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YOTEL INTRODUCES A FUN COLORING & ACTIVITY BOOK

IN PARTNERSHIP WITH ARTIST, IAN SKLARSKY, YOTEL INSPIRES GUESTS TO TAP INTO THEIR YOUTH WITH INTERACTIVE ACTIVATIONS AND LIMITED EDITION BOOKS

FEBRUARY 26, 2016, NEW YORK, NY – YOTEL New York is injecting another shot of creativity into the brand with the launch of its first collaborative, art-based coloring & activity book designed for any age.

The innovative travel friendly book printed on recycled paper, for added ‘greenness’ has been designed in partnership with Brooklyn based artist, Ian Sklarsky. The book turns the traditional coloring book on its head and is completely Yotel-ized by Ian – with beautiful detailed line drawings inspired by the brand and city, complete with a cut-out hanging disco ball and a full color center spread of Times Square. To further bring the artistic initiative to life, guests at YOTEL New York may interact with rotating art pieces displayed on ‘FOUR’ throughout March. A limited run of 100 custom coloring books will be available for purchase. Participants will be able to color away for a future stay at YOTEL by entering completed works of art into a social media contest using the hashtag, #YOTELMasterpiece.

With roots reaching back over 1,000 years, coloring books have long been a cathartic way to quell anxiety, express emotions, and channel artistic inspiration. Today, coloring books for adults continue to top bestseller lists at an alarming rate, the socially popular phenomenon has proved its staying power with a more modern audience.

Ian Sklarsky, the designer behind the coloring book, is a master in the art of blind contour — a Zen method in which lines are drawn without looking at the paper. He operates under the impression that “there are not any wrongs”, encouraging YOTEL guests to embrace an ability to remain *in the now*.

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About YOTEL:

Inspired by first class travel, YOTEL translates the language of luxury airline travel into a small but luxurious 'cabins'. Uncompromisingly designed around guests, YOTEL City hotels are taking the essential elements of luxury hotels in smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium cabins include luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and YOTEL's signature adjustable 'SmartBed' and 'techno wall' with smart TVs, multi power points and easy connectivity.

Conceived for busy international travellers, YOTEL Airport hotels provide everything for a guest to relax, refresh, sleep and connect within global transportation hubs. Guests may choose exactly what time they would they like to check in and out, giving total flexibility to travellers in transit, staying the night before an early departure or to freshen up on arrival before a meeting in the city.

YOTEL currently operates three airport hotels in London Gatwick, London Heathrow and Amsterdam Schiphol airports; and one city hotel in the heart of Manhattan, New York. YOTEL is expanding rapidly with eight new hotels under development globally, including two new airport hotels set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018); and six new city hotels currently under construction in Williamsburg, Brooklyn (2018) Singapore Orchard Road (2017), Miami (2018), Boston (2017), San Francisco (2017) and Dubai (2018).

Founded by YO! Founder Simon Woodroffe OBE, YOTEL's HQ is in London and has offices in Boston and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

yotel.com

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