ABOUT JEFFREY BEERS INTERNATIONAL

_Celebrating culture, life, and people through design._

At Jeffrey Beers International, design is the intersection of art and intelligence.

Combining an artist’s sense of craft and exploration with an understanding of the client’s vision, the team at JBI strategically plans and creates engaging spaces that are also successful businesses. The firm strives to expand upon these values by creating a culture of collaboration, learning, and professional development as well as through giving back to the local community.

_Creating iconic gathering places in cities around the world._

Jeffrey Beers International (JBI) brings experience, vision, and architectural precision to the creation of vibrant social spaces.

Internationally recognized as a leader in architecture and design, JBI is a full-service studio founded by Jeffrey Beers in 1986 specializing in architecture, design, and planning. JBI’s team of talented and highly trained designers have collaborated with a global roster of exceptional clients to push the boundaries of design, advancing the hospitality industry through a portfolio of award-winning projects.
CLIENT LIST

BLOOMINGDALE’S
B.R. GUEST
CAESAR’S ENTERTAINMENT
CARIBBEAN PROPERTY GROUP
CHINA GRILL MANAGEMENT
THE CORDISH COMPANIES
COSTAS SPIRADIS
THE 40/40 CLUB BY JAY-Z
DANIEL BOULUD DINEX GROUP
DISNEY HOTELS & RESORTS
EBX HOLDINGS
ELAD GROUP
FOGO DE CHAO
FONTAINEBLEAU HOTELS
FOUR SEASONS HOTEL & RESORT
GAYLORD ENTERTAINMENT CO.
HIGHGATE HOTELS
HILTON HOTELS
HILTON INTERNATIONAL HOTELS
INTERCONTINENTAL HOTEL GROUP
JAPONAIS HOLDINGS
JEAN-GEORGES VONGERICHTE
JUMEIRAH HOTELS & RESORTS
KERZNER INTERNATIONAL
LANGHAM HOTELS
LAS VEGAS SANDS GROUP
LA SALLE HOTEL PROPERTIES
LONDON CLUBS INTERNATIONAL
LYONS GROUP
MARRIOTT HOTELS
MASAHARU MORIMOTO
MGM RESORTS INTERNATIONAL
MICHAEL LOMONACO
MICHEL RICHARD
MOINIAN GROUP
NORTHWOOD INVESTORS, LLC
PLANET HOLLYWOOD RESORTS
RALPH LAUREN
HARD ROCK HOTELS
THE RELATED GROUP
RITZ CARLTON
SAKS FIFTH AVENUE
SILVERSTEIN PROPERTIES
STARWOOD HOTELS AND RESORTS
STEVEN LOFFREDO
TISHMAN HOTEL GROUP
TODD ENGLISH
TRUMP INTERNATIONAL HOTELS
TURNBERRY ASSOCIATES
WYNN LAS VEGAS
PUBLICATIONS

Architect's Newspaper
Architectural Digest
Blackbook
Boston Globe
Boutique Design
Contract Magazine
CT Country Living
Design Bureau
Dwell
Eater
Elle Decor
Florida International Magazine
Food Arts
FX Magazine
Gotham Magazine
Hospitality Design
Hospitality Style
Hotel Business
Hotel Executive
Hotels Magazine
House & Garden
Huffington Post
Interior Design
Juli B
Life + Times
Metropolitan Home
Miami Herald
New York Magazine
NEWH
Nightclub & Bar
Quest Magazine
Real Simple
Robb Report
Sleeper Magazine
SOMA
The New York Post
The New York Times
Travel + Leisure
USA Today
Village Voice
VMSD
X2 Magazine

BOOKS

Restaurant & Bar Design Awards, Taschen
Interior Design: Best of Residential, Interior Design Books
Bar and Club Design, Bethan Ryder
World Super Interiors, Books Nippan
New Restaurants in USA & East Asia, Edizioni L'Archivolto
AWARDS

