

# Forbes

## Alan Faena Expands Faena Brand With New Global Agenda



For nearly 30 years, Alan Faena has been widely hailed as a visionary in the hospitality space, whose signature style marries Latin flair with over-the-top decadence. His properties throughout [Miami](#) and [Buenos Aires](#) are larger than life experiences that go beyond that of a basic hotel to encompass the ever-evolving world of [Faena](#). Think food, beverage, entertainment, wellness and relaxation all punctuated with glamorous Faena design touchpoints, from gilded Art-Deco fixtures to leopard print patterns juxtaposed with rich red velvets and brocades. Everything is dramatic and exciting and surprise and

delight lurk around every corner. Now, with a new company and mission, Mr. Faena is taking the Faena world to the rest of the world.

In collaboration with longtime partner Len Blavatnik, Mr. Faena is expanding Faena Group by establishing a new company with the mission of strategically growing the Faena brands in select urban and resort markets around the world. Faena's success in Buenos Aires and Miami embody the company's expertise in urban development, residential design concepting, hospitality, branding and retail. Now Faena Group is working with international investors and developers to expand the powerhouse brand.

"We have a unique ability to create destination landmarks, platforms for personal expression and cultural interaction," Mr. Faena said. "After working so hard to bring our vision to the United States, I am now focused on sharing it with a larger audience, on bringing Faena to the world."

Faena's global agenda will be fueled by Benjamin Sinclair, a founding member of the Faena Miami Beach team. He has been appointed chief business development officer to spearhead the effort, working hand in hand with Mr. Faena to execute his vision for Faena Group. It includes master-planned communities, residential and hospitality projects, retail concepts and a branded line of products.

Even within Faena's existing properties, growth continues. This fall Faena Miami Beach will unveil Faena Bazaar, a groundbreaking retail and experiential space that will open to the public in December. Mr. Faena is partnering with Maris Collective to create a completely unique shopping and cultural experience. Most recently at the hotel is the debut of Sensatia, an acrobatic performance in the hotel's 3,000 square-foot, 150-seat Faena Theater, an intimate setting that evokes the grand style of European opera houses, juxtaposed with the glamour of 1950's Miami.