

ART CONTEST
Drive Innovation & Contribute to the décor of Dallas' Newest Hotel
NYLO Dallas South Side
Sponsored by NYLO Hotels, LLC

NYLO is proud to announce a competition to find local artists to produce original artwork for the new NYLO Hotel Dallas South which is currently under construction at 1325 South Lamar, Dallas, Texas 75215.

The contest is open to everyone and we particularly hope to attract the interest of; local DFW metro area artists, up and coming artists, art students, as well as professional/established artists. The contest runs until March 31, 2012, with the winners being notified on or about April 20, 2012.

To enter please submit a digital copy of your work along with the attached release form to Patrick O'Neil at NYLODallasSouthArt@nylohotels.com by March 31, 2012.

After submittals, a panel of judges will review the artwork. The judges will consist of representatives of NYLO Hotels LLC (which will operate the hotel), Matthews Southwest (the hotel owner and developer), and 5G Studios (the designer of the hotel). Prior to embarking on your work we urge you to please visit our website (www.nylohotels.com) and, if you have the chance, to drive by this historical site to get a feel for the setting (it is the northwest corner of Bellevue and South Lamar Street) as well as the NYLO hotels located in Plano and Las Colinas.



Rendering of the NYLO Dallas South Side

Historic Building

The NYLO Dallas South Hotel is being created from the conversion of the old Dallas Coffin Company Building. The Dallas Coffin Company Building, located at 1325 S. Lamar, was constructed in 1910. The Dallas Coffin Company was part of the industrial development of South Dallas along the rail lines. Over the past several decades however this neighborhood fell into decline while Dallas expanded outward. However, today

South Side is well on its way to being reborn as a vibrant entertainment and business center – a unique place where you can shop, dine, work, enjoy entertainment in one-of-a-kind venues such as; Gilley’s Dallas live music and entertainment venue, the Palladium Ballroom, and live in one of Dallas’ landmark urban communities South Side at Lamar. The site is one block from the DART Cedars Rail station with service to the Greater Dallas area and will benefit from the South Lamar pedestrian \$5.5 million improvement project that stretches from the Dallas Convention Center to the Cedars DART station and includes pocket parks, pedestrian friendly lighting, new sidewalks, buried utility lines and historic crosswalks. Matthews Southwest has been developing the South Side area with an urban master plan created by the noted architectural firm of Foster+Partners, successfully transforming South Lamar into a thriving, hip and safe area.



Rendering: Lobby NYLO Dallas South Side

Hotel Design & Brand

NYLO Hotels is a boutique hotel company that creates urban, loft style hotels in industrial loft buildings with exposed brick, glass and concrete. NYLO Hotels are finished with contemporary yet comfortable custom furniture and fixtures to provide a fun, exciting atmosphere for guests that has a residential feel. The NYLO Dallas South Side will consist of 76 rooms, a lobby bar and restaurant and a roof top pool and bar. The rooms will feature large windows, exposed brick walls, concrete floors and plush custom furniture. The design of the NYLO Dallas South Side’s lobby is a contemporary take on the French/Victorian style meshed with the industrial/loft/urban/NYLO style.

NYLO hotels offer a unique alternative for travelers who want a reprieve from the traditional, unemotional hotel experience and offer a highly social atmosphere, the heart of which is “*The Loft*”, a destination public space (lobby, bar and restaurant) that invites guests to work, shop, meet, drink, dine or simply relax, 24 hours a day. Here, travelers will gather to conduct business and enjoy a rich diversity of music, art, entertainment and cuisine in a uniquely designed area that is a local take on an urban experience. NYLO is a relatively young company that understands firsthand the obstacles in getting good ideas off the ground. NYLO aims to use its hotel business to have fun and serve the community at large, and in particular the artistic community. In turn,

we believe that our support of artists will benefit our business by enhancing the richness of the NYLO experience.



Photo: NYLO Hotel Room-Plano (note: NYLO Dallas South Side will be similar but have a different color scheme)

Judging Criteria: Emotive & Visual Objectives & Preferences. The judges will give preference to pieces that meet one or more of the following objectives (which apply to all the categories of art submitted);

- Artwork that is colorful and involves the use of colors, preferably a vibrant hue. Ideally the art should have at least a little bit of one of the following colors so that it ties into the overall décor: fuchsia/pink, blue, and/or lacquered silver. Oranges, yellow's and neon green are also a good fit.
- Artwork that promotes/evokes; a) Relaxing, Warm and Uplifting emotions, or b) Fun, Exciting and Festive emotions.
- Artwork with a local connection to the Dallas Metroplex or South Dallas (landmarks, nightlife, city scenes, music, architecture, etc).
- “Contemporary” Victorian/French Stylized Artwork to fit with the lobby design intent (and carry that up to the rooms and corridors). Think Victorian images but in a Pop/Contemporary/Colorful/Urban style.
- Industrial Artwork that references the buildings historic past (also done in a Pop/Contemporary/Colorful/Urban style).

Contest Categories

There are three categories of Art for which there will be prizes, each category shall be used in a different area of the hotel and each has different specifications as outlined below: 1 – Guest Room, 2 – Corridor, 3 – Lobby. Artists may submit as many items for consideration to one, two or all the categories.

Guest Room Art Specifications:

1. There will be 1-3 pieces of artwork in each guestroom (depending on the size of the room). The artwork in the room will be oil, acrylic or mixed media on canvas (displayed without frames).
2. There are three dimensions the art will be displayed and we therefore prefer the original to be in one of these dimensions:

<u>Height</u>		<u>Width</u>
30"	X	30"
30"	X	40"
48"	X	36

3. The winning pieces will be reproduced utilizing a gicleé process so that the original integrity of the artwork is still upheld and displayed in the guestrooms.