Hospitality Design Awards Finalist, Moon Club
Boutique Design Award, Nightclub, The 40/40 Club
Hospitality Design Awards Finalist, The 40/40 Club
Interior Design Best of Year Finalist, The 40/40 Club
SARA National Design Award, The 40/40 Club
Gold Key Grand Prize, Toy
Interior Design Best of Year Finalist, Toy
SARA National Design Award, Toy
Gold Key Finalist for Restaurant-Casual Dining, The Plaza Food Hall Expansion
ENR Southeast, Best Restaurant Construction, Estiatorio Milos Miami
SARA National Design Award, Estiatorio Milos Miami
Contract Magazine Interiors Award, The Cove
Interior Design Best of Year: Public Space, The Cove
Gold Key Grand Prize for Lobby Reception, The Cove
Condé Nast Traveler Gold List, The Cove
Condé Nast Traveler Reader’s Choice Awards 100 Best in the World, The Cove
Club Systems International Magazine Interiors Award, Aura
Gold Key Grand Prize for Bar/Lounge, Seaglass Lounge
Miami New Times Best Restaurant Décor, China Grill Miami
Hospitality Design Platinum Circle, Lifetime Achievement Award (Jeffrey Beers)
Travel + Leisure “It List”, Fontainebleau
Condé Nast Traveler Hotel List, Fontainebleau
Miami Herald Readers’ Choice Award: Savviest Design, Fontainebleau
Hotel Chatter Awards: Best Hotel Renovation, Fontainebleau
Gold Key Award, Zoe
The Cove is the luxury hotel component within the larger Atlantis resort. Here, architecture melds with nature in the breezeway, a series of interlocking walkways in and around the hotel that allow guests unlimited access to the sounds, scents, and vistas of the surf and sand. The journey begins with regal 35-foot-tall limestone columns, which anchor the temple-like lobby and its 25-foot-long woven-copper light pendants. The hotel encompasses the casually upscale Seaglass lounge; the airy Mosaic restaurant, which offers Mediterranean cuisine made to order at gleaming cooking stations; the Escape by Vivre store; and Cain, the outdoor pool lounge featuring a 9,000-square-foot adults-only pool flanked by two infinity pools, oversize red daybeds, 20 private cabanas, and an outdoor gaming pavilion.
Jeffrey Beers International is leading the renovation of the historic Hotel Glória in Rio de Janeiro. Originally built in 1922 to celebrate the 100-year anniversary of the country's independence, The Gloria, Brazil's first luxury hotel, was closed for renovations in 2008. It will be reborn as the Gloria Palace upon reopening in 2014, when the neoclassical exterior will be joined by a refined and sustainably designed contemporary interior. At the Gloria Palace, luminous materials throughout public spaces will engage guests while honoring the hotel's opulent heritage. A glass-bottomed pool atop the 10-story atrium will act as a massive skylight. The renovation also encompasses an expansion: a new executive tower will adjoin the main building.
When the owners of the iconic Fontainebleau Miami Beach sought to revitalize this historic hotel, the Miami retreat for Hollywood’s elite during the mid-20th century, they called upon Jeffrey Beers International. JBI honored the original 1954 design of famed architect Morris Lapidus while updating it for the sophisticated guest of today. Now Golden Era glamour blends spectacularly with modern luxury. In the lobby, for example, white marble is inlaid with black-onyx bow-tie shapes; handsome leather-upholstered seating groups cluster under four-tiered crystal chandeliers, which glow under gold-leafed ceiling coves; and, at Bleau Bar, an up-lit blue-glass floor gives the illusion of walking on water.
Serenity reigns at the pool area of the Fontainebleau Resort: Gauzy white curtains surround lush daybeds and cerulean tile lines the pool, which has a covered seating area right at its center. Beers also designed three restaurants at the hotel: Vida, Gotham Steak, and La Cote. In 2012, Jeffrey Beers International began designing the interiors of two residential towers at the Fontainebleau, Chateau Tower and Tresor Tower.
Commissioned to transform the basement at the iconic Plaza Hotel into a European-style food hall, Jeffrey Beers International carved a cavernous subterranean space into nine inviting restaurant and food-retail stations for the first phase of the project in collaboration with Todd English. For the Food Hall’s expansion in 2012, Beers worked with the Plaza to curate a diverse selection of upscale retail shops, their layout carefully designed to engage visitors. The materials palette is classically opulent, but filtered through a contemporary lens: Slim stools are wrapped in leather, woodwork is espresso-stained oak, counters are Carrera marble slabs, and the floor is marble mosaic tile in a black-and-white interlocking ring pattern, which is echoed in drum pendant lights.
For a ground-up InterContinental in Manhattan, Jeffrey Beers International collaborated with building architect Gensler to design over 450,000 square feet of interior space and to create a serene oasis in the midst of bustling Times Square. The visual language of the public spaces revolves around a verdant glass-walled courtyard, a nod to the hotel’s focus on sustainability (InterContinental was the first LEED-certified hotel in New York City). The plant-filled courtyard creates a lush backdrop for the lobby and a source of natural light for the guestrooms above. Guestrooms are an extension of this tranquil setting, with their neutral palette offset by rich blue and black accents. The sinuous carpet pattern references the organic motifs of the public spaces, and a variety of materials pay homage to New York’s rich Art Deco history, from the highly tailored furnishings to velvety chocolate woods paired with sleek white stone accents. The two-story Presidential Suite offers breathtaking views of the Manhattan skyline in a handsomely appointed interior with living and sleeping areas linked by a sweeping, grand staircase.
