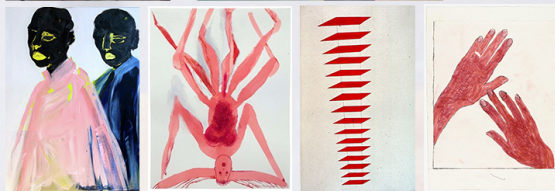


HOTEL Monde de l'Art



Opening Event

Saturday, 1st of May 2021 from 7pm to 11pm
377 Kensington High Street, London
PR Portofolio



Backgrounder

HOTEL Monde de l'Art

Hotel Monde de l'Art is a brand new 5-star hotel located in the heart of London. The hotel has a vibrant art gallery that showcases contemporary artworks of both world-renowned and emerging artists. Gabriel Davis, the owner of the hotel, a visionary real estate developer with a fine taste for art and love for surrealism believes that people from all over the world come to London to explore its rich history and culture. However, they might not have the chance to enjoy some of its current attractions like art galleries and museums. This is what made him come up with the idea to open a hotel that exhibits contemporary art, presenting a whole new level of experience for art lovers. Gabriel invested in a one-of-a-kind art gallery which can be found on the first floor of Hotel Monde de l'Art.

His vision was to create something unique and different for the visitors of Hotel Monde de l'Art by providing a great accommodation that is not limited to just food and beverages but also, a place filled by eclectic elegance where people can spend their time while enjoying world-class art exhibitions from both local and international emerging artists. The hotel will be opening doors on May 1st, 2021.

“We are glad to have been able to work with some of the world's best artists. Their work is currently on display at Hotel Monde de l'Art. So far, we have been able to display art by over 10 well-known names in the contemporary art industry such as Damien Hirst, Yayoi Kusama, David Hockney, Banksy, Yoko Ono, Marina Abramovic, Tim Shaw, Andy Goldsworthy, Jenny Holzer, Tracey Emin, Louise Bourgeois, Barbara Kruger and Urs Fischer.

Besides the exhibitions found in the art gallery, we can find art throughout the whole property. The hotel is an art gallery and art storage facility first, and a hotel second. When you first enter the hotel you are surrounded by art, and the hallway walls are lined with several pieces of art for you to view at leisure – as if you are in an art gallery. The journey starts in the lobby where the viewer is presented with a colorful piece by Japanese artist Yayoi Kusama. Then, while ascending the stairs, the viewer will be greeted with paintings from the famous artist Tracey Emin. Our top floor, representing a relaxed atmosphere, will feature a wonderful piece by French-American painter Louise Bourgeois while our roof top will be home to another piece by Jeff Koons; this time in the shape of an animal sculpture.

Backgrounder

HOTEL Monde de l'Art

In Hotel Monde de l'Art, the art gallery is just one of the ways it celebrates art. Gabriel Davis, an avid art collector, opened Hotel Monde de l'Art to create a space that is devoted to the art of all kinds and encourages others to appreciate the beauty that art creates. To that end, for the opening event, the hotel has many activities planned for its guests and visitors, including opening up the hotel rooms for tours and giving insight into the making of their spectacular art collection.

Hotelier and philanthropist Gabriel Davis knew that that a new wave of young trendy buyers is emerging. They are hungry for a modern hospitality experience that caters to their refined tastes while remaining affordable. Hotel Monde de l'Art is the culmination of these efforts to build a hotel unlike any other. The property's unique concept stems from the idea that the right contemporary artworks can translate into wonderful interior spaces. The guests experience this on top of design and comfort.

The hotel was designed by award-winning architect Satoshi Teshima, an associate vice president at HGA Architects and Engineers in Los Angeles. He specializes in design and interior architecture of boutique hotels. The hotel has been featured in design magazines such as Dezeen and Architectural Digest. Hotel Monde de l'Art was designed to be different from any other standard hotel experience. It is a collection of ideas and stories that come together for a unique and memorable stay. This place is not your average hotel, it is an art gallery that happens to have rooms as well.