Inspirational Art



Corridor Artwork Specifications

1. We will be selecting photographic images for the Corridors.
2. The photography shall be displayed on acrylic, without frames.



Rendering: NYLO Dallas South Side Corridor

Lobby Artwork Specifications

1. There will be several art pieces in the Lobby. The artwork in this area will be oil, acrylic or mixed media. Artwork will be displayed without frames.
2. Dimensions are preferred to be a MIN of 48”H x 36”W and a MAX of 72”H x 48”W (and anywhere in between).
3. The winning pieces will be displayed (originals).



Inspiration

Artwork that includes images or references of violence, profanity, racism or hate shall be disqualified.

Awards & Prizes

There will be several winners in each of the three categories. We may select and award multiple NYLO Ribbon awards winners in each category. The cash prizes will be as follows:

<u>Award</u>	<u>Guestroom</u>	<u>Corridor</u>	<u>Lobby</u>
Best Overall	\$1,500	\$1,000	\$2,000
Most Unique	\$1,000	\$ 750	\$1,500
Most Inspiring	\$ 750	\$ 500	\$1,000
Best Color	\$ 500	\$ 250	\$ 750
Best Subject	\$ 250	\$ 125	\$ 500
NYLO Ribbon	\$ 150	\$ 100	\$ 250

The winners will be notified on or about April 9, 2012 and invited to a luncheon (date TBD) where they will be able to meet the judges, other artists, and explain the inspiration behind their works. Each contestant that makes a submission acknowledges that it is NYLO’s intent to ultimately use the winning artwork in each of its guestrooms, corridors and public space and therefore, each winning contestant shall agree to transfer all ownership rights and co-copyright (artist shall retain co-copyrights) with respect to such Artwork to NYLO in exchange for the cash prize awarded and shall execute all documents necessary to provide for such transfer of rights. NYLO may choose to purchase additional artwork outside of the predetermined prize values listed above.

Please note that there are also other considerable “perks” to winning such as: Media exposure, Art contest luncheon, Invitation to Grand Opening Party, Artwork may be displayed on the hotel website with contact information for the artist, and Guests can purchase the artwork at a reasonable price determined by NYLO. The art will be for sale to all our hotel guests/visitors and to people who visit our website. NYLO does not intend to profit on the sale of this artwork. Proceeds of an artwork sale will work as follows: First, 100% to NYLO until costs of the contest and acquisition are recouped, thereafter, 90% to the artists & 10% to a charity to be selected by NYLO.

Entry & Release Form
NYLO Hotels- NYLO Dallas South Side

Submit this form with your entry requirement materials to NYLO. If your artwork is selected as a “winning” piece, your entry will not be returned. Other entries will be returned by request only.

Select all applicable Categories that the submission applies:

- Guestroom Artwork
- Corridor Artwork
- Lobby Artwork

Please list the title, medium and dimensions for each piece submitted:

Title _____

Medium _____

Dimensions _____”H X _____”W

By signing this Entry & Release form, I acknowledge that I understand the competition criteria and rules accompanying this form and agree to abide by them. I represent that the attached work qualifies for submission to this competition. “Authorized Parties” as used in this release means NYLO Hotels, LLC and its affiliates (“NYLO”), and any other persons, entities, or organizations that NYLO authorizes to carry out the rights or actions set forth herein. I hereby irrevocably give my consent to each of the Authorized Parties to directly or indirectly photograph, film, and /or videotape me and/or my artwork, and to quote and record statements made by me and to use, reproduce, modify, publicly display, distribute, sell, and/or create derivative works from any of the above (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the Internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity and for no royalties or other remuneration throughout the world. I understand that the Authorized Parties shall not be responsible for unauthorized duplications, reproductions, use or modifications by third parties on the Internet or otherwise. I hereby release the Authorized Parties and their respective successors and assignees from any and all claims and/or damages that may arise regarding the dissemination, use, reproduction, display, distribution, and/or sale of my image, images of my artwork, any information related to my artwork, or statements made by or related to me as consented to herein, including any claims of defamation, invasion of privacy, infringement of moral rights, rights of publicity, trade dress or copyright. By signing this form, I also certify that any work submitted is original and mine alone and that I have the right to grant the permissions set forth herein. I hereby agree that if my artwork is a “winning” piece and if I have been paid the applicable prize money, then I hereby assign all right, title and co-copyright in and to the artwork to NYLO and agree to execute any and all additional documents requested by any of the Authorized Parties in order to fully transfer co-copyright and ownership rights in the artwork to NYLO. NYLO acknowledges that the artist shall retain co-copyright in and to the artwork. Furthermore, I acknowledge that NYLO may reproduce the artwork without my consent or the consent of any other party, for the sole purpose of display within the NYLO Dallas South Side hotel or to sell either from the NYLO Dallas South Side Hotel or NYLO’s website. In the event that NYLO sells any reproductions of the artwork, NYLO shall not profit on the sale thereof. Profits of an artwork sale will work as follows: 90% to the artists & 10% to a charity to be selected by NYLO.

I have read and understand this form and acknowledge and agree to the terms specified herein:

Signature _____

Print Name _____

E-mail _____

Phone _____

Address _____

How did you learn about this competition?

- NYLOHotels.com
- craigslist.org
- a local college _____
- a local art organization _____
- From an alumni network _____
- Facebook
- Other _____