Tapping into the legacy and energy of surrounding landmarks like Carnegie Hall and Central Park, the renovation of Park Central Hotel embodies a sophisticated aesthetic that is cosmopolitan yet distinctively New York. The new lobby entrance of the 700-key hotel will evoke the warmth of a guest’s own living room, combining a lounge, restaurant and bar in an intimate setting located behind the reception desk. For guests’ convenience, JBI has also designed a new boulangerie in the lobby selling “grab and go” sandwiches, coffee, and light fare.
Jeffrey Beers International is renovating 380 guestrooms, along with the hotel’s spa and casual restaurant, for the Ritz-Carlton in San Juan, Puerto Rico. Subtle and well-tailored references to the property’s beachside location are found in the design’s color palette and refined textures, creating a fresh, contemporary aesthetic that respectfully reinterprets the historic identity of the Ritz Carlton brand.
Jeffrey Beers International was the lead design firm selected to transform the former Aventura Palace resort located on the Yucatan Peninsula south of Cancun. The new Hard Rock Hotel Riviera Maya encompasses two fully inclusive resort experiences: Hard Rock Hotel for families, and Hard Rock Heaven for adults. There are 1,264 rooms featuring color palettes that are distinctly different between the two sub-resorts. JBI’s design blends the natural beauty of Mexico with the easy luxury and playfulness of the Hard Rock brand. The JBI team was inspired by the Festival de Avándaro, a Woodstock-like music festival that took place in 1971 on Mexico’s Lake Avándaro.
West House is a luxury boutique hotel property situated in bustling Midtown Manhattan. Entering from 56th Street, West House guests are greeted by elegance in a lobby that evokes 1920s glamour. Inspired by the West House logo that features a crest and key, JBI designed a display of antique keys on the wall behind the reception desk, and also incorporated a custom key element into the ornate metal handrails in the lobby. In the lobby lounge, guests can enjoy an “honor bar” with an espresso machine, wine decanter, and mini bar, as well as snacks. Wood floors in the foyer of each of the hotel’s 200 rooms offer a classic residential touch, as do the large, leather tufted headboards and custom carpet.
The client’s affinity for art and travel inspired the design of this 4200-square-foot home she shares with her family. The client envisioned the space as an open and light-filled modern loft that would create a suitable setting for entertaining and for displaying her diverse art collection. Playing off the dynamic array of painting and sculpture, the interiors emphasize texture, materiality, and color. In planning the space, the Beers team took its cues from the Central Park views, maximizing the impact of the windows and the natural light within a modern envelope. Every design detail—handblown glass fixtures, wide-plank solid-oak flooring, Moroccan wall tiles, bronze hardware—was custom-crafted to provide this otherwise streamlined space with personality.
Described by *The New York Times* as looking like the “interior of a watch,” the renovated 40/40 Club is a dazzling sports bar-nightclub hybrid that reflects the personal style of owner Jay-Z. Its two levels are connected by an upscale version of bleachers—subway tile, metallic-upholstered banquettes, and mirrored columns combine winningly. Taking inspiration from the neighborhood’s classic architecture, glowing lights set off the original grand arched windows, a massive fiber-optic chandelier appoints the entry, and an illuminated bottle tower anchors the glowing resin bar. When it’s game time, four jumbo 165-inch flat-screens satisfy the biggest of sports fans.
For the fifth outpost of this award-winning contemporary Greek restaurant, Jeffrey Beers International returns to work closely with owner Costas Spiliadis to ensure every inch of the expansive space physically represents the Milos philosophy: the highest-quality ingredients prepared authentically and offered with heartfelt hospitality. The wood ceiling, ethereal pendant globes, and bronze-accented bar add warmth to the pristine, predominantly bright-white dining room, which provides two seating areas, one a raised platform. As the focus is on the sea and its bounty, an exhibition kitchen showcasing ice-filled fish displays and wood-fired grills adjoins a wall clad in marine-blue glass mosaics.
As part of a major renovation of the New York Palace Hotel, JBI was commissioned to design a fine dining restaurant for acclaimed chef Michel Richard. The three rooms that comprise Villard Michel Richard are landmarked interiors from the historic 1882 mansion of Henry Villard; JBI honored this historic space while infusing the restaurant with a contemporary energy and glamour. JBI’s design reflects the whimsical personality of Michel Richard, including a wall of holographic photographs behind the bar that alternate between Michel Richard and Henry Villard, a dramatic 1000-bottle glass wine cube, and oversize 7x7-foot photographs of classic Hollywood actresses.

