

Everyone is talking about it...Miami is booming! Its evolving neighborhoods offer visitors a varied mix of culture, food, art, nightlife and more. But, close to the club scene in South Beach, the hip art culture of Wynwood and the energy of downtown Miami is the chic neighborhood of Bal Harbour where global jetsetters go to relax, breathe and stay for a while. Only 20 minutes north of South Beach, no other place offers the best concentration of luxury hotels, a practically private beach, a one of a kind shopping experience at the exclusive Bal Harbour Shops as well as easy access the Museum of Modern Art (MOCA), located 10 minutes away. The new Perez Art Museum Miami (PAMM), the famous Wynwood Walls, the Miami and Fort Lauderdale International Airport, are all less than 30 minutes from Bal Harbour.

Get your art and culture fix: Checking in at any one of Bal Harbour's four hotels will get you Bal Harbour's "Museum Access" card, part of *Unscripted Bal Harbour*, the destinations art program. The card provides complimentary entry to the areas four leading visual arts museums: The Wolfsonian Museum, Bass Museum of Art, the Museum of Contemporary Art and the new Pérez Art Museum Miami (PAMM). *Unscripted Bal Harbour* now also includes free access to the most celebrated private collections in South Florida: the Cisneros Fontanals Art Foundation (CIFO), the Rubell Family Collection, the de la Cruz Collection and the Margulies Collection at the Warehouse. Further additions to *Unscripted* are several private access tours that are offered throughout the year and include visits to collector's homes, private collections and art fairs, all designed to provide a personal and distinctive Bal Harbour experience.

Goodbye 5th Ave, hello Bal Harbour Shops: This open air shopping mecca doesn't hold the crown of the most successful shopping center in the world (by revenue per square foot) for no reason! Here you'll find Ferragamo's first two-story flagship store, which opened on July 30; Chanel's first new concept store for the brand in the U.S. and Lanvin's first U.S. store next to recent additions like John Varvatos and Rag & Bone, appealing to the new generation of luxury traveler.

Let the champagne flow: Nothing says luxury quite like the champagne sabering ritual at the St. Regis Bal Harbour Resort. After the "pop," enjoy the Asian and Latin inspired cuisine at the signature J&G Grill by Chef Jean-Georges Vongerichten.

People watching at its best: Carpaccio at the Bal Harbour Shops is where people watching was perfected. Get a table on the outdoor patio and you might spot one of the many celebrities that frequent the Shops for its one-of-kind fashions.

Work it off: Get a kick out of celebrity trainers Tracie Wright Vlaun and Christopher Vlaun of V-Art of Wellness as they work you into beach body readiness at The St. Regis Bal Harbour Athletic Club. For a cardio workout with views, winding along the beach is an almost one-mile long jogging track, the only beachfront path of its type in South Florida.

Dining beyond the menu: Celebrity restaurateur Steven Starr's Makoto earns top honors for its modern Japanese cuisine with a menu that is a veritable selection of Japanese favorites, each with Chef Makoto's creative twist. But be sure to ask the waiter for specials, as chances are Chef Makoto is putting his innovative ways to use in the kitchen on new recipes he might just send out for guests to try before they go on the menu.

For the best views in town: Where the ocean and bay “kiss” is where you’ll find One Bal Harbour Resort & Spa, at the northeastern end of Bal Harbour. Each of its 124 rooms offers a terrace as well as 10’ floor to ceiling windows in the bathrooms to enjoy the views while soaking in the spacious tubs.

Soak in the sun: A limited amount of public parking means Bal Harbour’s newly expanded beach is practically private. Offering an additional 100 feet of beautiful white sand, it’s the perfect escape.