

# BUSINESS

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HOTELS

## FAMILY REVIVAL AT LANDMARK HOTEL

Renovations at the iconic Shelborne, which opened in 1940 in Miami Beach, are expected to be completed by November.

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When they were kids, cousins Keith Menin and Jared Galbut had the run of the Shelborne Beach Resort, a 70-year-old Miami Beach hotel that calls the Raleigh and Shore Club neighbors.

The Art Deco-meets-Miami Modern hotel was and still is owned by their deep-rooted Miami Beach family, and these days the cousins who once called the hotel their playground are at the helm.

"For us, it's always kind of been our one true love," said Galbut, 28. "It's a very nostalgic place."

Galbut and Menin, 30, are overseeing a \$15 million renovation at the 280-room condo hotel at 1801 Collins Ave. that has spent the last couple of decades catering to bargain-seekers and party crowds. The lobby, pool, entrance and more than half of the guest rooms are being redone; the finished product will have retail space, four restaurants and a direct view of the beach after landscaping and fences that separate the property from the water are torn out.

The hotel still participates in the annual spring ritual of Winter Music Conference, which took place earlier this month, and will participate in Ultra Music Festival, which officially starts Friday but prompted festivities at the Shelborne as early as Tuesday. But managers expect to see changes.

"It'll be a little bit of a different scene," Menin said of the new and improved Shelborne, set to debut in November. "I think our demographic, our clientele will change."

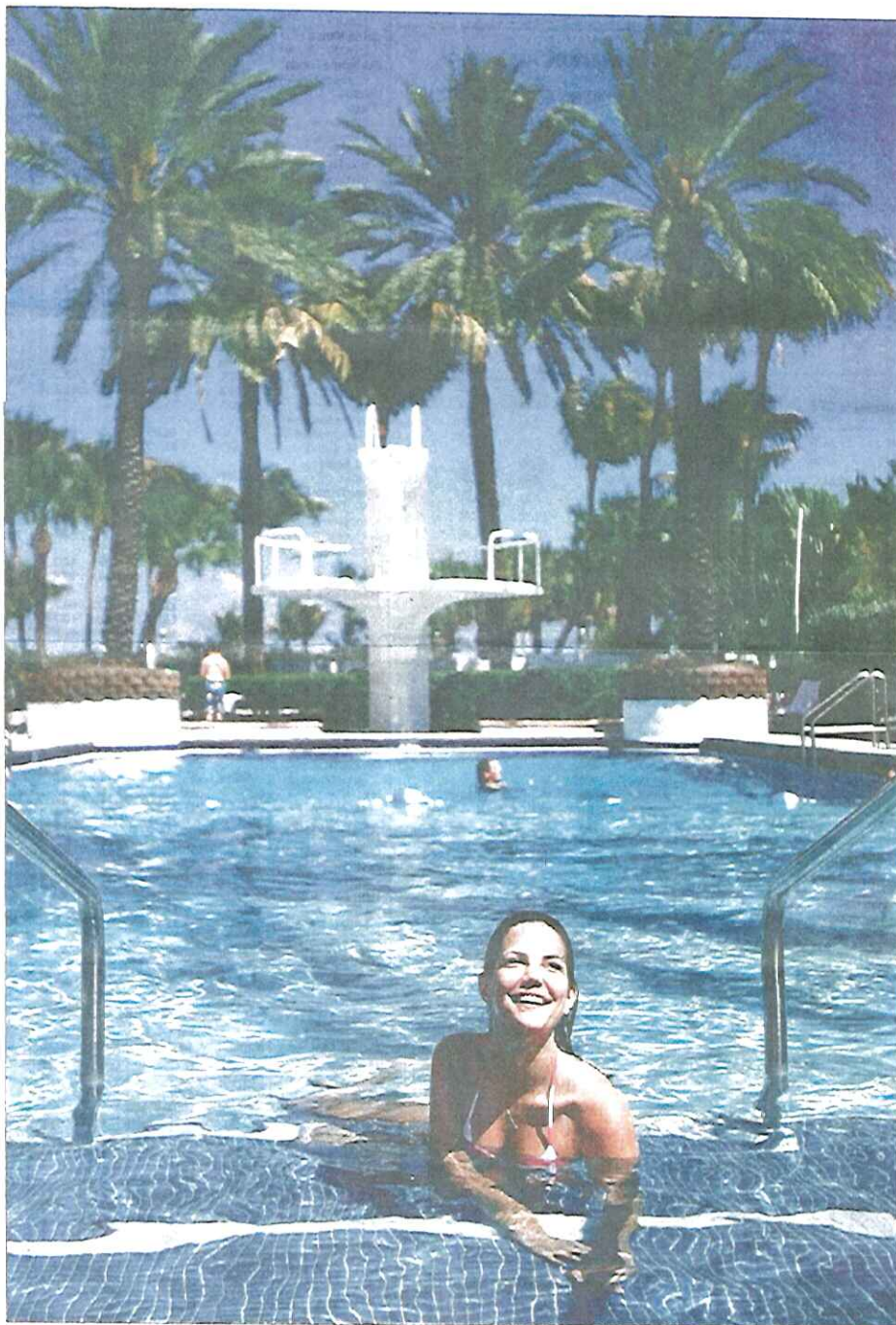
He said he expects the Shelborne to be "a very grown hotel—a grown, mature hotel, but fun."

The lobby offers a look at the new aesthetic: Guests check in at a "bubble desk" made up of 1,000 acrylic spheres. Crystal chandeliers dangle overhead. New rooms are black, gray and white, with a diamond pattern on one wall and another mirrored wall that contains the TV. A horse head, not from a real horse, is mounted on the wall.

"We wanted to take the MiMo concept and modernize it and give it a sleek and sexy feel," said lead architect Jonathan Cardello, principal and director of ADD Inc. Miami.

Stuart Blumberg, retired president and CEO of the Greater Miami & the Beaches Hotel Association, has toured the work in progress and calls it "a spectacular improvement over the old product."

"I think it's a long time coming," Blumberg said. "I was more than pleasantly surprised at the money that's gone into it to really make it competitive to the Delanos and



PHOTOS BY CARL JUSTE/MIAMI HERALD STAFF



**CHANGES:** Above, vacationer Brittany Zaboloski splashes in the pool with its Igor Polevitzky-designed diving board. At left, visitors check in at the new 'bubble' front desk. The Shelborne is set to debut as a fully renovated hotel in November.

• TURN TO SHELBORNE, 8B

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