Every aspect of the project is based on the philosophical principle that commerce and creativity can and should coexist in their purest form. Whether you want to spend a weekend or an entire week, with one of the most elite experiences at Hotel Monde de l'Art, you can choose from our spacious and luxurious rooms or suites. The rooms have floor-to-ceiling windows with stunning views of London sunsets. A special thing about Hotel Monde de l'Art is that its 70 luxury rooms are not numbered but instead each of them is named and furnished after a different artist. So, now, instead of 70 rooms furnished in the same style, guests can have themed décor by a specific contemporary artist. Each space is unforgettable, and no two rooms are alike. Bathrooms are finished in light grey and white marble, stone, and glass, with rain showers and large hot tubs in some cases. Rates start at 500£ per night per room including breakfast.

Backgrounder

HOTEL Monde de l'Art

The hotel is noteworthy not only for its distinctive architecture, but also for its dining services, as the restaurants are led by a Michelin-starred chef. The hotel also features a salon with mud treatments, a gym, an herbal steam room, a jacuzzi, a heated swimming pool, a garden café where guests can enjoy their afternoon tea and a rooftop dance floor lounge. The lobby's chic postmodern and retro futurist references are one of the things that will keep visitors coming again.

After its initial opening in 2021, the hotel will be followed by a second property in Monaco and then another two in Milan and Paris the following year. On Saturday, 1st of May, 2021, Hotel des Beaux Arts will open its doors and will welcome the public inside for the first time for the grand opening celebration. The evening will celebrate modern art styles and provide visitors with a one-of-a-kind cultural experience. The well-known British singer Jorja Smith will have a live performance during the event. No entrance fee is required as they are seeking to make art available for everybody.

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Key Messages

HOTEL Monde de l'Art

Hotel Monde de l'Art, an independent luxury hotel is launching a new conceptual approach to presenting art, providing its guests with cutting-edge contemporary visual culture while simultaneously supporting artistic and cultural development in London.

Gabriel Davis, the visionary owner of the Hotel Monde de l'Art is well-connected in the art community and he has been doing his best to create a place that besides offering luxury services in the industry of hospitality, focuses on exploring new emerging talents from all over the world and provides an opportunity for them to promote their art by being exposing their work in its Art Gallery.

Features artwork exhibition by some of the biggest names in contemporary art, such as Damien Hirst, Yayoi Kusama, David Hockney, Banksy, Yoko Ono, Marina Abramovic, Tim Shaw, Andy Goldsworthy, Jenny Holzer, Tracey Emin, Louise Bourgeois, Barbara Kruger and Urs Fischer.

The initial art chosen from Gabriel's own series of paintings by foreign artists inspired this outpouring of creativity. Unusual objects are always the starting point for a new hotel's design, and sculptures and paintings are prominent in the properties.

Hotel Monde de l'Art will have its grand opening ceremony on Saturday, 1st of May 2021, from 7pm to 11pm. The evening will celebrate modern art styles and provide visitors with a one-of-a-kind cultural experience. The well-known British singer Jorja Smith will have a live performance during the event. No entrance fee is required as they are seeking to make art available for everybody.

Press Release

For Immediate Release
19.04.2021

HOTEL Monde de l'Art

**Art and luxury hotel services combined- an innovation in the hospitality industry
Hotel Monde de l'Art makes its debut in London this spring**

London, England, 19 April 2021: Hotel Monde de l'Art is very pleased to invite you to its grand opening which will take place on Saturday 1st of May 2021 from 7pm to 11pm. The five-star hotel is located in the heart of London at 377 Kensington High Street, near Holland Park and just ten minutes from Mayfair.

Hotel Monde de l'Art was designed to be different from any other standard hotel experience. It is a collection of ideas and stories that come together for a unique and memorable stay. Besides offering luxury services in the industry of hospitality, Hotel Monde de l'Art focuses on exploring new emerging talents from all over the world and provides an opportunity for them to promote their art by being exposing their work in its Art Gallery. The property's unique concept stems from the idea that the right contemporary artworks can translate into wonderful interior spaces. The guests experience this on top of design and comfort.

