

INTERNET

Ocean Drive explores Miami culture in episodic series

February 22, 2016



Ocean Drive's February 2016 cover

By STAFF REPORTS

Lifestyle publication Ocean Drive is uncovering what makes Miami tick through a Web series featuring the tastemakers shaping the city's culture.

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The Webisode series, entitled "Tavern Tastemakers," is hosted by Ocean Drive editor in chief Jared Shapiro and is set in Cypress Tavern, one of Miami's best restaurants. For the series, Mr. Shapiro interviews influencers based in Miami to "pull back the curtain" on the city as told by those who are the forefront of its cultural institutions.

A taste of Miami

Tavern Tastemakers' first episode launches on Ocean Drives' Web site on March 1.

The inaugural episode of the series has Mr. Shapiro meet with Michael Schwartz, chef/owner at Cypress Tavern. During "Episode One: Setting the Schwartz Table," the pair discusses how the Miami gastronomy scene has evolved, what's new in the Design District and staying power in a competitive industry.

"Ocean Drive is thrilled to partner with Michael Schwartz to intertwine his vision for groundbreaking culinary experiences with the tastemakers of Miami to continue to innovate Miami's foothold as a global city for art, fashion, design and media," Mr. Shapiro said.

Tavern Tastemakers will run for three months, from March 1 until May 31, with new episodes debuting on Tuesdays. When a new episode debuts, Cypress Tavern will unveil a specialty cocktail in honor of the featured tastemaker.



Ocean Drive's Jared Shapiro with Michael Schwartz of Cypress Tavern

Additional episodes will feature Telemundo host and creator of the digital platform Mujer Balance, Andrea Minski, Arquitectonica founding principal Bernardo Fort Brescia, model Kasey Ashcraft, music mogul Emilio Estefan and artist Michele Oka Doner.

The Webisodes are underwritten by Cadillac, the official vehicle of The Genuine Hospitality Group, Cypress Tavern's owner, and Pernod Ricard.

Ocean Drive's Tavern Tastemakers series aligns with current trends in the print media industry.

Print media still holds a place in the luxury marketing mix, but its role is evolving as content marketing extends across more platforms, according to panelists at a Fordham Graduate Business School event.

Rather than being the primary place for brands to tell their stories, print serves as a special occasion, while digital content serves the purpose of engaging on a more consistent basis. Brands therefore need to find ways to reach consumers in both short-form and long-form content, making a three-second impression on a phone or telling a more extensive story in editorial ([see story](#)).

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