

MANSION GLOBAL

Miami ‘Is Only Getting Better,’ Says Ecuadorian Designer Adriana Hoyos

She’s made the booming Florida city her home while working on the condo building Shoma Bay and creating her newest furniture collection



Hoyos's current major project is Shoma Bay, a 24-story condo unit in the North Bay Village in Miami. COMPOSITE: ADRIANA HOYOS DESIGN STUDIO, SHOMA GROUP

While Adriana Hoyos has been an interior designer for more than 30 years, one thing has stayed the same over the past three decades—her style. Her aesthetic is akin to a timeless Frank Lloyd Wright-inspired minimalism.

The Miami-based Ecuadorian designer has six showrooms and a team of 40 designers working underneath her. Trademarks of her style include a natural earthiness with an upscale touch.

“As I like to say,” explained Hoyos, “when I design hotels, I want people to feel at home, but when I design homes, I want them to feel like they’re in a five-star hotel.”

She first founded her namesake firm, Adriana Hoyos, in 1989. It wasn’t until 1994 that she started her own furniture line, which has a showroom in Hollywood, Florida. Her family-owned furniture design brand is both practical and high-end, and she draws from it for the residential and hotel projects she has worked on across the globe, from Bahamas to Panama, Mexico, and the U.K. She has more than a dozen furniture collections, which include the Gem Collection, ranging from sofas to upholstered chairs, and dining tables in 12 different wood finishes, to her most recent collection, the Lua collection, which is inspired by the silhouettes of the moon.

Her current major project is Shoma Bay, a 24-story [condo](#) unit in the North Bay Village in Miami. The tower has over 300 units and Hoyos created the interior design for the residences and common areas, from the sprawling lobby to the rooftop, which is home to an infinity pool. “If there’s one thing I wanted, it was warm sleek finishes and organic tones, so each residence can be flooded with natural light,” she said.

She spoke to Mansion Global about her journey, Miami and a new flagship in Coral Gables.

Mansion Global: How did you become a designer?

Adriana Hoyos: Even as a kid, I was all about building blocks. It was the spark of my architectural interest. At school, I knew I wanted to become an interior designer, and studied it at university, and here I am 30 years later, and I still love what I do.

MG: When did you start your own business?

AH: There wasn't much success in my home country of Ecuador, so I opened my own studio in 1986. It was in 1994 that I started to design furniture, and I opened my first Miami showroom in 2001. It led me to moving to Miami part-time in 2003, I brought my company with me. I've been living in Miami full-time for the past two years. We have showrooms in Coral Gables and Hollywood.

MG: Why do you live in Miami?

AH: I travel a lot, I'm a world citizen, I would say. But I love Miami, it's the right place to be right now. I'm working with several developers including the one for Shoma Bay. There are so many opportunities there right now. The culture and lifestyle are rich. It's only getting better. It's incredible to see how the design approach differs in each area of Miami. North Bay Village, where Shoma Bay is, is all about looking like a tropical resort connected to the water. In Coral Gables, it is more traditionally connected to the area's heritage.

MG: What is your approach to interior design?

AH: I learn from a high-end residential client and need to know what they want. I try to create an environment they will be happy living in. Even if it isn't high-end, we still try to make it feel that way in smaller apartments.

MG: Can you tell us about your latest project, Shoma Bay?

AH: I wanted to create a lifestyle connected to the DNA of the area, North Bay Harbor. The amenities, I have never designed so many in one building. They pushed it to the next level. The lobby looks like a five-star hotel. Developers listened to our design approach and accommodated our ideas. There's an infinity pool, an owner's lounge to host guests, a coworking space, a spa with a hammam and a pet spa. It'll be completed by the end of 2024.

MG: It looks like nature is a key theme to your design work, do you take a nature centered approach?

AH: Yes, my team, which includes 40 designers, told them we need to keep warmth in our design. It needs to feel cozy and inviting. We always want to be accommodating to the client. That's my footprint, even though my design is different for every project. We love storytelling, so if clients give us a theme, we can work with it.

MG: How did your furniture collection come about?

AH: I recall 15 years ago, I was sketching furniture while coming home from a furniture fair in North Carolina. Just for fun. I was on an airplane. In Ecuador, I opened my first furniture store in 1994. My first collection of furniture was called Coco, in reference to the coconut. We used coconut shells for tables. It did very well, and we regularly release furniture collections.

MG: Can you tell us about your forthcoming furniture collection?

AH: Next up, we're releasing a line called Lua. It translates from "moon" in Portuguese. We were inspired by the textures and silhouettes of the moon for this furniture collection. Previously, my last collection was about the Galapagos islands, called Galapagos. I worked with my daughter on it. She has worked with me on the past five collections. It's my passion.

MG: How many showrooms do you own?

AH: We own six showrooms and since 2019, we have had partnerships in local furniture stores in Dubai, Qatar, and Saudi Arabia. The showroom in Hollywood is our biggest at 10,000 square feet, and we're about to open our flagship atelier in Coral Gables, after having it for many years in Miami's Design District. We also have four showrooms in South America, but they're just licensed. We don't own them.

MANSION GLOBAL BOUTIQUE:

MG: What is your personal definition of luxury?

AH: Luxury to me is feeling comfortable, surrounded by elements that connect to you and how you want to live. Luxury is very much connected to your feelings. For me, luxury is being surrounded by beautiful elements that connect to me. It's about having good energy in the space you live in and having a great view—you should never have to sacrifice a good view.

MG: What is the most luxurious room in your home?

AH: My outdoor space is connected to nature and the view. It's where I entertain. We've had it for the past three years. I'm so happy to connect with people here.