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## YOTEL NEW YORK INTRODUCES AN INNOVATIVE 30 FT LONG LEGO ART INSTALLATION

**AN INTERACTIVE INSTALLATION HAS BEEN CONSTRUCTED ON ‘FOUR’ IN YOTEL’S  
PUBLIC SPACE WHERE GUESTS AND VISITORS CAN CREATE THEIR VERY OWN  
LEGO MASTERPIECE**

**New York, NY (January 16, 2014)** YOTEL New York is excited to unveil the YOTEL LEGO WALL, a wall of LEGO where guests can build their own original creations with LEGO building blocks now through March.

As an added bonus, guests may play for a future stay at YOTEL by entering their LEGO creations into a social media photo contest. Photos tagged with **#MyLegoMasterpiece** will be entered to win free stays at YOTEL including a 3 night stay in YOTEL’s Cabin that comes with an outdoor terrace and hot tub. Full contest details are posted at [Facebook.com/YOTELHQ](https://www.facebook.com/YOTELHQ).

As a brand dedicated to imagination and innovation, YOTEL is excited to have worked with partner Floyd Hayes to bring an engaging and interactive installation to its guests. “Everyone remembers LEGO from their childhood days, and the playful nature of LEGO proved to be the perfect way to bring a new, colourful accent to ‘FOUR’ while giving us yet another way to engage our guests,” explained Jenn Williams, Marketing & PR Manager, YOTEL New York. “We love the LEGO brand; its values are similar to YOTEL- playful, imaginative, engaging, appealing to all ages with a design component”.

The wall space used for this interactive installation is a temporary construction wall as YOTEL New York prepares to launch a brand new Club Lounge, which will feature new work and entertainment spaces as well as a new dining area when it unveils this March.

As guests build on the YOTEL LEGO WALL, the hotel will simultaneously be building this new guest-centric space.

### **About YOTEL**

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sqft VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sqft of flexible entertainment space to include 'Dojo' restaurant, Club Lounge surrounded by private bookable cabins and DJ at the weekends, New York's largest outdoor hotel terrace and Studio for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

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