

hospitality design

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Hotel Indigo Brooklyn → For the Hotel Indigo in the up-and-coming neighborhood of Downtown Brooklyn, the hotel's owner, the LAM GROUP, wanted the design to celebrate the arts and culture surrounding this "underserved market." Explains designer Alicia Cannon, principal of New York-based AJC Design, "Downtown Brooklyn is known for its art and culture scene—from the Brooklyn Academy of Music to the newly designed Barclays Center. There were some beautiful theaters that aligned Fulton Street and some famous writers that lived in the neighborhood. We really wanted to reflect all of those elements in the overall design and through rich, bold murals." In the lobby, for instance, there's a double-height close-up shot of a historical theater seat numbered with the hotel's address, 229, while in some guestrooms, an image of an elegant chandelier of crystal and gold covers the ceiling over the bed—a space solution for the typical small New York room sizes, says Cannon. To round out the local feel, a rotating gallery of pieces from the Brooklyn Arts Council are scattered throughout the hotel. "We wanted to keep it unique and cozy, reflecting what the neighborhood was like when it was a center for artists and intellectuals," says Cannon.



Minima Art Hotel, North Adelaide, Australia → To transform the five-year-old Minima Art Hotel into a destination and talking point for the town of North Adelaide, local South Australian emerging and semi-established artists were invited by artist Matthew Stuckey (some he knew, others found through local gallery and art networks) to use the rooms as a canvas for their work. The theme: creativity and creation. "Although almost all rooms are painted, not all artists are painters," says the Minima Art Hotel's Finn Miller. "We had digital artists who had never picked up a brush before. We have magnetic

tape installations, board mounted work, roller artists, and pen drawings." Some artists took the task literally—gTuz's work depicts evolution versus creationism as a game of chess between god and an ape—to John Quan's that encourages guests to participate by providing a magnetic "wand" (a large magnet) that when waved across his magnetic tape installation, creates a "grass waving in wind" motion across the wall. Says Miller, "It is a great way to showcase local talent and this phase is the first of several which will include the exterior of the hotel, curated walking tours, and other installations."