



MEDIA CONTACT
DKC
212-685-5171
YOTEL@dkcnews.com

MYTHOLOGIES: ARTIFACTS FROM LOST & FOUND

A NEW ART INSTALLATION BY ZACH HYMAN UNVEILS AT YOTEL NEW YORK

New York, NY (January 21, 2015) — YOTEL New York is pleased to unveil “MYTHOLOGIES: ARTIFACTS FROM LOST & FOUND,” an original new art installation from New York-based artist Zach Hyman. Inspired by the thousands of items that end up in YOTEL New York’s lost and found, MYTHOLOGIES is based on a collection of lost objects that have been accumulated by Hyman over a span of six months, and will be showcased at YOTEL New York on ‘FOUR’ beginning on February 4th. This is the artist’s second installation commissioned by YOTEL; Hyman showcased his first sculptural work called “Media Flow” in YOTEL’s Green Lounge in November 2013.

Have you ever wondered what makes up the variety of common or obscure items travellers bring with them to NYC, only to leave them behind? Among the thousands items left behind at YOTEL’s lost & found every year are objects that have sparked endless curiosity amongst hotel crew. In an effort to explore the mysteries behind its lost & found collection, YOTEL New York teamed up with artist Zach Hyman to collaboratively turn these everyday items into a playful practice in the arts.

“MYTHOLOGIES” is a series of 18 items that have been lost or left behind by their original owners. To turn these mundane objects into a thought-provoking installation, Hyman has fictionalized “myths” that tell the story of the object’s history, and presents each alongside its handwritten tale

“The connection between the viewer and the original owner is the space in which these specific mythologies exist,” explained Zach Hyman. “To be obliged to look at each item

without attributing a story to it, or endowing it with some special meaning, would be a denial of creativity and imagination; something we so often do as we become accustomed to the things that exist all around us.”

This creative exhibit aims to impose a magical and fantastical element to the familiar objects that permeate everyone’s lives. Hyman has fictionalized the stories of each item, hypothesizing its origins, how it was lost, and where within YOTEL New York it was “found.” Among the featured artefacts featured, guests will find:

- A Glass Dragon Figurine: The fictional story behind this lost figurine begins at Mission Control, where the item was discovered by hotel personnel. After extensive research, this seemingly standard tchotchke is believed to be hundreds of years old and has been found to contain elements foreign to this planet, and unknown to the world’s top scientists and geologists and theorizes is “hundreds of years old” and “found to contain elements foreign to this planet and unknown to the world’s top scientists and geologists
- A Rubber Ducky: The tale of this lost Rubber Ducky dates back to Comic-Con 2014. Ernie from Sesame Street was staying at YOTEL New York while in Manhattan to perform his number one hit, Rubber Ducky, at Comic-Con. The Rubber Ducky was found in the VIP Terrace Suite after Ernie checked in with his travel partner, Burt. YOTEL New York made numerous attempts to return the Rubber Ducky to its owner, however Ernie has not yet responded to retrieve it. Comic-Con to perform his number one hit, *Rubber Ducky*”

“YOTEL New York embraces the art of creative thinking, which can be applied to everything from innovative design to installations such as Zach’s,” explained Jenn Williams, Marketing & PR Manager, YOTEL New York. “We love Zach’s approach to imagining what might be left behind by travellers and what those stories might be, and we are pleased to be able to bring it to life on property.”

In addition to offering guests a thought-provoking experience, each artefact featured in “MYTHOLOGIES” is preserved within vacuum sealed bags so that it can be placed in a time capsule following the exhibition. Visitors can view Zach’s new installation now through March 2015. Zach Hyman has been living in New York City and working as an

artist and photographer since 2007. For more information about Zach and his work, please visit www.zachyman.com

About YOTEL

YOTEL was created by YO! Founder Simon Woodroffe OBE. Inspired by first class travel, he translated the language of luxury airline travel into a small but luxurious cabin.

YOTEL's 'cabins' are uncompromisingly designed around guests, taking the essential elements of luxury hotels in smaller, smart spaces. Standard features include luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and YOTEL's signature 'techno wall' with flat screen 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 travelers in transit, staying the night before an early departure or to freshen up on arrival before a meeting in the city.

Typically located in easily accessible, fast upcoming urban centres, YOTEL City hotels deliver more luxury with larger cabins as well as a sense of community with spaces for work, exercise and social gatherings. Guests can enjoy free WiFi throughout the hotel and complimentary hot drinks.

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. In addition, new YOTEL Airport hotels are set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018) and YOTEL City hotels are under development in Williamsburg, Brooklyn (2017), Singapore Orchard Road (2017), Miami (2017) and San Francisco (2016).

YOTEL has its headquarters in London and offices in Boston and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

yotel.com

Twitter: @YOTELHQ

Facebook: [facebook.com/YOTELHQ](https://www.facebook.com/YOTELHQ)