Gabriel Davis, the owner of the hotel is well-connected in the art community, and an eager art collector. Over the years, he has also helped to organise and funded a variety of art festivals. Gabriel explains he thought of opening Hotel Monde de l'Art for artists who were extremely talented, but didn't have the necessary resources to promote themselves, or didn't know the right people. His vision is to exhibit art by creatives of all ages, not only by people who finished prestigious art schools but also young artists who have just embarked on this journey and have a natural talent.

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Press Release

HOTEL Monde de l'Art

“As you may have noticed from our previous publications, we’ve been working hard to make Hotel Monde de l’Art the most unique hotel you’ve ever visited. It is our sincere pleasure to inform you that we’re getting ready for the grand opening of the hotel. You don’t need much to be displayed in our gallery, just a piece of art that makes people feel something, anything that it’s granted to spark people’s interest and imagination.” Gabriel says.

In cooperation with leading contemporary art creatives, Hotel Monde de l’Art constitutes a new way for the art industry to break into the hotel market. The visionary owner is extremely glad to have been able to work with some of the world’s best artists and display their work at the Hotel Monde de l’Art. So far, they have been able to display work by over 10 well-known names in the contemporary art industry such as Damien Hirst, Yayoi Kusama, David Hockney, Banksy, Yoko Ono, Marina Abramovic, Tim Shaw, Andy Goldsworthy, Jenny Holzer, Tracey Emin, Louise Bourgeois, Barbara Kruger and Urs Fischer.

Gabriel states that he intends to connect with a great number of upcoming artists. Although he spends time scouting for creators, he wishes that the artists will feel at ease approaching him. Anyone who wishes to expose their work in the art gallery can upload their portfolio on www.hotelmondedelart.com

On May 1, 2021, the hotel will hold a cocktail event to celebrate its grand opening.

The evening will celebrate modern art styles and provide visitors with a one-of-a-kind cultural experience. The well-known British singer Jorja Smith will have a live performance during the event. No entrance fee is required as they are seeking to make art available for everybody.

Press Release

HOTEL Monde de l'Art

About Hotel Monde de l'Art: Hotel Monde de l'Art supports the development of art while exhibiting work by current and emerging contemporary artists. As a vibrant multi-functional art space, it produces a positive impact on society and contributes to the cultural revolution by drawing attention to this field. Its goal is to continually revitalise London's emerging art scene, and to engage in discussion with the audience by incorporating new art ideas and spreading the vision of its creator, Gabriel Davis. A special thing about Hotel Monde de l'Art is that its 70 luxury rooms are not numbered but instead each of them is named and furnished after a different artist. The hotel is noteworthy not only for its distinctive architecture, but also for its dining services, as the restaurants are led by a Michelin-starred chef. Additional properties are expected to open in Paris, Monaco, and Milan between 2022 and 2024.

For more information about the event please contact our press & communications specialist Iuliana Doroftei via email at iuliana@hotelmondedelart.com or visit our website www.hotelmondedelart.com

Pitch Email

Art and luxury hotel services combined: Hotel Monde de l'Art makes its debut in London this spring • id226@live.mdx.ac.uk

Message Options

To: amanda.statham@natmags.co.uk

Cc:

Subject: Art and luxury hotel services combined: Hotel Monde de l'Art makes its debut in London this spring

Hello Amanda,

My name is Iuliana Doroftei and I'm a press and communications specialist for hotel Monde de l'Art. I have been following you for the past 2 years, I absolutely love your work at Cosmopolitan, so many valuable ideas and perspectives!
Just finished reading your recent article about "The best places to visit in the UK for a staycation". It really inspired me.

