

CIPRIANI  
DOWNTOWN

Miami  
FLORIDA  
USA





# Inside the New Cipriani Downtown

Photography by Chelsea Olson ; PHOTOS: Seth Browarnik on May 29th, 2013 in Editorial, Food

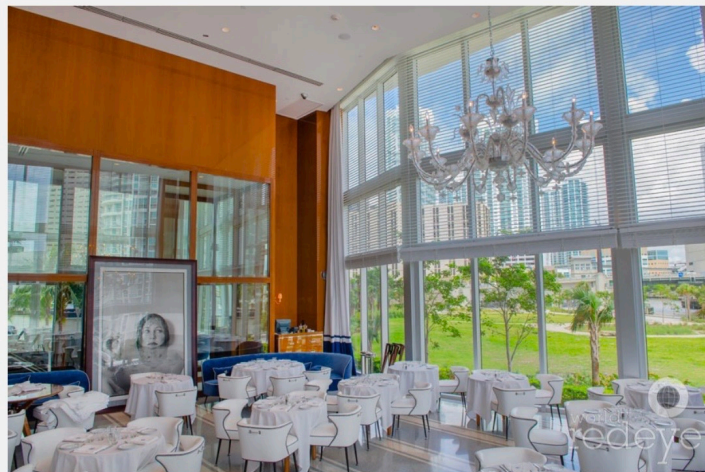
Miami, FL – May 29, 2013 – There is nothing like an experience at a **Cipriani** restaurant. It's a place to see and be seen- a family restaurant that truly knows the meaning of style and service to the highest degree. This is a name that has become known around the world as the epitome of luxury in the hospitality world and beyond. The Cipriani family's legacy has been fine-tuned over the course of 80 years, with their Italian restaurants becoming the pinnacle of the empire. Across the globe, there are Cipriani restaurant locations in Abu Dhabi, Hong Kong, Italy, and Istanbul, among others. Until just this month, only New York City and Los Angeles had outposts in the US. However, that has all just changed with the most recent addition right here in Miami. Our Magic City has joined the ranks of these big cities lucky enough to be chosen for a Cipriani restaurant- something that brings more to the table than just a name.

It all started more than 80 years ago in 1931 when Giuseppe Cipriani opened a small little spot off a canal in Venice, Italy. It was called **Harry's Bar** and became so popular that it was frequented by the likes of Ernest Hemingway and Humphrey Bogart, among others. But it was at Harry's that all clients were welcomed warmly and treated like royalty, which is what kept them coming back. It was this simple devotion to the customer that started to craft a name for the Cipriani family. In 2001, an extreme honor was bestowed on the original Harry's Bar in Venice when the Italian Ministry for Cultural Affairs declared it a national landmark. But the Cipriani brand expands further into an all-encompassing grasp of hospitality outside of fine dining. Outside of the restaurant realm, the umbrella of greatness includes two landmark event spaces in New York City and three around the world, Cipriani Club Residences in an iconic Wall Street building, a store in Manhattan, and even a luxury resort under the intriguing name of **Mr. C Beverly Hills** in Los Angeles.



What's even more astounding is that much of it is in the hands of brothers Maggio and Ignazio Cipriani. They also are of a surprisingly young age, given their success, at 23 and 25, respectively. These fourth generation family members, whose great grandfather was Giuseppe who opened Harry's in 1931, have been dubbed the "princes of hospitality" for the venerable name and fame that precedes them. The just opened Miami restaurant is their project, just as Mr. C Beverly Hills was as well, and they're looking to expand into other cities in the near future. But between all their time traveling around the world to the various other Cipriani locations, the brothers are focused on the new task at hand, which lies in the **Icon Brickell**. World Red Eye was given a special tour of the entire space from Maggio Cipriani himself at the new location, and took time out of his busy schedule to give us some insight to the new hot spot.

*"It started in 1931 in Venice with our great grandfather, and we were lucky enough, four generations later, to love this job as much as he did... The same principles of non-imposition, attention to service, and great quality that were valid [then] stay true today."*



The waterfront Italian dining experience that Cipriani has brought to Downtown Miami is second to none. The expansive dining room is split in two and seats 400 in total, with 22-foot floor-to-ceiling windows, providing unparalleled views.



*“It was a location that a friend brought to our attention; we looked at it, and we loved it. The high ceilings, the fact that it overlooks the bay, the double space, and being in such a vibrant and growing part of the city, all these characteristics helped us in making our choice.”*

A high bookcase filled with Rizzoli art books takes up an entire wall, right next to the sparkling bar which further incorporates the chic waterfront theme.



*“We don’t spend too much time comparing ourselves with other family situations. We learn every day, we do our job with passion, and we have fun doing it... We were supposed to do a project in South Beach a few years ago, but it was not great timing for the economy in general. We are very excited about this Brickell location. [The neighborhood] is becoming more and more vibrant with a great combination of the business crowd, residents, the cultural and sports environment, and a fantastic view of the bay.”*



*“The combination of the comfortable design, a variety of dishes that you can enjoy every day, and incredible views make it a place where you can let the time pass for a few hours.”*



The amount of historical significance that stems from the original Harry's Bar is extraordinary. Iconic bubbly beverage, the Bellini, originated there in 1948, and the raw dish that is now on any top Italian menu anywhere, Carpaccio, was born at Harry's in 1950. They remain two of their most famous menu items, available at all Cipriani locations.

There's no going wrong when ordering off this menu of true Italian authenticity. The Baked Green Tagliolini with praga ham is another signature, classic dish. What sets this Cipriani apart, though, is that it's the only one other than the Abu Dhabi location that offers the Asian "Yotto" menu with sashimi beef and more delicious dishes.



The tempting desserts are a perfect way to end the meal, especially with the Vanilla Crème Meringue, which is said to be a favorite among customers. You can't go wrong with the chocolate cake either.



The entire restaurant was designed by Michele Bonan, the same Florentine architect who developed Casa Tua in South Beach, and Cipriani's other locations in Abu Dhabi, Monte Carlo, London, and Ibiza. Two incredible chandeliers made of Murano glass are the jaw-dropping statement pieces for the dining room.



*"In our Cipriani Downtown concepts, we always like to have art on the walls and often photography. I thought that those film stills by Jonas Mekas were perfect for that long space and add life to the restaurant."*



The Cipriani brothers had their sights set on Miami for its growing market that brings a lot of their clientele through the city regularly. It's a central hub for business with Latin American companies and those traveling to them. Brickell was the right fit, as opposed to South Beach, because it's not as seasonal and is more accessible for lunch and dinner in the booming cultural hub of the Downtown area. This is the perfect power lunching go-to and the ideal romantic dinner date spot amongst Miami's biggest notables.

The bottom floor is still under construction and is said to open next month. The entire patio area will be used for outside seating, which will have the option to be enclosed by retractable doors. There's also set to be an outdoor grill and pizza oven added to the space.

