
Thailand News

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1. THE SOUTH BEACH

Project Overview

The South Beach is a contemporary inspired hotel designed by Philippe Starck, located within the precinct of heritage-listed buildings of the former army base on Beach Road. Created under the concept of “H.I.P.” – Highly Individualized People and Places) – the new hotel integrates lifestyle, design and technology. Besides 654 Philippe Starck-designed guestrooms, the hotel features 43 Imaginative “Social Spaces” where guests can interact, an all-day dining restaurant, three bars, two sky gardens, two infinity swimming pools and a gym.

Project Details

1. **Type of Business:** Luxury hotel
2. **Open Date:** 03/09/2015
3. **Concept:** “H.I.P.”, i.e. Highly Individualized People and Places.
4. **Location:** Beach Road, Singapore
5. **Target Customer:** Luxury and design-conscious travelers.
6. **Number of Rooms:** 654 guestrooms with an average size of 41 sqm, including 49 suites and 2 Sky Gardens.
7. **Room Rate:** Rates starting at SGD 400 (USD 290) per night.
8. **Developer & Operator:** South Beach Consortium Pte. Ltd.
9. **Architect:** Foster+Partners and global design firm Aedas
10. **Interior Designer:** Philippe Starck, with installations by artists Lee Lee Nam and Soh Ee Shaun.
11. **Website:** www.thesouthbeach.com.sg

Location map



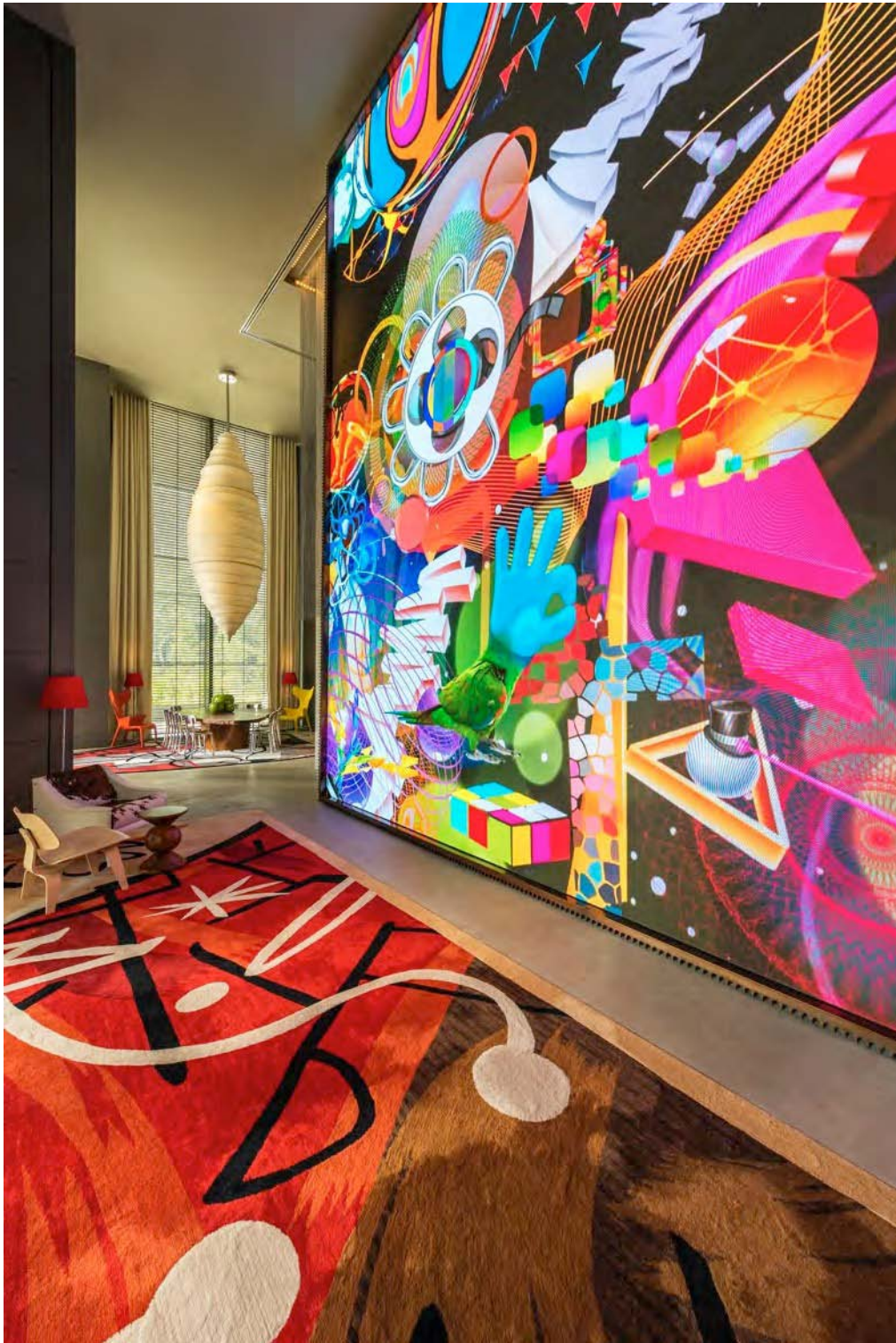
The hotel is located at the intersection of Beach Road, Bras Basah Road and Nicoll Highway.



