



RENAISSANCE®
HOLLYWOOD HOTEL
CALIFORNIA

RENAISSANCE HOLLYWOOD HOTEL: A WORK OF ART, INSIDE AND OUT
A landmark in the making, architecturally and culturally

Hollywood, California – Building pyramids is a thing of the past and yet, we continue to use the landmark as a way of giving directions. Like architectural roadmaps from the past, great hotels are often the magnificent landmarks of our cities. Los Angeles has had its share of great ones: The Biltmore, the Ambassador, and Chateau Marmont, to name a few, each with a history of their own. Today, a new generation of landmark hotels strives to showcase the latest and greatest and no one does it better in Tinseltown than the Renaissance Hollywood Hotel.

Built in the last decade, the Renaissance Hollywood is a love-letter to the past, standing in all its mid-century, modern glory amid the rejuvenated City of Hollywood. Designed as a contemporary interpretation of the primary building style of 1950s California, the hotel uses glass and metal to create open space, and features clean simple lines, lively colors, organic materials, and varied textures. Designed collectively by local firms Cole Martinez Curtis & Associates and Wimberly Allison Tong & Goo, the Renaissance Hollywood boasts magnificent views of the city and the Hollywood sign and, as part of the Hollywood skyline, quickly has become a landmark in and of itself.



“We believe the design and décor of a hotel in the heart of Hollywood should be one-of-a-kind, like Hollywood itself,” said General Manager Bruce Gorelick. “The Renaissance Hollywood Hotel showcases our renaissance of mid-century modern, a style of design Hollywood first gave the architectural world fifty years ago.”

Sitting in the former location of the once-famous Hollywood Hotel, the Renaissance Hollywood also acts as a cornerstone for the Hollywood & Highland Shopping Center, which includes dozens of brand-name and boutique shops, plus the Kodak Theater, home of the Academy Awards® Ceremonies. Beneath the giant white elephant statues perched high above, the gorgeous courtyard wraps around the visitor, surrounding them in a piazza-like setting. One of the most stunning modern constructions in the city, the Hollywood & Highland Center is also one of the most popular attractions.



Even with architecture that will stand the test of time, a hotel is no landmark without making a significant cultural contribution to the city itself. Angelinos love their casual lifestyle but they also love their art and culture, with some of the most beautiful museums in the country showing off collections of staggering power. In this spirit, the Renaissance Hollywood has turned to local artisans to make the interiors of the hotel just as special as the exterior.

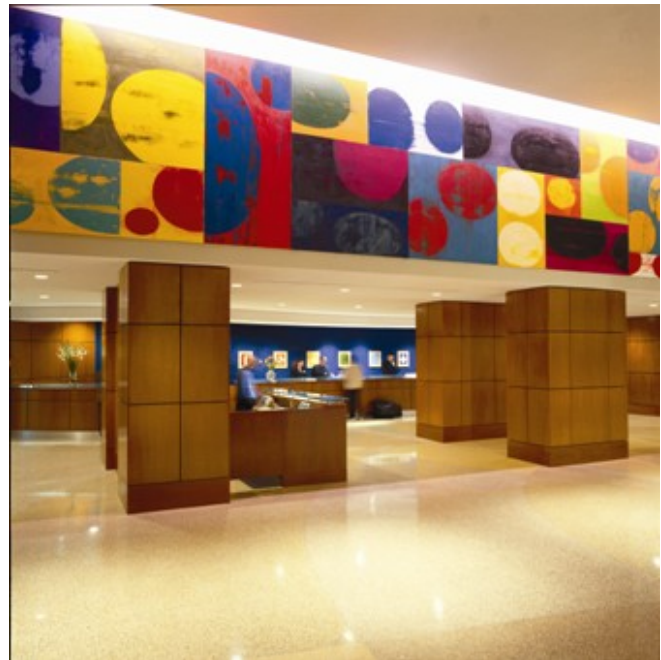
While usually not available for commission, nationally-renowned SoCal artist Charles Arnoldi jumped at the chance to create something truly special as the hotel's main attraction. Stretching across fifty-five feet of the lobby façade and eight feet tall, his free-form abstract painting greets visitors with a wash of vibrancy and emotion. Its size and placement demand the viewer's attention and its animated colors require a second look to take it all in. A graduate of the Chouinard Art Institute and the recipient of numerous awards including two Artist Fellowships from the National Endowment of the Arts, Arnoldi felt it was important to contribute something of cultural value to the new 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 also 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.

Deeper within the hotel, the extensive fine art collection of the Renaissance Hollywood creates a visually engaging and intellectually stimulating environment.

Throughout various public areas and guest rooms, paintings from 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. Other major commissions by painters like Peter Lodato, David Grant, and Johathan Eoff enliven the lobby area.



Walking through a landmark hotel should be an unforgettable experience with the architecture, décor and art combining to create a singular vision of both comfort and culture. The Renaissance Hollywood Hotel exemplifies all that a landmark should be and truly is a visual beacon in the city lights.

The Renaissance Hollywood Hotel, located at Hollywood & Highland, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 637 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. A favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, www.renaissancehollywood.com.

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