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YOTEL NEW YORK UNVEILS NEW ART INSTALLATION BY ZACH HYMAN

INNOVATIVE ARTIST'S FIRST SCULPTURAL WORK TAKES OVER YOTEL'S GREEN LOUNGE

New York, NY (October 22, 2013) YOTEL New York is proud to unveil an original new art installation from New York-based artist Zach Hyman. Crafted from over 3,000 colorful plastic balls, this eye-catching display is the first sculptural work presented by the young artist, whose inventive and sometimes wild photography has garnered pronounced acclaim. Featured in YOTEL's Green Lounge, the installation will be on display and available for public viewing through the end of November.

Inspired by the innovative design that characterizes YOTEL, Hyman created a visual representation of new music, media and art. Finding today's cultural scene so rich with talented artists, performers and other imaginative minds, Hyman's piece is an arrangement meant to bring all of these together through an impressionistic reflection of creative America from one artist's perspective.

"YOTEL evokes within me a sense of adventure and excitement; something entirely different than the street you travelled before walking through its doors," explained Zach Hyman. "More than the space itself, I think the most inspiring thing about YOTEL is its support of young artists and innovators."

Much like YOTEL has made its mark on the hospitality industry with its pioneering approach to making the most of space through smart design, Hyman has made the most of his creative aptitude by sourcing commonplace mediums and turning them into something extraordinary. His piece for YOTEL New York transforms a child's toy

into a striking mass of color that weaves its way across the wall and ceiling, begging to be examined.

“We are always looking to work with creative individuals from all fields who understand the YOTEL brand and embrace the essence of what we are doing,” stated Jenn Williams, Marketing & PR Manager, YOTEL New York. “When we met Zach, it was apparent that his vision reflected ours, and we are proud to be the first to showcase his evolution from photographic artist to sculptor.”

Visitors can view Zach’s new installation now in YOTEL New York’s Green Lounge, located on FOUR, a public area of the hotel.

Since 2009, Zach has been embarking on expeditions around the world to exhibit his distinct works of art. For more information about the artist, please visit

www.zhfoto.com.

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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