VILLARD MICHEL RICHARD
New York, NY
Pomme Palais is a stunning jewel box displaying artistic food and pastries from renowned chef Michel Richard. JBI designed a space to match the color, energy, and artistry of Michel Richard’s creations. The design team developed a bold, grapefruit-red signature color and used mirrors, metallic tiles, and polished chrome finishes to display Michel Richard’s culinary art like pieces of fine jewelry.
JBI designed the original db Bistro Moderne in 2001 as a contemporary interpretation of a Parisian bistro, for world-renowned chef Daniel Boulud. Now in 2013, Chef Boulud has again called upon JBI to re-envision the Midtown restaurant. JBI’s new design energizes the space with the addition of a striking new cocktail bar and high top seating to the front room. The inviting atmosphere continues in the intimate dining room with soft grey leather upholstered booths, wine display wall, and details such as mirrors etched with archival maps of the chef’s hometowns in France and Manhattan.
Located at the Marina Bay Sands Resort, db Bistro Moderne’s cuisine reinvents time-honored French classics. The design references the traditional bistro aesthetic while updating the look with a contemporary modern touch. A wall of silver bricks curves above the bar, creating an intimate and dramatic envelope, the metallic bricks are also repeated in accent walls throughout the space. Curvy red leather booths line the restaurant, while modern globe light pendants hang from the ceiling. The restaurant includes a 15-seat bar, casual dining lounge, and a private room.
The secret to creating a successful nightclub for teenagers? Design a nightclub that feels adult. Crush, a cutting-edge teen nightclub located in the Atlantis Bahamas Resort, blends style and technology to create a fully interactive space tailored for the modern teenager. A 22-foot floor-to-ceiling gaming tree, interactive internet lounge, and LED-filled nightclub engage teens through playful design, graphic details, and state-of-the-art technology.
Sanctuary utilizes state-of-the-art technology to create a visually stimulating experience for guests, from laser-cut marble and slate to interactive smoke screens and dramatic lighting. Upon entering, guests are greeted in a sweeping corridor, where decorative curved walls are covered in a neo-baroque pattern, lit by continually changing LED lights. Distinct spaces within the club are visually linked by a luxurious palette of black, silver and gold set off by vivid bolts of jewel-toned reds and purples.
Named “Best Lounge” by the Club World Awards for three years in a row, Tabu is an energetic Las Vegas lounge with a nightclub atmosphere. The space is a feast for the eyes, with mutating murals, kaleidoscopic lighting and reactive imagery that's projected onto the walls. Cylindrical glass towers behind the bar hold bottles of liquor and change color as a result of their holographic coating, while amber-colored resin panels surround the perimeter of the lounge.
Brasserie Rostang is a traditional French restaurant with a few contemporary twists. Antique mirrors contrast with modern exposed metal along a vaulted barrel ceiling whose curves evoke the Paris Metro. Glass fixtures and marble mosaic floor tiles add a contemporary flair to the dining area, which includes a glass and metal bread station and macaroon display.
This world-famous members-only club first opened in 1827 and was once frequented by English nobility. As Europe’s first ever “grand luxe” casino, Fifty St. James was restored to its original opulence with theatrical jeweled chandeliers, mirrored walls, and butterfly-print wallpaper. The renovation of Fifty honored the grandeur and Old World luxury of the venerable establishment, while adding contemporary elements to each space in the four-floor building, including a casino lounge and two restaurants, Salvatore and Jean-Georges Vongerichten’s Rama.
The original Japonais, located on the western edge of downtown Chicago and named one of the city’s best restaurants, is an oasis of serenity and intimacy housed in a dramatic 10,000-square-foot space. A minimal Japanese aesthetic is tempered with touches of European elegance throughout the restaurant’s two dining rooms, lounge, and outdoor seating area—the perfect setting for contemporary Japanese cuisine prepared with exceptional French technique. Jeffrey Beers International recently renovated the restaurant for its new incarnation, Japonais by Morimoto, in collaboration with famed chef Masaharu Morimoto.
Originally a Federal Reserve Bank, the Bond lounge and bar at the Langham Hotel plays on the old and new, building upon and enriching the existing architecture. An intricately detailed coffered ceiling, soaring 20 feet above the space, was carefully restored and glazed in a deep reflective red. The large, half-circle bar is dramatically highlighted by a 17-foot-tall illuminated back. Taking full advantage of the grand window niches, the designers hung custom illustrations of federal bonds on suspended resin panels, as a reference to the history of the space.
Formerly located in the Hotel Gansevoort, this Japanese restaurant, bar, and garden seduced guests with a wall of sake bottles and a red carved stone staircase that spiraled upward to the mezzanine level. Natural materials such as bamboo, teak, blue stone, and cedar contrasted against industrial steel and glass. The space also incorporated a dramatic 20-foot black granite bar, retractable roof, and intimate rooms on the mezzanine level adorned with tattoo murals and Tatami mats.
A fluid environment that transitions from restaurant to nightclub over the course of a day, Toy was originally conceived as a pop-up space within the Gansevoort Hotel in Manhattan. Toy transports guests into a surreal kaleidoscopic world, inspired by the notion that a restaurant can be as changeable as fashion. The “transformation” theme that defines Toy is expressed through its design, which intentionally plays with layers, texture, light, and graphics. Its centerpiece is a 1500-pound fractal ceiling constructed from hundreds of mirror-faced triangles. The fractal ceiling not only transforms the space architecturally, but also is a vehicle for digital mapping projections, which are able to recognize the shape and surface of each mirrored surface, as well as the fragmented design of the DJ booth. The effect is powerful and sustainably-minded; rather than using materials to transform a space, Toy utilizes technology to entertain guests with playful and transformative imagery that complements its hybrid nature.
At the iconic Time Warner Center in Columbus Circle, a vacant atrium was transformed into a sophisticated bar and restaurant, Center Bar. To distinguish Center Bar from the rest of the fourth floor, JBI built the entire space on a raised platform; this, coupled with the linear shape of the layout, creates the illusion that Center Bar is sailing through the atrium. Three glass towers, illuminated to showcase colorful bottles of spirits, comprise the back bar and are reminiscent of the New York skyline. An L-shaped banquette, upholstered in dove grey with soft pinstripes, invites guests to enjoy the breathtaking views of Central Park and Columbus Circle.
ABOUT JEFFREY BEERS

