

Forbes

Miami's New Moxy Hotel Is Putting South Beach Back On The Map

[Caroline Tell](#) Contributor Dec 7, 2021, 02:54pm EST

Is South Beach back? The bottom triangle of Miami Beach was once home to the city's trendiest hotels, restaurants and nightclubs. Though in recent years, the city's most buzzed about additions have hightailed it further north or across the bay to up-and-coming neighborhoods like Wynwood, Midtown and Brickell. But the new [Moxy Miami South Beach](#) is looking to reestablish South Beach as the epicenter of Miami culture, one mezcal at a time.



The courtyard and lobby bar at the Moxy South Beach MICHAEL KLEINBERG

The Gist: The funky, retro-inspired 202-room hotel celebrates the color, the whimsy and the slightly whacky flavor of Miami in the form of bright pastels, neon accents, and Havana-inspired detailing courtesy of the Rockwell Group and Saladino Design Studios. With a rooftop pool and lounge, second floor pool, health club and restaurant, as well as

a formal eatery, bar and taqueria on the lobby level, the Moxy is the most resort-like experience one can have in the middle of South Beach.

The Location: Located on Washington Avenue south of 10th Street, the Moxy is just steps from Collins Avenue's bustling restaurants and two blocks from actual South Beach, home to a bustling beach volleyball and outdoor gym scene. Unlike the beach resorts lining Collins Avenue further north, the Moxy is firmly rooted in Miami and pays homage to the city at every turn.



A king room at the Moxy South Beach MICHAEL KLEINBERG

The Rooms: Ranging from \$159 to \$629, the Moxy's room strike a balance between offering luxurious comforts while providing a high level of value. Each room inspired in part by the Clyde Mallory Line, an overnight ferry service between Miami and Havana during the 1940's. Much like ocean liner accommodations, the rooms, which range from queen rooms to king suites, are modest in size but heavy on design via colorful terrazzo flooring, shore rug upholstered headboards reminiscent of vintage beach furniture, custom artwork by local artist Squarela Sabol and tinted gradient greens, pinks, and citrus tones all courtesy of the Rockwell Group. Oceanview Rooms on higher floors offer unobstructed ocean views, while other rooms feature views of South Beach architecture.



The bar at Como Como MICHAEL KLEINBERG

The Food: The Moxy's food and beverage program shines. Como Como, the ground floor seafood restaurant serves up hamachi, ceviche, whole fish and raw bar in a sexy setting, where carved wooden doorways and wrought iron archways lead to a cavernous space with moody, subdued lighting and a Latin vibe. At the centerpiece of the restaurant is the fire station, a theatrical feature where diners can watch chefs cook according to ancient Mexican techniques, like fish over a wood and charcoal-fired grill, vegetables roasted in cast iron pans in a charcoal-burning Jospier oven and tortillas sizzling on a comal, the traditional flat-top griddle.

Serena Rooftop is the Moxy's second floor rooftop restaurant and bar that channels the enchanting rooftop and patio restaurants of Oaxaca and Mexico City. Located on a lushly planted terrace, the Mexican eatery has a laid-back feel, where guests can lounge while enjoying the expansive menu of shareable dishes derived from traditional Latin and Mexican cuisine. With its vibrant mosaics in pink, orange and coral, Serena's garden is inspired by the brightly hued works of the great Modernist architect Luis Barragán.

Speaking of Mexico City, evening revelers might make their way through Como Como to Mezcalista, a sexy mezcal lounge dedicated to the ancient traditions of the revered spirit. We enjoyed a mezcal tasting with bartender [Ms. Agave](#) in a private tasting room, where she poured over four types of mezcal before we made our way to the dance floor for some late night revelry.



The second floor pool at the Moxy South Beach MICHAEL KLEINBERG

The Vibe: At a welcome price point for the city, the Moxy caters to every kind of group, from bachelor parties to families, to couples looking for a low-key weekend away. Everybody wins at the Moxy, as evidenced at the pool, where children could be spotted jumping from float to float while groups of friends sipped cocktails and others had their heads buried deep into a book. In the afternoon, the lobby scene comes alive as revelers get the party going at the large circular bar. As Moxy guests check-in, they make their way over with a drink token in hand, ready to get their South Beach weekend started.

<https://www.forbes.com/sites/carolinetell/2021/12/07/miamis-new-moxy-hotel-is-putting-south-beach-back-on-the-map/?sh=784840cb5821>