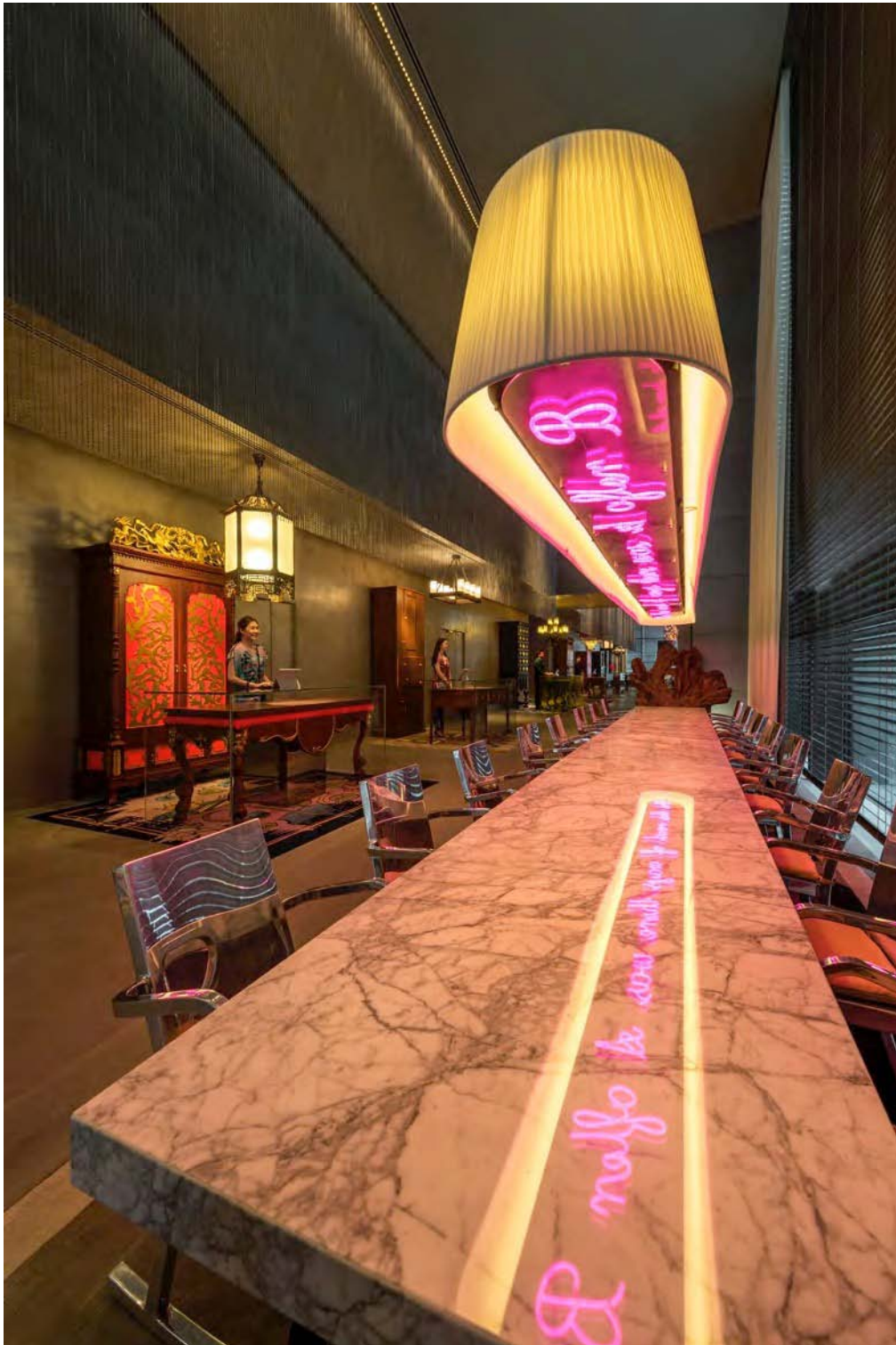
The hotel is part of the South Beach mega mixed-use development which also comprises offices, residences, retail space and a private club. The development integrates heritage sites – three army blocks and the famous Non-Commissioned Officers (NCO) Club – with two new tower blocks. The 34-storey office tower opened at the start of 2015. The hotel is located in the second tower along with 190 luxury apartments, expected to be completed by Q2 2016, while South Beach Club, located within the former NCO Club, at the corner of Bras Basah Road and Beach Road, is targeted for launch in Q4 2015.



