



SET



“All eyes are currently on SET, the latest clubland spectacle from The Opium Group.”

The New York Times

Design Features

With dramatic design inspired by the grand Hollywood homes of the 1930's and 40's, SET features a luxurious mix of crystal, Pucci fabrics, baby croc and leather, a futuristic glass fireplace, vacuum-compressed elevators, eclectic Tinseltown-era artifacts and ebony macassar, creating a vibe that gives a modern South Beach nod to old Hollywood glamour.

“Designed like a glam '40's Hollywood home stage set.”

USA Today

SET Vip Room

With a warm intimate vibe, SET's VIP room features leather and Pucci-fabric seating, a grand bar with a crystal prism façade, a modern glass-enclosed fireplace, and two plasma screens for video projection and branding.



The Trophy Room

Created with the jet-set elite in mind, SET's grand Trophy Room was designed to provide privacy to guests who want to party in the utmost luxury while still enveloped in SET's jubilant vibe. The Trophy Room was inspired by what a 1940's Hollywood mogul's private library may have looked like, featuring plush leather chairs, trophies, awards and memorabilia, and a dramatic bar featuring crystal decanters. Celebrities such as Britney Spears, Dave Navarro, Spike Lee and Julia Stiles have all taken refuge in The Trophy Room where they watch the action below via a window facing SET's dance floor.

“Bringing glamour back to Lincoln Road.”

Ocean Drive Magazine



Location
320 Lincoln Road
Miami Beach, Florida 33139

Telephone
305.531.2800

Web Site
www.SetMiami.com

Owner/Proprietor
The Opium Group

Designer
The Opium Group in collaboration
with Francois Frossard Design

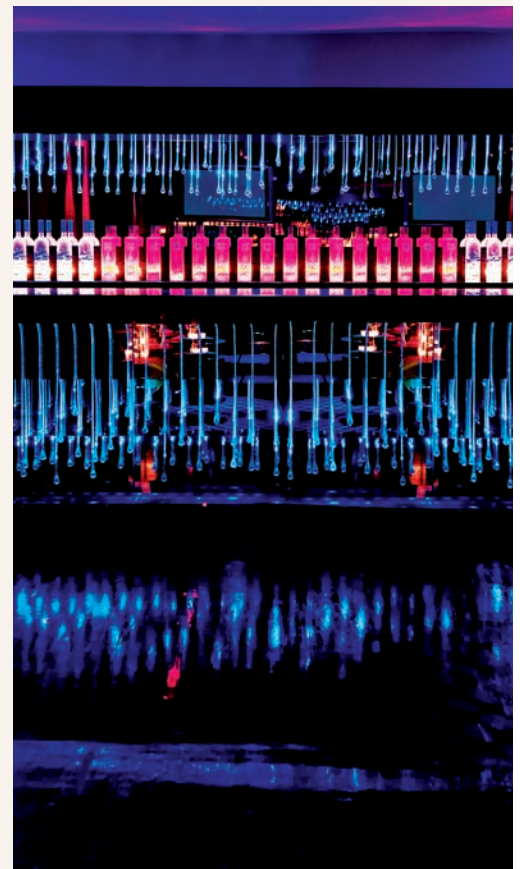
Opening Date
February 2007

Hours Of Operation
Thursday, Friday, Saturday,
and Sunday: 11pm - 5 am
Available seven days a week for special events

Capacity/Facilities
Two levels featuring four bars, a private reservation
only Trophy Room, and a second floor VIP lounge with
a legal capacity for more than 450 guests

