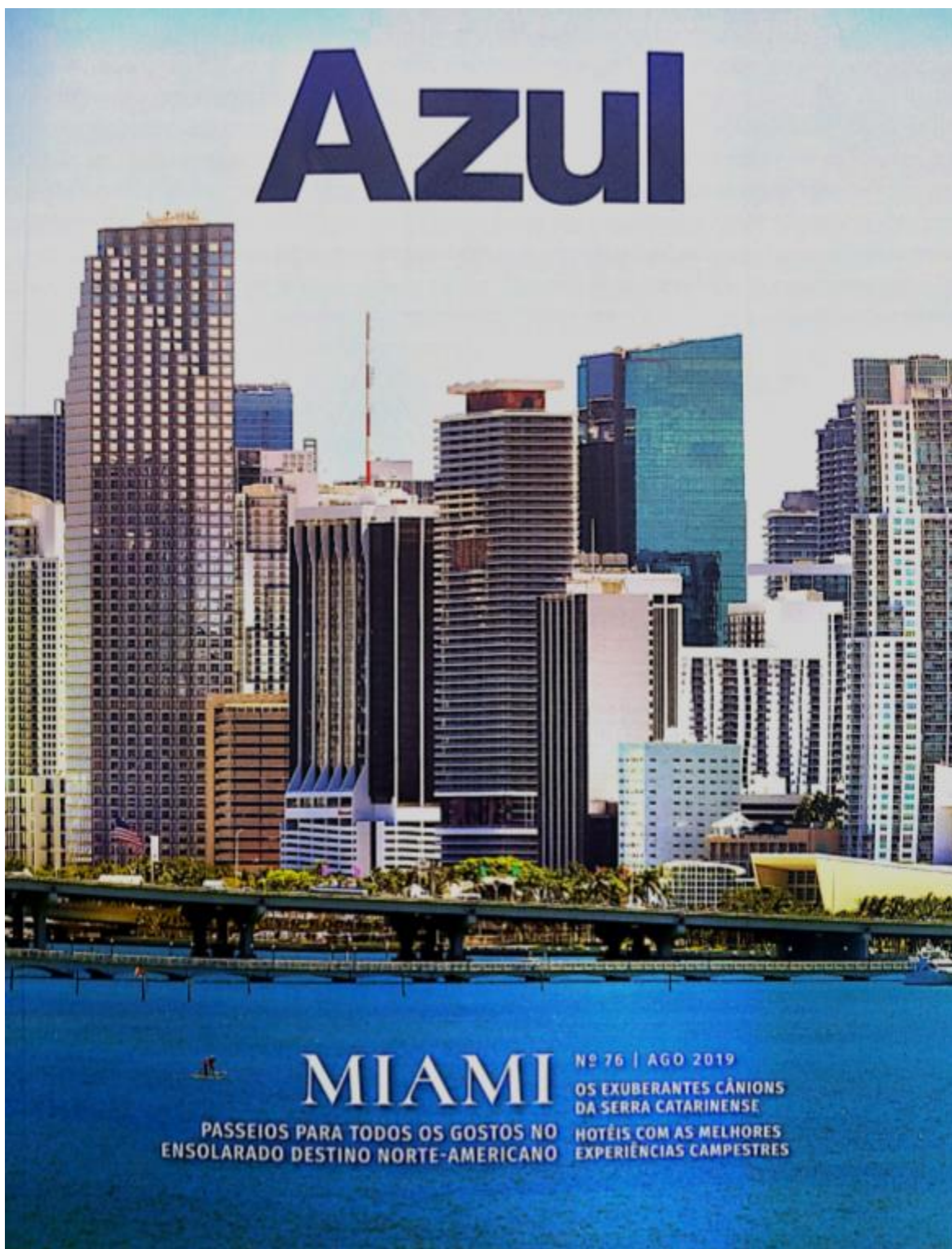
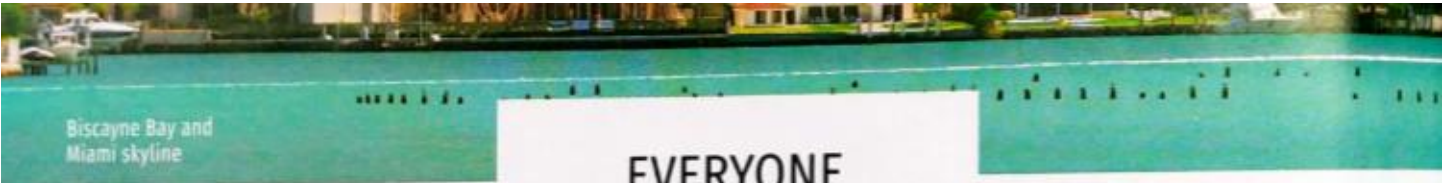


Azul

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Biscayne Bay and Miami skyline

EVERYONE IS WELCOME!