The hotel features two infinity pools.



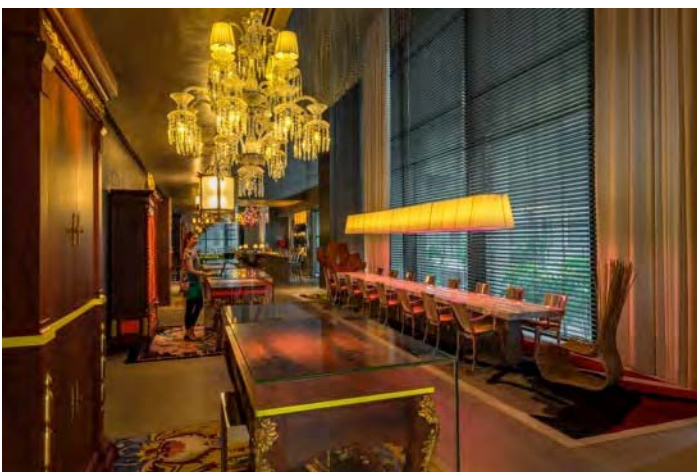
The entrance to the hotel is dominated by a massive, floor-to-ceiling art installation by digital artist Lee Lee Nam.



The reception area – boasting 7 desks each reflecting a different culture – is a model of minimalism and subdued lighting.



The hotel houses 4 new-to-market F&B concepts by lifestyle group Massive Collective. These include Vanity, an exciting multisensory cocktail bar; Vatos Urban Tacos, the first branch of the popular Korean-Mexican restaurant out of South Korea; The Armoury, a Gastropub with a unique assortment of craft beers, boutique wines and an all-day dining concept; as well as an exclusive “word-of-mouth only” nightclub.





Located in one of the conserved heritage buildings within the complex is Court Martial Bar, which offers a beautiful, mood-lit space for guests to enjoy drinks and cocktails.





The rooms, described as a sanctuary of innovation and intuition, are large (starting at 30 sqm), have floor-to-ceiling windowed alcoves that overlook Singapore's iconic skyline, and are equally funky compared to the rest of the hotel.

