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NEWS - 24HOUR NEWS - BUSINESS WIRE

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The B Bar Miami Emerges from Big Time Design Studio

Insider Newsletter Urban Daddy Claims B Bar As Important Addition to Miami Nightlife

NEW YORK -- Representing a fresh take on vintage glamour, **B Bar** is a jewel box, representing something that is at once nostalgic, yet thoroughly modern at the same time. She's the sultry pin-up side of Betsy - think Vargas Girl - the intoxicating femme fatale that you simply can't resist.

As you step inside you'll find a comforting cocoon of dark red hues, shades of lavender and deep purple. The highly reflective black vinyl ceiling gives an illusion of being adrift as your eyes are drawn upward to the mirror image which is at once disorienting and entirely exhilarating. Hand cut Parisian crystal lamps add just the right complimentary golden glow and a sense of the ethereal to the deep underground lounge. Evoking the classic nightclub elegance of the 1920's, bespoke attire for bartenders and wait staff evoke the classic elegance of the Prohibition era. Envisioned by internationally renowned designer, **Callin Fortis**, of **Big Time Design Studios**, "The B Bar is intentionally crafted with French mid century contemporary styling which rests delicately on top of true nightclub bones."

The B Bar brings with it the historic art of the cocktail carried out with modern flair while maintaining the authentic tradition of a delicate swizzle. Specialty drinks require a brief shaking and careful straining of delicious hand-crafted cocktail menu. Hendricks Gin based Blue Velvet is infused with blueberries and raspberries and shaken extra cold with Luxardo Maraschino Original. Black Pearl combines Corner Creek Bourbon, fresh blackberries and elderflower liquor, while the signature Josephine pay homage to The Fabulous Ms. Baker, created with apricot liqueur and Thousand Flower runny honey. Whether a balance of sweet with the sour, light and refreshing, or kicking the flavor up a notch, they are all as inspired as the space itself, carefully crafted with precision down to an almost seemingly molecular level.



Acai Berry EXPOSED - (CDW Reports)

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Acai Berry EXPOSED: Miami

Acai Berry Diet Warning. Health Reporter Discovers The Shocking Truth! [See the results...](#)

The sound envelopes you, yet allows for casual conversation and the intimate space invites spontaneous close encounters. On December 28, 2009 **Urban Daddy** claimed B Bar as "Everything that was Important in Miami..." The Sun Post included B Bar in their "Guide to Some of the Year's Best Moments in Miami." B Bar's audience remains a mix of sophisticated locals, New Yorkers and an eclectic international crowd making it the most sought after night spot

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in South Beach.

Fortis is a nightlife legend, an industry leader, a creative visionary with resources spanning hospitality design worldwide with

a hand on the pulse of the industry as it was, as it is, and as it will be. Fortis brings an insider's sensibility combined with concept development and award-winning execution to this project which is unlike his other behemoth nightclub designs.

Enter the exclusive B Bar through The Betsy Hotel located on Ocean Drive and make your way through a hidden staircase that brings you to the lower level of The Betsy hotel from Wednesday through Saturday evenings 9:00 pm to 3:00 am Visit www.bbarmiami.com

Callin Fortis – Big Time Design Studios

For over twenty years, Fortis-created nightclubs have dominated the world's nightlife scene. As designer and creator of such iconic clubs as [crobar](#), [Gatecrasher](#), [Cameo](#), [Rain](#), [Vinyl](#) and many more, Fortis has significantly influenced club life as we know it. Aside from nightclub design, Fortis has recently landed the national re-branding of the multi-city chain of fitness clubs, [Crunch](#), the apex where nightlife meets fitness. Recent accomplishments include Best Interior Design award nomination for [the Cameo Theater](#) and a 2008 Club World award for best interior renovation and best interior design by Club Systems for Big Time's work on Crobar New York.

Drawing from 20 years of experience in design, architecture and high end hospitality concepts, Fortis has set his sights on a much loftier goal - to combine, fashion, music, branding, and design into one package. His catchphrase for this unique melting pot is *Marchitecture*.

Whether dancing, shopping, eating or checking into a boutique hotel, Fortis finds that how people move through space, how they experience the journey, and how they interact with their surroundings - though at times ethereal - are all built on the same foundation. Fortis says, "It is the big things that create the impression and the little things that create the memories."

Documents and/or Photos available for this release:

B Bar

B Bar

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