for the city's most memorable hospitality experience. Located at 1100 Biscayne Blvd., Casa Moderna is the crown jewel of the iconic 67-story Marquis, the architectural masterpiece containing some of the city's most expensive, luxurious residences. Designed by Arquitectonica, the landmark structure forms part of the city's famed Biscayne Wall skyline.

"Casa Moderna's intimate setting allows us to focus solely on each individual guest with the purpose of delighting them with a customized, personal and memorable experience," said Matt Fenn, general manager of Casa Moderna. "Our location is ideal for pre- and post-cruise stop-overs, the Miami Heat plays across the street at American Airlines Arena, South Beach is a short hop over the causeway, Adrienne Arsht Center, the heart of the city's performing arts scene, is our next door neighbor, and Miami's financial district is only a few blocks away."

Casa Moderna's spacious, sleekly styled, fashion-forward rooms span seven floors. Guest rooms and suites features walk-in closets. Large bathrooms showcase elegant rain showers, free-standing soaking tubs and bidets. Nearly all rooms feature oversized furnished terraces that provide sensory-filled, spectacular views of Biscayne Bay, the city lights or the Atlantic Ocean. Electronic luxuries include bathroom mirrors with built-in flat screen televisions, button-push draperies covering the floor-to-ceiling windows and 42-inch flat screen televisions.

The intimate 44-seat restaurant Amuse offers the culinary sophisticate locally-sourced artisanal products, organic produce and fresh-caught seafood. "Amuse is a dining destination that allows us to create one-of-a-kind dishes made with produce that was picked this morning and fish that was caught within several miles of the hotel this afternoon," Fenn added.

For those seeking the ultimate in relaxation and pampering, Casa Moderna boasts a recently upgraded, 8,000-square-foot spa and fitness center, Spa Moderna, with six lavish treatment rooms and two private couples' suites. The spa offers a full menu of skincare and nail services, massage and custom body treatments, including hydrotherapy and a Vichy shower.

Two outdoor, rooftop Sky Pools, provide an unmatched view of the Bay, festive cruise ships, Miami Beach and city skyline.

Plans are underway to establish the Casa Moderna as the hospitality headquarters for the vibrant Miami art scene. "We are reaching out to the art community to become a showcase for up-and-coming Miami talent," said Greg Mount, president of Richfield Hospitality, which operates the hotel. "This property is home to Tom Patti's 'Miami Rain,' part of the city's Art in Public Places initiative, and neighbors the Adrienne Arsht Center for the performing arts and the under-construction art museum. It also is close to the Design District and the Wynwood Arts District, so we see this as a very logical partnership."

The hotel's 6,000-square-foot first floor gallery space has been renamed Tag Moderna as part of the effort and will showcase the talents of new, fresh faces from Miami's burgeoning street art scene. For more information: visit [www.casamodernamiami.com](http://www.casamodernamiami.com).

### **MORE ABOUT MARQUIS RESIDENCES**

A product of prestigious New York-based developer Africa-Israel USA and esteemed design firm Arquitectonica, Marquis Residences is ideally located at the crossroads of Miami Beach and the burgeoning Downtown Miami Arts & Entertainment district. Marquis' 306 luxury condos offer proximity to sophisticated hotspots and points of interest, including the Adrienne Arsht Center for the Performing Arts, Miami Art Museum, Miami International Airport, Port of Miami, American Airlines Arena and Museum Park, future home to the Miami Science Museum. The 67-story building was designed by the internationally acclaimed architects of Arquitectonica with unmatched 360-degree views of Downtown Miami, Miami Beach and Biscayne Bay. Biscayne Beacon, a 16-story lighting fixture, crowns the tower from sunset to sunrise, making Marquis Residences an enduring landmark of the Miami skyline. The award-winning development offers unparalleled amenities, including a 14th-floor sky pool deck with Asian-inspired gardens, cabanas and juice bar; exclusively designed bathrooms & European-style gourmet kitchens; and the fastest high-speed elevators south of New York. Additional luxuries include a spa with private suites; Amuse, a fine dining restaurant; and Casa Moderna, a 56-suite boutique hotel. Marquis Residences is located at 1100 Biscayne Boulevard, Miami, FL 33132.

### **About Richfield Hospitality**

Richfield Hospitality, Inc. is a leading hotel management company with a premier track record of maximizing profitability and improving asset values for hotel owners. Richfield and its affiliates offer proven solutions and expertise to approximately 500 hotels and resorts. From hotel operations and property management to electronic distribution and interactive marketing, Richfield achieves superior operating results through its strong commitment to owners, guests and associates. Based in Denver, Richfield is part of City Developments Limited, one of the world's largest real estate, hotel investment and technology conglomerates with a market capitalization exceeding US\$6 billion. Additional information about [Richfield Hospitality](http://Richfield Hospitality) may be found at the company's website [www.richfield.com](http://www.richfield.com).

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