



For Immediate Release

Murals by Local Artists Transform NU Hotel Brooklyn Guestrooms

Murals by local artists have transformed three guestrooms of NU Hotel Brooklyn's 93-room hotel as part of the NU Perspectives project. The transformation continues as the hotel searches for three more artists.

(Brooklyn, N.Y. – October 25, 2012) A hotel room with a view of the Manhattan Bridge, the Brooklyn Bridge and the Williamsburg Savings Bank? That's geographically impossible! Not at NU Hotel Brooklyn, where guests can immerse themselves in the borough when they stay in select guestrooms painted with Brooklyn-themed murals from floor to ceiling.

As part of the NU Perspectives project, the 93-room hotel has given creative license to three local artists and it is looking for three more artists to liven up the largest guestrooms.

"We are so proud of our location and are always looking for ways to celebrate Brooklyn. Having local art on our walls is something the hotel has embraced since the day we opened," said Javier Egipciano, NU Hotel Brooklyn's general manager. "We're just taking it a step further this time."

The hotel's white walls and loft-like design serve as a blank canvas on which artists can put their signature creations. The murals give the rooms color and an edge, while maintaining a comfortable feel and a uniquely Brooklyn look.

Craig Anthony Miller, whose style is influenced by stained glass and graffiti, was the first artist to participate in the program. Adam Suerte, a legend in the Brooklyn art scene and proprietor of Brooklyn Tattoo, created a mural that depicts three nearby Brooklyn landmarks: the Manhattan Bridge, the Brooklyn Bridge and the Williamsburg Savings Bank. The artist also created a time-lapse video which can be found on his [website](#). The most recent mural was created by another Brooklyn-based artist, Steven Weinberg. Weinberg's mural showcases a Brooklyn streetscape, complete with brownstones, cafés, shops, and even the F train rumbling beneath the streets. Check out his time-lapse video on his [blog](#).

NU Hotel Brooklyn's sales manager, Jennifer Goodman, is coordinating NU Perspectives and is also leading the search for more artists. "There's no mistaking where you are when you sleep in one of these rooms," said Goodman. "We can't wait to see submissions from other artists! These rooms are really helping us create memorable and lasting Brooklyn experiences for all our guests."

At this time, guests can request to reserve a NU Perspectives room by calling the hotel for availability. Once all six rooms are complete, guests will be able to book specific NU Perspectives rooms via the hotel's website. Artists interested in participating in NU Perspectives should [e-mail](#) the hotel with their information and samples of their work.



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About NU Hotel Brooklyn:

[NU Hotel Brooklyn](#) is an environmentally conscious, first-class hotel, conveniently located at the intersection of four happening Brooklyn neighborhoods (Downtown Brooklyn, Boerum Hill, Cobble Hill and Carroll Gardens). NU Hotel Brooklyn manages to encapsulate that old school Brooklyn community vibe of having exquisite international cuisine, one of a kind boutique shops and world famous entertainment, all within a stone's throw from where you comfortably rest your head at night. NU Hotel is owned by Hersha Hospitality Trust (NYSE: HT) and managed by HHM, formerly known as Hersha Hospitality Management.

About The Independent Collection:

[The Independent Collection](#) is a growing collection of smaller, more intimate boutique lifestyle hotels located in truly unique neighborhoods of gateway cities across the US. The hotels of the [Independent Collection](#) are developed for the *independently minded* traveler and invite guests to experience the true spirit of the city.

About HHM:

HHM, formerly known as Hersha Hospitality Management, operates 115 hotels across the United States. It provides turnkey hotel management, asset management and receivership for properties with leading brand affiliations through Marriott, Hilton, Hyatt, Starwood, and Intercontinental Hotel Group. HHM also operates 14 independent hotels ranging from the AAA Five Diamond Rittenhouse Hotel in Philadelphia, to the oceanfront Postcard Inn in the Florida Keys. Its highly experienced team is accustomed to serving as a fiduciary to publicly traded companies, joint ventures, institutional real estate owners and private investors. Additional information on HHM can be found at hhmhospitality.com.

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