



Art Series Hotels

MEDIA RELEASE

THE ADNATE'S SOARING 25-STOREY-HIGH STREET ART MURAL NEARS COMPLETION

- Bookings from 1 October now on sale -

For high resolution images, please click [here](#)

Perth's hottest new hotel, The Adnate, is about to reach a sky-high milestone in its development with its 25-storey 'Mega Mural' nearing completion.

The imposing mural by the hotel's namesake artist, Australian big-wall painter Matt Adnate, will be one of the world's tallest murals and will bring a striking new artistic feature to Perth's CBD.

Matt's monumental works, including painting towering grain solos and a 20-storey housing complex in Melbourne's Collingwood, have earned the street artist international acclaim in recent years.

His Mega Mural at The Adnate far eclipses his work in Collingwood, which became the tallest mural in the Southern Hemisphere when it was unveiled. In fact, The Adnate's new record-holding mural will stand just seven storeys shorter than the world's tallest mural in Toronto, which measures 32 storeys.

Beyond earning Matt a place in the record books, the real purpose of this sky-high external mural is to highlight Perth's cultural history and community.

The Mega Mural, which is on track to be completed next week and took Matt one month to finish, will be his biggest yet and will feature three large-scale portraits - including the face of a Noongar man, an Indian woman and a Mediterranean woman – all created solely with spray paint.

"I'm taking different faces to create a story that runs the whole way down the mural," Matt said. "Each face tells a different history and background. It will depict the past through the cultural representation in the subject's dressing elements, the present with contemporary faces, and the future as the subjects are the youth of today."

Matt will also be collaborating with a local Indigenous artist on a 50-metre-long exterior laneway mural and, inside the hotel, is contributing a mural above the hotel's main staircase.

Two original canvases and up to 650 reproductions of 30 of Matt's most recognised works from around the world will adorn the walls and halls of the hotel development by George Atzemis.

In addition to this vast array of Matt's art, the hotel will add 250 guest rooms to Perth's burgeoning hotel supply, a gymnasium, function room, centrepiece pool area on its first floor, and a chic new state-first food and beverage destination, serving Mediterranean cuisine and the city's best cocktails.

Scheduled to open its doors to guests in October, The Adnate will be the first Art Series hotel dedicated to street art and heralds the arrival of the Art Series brand in Western Australia – Australia's only boutique hotel brand creating art-inspired experiences for guests.

Accor Chief Operating Officer Pacific, Simon McGrath, said The Adnate is destined to become an iconic landmark in Perth's CBD.

"You won't need to book a stay to enjoy Matt's exterior murals," Mr McGrath said. "His soaring Mega Mural on the entire east-facing side of the hotel faces the city for all to enjoy."

Signature art experiences at The Adnate will include the brand's famous art tours, in-room art channels and art libraries. Branded courtesy cars and Lekker bicycles will be available to explore all that Perth has to offer and further afield.

To celebrate the near completion of Matt's Mega Mural, Art Series has released an **opening special rate** for The Adnate, which is from \$179* per night. To book, visit www.artserieshotels.com.au/adnate

Once open, The Adnate will be Accor's ninth Art Series hotel in Australia, complementing the brand's existing hotel portfolio - Melbourne hotels The Olsen, South Yarra; The Blackman, St Kilda Road; The Cullen, Prahan; The Larwill, Parkville; The Chen, Box Hill, along with The Watson in Walkerville, South Australia and The Johnson and The Fantauzzo in Brisbane, Queensland.

The Adnate

900 Hay Street

Perth WA

www.artserieshotels.com.au/adnate

**Conditions apply, subject to availability. Valid for sale until 30 November 2019 and for travel from 1 October 2019 to 30 March 2020. Block out dates and minimum night stays may apply.*

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ABOUT MATT ADNATE:

[Matt Adnate](#) has moved past his roots in Street Art, utilising the medium to carry his realist style into the fine art realm.

Heavily influenced by the chiaroscuro of renaissance painters like Caravaggio, Adnate embraces portraiture like the masters of the XXI Century.

Adnate has always held a connection towards indigenous people of their native land, especially with Indigenous Australians. He paints large-scale murals in the main cities around Australia and the world, creating a statement of reclaiming the land that was always theirs. He endeavours to capture the stories and emotions of each subject he paints, encouraging the audience to feel through their own experience.

ABOUT ART SERIES HOTELS:

[Arts Series Hotels](#) transformed the Australian hotel market when it launched in 2009.

Inspired by and dedicated to Australian contemporary artists, each hotel takes design inspiration from the namesake artist. With original artworks and prints adorning the walls and halls, the multifaceted art inspired experience is complete with dedicated art channels, art libraries, art tours and art utensils on supply.

Glass bottomed pools, private outdoor decking areas, state of the art gymnasiums, massive communal spaces and boutique conference and events spaces complete the picture.

ABOUT ACCOR:

Accor is a world-leading augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries. The Group has been acquiring hospitality expertise for more than 50 years, resulting in an unrivaled portfolio of brands, from luxury to economy, supported by one of the most attractive loyalty programs in the world.

Beyond accommodation, Accor enables new ways to live, work, and play, by blending food and beverage with nightlife, wellbeing, and co-working. It also offers digital solutions that maximize distribution, optimize hotel operations and enhance the customer experience.

Accor is deeply committed to sustainable value creation and plays an active role in giving back to planet and community via its Planet 21 – Acting Here program and the Accor Solidarity endowment fund, which gives disadvantaged groups access to employment through professional training.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States. For more information visit accor.com. Or become a fan and follow us on Twitter and Facebook.

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