



*For immediate release*

### ***Art Exhibition at Aloft Abu Dhabi***

**Abu Dhabi, UAE; March 2010** - Aloft Abu Dhabi Hotel, the modern, fresh and fun destination with a savvy design and free-flowing energy, will be displaying a collection of unique paintings from Apple Art Gallery in the hotel lobby. The exhibition will kick-start with an opening event on Monday 29th of March at 7.30 pm at the Relax@12 rooftop bar where you can get a sneak preview of the paintings.

The collection on display - "The Buddha Collection" - contains paintings and wooden carvings by a number of emerging artists from the northern part of the Malay Peninsula in Thailand. "Apple Art provides opportunities for emerging artists to showcase their work to art lovers in the Emirates and we are keen on actively supporting creative ideas. This will be Apple Art's first exhibition of this kind and we are looking forward to hosting many more" commented Stephan Vanden Auweele - Complex General Manager Aloft Abu Dhabi & Element Abu Dhabi.

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#### **About Aloft Hotels**

Created to shake up the staid, traditional select service segment of the hotel industry, Aloft delivers urban-influenced, open and vibrant design and a social guest experience at an affordable price point. In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena a decade ago, Aloft is shaking up the industry for the next generation of traveler. Starwood recognized opportunity in the select serve market for reinvention and innovation and selected world renowned design and architecture firm Rockwell Group to collaborate on the new hotel concept. Aloft hotels are geared toward savvy, design-conscious consumers who grew up with the democratization of design. Aloft hotels are wired for the future and an aggressive growth plan is in place with close to 50 properties set to open by the end of this year from Baltimore and Dallas to Beijing and everywhere in between. [www.aloft-hotels.com](http://www.aloft-hotels.com)

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