

When the Lobby Becomes a Gallery

Art exhibitions in the open spaces of the Isrotel Hotel chain. Yet another upgrade that offers guests a stunning multisensory experience



Have you ever thought about a hotel where the public spaces are transformed into a spacious gallery housing a wide range of superb contemporary paintings and sculptures? This is precisely what guests staying in the Isrotel Exclusive hotels experience on a daily basis – the sense of stepping into a museum of modern art.

The successful ongoing relationship between Isrotel and art is unique in the hotel industry in Israel, both as a management and an investment concept. But an affinity between art and hotels has always existed: art-loving hotel owners would sponsor budding artists



before they became famous, and in return received works of art to adorn the hotel's public spaces. The lucky owner of a hotel in Holland hosted Matisse when he was an unknown, impoverished artist, and today thanks to his hospitality, he owns one of the most valuable art collections in the world!

The Isrotel chain is also active in championing contemporary Israeli art, and in its inimitable style follows the idea to its natural conclusion. To implement the concept in its Exclusive hotels, the chain has appointed Sharon Tuval, a Bezalel graduate with a postgraduate degree in Art Theory and Policy, to be the curator and director of the Isrotel hotel chain art collection.

"Isrotel is maybe the only commercial chain in Israel exhibiting and promoting contemporary art programs", says Tuval, and emphasizes that the openness of the chain to modern art both challenges him and allows him to give a platform to a wide range of artists, from the well known to those at the start of their career.

This trend is reflected in the diverse Isrotel collection which includes contemporary photography, abstract painting, sculpture, ceramics, glass, collections of etchings and more. The selected works by promising young graduates of the Bezalel Academy of Art are displayed alongside works by top Israeli artists: **Sigalit Landau, Zadok Ben-David, Assaf Ben Zvi, Micha Ullman, Hilo Lulu Lin, Chen Shish** and others.

"The importance of the Isrotel collection is the interface between high-end contemporary art and the hotel guests," says Tuval. "The exposure of the viewers to art, outside the walls of a gallery or museum, is both an encounter that both inspires and raises awareness. The unmediated connection creates a platform for exposure and marketing of Israeli artists.

A PLACE OF ART: FROM VIDEO ART TO STREET ART

The concept underlying the choice of artwork on display in each of the Exclusive hotels is part of the experiential concept of each particular hotel, and relates to its unique design, as well as the environmental and local context.

The **Digiart** project, the digital art incubator at the **Royal Beach Hotel Tel Aviv** is an excellent example of the connection between art and locality. The location