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# Florida Trend

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THE MAGAZINE OF FLORIDA BUSINESS

## Floridian of the Year: Brazil

... And Other  
Florida  
Newsmakers

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# The Arts & Entertainment

## SOUTH BEACH

### Dream Destination

Art Deco Weekend is the best reason to brave the high season. Relive the 1920s and 1930s in South Beach. Reminisce, watch films, meet artists, listen to lectures and buy antiques from Jan. 13-15. It's the perfect time to tour the Wolfsonian-FIU treasury of 20th century design from Nouveau romance to modernist glass tea kettles.

## ALACHUA COUNTY

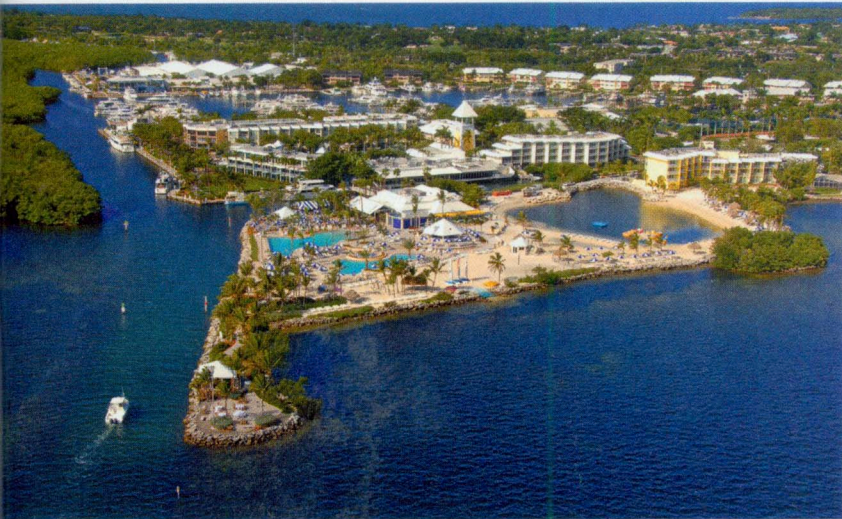
### Up In the Sky

Each winter, Florida birders look forward to the return of thousands of sandhill cranes and endangered whooping cranes. This month, the Florida Trail Association launches the first of what's hoped to be an annual festival celebrating the wintering cranes. The Florida Crane Festival is scheduled for Jan. 14. Centered at Gainesville's Paramount Plaza hotel and Paynes Prairie State Park, it will feature guided nature tours, bird watching walks, talks, exhibits and other events. Information: Florida Trail Association Executive Director Dennis Miranda, [dmiranda@floridatrail.org](mailto:dmiranda@floridatrail.org) or 352/378-8823.

## MIAMI

### All Aboard

The Miami International Art Fair sails into town for a Jan. 12-16 run. Held on the 228-foot yacht SeaFair, which will be docked in downtown Miami, the fair will include works from established and emerging artists in every medium. Information: [mia-artfair.com](http://mia-artfair.com) or 239/949-5482.



## → Ocean Reef Club Key Largo

The Ocean Reef Club has a 175-slip marina, 54 holes of golf, numerous restaurants and lounges and many clubs. Its membership ranges from Baby Boomers to families that have been members for generations.

➤ **Members:** Approximately 4,000

➤ **The price of membership:** From \$11,500 for social members to \$215,009 for equity owners. Monthly dues are about \$275.

➤ **How to get in:** Referrals from current members. "We also host events where non-members are invited," such as the club's annual Vintage Weekend held in December and its Summer Camp program for kids and families, says Richard Weinstein, president of sales and marketing.

➤ **Notable amenities:** The club has its own public safety facility, with ambulances, firefighting equipment, EMTs, law enforcement personnel and a full-time staff of physicians, Weinstein says.

➤ **New:** A culinary series featuring private dinners and cooking demonstrations by acclaimed chefs. Weinstein also says the club will be introducing a wellness program this year.

➤ **History:** Morris Baker, a successful entrepreneur from Minneapolis, developed the club in the mid-1940s as a fishing camp he could enjoy with his close friends and family.



Weinstein



Ocean Reef has a community center with a library and theater, nine restaurants, homes and an array of shopping options.

