

## **NYLO Warwick at Pontiac Mills Calls for Local Artists**

**ATLANTA (Nov. 27, 2007)** -- NYLO Hotels is seeking original artwork by local artists to display in its first hotel in New England -- NYLO Warwick -- making its debut in the summer, 2008, next to historic Pontiac Mills in Rhode Island.

The NYLO Warwick Art Competition has a mission to create an exhibit reflecting the vibrant Providence/Warwick art scene. Winning paintings and photography will be on display in the hotel guestrooms, corridors and public spaces. As in a gallery, art lovers will be able to purchase the inspired works online or at the hotel.

In addition to the hotel-wide exposure, artists will enjoy a number of perks, including cash prizes ranging from \$750 - \$2,250. NYLO makes no profit on the competition. Instead, artists will share revenues with a local non-profit organization. They also will be recognized as guests of honor at NYLO Warwick's opening-night gala. The hotel will host a show of the winning pieces this spring at Pontiac Mills. Plus, artwork will be posted on the NYLO Web site ([www.nylohotels.com](http://www.nylohotels.com)) with each artist's contact information.

The competition, which runs now through March 1, 2008, is open to everyone. Of particular interest are emerging, or less familiar, artists, including students at area art schools. There is no entry fee. For a complete set of rules or to submit a digital entry, contact Amanda Emmo ([aemmo@nylohotels.com](mailto:aemmo@nylohotels.com)), design associate, NYLO Hotels.

### **Avalanche of Art**

"As a new brand, NYLO understands firsthand the challenges of getting good ideas off the ground," explains Patrick O'Neil, senior vice president of operations for the innovative loft lifestyle hotel brand. "Our art competition is designed to help launch careers, while also contributing to the richness of the NYLO experience."

“For these competitions, NYLO works closely with the arts community in each of our markets,” O’Neil continues. “The art competition for our inaugural property, NYLO Plano at Legacy, was a huge success, garnering more than 500 entries as well as exposure for the artists and beautiful original artwork to display throughout the hotel. We look forward to similar success with the thriving Providence/Warwick arts community.”

### **Celebrates New England, Urban Life**

In effect, NYLO Warwick will serve as an art gallery, treating guests and visitors to dynamic displays that showcase the community through the eyes of its artists.

To qualify, artwork must be submitted in one of three categories: 1) canvases composed of acrylic, oil or mixed media for guestrooms; 2) photography for corridors; and 3) artists’ choice for public spaces. No artwork including nude subjects will be eligible. A panel of judges, composed of NYLO executives and members of the local arts community, will make the final selections.

Winning submissions in the Guestroom and Corridor Categories will comprise permanent exhibits that capture the look and feel of the hotel and its New England locale. Paintings and photography should evoke such themes as urban residential loft living, relaxation, warmth, nautical life, nightlife, cityscapes, textile mill or active New England lifestyles. All paintings will be reproduced using the giclee process to preserve the integrity of the artwork.

Encouraging out-of-the-box expression, the NYLO Warwick Art Competition places no restrictions on artwork for public spaces. For the restaurant, bar and other gathering places, artists are invited to push the creative envelope, using media and themes of their choice. These unique pieces will make up a rotating exhibit, showcasing the community’s broad artistic talent.

### **About NYLO Warwick at Pontiac Mills**

Art is a natural fit with NYLO Warwick’s urban loft aesthetic. The hotel makes its debut in the summer, 2008, as the first property in New England of loft lifestyle hotel innovator, NYLO Hotels. NYLO Warwick is designed by Stephane Dupoux, one of America’s Top 20 architect/designers. It houses 163 guestrooms, called guest lofts, and more than 1,166 square feet of meeting and event space. Each guest loft has 300 square feet of bright, airy living space, with 10-foot-plus ceilings, exposed brick walls and floor-to-ceiling windows. The property offers a Pure Floor with allergy-friendly guest lofts. Its signature ultra-social living area, *The Loft*, features a state-of-the-art business center, stylish bar, comfortable working library, fully-equipped fitness center, original artwork and entertainment by local artists, boutique shop and restaurant serving sophisticated comfort cuisine.

Overlooking the scenic Pawtuxet River, NYLO Warwick sits on the northeast corner of Greenwich Ave./Route 5 and Knight Street in historic Pontiac Mills. The hotel is convenient to TF Green International Airport; Rhode Island's leading retail corridor, Route 2; golf courses; parks; marinas; and some of New England's most popular beaches spread along Warwick's 39 miles of coastline. Poised to become one of Rhode Island's premier mixed-use communities, Pontiac Mills once was home to a bustling textile mill with handsome redbrick buildings dating back to the mid 1800s. When completed, the revitalized, master planned development will house an eclectic mix of restaurants, residences, businesses and boutiques.

### **About NYLO Hotels**

Atlanta-based NYLO Hotels offers a new class of hotels that combines the dynamic qualities of urban loft-style living with the best-of-the-industry features of leading hotel brands. The properties will feature bright, spacious loft accommodations; state-of-the-art business center; gym, and 24-hour, healthy-alternative restaurant and bar. They will cater to business and leisure travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. The first NYLO hotel opens the end of 2007 in Plano, Tex., a fast-growing suburb of Dallas. For more information, visit [www.nylohotels.com](http://www.nylohotels.com).

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