

The New York Times

January 27, 2014

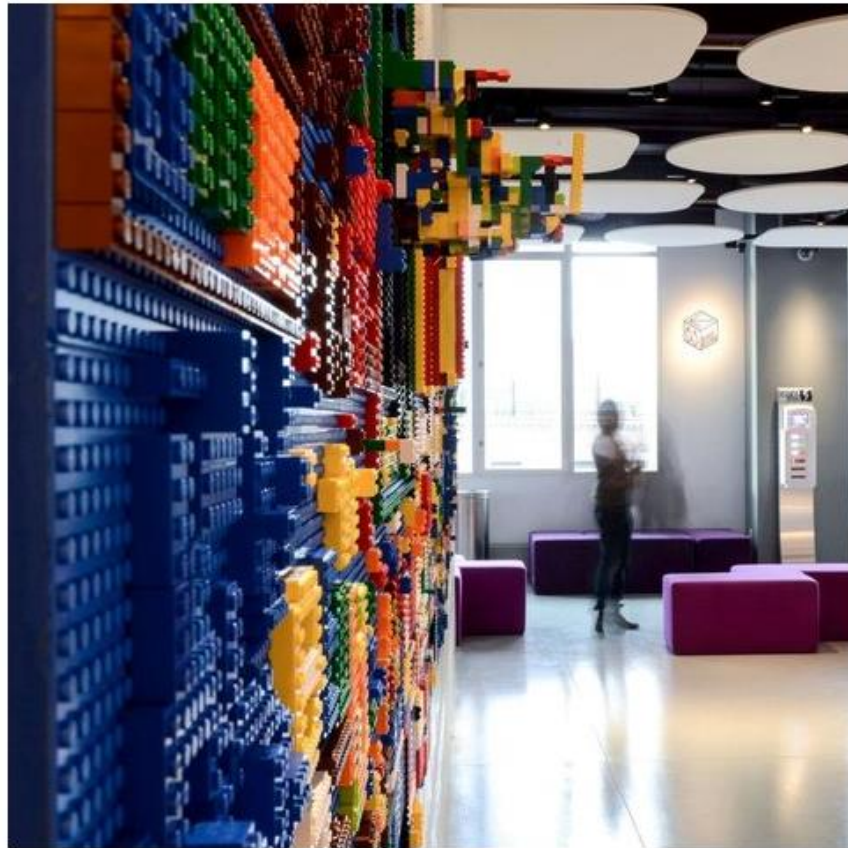
In Transit

A Guide to Intelligent Travel

JANUARY 27, 2014, 12:16 PM | [Comment](#)

At New York Hotel, a Crowd-Sourced Lego Project

By ELAINE GLUSAC



Yotel

The Lego wall at the Yotel.

In a lemonade-from-lemons move, [Yotel New York](#), the capsule hotel near Times Square, has turned a construction-masking wall into a 30-foot collaborative art project using Lego building blocks.

Guests are invited to embellish the 30-foot-long Lego wall with supplied plastic bricks, resulting in an ever-changing mural and a popular lobby activity. Some contributors have built replicas of city icons like the Empire State Building, others have depicted the flags of their country, including Canada and Japan, and more have written their names and initials in the blocks.

While the wall was conceived as a colorful way to block off a section of the lobby under construction, it has turned into a creative phenomenon that hotel management is considering reprising in some form in the future, after the wall is removed in March.

“Social activity is definitely happening among the guests, and it’s created new communication between the guests and us,” said the general manager, Claes Landberg. “It gives our crew a reason to strike up a conversation and create relationships with guests.”