



Art Series Hotels

Press release

JULY 8TH, 2019

‘The Adnate’ to open in Perth with one of the world’s tallest murals

Accor announces namesake artist for new Art Series hotel in Perth – opening October 2019

Accor has announced its new Art Series hotel in Perth will be named after one of Australian street art’s most influential big wall painters – **Matt Adnate**.

Matt is an artist who creates his portraits with spray paint. His monumental works portraying Indigenous people have captivated viewers around the world... and now, with the arrival of **The Adnate**, Perth will be home to one of the world’s tallest murals, and the first Art Series hotel dedicated to street art.

The imposing 27-storey ‘Mega Mural’ on the west-facing side of the hotel is the largest artwork Matt has painted on a building and, once completed, will feature faces which represent the cultural history and community of Perth.

This, along with a ‘Laneway Mural’, which spans more than 50m long and features multiple portraits from Matt and a collaboration with a local Indigenous artist, and Matt’s interior ‘Staircase Mural’, will completely transform the hotel both inside and out.

“I see this hotel as a beautiful canvas to tell a story about Perth’s cultural and community connection through portraiture and traditional elements,” Matt said.

“My Mega Mural will feature three large-scale portraits. It will represent 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.

“What excites me most about this collaboration with Art Series is the opportunity to capture the stories and emotions of my subjects and to share them with a new audience in the west.

“I’ve always held a personal connection towards the First Nation people I paint. Whether it be a connection to country or a strong emphasis on spirituality, I believe we have a lot to learn from these people.”

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 250-room hotel development by George Atzemis.



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“To have an Art Series hotel dedicated to showcasing my work is an honour,” he said. “In more ways than one, this collaboration with Art Series is a high point in my career and I cannot wait for the doors to open in October,” he concluded.

Matt has already commenced work on the murals and passers-by are already stopping and soaking it in.

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

“The Adnate’s Mega Mural will face the city centre for all to enjoy, and we are thrilled to announce Matt Adnate as the namesake artist for our ninth Art Series hotel in Perth,” Mr McGrath said.

“Matt is a next generation artist who reflects the expansive view on Australian art. His unique artistic style and experience with painting large-scale murals in main cities around Australia and the world made him the ideal namesake artist for the scale and design of our newest Art Series hotel in Perth.

“This hotel heralds the arrival of the Art Series brand in Western Australia and demonstrates our commitment to growing this iconic Australian hotel brand – Australia’s only boutique hotel brand creating art inspired experiences for guests.”

A seamless combination of art, design and functionality, the hotel will be a powerful representation of contemporary creativity, with connected and inspiring spaces for guests to discover.

The Adnate will also be home to a chic new international food and beverage destination, serving Mediterranean cuisine and the city’s best cocktails. The venue will be centred around the hotel’s stunning pool area on level one, positioned directly above Hay Street.

The hotel will also feature a gymnasium and a function room, fully equipped with state-of-the-art audio-visual technology.

Art Series Hotels transformed the Australian market when it launched in 2009. Signature art experiences at The Adnate will include the infamous art tours, in-room art channels and art libraries. Branded Smart Cars and Lekker bicycles will be available to explore all that Perth has to offer and further afield.

The Art Series portfolio includes 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.



Art Series Hotels

The Adnate will add to Accor's growing presence in Perth of 14 properties.

For more information, please visit artserieshotels.com.au.

The Adnate

900 Hay Street

Perth WA

www.artserieshotels.com.au

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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 and meaningful experiences in more than 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplify hospitality distribution, operations, and



experience. Guests have access to one of the world's most attractive hotel loyalty programs—Le Club AccorHotels.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavours to act for positive hospitality, while Accor Solidarity, the endowment fund, empowers disadvantaged groups through professional training and access to employment.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) 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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