I am reaching out to see if you would be interested in a story about hotel Monde de l'Art, an innovation in the tourism sector. On Saturday, 1st of May 2021, from 7pm to 11pm, Hotel Monde de l'Art will open its doors and will welcome the public inside for the first time for the grand opening celebration, and we would love to have you as our guest as well.

Besides offering luxury services in the industry of hospitality, Hotel Monde de l'Art focuses on exploring new emerging talents from all over the world and provides an opportunity for them to promote their art by exposing their work in its Art Gallery. Apart from that, hotel guests will be provided with an impressive art and cultural experience, as the exhibition also features work of some of the biggest names in contemporary art: Damien Hirst, Yayoi Kusama, David Hockney, Yoko Ono, Marina Abramovic and many others.

I'd be delighted to provide you with early access to our press release.
Please let me know if you find our story intriguing or if you would like to feature it in one of your upcoming posts. I'd be happy to share your article with our social media followers in order to drive traffic to the post once you've included a mention of our brand. Attached is our exclusive press release.

Thanks for your time and consideration and for sharing your one-of-a-kind advice with the community! I can't wait to hear back from you.

Press enquiries

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HOTEL Monde de l'Art

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HOTEL Monde de l'Art



HOTEL


Monde de l'Art

Opening reception
*Features Exhibition of
Contemporary Art
accompanied by live music*

Saturday, 1st of May 2021
377 Kensington High Street, London

HOTEL Monde de l'Art

Opening reception



**Features Exhibition of
Contemporary Art
accompanied by live music**

Saturday, 1st of May 2021
377 Kensington High Street, London

Public Speech:

HOTEL Monde de l'Art

Public Speech by Gabriel Davis

**London
1st of May 2021**

It is a great honor and privilege to stand here in front of you today!
It has taken a lot of time and a lot of hard work to get here and I want to say a big thank you to everyone who made this possible!

I have spent the past 20 years working in the hospitality industry and unfortunately, I couldn't help but notice how art is being neglected in this field. I am an art collector myself and it pains me to see so many great young artists who struggle to make a name for themselves in this harsh industry. That is why I decided to finally make my many years dream come true. Art and the hospitality sector are not often thought to be the most inseparable allies but here at Hotel Monde de l'Art, besides offering exclusive luxury hotel services we provide our visitors with an impressive art and cultural experience by exhibiting work of not only some of the biggest names in contemporary art but also of new emerging artists.

In a society and a time where art is not necessarily something sought after and because we live in the era of social media, where everything takes place online, we are used to scroll mindlessly on a daily basis. We no longer stop and stare at a single photograph, a single sculpture, a single video or a single poem because everything unfolds so quickly, a continuous mechanical scrolling, which leads to the lack of feeling and transmission of the actual work and message behind the art in fact. The objective of Hotel Monde de l'Art is to aim precisely at these aspects that I consider extremely important to us as a society that must be constantly evolving, a society that must not lose sight of the things that have always been extremely important: art and culture. Promoting them is one way we can contribute to the development of society's overall awareness and appreciation of culture and art in general, and it is especially relevant for new artists who are just starting out in their careers.

Public Speech:

HOTEL Monde de l'Art

Aristotle said that art is the only thing that can produce catharsis in the human soul. Therefore, I consider very important that people of all ages should be directed towards art. Furthermore, because contemporary artists are the ones who create in the present times, for the present times, we can say they are the most relevant artists nowadays. Contemporary art is the art with which our soul resonates, as the contemporary artist lives the life of our century. Here, at Hotel Monde de l'Art, we acknowledge and wholeheartedly think in the value of assisting young creators overflowing with innovative ideas and having a well-deserved breakthrough in the cultural scene.

That being said, we made a commitment to aid young artists who are full of inventiveness, creativity, and passion at the beginning of their careers whilst delivering luxury hospitality services. I hope today's exhibition inspires all of you and I am looking forward to having you as our guests or why not, to showcase your work of art in our art gallery. A big thank you to everyone who helped me bring my vision to life, I am deeply grateful.