

Reed Kandalaft Appointed General Manager of the New Four Seasons Hotel The Surf Club, Surfside, Florida

Oceanside hotel and residences revives the legendary Surf Club

April 5, 2016, Surfside, Florida, U.S.A



With the historic clubhouse of another era at its heart, a new, distinctly modern landmark is emerging from a pristine beach and lush gardens at the new [Four Seasons Hotel at The Surf Club, Surfside, Florida](#). At the same time, a team of carefully selected people who will bring the storied landmark into a bright new age is being assembled by [Reed Kandalaft](#), recently appointed General Manager of the brand's fourth location in the state.

"Reed is the ideal person to lead the team who will welcome back the world's most discerning guests to this extraordinary property," says [Chris Hart](#), Four Seasons President Hotel Operations in the Americas. "His dedication to providing thoughtfully personalised service to each and every one of his guests mirrors the original vision of the Surf Club, and the quality and excellence that defines the Four Seasons brand." Kandalaft was most recently Hotel Manager at Four Seasons Hotel Los Angeles at Beverly Hills, affectionately known in the entertainment industry as "Hollywood's living room." His first position with the company was at Four Seasons Resort Hualalai, frequently lauded as one of the world's finest resort experiences. Returning to Florida, where he attended university and his hospitality career began, brings together both the past and future for Kandalaft in his first assignment as a Four Seasons General Manager. "Historically, The Surf Club was a lavish social gathering place, and with each day, one can already get a sense of how it will be once again," says Kandalaft. The old glamour of The Surf Club will also be part of

the property's culture: "Our service style will mirror the grand lifestyle of the 1930s perfected by our Four Seasons standards. I'm looking forward to welcoming our guests, exceeding their every expectation, and starting a new chapter for The Surf Club, and for Four Seasons."

About Four Seasons Hotel at The Surf Club, Surfside, Florida

Slated to open in late 2016, Four Seasons Hotel at The Surf Club claims nearly 1,000 feet (300 metres) of white sand beach and palm-lined Atlantic oceanfront in Surfside, Florida. New construction encompasses the glamorous Surf Club, a storied private oasis for guests from Sinatra to Churchill. The respectfully preserved 1930s clubhouse by famed South Florida architect Russell Pancoast will be the centrepiece for a masterwork of openness and light by Pritzker Prize-winning architect Richard Meier and Kobi Karp, with interiors by Joseph Dirand.

With just 77 guest rooms and 31 residential suites, Four Seasons Hotel at The Surf Club embraces sun, sand, sea and sky in an exclusive setting both contemporary and timeless. Additional features include five overnight Cabana Suite accommodations, an expansive beachside spa, several restaurants and lounges, and a series of pools set amid lavish gardens dotted by luxurious cabanas. The property also includes 150 Four Seasons Private Residences and 12 Richard Meier Signature Penthouses.

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