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## YOTEL NEW YORK INTRODUCES “THE THOUGHTS IN MY HEAD” BY ARTIST LISA LEVY STARRING YOBOT

New York-based conceptual artist Lisa Levy re-imagines YOBOT as a public art installation in the lobby of YOTEL New York

**New York, NY, April 8, 2013** – YOTEL New York has unveiled a new use for its world-famous luggage robot, YOBOT – an artist’s canvas. Through a unique installation created by New York City artist Lisa Levy, YOBOT will be the star of a new art exhibit entitled **“THE THOUGHTS IN MY HEAD”**. This exhibit, which recently debuted at the hotel, located at 570 10<sup>th</sup> Avenue in Midtown Manhattan, features various statements created by Levy, highlighting seemingly random phrases that could be stolen from anyone’s thoughts as they pass through New York City. The phrases are set against the YOBOT luggage bins, which have been repainted in bright, Spring-like colors to offset this imaginative exhibit.

“THE THOUGHTS IN MY HEAD” installation has spread beyond YOBOT as well, the team at YOTEL gave Levy carte blanche to expand the exhibit to inside the guest elevators; on the walls of the Green Lounge even extending to as well on cocktail napkins used for service throughout FOUR at the various bars and at Dohyo restaurant.

“By highlighting emerging art at YOTEL, we offer our guests a window into one of the most important cultural elements of our New York hotel’s hometown,” said Jo Berrington, Marketing Director of YOTEL. “these artists help us to define and continuously evolve the personality of YOTEL and of course we hope that this thought provoking installation will make our guests smile too !”

“When I’m in social situations, I love trying to make people feel comfortable by saying something outrageous and funny that everyone’s already thinking,” said Levy, when asked about the

inspiration for “THE THOUGHTS IN MY HEAD”. “I’m using this installation in the same way as if it were the voice of YOTEL. I wanted to amplify the feeling that people get right when they come through the door - that they’ve entered a truly special place - and that the people around them share a common sense of humor and fun.”

This is the latest art exhibition to take place at YOTEL. In May 2012, YOTEL hosted “NYC Future Zoo”, a temporary exhibition by Brooklyn-based artist Ian Sklarsky; a series of Art Battles at Dohyo Restaurant in June 2012 timed to the one-year anniversary of the hotel; and in November 2012, “AMERICANA”, a temporary exhibition in collaboration with ArtStar of images of classic and unexpected views of American life and the American landscape. This year, YOTEL is the official hotel partner of the Affordable Art Fair.

Levy has a great deal of experience with high-profile exhibits. She has previously showed at White Columns, Artists Space, Printed Matter, The New Museum and the Scope Art Fair.

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## 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 ‘Dohyo’ restaurant, Club Lounge surrounded by private bookable cabins and DJ at the weekends, New York’s largest outdoor hotel terrace and Studiyo 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.

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