

SOHO BEACH HOUSE MIAMI

Exclusive, Private, and part of Hollywood Woodwork's Portfolio

Located on Miami Beach, the Soho Beach House is a private vacation destination in South Florida like no other.

Soho House was founded in London, in 1995, as a private members' club for those in film, media and creative industries. With locations around the world, Soho Beach House is their newest addition, comprising of private guest rooms, a spa, multiple bars and pools and a classic Italian restaurant that is open to the public. The design firm for the project was Martin Brudnizki Design Studio and the general contractor was Moss & Associates.

Hollywood Woodwork furnished the woodwork for the Spa, the Screening Snug and the Club Bar, each designed around its own specific theme. Though the design concept of each area is distinctly different, the one unifying theme of the whole project is that of a tastefully designed building that has gracefully aged.

The Cowshed Spa at the Soho Beach House is the second North American outpost of the renowned Cowshed Spa line, a trademark Soho House venture. This latest edition continues to follow the 'cowshed' look of its predecessors and is filled with floors and walls clad in barn wood. Hollywood Woodwork provided 15 casework and furniture pieces including the reception desk, treatment room cabinets, coffee station and various storage units, all in an aged and distressed milk paint finish simulating old farmhouse furniture. The custom metal brackets at all the units were also fabricated by Hollywood Woodwork and rusted in-house prior to installation.

At the Screening Snug, a small movie room and lounge, the theme is that of an old men's smoking room. Hollywood Woodwork cased the entire room in a fumed oak paneling assembly with multiple moldings and also provided the built in servery.

The nucleus of the Soho Beach House, located on the 2nd floor and overlooking the Atlantic Ocean, is the Club Bar which pays homage to 1940's Cuba. Fabricated out of solid hickory, the T&G paneling, the bar and the waiter and bussing stations have an old world hand rubbed finish that remains true to the design. Hollywood's craftsmen's attention to detail, whether it be the custom aged paint flecked finish of the ceiling or the refurbished antique hardware or the simulated wear and tear of the casework, all enhance the character of this space and effortlessly transport one 70 years back in time.

The Soho Beach House tapped into the immense potential and multifaceted talents within us, the employee-owners of Hollywood Woodwork; with our craftsmen's knowledge and expertise there was no finish that was unachievable and no detail that could not be fabricated and installed. We should take pride in the fact that with the ability to grasp the designer's vision, we were able to deliver a product that mirrored it.

Congratulations to every department for completing this challenging yet rewarding project within the compressed time frame as promised and for creating another extremely pleased client.

Aashish Pakalapati, Project Manager, Hollywood Woodwork
November 22, 2010



Soho Beach House 2010: Hollywood Woodwork President Robert Perrotti with Project Manager Aashish Pakalapati, Installer Ross Butler and Custom Fabricator Roberto Fernandez.