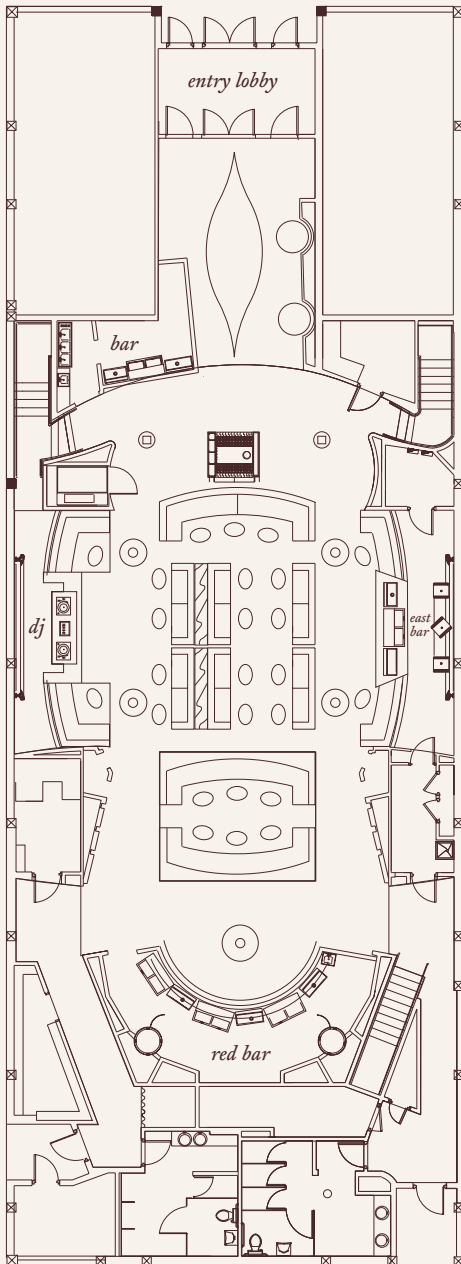
Dimensions
10,000 Sq. Feet

Profile/Setting
Located in a former theatre, SET is located on upper
Lincoln Road, steps away from the shopping area's
boutiques, restaurants and Collins Avenue
luxury hotel strip.





1st Floor



Audio/Visual

SET's top-of-the-line sound and lighting systems were custom designed to compliment its acclaimed décor. Created for SET's mix of dramatic and intimate settings, these systems can be attuned to accommodate both cozy conversation and full scale DJ set ups and live performances.

Featuring the first Funktion One sound system in the U.S. to utilize newly designed 21" dual-voice coil driver subwoofers, SET's system also features ten Funktion One Res-2 speakers, six Funktion One F-218 speakers, and six JBL MS28 and JBL mrx518's. SET also features four Martin Audio Blackline F12 speakers, two QSC ad-s82 speakers and four Funktion One F-121 speakers in the second floor lounge. Entirely powered by fully class A/B amplifiers with low distortion to compliment the high fidelity Funktion One speakers, SET's collection of amps include five E45 amps, two T1500 amps, two Soundweb Blu 32 and 80 amps, five varied Crest Audio amps, a T2000 amp and a T1000 amp, which are all processed and controlled using the new BSS London digital system providing for multiple volume controls, wireless networking and parameter recall at a moment's notice.

SET's lighting technology features five plasma and plexiglass screens for video and branded projections, as well as three corresponding 2000 lumens projectors, one Edirol V4 4-input video mixer, one Numark DVD player, one Philco DVD player and two DVJ 1000's. SET's main room features six AF 1000 strobes, six Cyberlight turbos, two MAC 250's, six Elation 250's, two Chauvet Scorpion lasers, one Chauvet smoke machine, two I-spot 250's and one FI100 Fogger, with six High End trackspots in the second floor lounge.

Spirits

SET features more than 100 varieties of the world's finest top shelf liquors, champagnes and spirits.

Mixed drinks range from \$10 - \$12

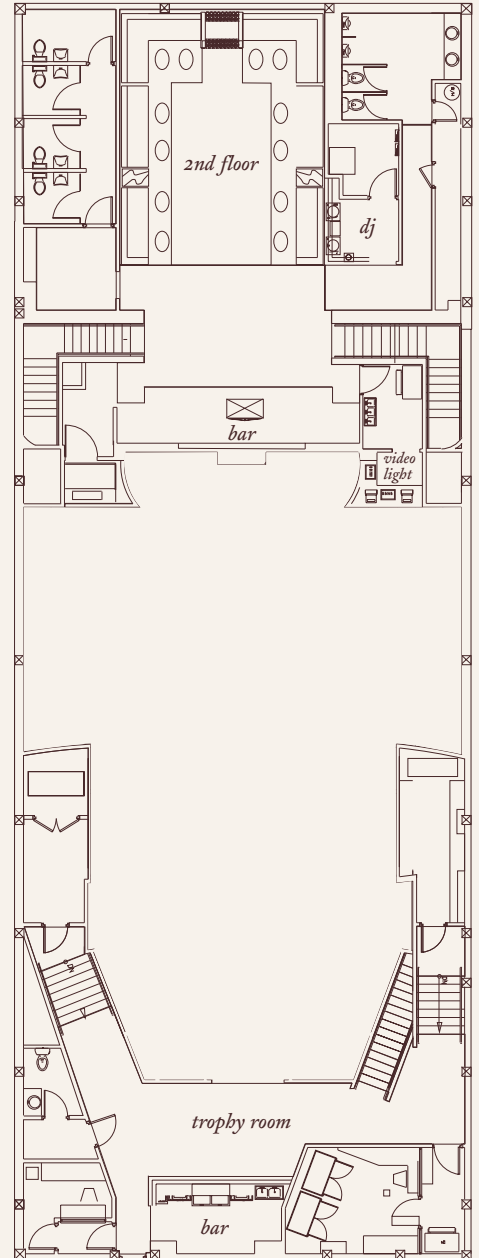
Bottles of champagne range from \$180 to more than \$5,000

Bottles of liquor range from \$225 to more than \$2,500

Table Reservations

Tables can be reserved in advance, ranging from \$200 to \$2,000 in price, depending on size of party.

2nd Floor



“Recalls the grand old Hollywood of the '30's and 40's.”

Star Magazine