



GREATER MIAMI CONVENTION & VISITORS BUREAU

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MIAMI'S ENTERTAINMENT AND CELEBRITY SCENE IS HOTTER THAN EVER: THE SPOTLIGHT SHINES ALL DAY AND THE STARS COME OUT AT NIGHT

(MIAMI) – Miami has never been hotter as a destination for film, music and entertainment production. Great locations, perfect weather, magical light, professional crews and state-of-the-art production facilities lure filmmakers, commercial photographers, television crews, fashion designers and musicians to Greater Miami in droves. Other vital ingredients – world-class accommodation, top-notch restaurants, a culturally diverse population and a vibrant nightlife -- are part of the mix that makes Miami one of the world's most desirable locations for production.

Celebrities come to Miami to work and stay to play, upping the glamour quotient around hotel pools, in restaurants and on the dance floor at nightclubs. Jennifer Lopez, Beyonce, Jay-Z, Matt Damon, Mathew McConaughey, Danny DeVito, Will and Jada Smith, Tom Cruise, Katie Holmes, Oprah, Tobey Maguire, Mickey Rourke, Cher, Leonardo DiCaprio, Mick Jagger, Rosie O'Donnell, Tyra Banks, Diane Von Furstenberg and Denzel Washington have all lingered awhile in Miami. The list of top models, film and television stars, and musical entertainers goes on -- anyone who's anyone eventually succumbs to the city's significant charms. Many luminaries buy homes; others open trendy restaurants or participate in high-profile community events. The celebrity presence fuels Miami's mystique, bestowing a status that is shared in the U.S. only with entertainment industry powerhouses New York and Los Angeles.

Film and Television Production Mecca

Film, television, commercial and still photo productions have been continually on the rise in Miami since the city was made famous worldwide by Miami Vice's Crockett and Tubbs during the 1980s. The 2006 theatrical release of *Miami Vice: The Movie*, starring Jamie Foxx, Colin Farrell and Li Gong, is only the latest in a series of films shot on location in Miami. Other recent box office hits include *2 Fast 2 Furious*, *Bad Boys II*, *Out of Time*, *Stuck on You* and *What About Mary*.

Some of television's hottest shows also use Miami as a backdrop. *CSI Miami*, *Burn Notice*, *Miami Ink*, *South Beach* and *Nip/Tuck* are just a few of the red-hot shots shot on location in Miami. Spanish-language television production has also increased substantially – especially in the telenovela sector with over eight popular Latin soap operas produced locally including *Rebeca*, *Gata Salvaje*, *Al Filo De La Ley* and *Amor Descarado*.

In addition to location filming, Miami-Dade has been the venue of choice for some of the industry's most renowned entertainment events. MTV's Video Music Awards lit up Miami in both 2005 and 2006, while the Latin Grammy's, the American Black Film Festival, the Clio Awards, MTV's Latin Music Awards and the Billboard Latin Music Awards have all been staged in Miami. Equally impressive is that Miami hosted the Super Bowl in 2007 and will again in 2010.

Commercial shoots and still photo production also continue to rise. Motor homes are a familiar sight on the streets of Miami year round, as are the ubiquitous long-legged girls and stylish young men running from casting to photo shoot. With multitudes of experienced production companies offering crews, vehicles, location services, logistics, catering, props and every other service for hire under the sun, Miami has the resources to handle every conceivable production need and budget.

Film Festivals Flourish

Miami's diverse and sophisticated population is well served by the myriad film festivals that are presented each year, drawing thousands for screenings of new releases, reworked classics and international films of distinction often not earmarked for commercial release. The Miami International Film Festival, one of the most respected forums on the international circuit, has established itself over the past two decades as a

star-studded showcase for Latin American, North American, and world cinema. Other niche festivals attract cineastes interested in all aspects of filmmaking: the Brazilian, Latin American, Gay and Lesbian, Jewish and Italian Film Festivals all fill venues throughout Miami with viewers interested in opportunities to witness new, innovative and often groundbreaking films.