Miami's diversity attracts different visitors: from those looking to rest by the sea to those going to enjoy the night scene, and those, of course, that want to dive in the shopping malls and outlet stores

by Bruno Segadilha | photos Gui Gomes

Hyped beaches, active nightlife, diverse gastronomy, shopping malls, and outlet stores. With so many fun options, Miami attracts people from all over the world and has become one of the favorite destinations for enjoying vacations and it is just 44 Km from Fort Lauderdale, neighboring city where Azul direct flights arrive. Only last year there were 16.5 million visitors, of which 462 thousand Brazilians, a number that set Brazil as the main origin of the tourists in the city. In fact, by walking at the streets we fell like we are hearing Portuguese be spoken at every corner. But that is not all, Miami has an enormously diverse culture and mixes the North American modernity with the joy of the Latin people, who represent about 70% of its inhabitants. A great place to try new flavors, enjoy different music, visit museums, or dive into shopping. Whichever is your thing, Miami is ready to surprise you.

FUN ON THE COAST

Having a day in Miami Beach is a nearly

cinematographic experience. The white sand, warm and clear waters, and seagulls flying in the horizon give the impression that we are in one of those Hollywood movies, where everything seems perfect. The life-guard outposts, in different shapes and colors, are disputed by those wanting to take a selfie and shine on social media. A few meters away from the beach, the streets offer an enormous variety of drugstores, restaurants, bars, and, for sure, stores. We are in the United States after all. To enjoy the best of both worlds, it is worth it to lodge on Collins Avenue, where the city's buzz can

be found. The region gathers a great variety of hotels, the Loews Miami Beach Hotel among them. Besides its large bedrooms, the enterprise has great gastronomic options, as the restaurant Lure Fishbar, which offers an amazing sea food.

If you are going after the hype, then go to South Beach. The place pulses day and night with its bars, boutique hotels, and restaurants. Locals and tourists walk around there to be seen, while convertible cars pass by Ocean Drive, the beachfront avenue. The art déco buildings and constructions grant the place with extra charm.

The French style arrived in South Beach around the 1930s, when the region, destroyed by a hurricane in 1926, has been rebuilt. It got its own personality at Miami Beach's shore with its low buildings painted in pastel tones.

FOR THE LITTLE ONES

Myth: Miami is not an ideal place for having fun with children. Truth: the city has many attractions for those traveling with



Wynwood Walls mural, paintings of Jovita (top to the right), the sculpture of the Phillip and Patricia Frost Museum of Science



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their families. Jungle Island is a good example, mixing a zoo and an amusement park. The visitors walk by and observe the animals, such as kangaroos, lemurs and local species such as crocodiles and flamingoes.

The park also offers experiences like interaction with monkeys and penguins, and an enormous open-sky playground.

Among the activities Jungle Island offers is the SuperFlight, which makes its visitors float over a wind stream of almost 200 km/h. Before entering the arena that is above a huge fan, the visitor watches a video explaining the main flight rules and goes through a brief training. The flight is supervised by an instructor and lasts about two minutes. Believe me, it is more than enough time to enjoy such an intense activity. To play, by the way, it is necessary to be over four years of age.

Forget about those indecipherable formulas and complex math operations. Located downtown, Phillip and Patricia Frost Museum of Science shows that physics and science have more daily applications than we imagine. It is a six-story museum with interactive exhibitions. One of the installations shows how sailors are lifted from the sea with a roller system: sitting in a mobile seat, the visitor pulls a rope and raises their body a few meters making little effort. The planetarium, with 3D images, and the three-story

aquarium are also a success. At the exit, a little store sells fun articles like a plasma ball that emits colorful beams and a Nasa shirt, both having a certain vintage style.

