



INSTITUTE OF CONTEMPORARY ART
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NEWS RELEASE



INSTITUTE OF CONTEMPORARY ART NAMED OFFICIAL ART PARTNER OF PHILADELPHIA'S NEW LE MÉRIDIEN HOTEL

PHILADELPHIA, PA

The Institute of Contemporary Art is very pleased to announce a new art partnership with Le Méridien Philadelphia, the newest addition to Philadelphia's boutique hotels. As the Le Méridien Brand is deeply rooted in art and design, the hotel's Unlock Art signature program, developed by the hotel's Cultural Curator Jerome Sans, approaches the hospitality market in a new way to attract its target customer and the Creative Guest through a relevant, interactive, and engaging experience.

Every guest receives a room key that opens more than the room door – it unlocks a local contemporary experience and is a work of art itself. Featuring commissioned work by select contemporary artists, these collectible keys also act as passports to cultural centers near Le Méridien hotels. The keys are designed by artists (Sam Samore, Michael Lin, Hisham Bharoocha, with other artists planned for future) and are part of the Le Méridien's Unlock Art Collection. Upon presentation of the key at ICA, the guest is granted free access to all programs and a unique experience.

CONTACT

JILL KATZ

DIRECTOR OF MARKETING &
COMMUNICATIONS

215-573-9975

PUBLICITY@ICAPHILA.ORG

INSTITUTE OF CONTEMPORARY ART

UNIVERSITY OF PENNSYLVANIA

118 SOUTH 36TH STREET

PHILADELPHIA, PA 19104-3289

WWW.ICAPHILA.ORG

Housed in the former Arch Street YMCA (1912) turned District Attorney's Office (1985), and designed by architect Horace Trumbauer, whose architectural legacy includes the Union League of Philadelphia and the Philadelphia Museum of Art, the 10-story Georgian revival style hotel opened in June 2010. The relationship bridges the hotel's downtown location (1421 Arch Street) near the Philadelphia Convention Center with ICA's University City location on the campus of the University of Pennsylvania (118 S. 36th Street), strengthening awareness of the city's diverse offerings and leveraging the international reputations of both entities as leaders in contemporary art and design.

Some examples of Le Méridien's partnership institutions to date: The Yerba Buena Center for the Arts in San Francisco, The Museum of Contemporary Arts (MOCA) in Shanghai, Nourveau Musée National of Monaco, and The Moore Space in Miami.

INSTITUTE OF CONTEMPORARY ART

Founded in 1963, the Institute of Contemporary Art at the University of Pennsylvania is a leader in the presentation and documentation of contemporary art. Through exhibitions, commissions, educational programs, and publications, ICA invites the public to share in the experience, interpretation and understanding of the work of established and emerging artists.

Le Méridien is a global hotel group with more than 120 hotels in over 50 countries worldwide. The majority of its properties are located in the world's top cities and resorts throughout Europe, Africa, the Middle East, Asia Pacific, and the Americas. Le Méridien is a Starwoods Hotels & Resorts Worldwide, Inc. brand.