Make Some Music

Miami is uniquely positioned at the geographic and cultural crossroads of the Latin American music industry – a fact signified by the year-round presence of the business's heaviest hitters. International superstar Gloria Estefan and multiple Grammy award-winning producer husband Emilio are pillars of the community, while Sony BMG, EMI Latin America, Warner/Chappell Music and Universal Music Group all have offices in Greater Miami. Latin superstars Ricky Martin, Jennifer Lopez, Marc Anthony, Thalía, Paulina Rubio, Julio and Enrique Iglesias, Shakira and Jon Secada are among many entertainers with homes in Miami, while many others have spent time here making music and enjoying la vida loca.

Miami has long been a recording haven for musicians in all genres. Aerosmith, the Allman Brothers, Lenny Kravitz, Celine Dion, Dr. Dre, Eric Clapton, the Bee Gees, David Bowie, Prince, U2, David Byrne, the Eagles, The Rolling Stones, Luther Campbell, Aretha Franklin and countless other artists have all cut records or laid down tracks in Miami.

Celebrities Make the Scene

The term star gazing takes on a new meaning in Greater Miami as the steady influx of celebrities – Jack Nicholson, Will Smith, Al Pacino, Harrison Ford, Lenny Kravitz, Sigourney Weaver, Tim Allen, Rene Russo, Jennifer Lopez, Cameron Diaz, and Kristin Scott Thomas, to name a few -- ups the excitement ante all over town. Whether it's Janet Jackson discreetly partaking in the pleasures of The Mandarin Oriental, Miami Spa, Oprah Winfrey enjoying a meal at one of Coral Gables' acclaimed restaurants, Cindy Crawford attending the Roberto Cavalli fashion show at Bal Harbour Shops or Tyra Banks shopping for cosmetics at Brownes & Co on Lincoln Road, celebrity sightings are a de rigueur fact of glamorous life in Miami.

But it's after dark and beyond the velvet ropes that the best opportunities for rubbing elbows with the rich and famous take place. At live music venues featuring great Latin jazz, on the dance floors of hipper-than-thou clubs, table-hopping in the lounges of chic restaurants that magically transform themselves into nightclubs as the evening progresses, the scene sizzles with possibility. Staying current is a challenge as, ever more fabulous concepts open every week.

In a recent AOL/Travel & Leisure poll, Miami was ranked the #1 city in America for the singles scene and Latin beat. Nowhere is this more apparent than in clubs of the moment like Mansion, SET, Mokai and Mynt, where internationally renowned DJs spin the latest house music for young, attractive hordes. Tourists, locals and celebrities come together at *Hoy Como Ayer* to experience the sounds of DJ Le Spam & the All Stars, one of Miami's most happening live music clubs located in Little Havana. This weekly musical and cultural celebration draws a diverse crowd; as Latina princesses and hip hop royalty salsa side by side. From live music venues like Churchill's and Jazzid, to elegant global gatherings and eateries-cum-nightspots like Tap Tap, Touch and Tantra, nightlife in Miami is packed with stars and charged with excitement.

Miami's hottest new nightclub, LIV at Fontainebleau Miami Beach offers a 30,000 square foot high energy, DJ driven atmosphere to see and be seen. Other newcomers to the Miami club scene include Karu & Y, a \$25 million nightclub featuring 43,000 square feet of indoor and outdoor entertainment; Club 50 At The Viceroy, a low-slung, "semi-private" lounge perched atop Icon Brickell/Viceroy's 50th floor; and, The King Is Dead, a new lounge next to Grass, its sister restaurant. Skyline, a mod lounge/nightclub fashioned from an actual commercial jumbo jet; Badrutt's Place, featuring an exclusive Davidoff Cigar Lounge and music by world-renowned resident DJ Andres Amadeus; and Louis Bar - Lounge at Gansevoort South, a dark and intimate lounge kitschily emulating the French Royal Court are among the nightclubs that opened during 2008.

After the final cut and the last call, the biggest star is Miami itself. Bold, beautiful, literally bursting with multicultural flavor on the big screen and on the world stage, Greater Miami shines on.

The Greater Miami Convention & Visitors Bureau (GMCVB) is an independent not-for-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide, visit

our website at www.MiamiAndBeaches.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com.

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