



FOR IMMEDIATE RELEASE

**NU HOTEL BROOKLYN AND URBAN FOLK ART© PRESENT NUsic + ART**

*NU Hotel Brooklyn announces that five artists will be presenting original works, curated by Urban Folk Art© and inspired by MTV's Video Music Awards, which are taking place in Brooklyn for the first time ever this year. The Brooklyn boutique hotel is hosting a gallery opening and VMA viewing party on August 25.*

(Brooklyn, N.Y. – July 31, 2013) From the bands and musicians Brooklyn produces to the melodies and beats it inspires, music is an important part of the borough's culture. For this reason, MTV is hosting the Video Music Awards in Brooklyn for the first time ever at Barclays Center. Just down the street from the festivities, NU Hotel Brooklyn may not be able to get you in, but its line-up of music-inspired festivities and art leading up to the main event will get you pretty close.

"We wish we could have the VMAs in our lobby, but that's just not feasible. And since we couldn't get tickets ourselves, we thought we'd have a party of our own to celebrate this momentous occasion," said Javier Egipciano general manager of NU Hotel. "We reached out to our friends at Urban Folk Art to put together a gallery show in honor of the occasion."

The exclusive art opening begins at 6pm in Misdemeanor, NU Hotel's lobby bar and lounge. NU Perspectives artist Adam Suerte, founder of Urban Folk Art© Studios (an artist collective and gallery) is both curating and participating in the opening. All five of the **NUsic + Art** artists are tied to both the music and arts scene in Brooklyn. Original work from some big names will be gracing the hotel walls, including Chris Cycle, Keo Xmen (Blake Lethem), Pete Conlon, and Jason Mitchell. Each of these artists work has been greatly influenced by both Brooklyn and music.

After the gallery opening, the hotel will continue the celebration with a live-viewing party of the VMAs, beginning at 9 p.m. The August 25 gallery opening and viewing party are open to the public, but R.S.V.P. is required — R.S.V.P. to [events@independentcollection.com](mailto:events@independentcollection.com) by Wednesday August 21.

NU Hotel will post special VMA playlists on social media in the weeks leading up to the event in anticipation of the awards. The playlists will have themes such as nominated artists and songs, as well as Brooklyn-based artists in various genres. Interviews with the **NUsic + Art** artists will also be posted with insight into how Brooklyn music has inspired their work. Interested parties can follow the hotel on Facebook and twitter.

"Why celebrate for a night, when you can celebrate for a whole month?" remarked Egipciano. "Aside from Barclays Center itself, **NUsic + Art** is going to be the best place to celebrate the VMAs on August 25."



## INDEPENDENT COLLECTION HOTELS

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### About NU Hotel Brooklyn:

NU Hotel is inspired by the dynamism of Brooklyn and an urban style apartment. The Brooklyn boutique hotel offers modern, simple design, luxury amenities and exceptional service at the center of four great neighborhoods: Cobble Hill, Boerum Hill, Park Slope, and Carroll Gardens. NU Hotel is a member of the Independent Collection.

### About Urban Folk Art®:

Urban Folk Art® Studios is an artist collective based in South Brooklyn. Founded in 1991 by Adam Suerte. UFA® is home to a variety of artists working in various mediums. Begun as a screen printing studio that funded member's endeavors such as art openings, group and solo, underground comic publishing, guerilla art projects, mural painting, teaching art to children and merchandise development. It has expanded into a gallery dedicated to exposing work of undiscovered, emerging, and established artists.

### 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 collection is founded on the principles of authenticity, leadership, generosity, and modesty. Hotels of the Independent Collection are created for the *independently minded* traveler.

### 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](http://hhmhospitality.com).

For further information, please contact NU Hotel Brooklyn at (718) 852-8585, [www.nuhotelbrooklyn.com](http://www.nuhotelbrooklyn.com). For further press inquiries, contact: Mary Gollhofer at (267) 238-5025, [mary.gollhofer@hhmlp.com](mailto:mary.gollhofer@hhmlp.com).

### About the Artists:

**Pete Conlon** is a native of downtown Manhattan who lives and works in Hollywood, California. Conlon owns and operates a film & broadcast design and animation studio where he produces work for



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television shows, commercials, film and music videos. Conlon has designed and directed main titles sequences for television shows such as the Tonight Show with Jay Leno (NBC), Penn & Teller: Bullshit! (Showtime), Ben 10 (Cartoon Network), and Green Lantern: The Animated Series (Cartoon Network). Over the years he has worked closely with many musical artist such as Ice Cube, Lil Jon, Jane's Addiction, Korn, Paul McCartney, The Goo Goo Dolls, and others to enhance their music videos, and live performances with animation and special effects. Conlon has also contributed animated content to underground comedy shows such as Minoriteam (Adult Swim/CN), The Andy Milonakis Show (MTV), The Whitest Kids You Know (IFC), The Sports Show with Norm MacDonald (Comedy Central). Conlon studied Film and Animation at the Rhode Island School of Design and is a member of the Title Design Peer Group at the Academy of Television Arts & Sciences. Please visit [peteconlon.com](http://peteconlon.com) to see more of his work.

**Chris Cycle** specializes in Fine Art, Illustration and Graphic Design and grew up writing graffiti and skateboarding. He received his BFA from George Washington University in Washington DC and his Masters from the Academy of Art University in San Francisco. He has shown his fine art in galleries in New York, Washington DC, Paris, San Francisco, and Los Angeles as well as Art Basel in Miami. Cycle most recently has had a design piece inducted into the permanent collection at the **MoMA** in New York as well as shown at the "Art in the Streets" exhibit at the **MoCA** in Los Angeles. CYCLE has been commissioned by **Kid Robot**, **Think Skateboards**, **éS shoes**, and **Disney XD** for projects and has done backdrops for music videos.

**Jason Mitchell** has been a member of Urban Folk Art® for over 20 years. Mitchell has a BFA in printmaking from Rhode Island School of Design and is a print maker and musician. Mitchell has his own T-shirt line and has made T-shirts for several high-end T shirt lines and major labels. His T-shirt line, MIDAS Images, stands for Music Inspired Drawings Are Sound. Music is a constant source of inspiration for him, Mitchell is also a musician who has been in several bands, and currently plays in one. <http://jsnmidas.tumblr.com/>.

**Keo Xmen:** SCOTCH 79 a.k.a. KEO TC-5 is a bona-fide Brooklyn legend in the realm of NYC graffiti and hip hop. SCOTCH 79 came of age in the Brooklyn of the 1970s and learned his craft in the tunnels and yards of the MTAs subway system. With an old school aesthetic he continues to ingrain his charismatic signature into the tapestry of urban art & pop culture. While also redefining classic graffiti styles into fresh new work through his fine art and design outlets

**Adam Suerte:** Born and bred in South Brooklyn, the streets served as his canvas long before he was putting the streets on his canvas. A graduate of Music and Art High School, and Rhode Island School of Design, his influences stretch from Aztec art, to Psychedelic art of the 60's, his own graffiti exploits, as well as the Dutch Masters, underground comic book art, Pop Art and Impressionism. Upon graduation, Adam founded the artist collective Urban Folk Art® Studios. In the late 90's he apprenticed in tattooing and is now founder and co-owner of Brooklyn Tattoo® and the adjoining Urban Folk Art® Gallery, where he continues to tattoo, paint, silkscreen, illustrate, make comics, paint murals, and teach art to children. [www.adamsuerte.com](http://www.adamsuerte.com).