



For Immediate Release

Independent Art Thrives on Locust Street

The Independent Hotel, an Independent Collection hotel, presents its second installation of original artwork by students from Temple University's Tyler School of Art. In celebration of the exhibition, the hotel is hosting a wine and cheese reception on May 7 from 6:00 – 7:30 p.m.

(Philadelphia – May 1, 2014) Just a block away from the Avenue of the Arts in the midst of the Mural Mile, The Independent Hotel has always had a certain artistic quality to it — a 10-foot watercolor mural of Independence Hall fills the atrium over the front desk and this Philadelphia boutique hotel encourages exploration with art-inspired packages for guests. Over the last few months, the art connection has strengthened, thanks to a partnership with Temple University's Tyler School of Art. To celebrate the second exhibition of rotating works from the graduate drawing and painting students, the hotel is hosting a wine and cheese reception on May 7.

"We have received an overwhelmingly positive response from guests about the first installation of the artwork. It helps them feel connected to the local community and tells such a great story. We are looking forward to the wonderful feedback about the newest installment," said Emily Kuch, general manager of The Independent Hotel. "During the reception, we've invited our local partner Marabella Meatball Co. to serve delicious meatballs, which will be a great complement to the wine and cheese."

The second installment of the rotating art program includes 14 pieces of original artwork, all available for purchase. Featured artists include Moira Connelly, Laure-Hélène Caseau Oakes, Seneca Weintraut and Jonathan Ryan. All four artists are graduate students at Tyler, an award-winning art school with a preeminent and highly selective drawing and painting program. Seneca Weintraut and Jonathan Ryan were both included in November premiere exhibition.

It's only natural that The Independent Hotel and Tyler School of Art have partnered, as the Philadelphia hotel and its management group have many connections to Temple University. The Independent is managed by Philadelphia-based HHM, formerly Hersha Hospitality Management, which has hired 21 Temple alumni in their Philadelphia-area locations in the last year alone. Jay H. Shah, Hersha Hospitality Trust's chief executive officer, is both a member of Temple University's board of Trustees as well as an alumnus, having graduated from the JD/MBA program in 1995.

The reception will be on May 7 from 6:00 to 7:30 p.m. at 1234 Locust Street. Guests are invited to enjoy a wine and cheese reception while viewing the art in the hotel lobby on the second floor. Marabella Meatball Co. will be providing meatballs for the art-viewers to enjoy. The reception is open to the public, but RSVP is required. RSVPs should be sent to: events@independentcollection.com by May 5.

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For further information please contact The Independent Hotel at (215) 772-1440, <http://theindependenthotel.com/>. For further press inquiries, including artists' bios, contact: Mary Gollhofer at (267) 238-5025, mary.gollhofer@hhmlp.com.



INDEPENDENT COLLECTION HOTELS

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About The Independent Hotel: The Independent Hotel is a stylish 24-room boutique property located in the heart of Philadelphia's Midtown Village — arguably the city's current cultural epicenter. The Independent Hotel offers guests a charming and intimate atmosphere, seamlessly intuitive service, well-appointed rooms and the perfect address from which to explore the city. Complimentary continental breakfast is delivered to your door and the hotel offers complimentary Wi-Fi throughout.

About Independent Collection: The Independent Collection is a growing collection of cultivated and intimate lifestyle hotels located in unique residential neighborhoods of gateway cities across the US. Founded in New York in Tribeca and then Brooklyn, it has grown to Boston's West End, Midtown Village in Philadelphia, Washington's Capitol Hill and Georgetown, and Miami's South Beach across the last five years. This distinctive hotel concept is renowned for its authentic connection to the local communities, personalized service and residential comforts. Independent Collection hotels are created for the independently minded traveler and invite guests to experience the true spirit of the city. Learn more by visiting www.independentcollection.com

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 28 independent hotels ranging from The Rittenhouse Hotel, a AAA Five Diamond property in Philadelphia, to the Larkspur Landing hotels, all-suite extended stay properties in Northern California and the Pacific Northwest. 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 <http://hhmhospitality.com>

About Temple University's Tyler School of Art: Since 1935, Tyler School of Art has offered students the combination of a world-renowned faculty and the resources of a major university. Tyler has grown from a small art school in Elkins Park, PA to encompass a wide range of programs in the study of art, design, art history, art education, and architecture all now located on the Main Campus of Temple University. In each program, students work in small learning communities, while also benefitting from the facilities, curriculum, and activities of Temple University. The Department of Painting, Drawing and Sculpture emphasizes art making as an ongoing discipline rooted in a rich history within a globally influenced, culturally diverse and technologically advanced world.