Over the last twenty-five years, Jeffrey Beers’ work has set a new standard for the field of hospitality design. Through thoughtful planning, design innovation, and an incomparable synthesis of architecture and craft, he has created gathering spaces that transcend trends.

The seeds for this deep appreciation of art and craftsmanship, the thread that links his diverse body of work, were first planted during Jeffrey’s childhood. His parents, both globetrotting travel professionals, often brought Jeffrey along on their international trips, giving him not just a well-stamped passport at a young age but also a life-long curiosity about the art and customs of other cultures. Jeffrey had a more immersive fine arts experience while an architecture student at the Rhode Island School of Design, where he studied with renowned glass artist Dale Chihuly. “I realized that blown glass is like a mini-building—form, surface, texture, finish, and color are all married together in one discipline,” says Jeffrey, whose passion for detail continues to define his projects of every scale.

Jeffrey’s interest in the relationship of architecture and glass led to an IIE/Fulbright scholarship in Brazil. While there, he worked with the celebrated Brazilian architect Oscar Niemeyer, whom Jeffrey credits with opening his eyes to the world of color and form. Upon returning to the US, Jeffrey had the honor of joining the New York office of preeminent architect I.M Pei, helping to develop the design for the acclaimed Raffles City complex in Singapore and becoming fascinated by the dynamics of hotels and social spaces where people come to dine, celebrate, or be entertained. In 1986, he founded his own firm, Jeffrey Beers International (JBI).

Since then, the award-winning firm has been consistently recognized for its outstanding hospitality design as well as Jeffrey’s ability to unite artistry with business strategy to create highly successful spaces, from hotels, restaurants, and nightclubs to retail outlets, residences, and offices. JBI is the recipient of four Gold Key Awards for design excellence, Contract magazine’s Interior Design Award, Interior Design’s “Best of Year” Design Award, and in 2000 Jeffrey was inducted into Hospitality Design’s Platinum Circle.