ARTS AND CULTURE

For a few years, Miami has been trying to detach itself from this single "shopping destination" image to become relevant in the world art scene. There are plenty of options for that. Located in North Miami, a suburb a little far from Downtown and Miami Beach, the Museum of Contemporary Art North Miami displays the work of artists with great potential for recognition in the world of arts and it is dedicated to discovering new names.

In Biscayne Bay, in the central region, there is the Pérez Art Museum Miami (PAMM), gathering around 1,800 works of contemporary and modern arts. The name is a tribute to the billionaire Jorge Pérez, who has donated US\$ 35 million for the creation of the museum. The building has been designed by the Swiss Jacques Herzog and Pierre de Meuron, who were the same architects that designed the Bird's Nest Stadium, in Beijing. It is also worth it to visit the Wynwood Art District or Wynwood Walls, arts center gathering more than 50 works of artists that used the walls and windowless enclosures from the suburb's warehouses and storages

as their canvas. Among them are the Brazilians Os Gêmeos, Kobru, and Nunca.

HISTORICAL GARDENS

One of Miami's most beautiful museums, Vizcaya Museum & Gardens is another tour that cannot be left out, especially its gardens. The place offers 45-minute guided tours in English to Villa Vizcaya's first floor. The audio guide in Portuguese, Spanish, or French is another option available for rent. Its history of creation is quite interesting. In the 1910s, James

Deering, a millionaire that made his fortune from farming machinery, decided to move from Chicago to Florida looking for more pleasant weather. He chose the Coral Gables area to build his mansion, which was built between 1914 and 1922. The project, which had artistic consultancy by the American architect Paul Calfe, includes the main mansion in renaissance style and 160 thousand m² of gardens. Deering died a little after the inauguration of the palace, in 1925, and the property began to be managed by its family members. Ten years later, the house was transformed into a museum.

SHOPPING? YES, PLEASE!

A great share of tourists visiting Miami arrives ready to dive themselves into shopping. The city is the perfect place to release



José Carlos Martinat's installation at Pérez Art Museum Miami; to the left, the museum entrance hall



Nightlife at Ocean Drive; in the detail, Brickwell City Centre



the consumerist spirit living in you since it has a great variety of stores, shopping malls, and outlet stores.

For those looking for lower prices, the tip is heading to Bayside Marketplace, located on Biscayne Boulevard, Downtown. The place gathers 180 brands regularly offering irresistible sales. There is also The Shops At Midtown in Miami's central area. Besides popular places among the Brazilians, like Guess and Nordstrom, it hosts classics like Target, a mix of supermarket and department store, and also Ross and Marshalls. By digging their clothing hangers it is possible to find great-quality clothing with a friendly price. Do you prefer more sophisticated options? Brickell City Centre is your place to be. Opened in 2017, the luxurious shopping mall is inside a complex gathering commerce, gastronomy, and residential towers, in the Brickell suburb, Miami's financial center. Among the stores, there are brands like Hugo Boss, Valentino, and Saks Fifth Avenue, and also an Apple Store. If there is still energy left to go window-shopping, head to Lincoln Road,

in Miami Beach. It is a pedestrian-only street where there is an open-sky shopping mall. The place holds a three-story branch of H&M and has art galleries, bars, and restaurants, such as Taverna. It is worth it to pause the shopping to sit at the outdoor tables and have a drink.

WORLD'S SEASONING

Being a city that embraced many cultures, Miami's gastronomy is known for its mix of flavors. A good example is Chotto Matte, a restaurant on Lincoln Road that combines Japanese and Peruvian cuisines. The great meat-fillet stick, spicy teriyaki, and pomegranate sauce should be highlighted. In Miami Beach, Mandrake mixes Asian flavors, with good noodles options, a Japanese pasta usually served in a broth, like udon inaniwa, a fresh fine pasta served with Alaskan crab, dashi broth with eel sauce, and tiny gold sheets. Located inside the Virgin Miami Central and installed inside an old train station, La Estación offers from a typical American hamburger to a croque monsieur, classic French sandwich covered

on béchamel sauce. If you are looking for great meat options, head to the Rusty Pelican, in Key Biscane, and do not fail to try the great Mishima Wagyu, served with an apple puree and caramelized onions.

The influence of Latin and Caribbean spices is, indeed, very strong in the city. To have a taste of good Mexican food at friendly prices, the tip is going to Taquiza, on Collins Avenue. The house serves excellent tacos made from purple corn, such as the one filled with pork belly. Unmissable! ▴

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