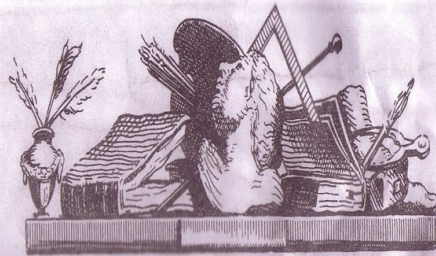


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# THE ART NEWSPAPER

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## Miami luxury hotel teams up with Moore Space



Fabien Verschaere, *See Inside the Sea*, 2007 at Le Méridien

Le Méridien Sunny Isles Beach hotel, Miami, has launched a new scheme, Unlock Art, promoting the non-profit Moore Space in Wynwood with an artist-designed keycard. It has also commissioned works from artists to help rebrand the chain, following its purchase by the Starwood hotel group in November 2005. The project, which is called One Night, is curated by Jérôme Sans, co-founder of the Palais de Tokyo in Paris.

Mr Sans has recruited photographer Sam Samore to design keycards and launch a book of modern fairytales in Miami. Henri Scars Struck, a composer who has worked with Madonna and Yves St Laurent, has created a "sound

experience" for the hotel's lifts. An installation by emerging French artist Fabien Verschaere has also been commissioned by Mr Sans.

"Ultimately, we will sign on a total of 100 artists internationally as our family of creators," says Mr Sans, who is a member of the rock band Liquid Architecture. The artists, called the LM100, will initially sign two-year contracts.

By the end of 2008, each of the 120 Le Méridien hotels will form partnerships with arts institutions. "We will seek arts institutions that are not the usual, major museums," says Mr Sans. Le Méridien is also planning 90 new hotels. **Brook Mason**