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NEW RENAISSANCE HOLLYWOOD HOTEL SOURCES LOCAL COMMUNITY TO CAPTURE THE SIGNATURE LOOK OF HOLLYWOOD

HOLLYWOOD, CA – As a new destination in Hollywood the Renaissance Hollywood Hotel occupies an incomparable location at the intersection of Hollywood Boulevard and Highland Avenue beneath the well-known “Hollywood” sign. As one of the cornerstones to the Hollywood & Highland ® project Renaissance Hollywood Hotel turned to artisans from the Los Angeles community to help construct, design and add to the décor of the hotel. Several Southern Californian-based businesses and artists worked together to create the hotel’s singular interpretation of mid-century modern, the primary design style of 1950s California, when images of glamour and celebrity first entered American homes through television and print media. The Renaissance Hollywood Hotel was built by *TrizecHahn Development Corporation* in conjunction with Marriott International, Inc. (NYSE: MAR) as a new landmark in Hollywood along with the retail and entertainment stores.

“We believe the design and décor of a hotel in the heart of Hollywood should be one-of-a-kind, like Hollywood itself. The Renaissance Hollywood Hotel showcases our renaissance of mid-century modern, a style of design Hollywood first gave the design world fifty years ago,” said Sid Yu, brand vice president of Renaissance Hotels, Resorts and Suites. “And who better to help us convey the essence of Hollywood to guests of the Renaissance Hollywood Hotel than the local community?”

Cole Martinez Curtis and Associates, a design firm based in Marina del Rey, California, and Los Angeles-based architect firm **Wimberly Allison Tong & Goo** took on the task to create the hotel’s rendition of the mid-century modern design concept. The result of their combined vision features a contemporized version of the mid-century modern design elements; clean, simple lines, the use of glass and metal to create open spaces, lively colors, organic materials and varied textures. Although mid-century modernism utilized the emerging technologies of post-war America, the interior of the Renaissance Hollywood Hotel offers today’s latest technologies, such as high-speed Internet access in each guest room.

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The fine art collection of the Renaissance Hollywood Hotel creates a visually engaging and intellectually stimulating environment throughout the public areas and guest rooms, combining a feel of mid-century modern with 21st century élan. A combination of the work of some of LA's best-known "senior" artists (including Ed Ruscha, Billy Al Bengston, Peter Alexander, Ken Price, Ronald Davis, Joe Goode, Lita Albuquerque) and pieces by a younger generation (Yek, Tam Van Tran, Jacob Hashimoto, Bart Exposito to name a few) provide an exciting point-counterpoint. Major commissions by painters Charles Arnoldi and Peter Lodato enliven the lobby areas, alongside dramatic works by David Grant and Johathan Eoff. Reflecting the energy and creativity of Hollywood today the works of art encompass diverse media ranging from the traditional paint on canvas, photography and works on paper to objects constructed with and of glass, velvet, epoxy, found objects, vinyl film and more. Well known photographer Richard Ross is represented by commissioned works for each of the meeting rooms (reflecting their individual names). His photographs appear in the guest rooms as well, along with prints by Charles Arnoldi, Nancy Kay (suites) Margaret Nielsen, all commissioned especially for the project.

Charles Arnoldi, a nationally renowned Southern Californian artist created a free-form abstract painting, 55 feet long by 8 feet high for the lobby. Arnoldi attended *Chouinard Art Institute* in Los Angeles and has received numerous awards, including two Artist Fellowships from the National Endowment for the Arts. The artist does not usually do commissions and was excited to create an important piece of art to be placed in the epicenter of Hollywood.

"This painting comes out of a body of work involving organic forms that has occupied me for many years," said Arnoldi. "I'm excited about this opportunity because of the cinematic scale of this painting." Arnoldi has exhibited work at the *Metropolitan Museum of Art* and *Museum of Modern Art* in New York, the *National Gallery of Art* in Sydney, and the *San Francisco Museum of Modern Art*.

The 637 guest rooms feature original artwork by **Nancy Kay** and **Richard Ross**. Kay, based in Santa Monica, has exhibited her abstract geometrics of playful designs and primary colors, which reflect the local culture around the world. Southern California photographer Richard Ross' work uses light to focus attention on the locations and scenes depicted. In addition, the Eames family has contributed photos from their archives for the guest corridors.

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Dianna Wong, a principal of Los Angeles-based Dianna Wong Architecture & Interior Design, Inc., designed the 25,090-square-foot Grand Ballroom to recall the deco-inspired “Perfume Salon” of the historic Bullock’s Wilshire Department Store. The design captures the glamour of Hollywood as well as provides state-of-the-art technology for live broadcasts and large-scale productions. After accommodating for high-tech elements, Wong “dressed” the ballroom like a star. The carpet motif is derived from a handbag design; drapery framing the entry portals is tailored like a woman’s gown; crystal chandeliers are the jewels that complete the ensemble. This Grand Ballroom will be Los Angeles’ premier event facility, featuring the renowned culinary wizardry of Wolfgang Puck as caterer.

Hollywood & Highland is a tribute to Hollywood’s past and future, from the historic Chinese Theater to the use of modern technologies in The *Kodak* Theatre, the new home to the Academy Awards® ceremonies designed by David Rockwell. Babylon Court, a great outdoor plaza inspired by the monumental movie sets used in the early days of Hollywood, is a spacious public stage setting designed to host special events. The Court connects the Renaissance Hollywood Hotel with the retail center featuring over 130 world-class retailers. One of several important public art pieces created for Hollywood & Highland will be a terrazzo path winding through Babylon Court to the hotel. Hollywood’s most dazzling and prestigious events, celebrations and parties will enjoy an unsurpassed location and level of service.

Most Renaissance hotels and resorts now participate in Marriott’s award-winning frequent travel program, Marriott Rewards. For reservations, call 1-800-HOTELS-1 (in the U.S.) or visit www.renaissancehotels.com.

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THE RENAISSANCE HOLLYWOOD HOTEL at Hollywood & Highland opened its doors to the public on December 26, 2001. "The Renaissance Hollywood Hotel is a new crown jewel of the more than 100 Renaissance hotels worldwide. The hotel captures the essence of Hollywood, of today and yesteryear," said J.W. Marriott, Jr., chairman and chief executive officer of Marriott International, Inc. The 22-story hotel has an extraordinary mid-century modern design and will offer 637 rooms, including 33 suites and a 3,500-square-foot rooftop Panorama Suite with a 270° view of to the Pacific Beaches, across downtown Los Angeles and the magnificent Hollywood Hills. Guest rooms feature individual climate control, 2-line cordless phones with data port and high-speed internet connections, wall safe, in-room movies, coffee makers, robes and bathroom amenities packages from *Bath & Body Works*. Amenities on the property also include a full-service restaurant, Twist, serving Eclectic California cuisine and featuring a sushi bar, a Lobby Lounge serving appetizers and cocktails, an outdoor terrace pool, a 1,500-square-foot fully equipped fitness center, concierge, parking, business center and gift shop. The property also features nearly 50,000 square feet of multi-functional meeting space. The elegant 25,090-square-foot Grand Ballroom, with its sweeping views of Hollywood and catering provided by celebrity chef-restaurateur Wolfgang Puck, promises to make any event memorable.

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