



CASA MARINA  
RESORT & BEACH CLUB

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**LEGENDARY CASA MARINA RESORT & BEACH CLUB  
CAPTURES THE BEAUTY AND CHARM OF OLD KEY WEST  
WITH MULTI-MILLION DOLLAR RENOVATION**

**Sleek Redesign of Guestrooms, Lobby and Ballrooms  
Showcase Henry Flagler's Original Key West Architecture and Inspiration**

**Key West, Florida – October 2007** – Key West's historic Casa Marina Resort & Beach Club is unveiling a remarkable series of enhancements. The dramatic \$43 million transformation is unfolding across several areas of the resort, including a full redesign of the lobby, pool, terrace, Grand Keys Ballroom and new Flagler's Ballroom. These developments offer guests the flavor of Key West with a newly evolved sense of luxury, furthering the property's legendary reputation for style and sophistication. Enhancements expect to be completed by December 2007.

The award-winning design firm Looney & Associates takes a contemporary, fresh approach to the Resort's design style, beginning with the guestroom renovation. The inspiration behind the new interior design maintains the Resort's legendary grandeur while moving into a more modern, sleek direction, blending the existing architecture with clean, classic lines. The overall guestroom palette combines crisp white with dark, rich woods and splashes of Caribbean colors. The new rooms will be light and airy, with Italian ceramic tile floors accented by earth-tone area rugs. These natural materials unveil a chic décor accented with bright citrus and calming ocean blue colors. Rich wedge wood planks and grand burlap-textured porcelain tiles enhance the guests' luxury beachfront experience.

Distinct highlights of the redesigned rooms include sectional sleep sofas and an elliptical dining/recreational table with teak captains' chairs creating a uniquely understated level of sophistication. Custom artworks organically pull the renovated rooms together with abstract images of colorful ocean life.

The guestroom window treatments are a combination of gauzy textured sheers and painted wooden shutters. Rooms and suites in the main building offer guests the luxury

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of an outdoor living room with open views of the soothing Atlantic Ocean. In select oceanfront rooms and suites, windows were enlarged to create greater visual impact of the surrounding seascape.

A considerable enhancement was the reinvigoration of the Resort's lobby area while sustaining the history of the building. The restoration began with an intricate preservation of the antique wood floors and ceilings. The entire front desk was removed and replaced with new millwork featuring the same exotic teak wood used in the guestrooms. Small seating areas were also added to create quiet spaces where guests can unwind and view the ocean. The lobby's luxurious, soft seating brings an intimate living room feel that is casual yet sophisticated. The lobby also houses Sundries, a small lounge for cocktails and snacks.

The rejuvenated color scheme of the lobby decor incorporates amber, ivory and navy blue hues with plush linen and organic, rattan materials. The transformation is respectful of Henry Flagler's original 1920 concept, while offering guests a more modern resort experience.

The Resort's enhanced landscape captures Flagler's admiration for the ocean with a stunning, outdoor "Water Walk" pathway that leads guests directly to the Atlantic Ocean and pool courtyard. To fully reveal the legendary architecture of the original property, the exterior awnings by the colonnade were removed so that guests can now enjoy a sun-filled walk to the ocean. When guests leave through the lobby, they are met with the new walkway flanked by cascading pools and a regal line of royal palms that truly illustrate the Resort's original aesthetic. This new path provides guests with a smooth transition from the lobby to the symmetrically placed swimming pools where they are surrounded and drawn to the water, the main attraction of the Casa Marina. With these renovations, guests can now fully absorb the grandeur of the original structure with an impressive panoramic view.

Reminiscent of grand Hollywood bungalows with a modern, abstract flair, six private poolside Cabanas are also available for guests seeking a more exclusive level of luxury. For more information about Casa Marina Resort & Beach Club, please visit [www.CasaMarinaResort.com](http://www.CasaMarinaResort.com) or call (305) 296-3535.

### **ABOUT LXR LUXURY RESORTS**

LXR Luxury Resorts is a portfolio of independent properties dedicated to creating an experience of luxury, a sense of ease and endless pleasure and are distinguished by a style and spirit that captures the unique qualities of their setting. LXR Luxury Resorts are located throughout the United States and the Caribbean. The LXR collection also includes the renowned Golden Door Spa brand and its four spas in the United States. LXR Luxury Resorts can be found at <http://www.LuxuryResorts.com>

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