

## C A L L F O R A R T I S T S !

**SOUL ART HOTEL** comes to life from the desire of the contemporary man to live in characterising and distinctive places so that the experience becomes an active memory in the mind of the guest, it boost the expression of thought leading to the future and transforms this event into a precious memory.

In order to finalise the transformation of **SOUL ART HOTEL** into a true work of art, **artists from all over the world are called to give their availability to define the terms of a decorative project designed to make each room an independent place, dedicated to art and beauty.**

The elaboration of the project will have to be defined according to:

- the specific features of the environment
- the concept called SOUL ART HOTEL
- the complementarity with the work by the architect Simone Micheli
- the artist's own artistic vision and personal attitude.

The projects and the **25 selected artists** (one for each room) will be evaluated by a selection board composed by the owners of the hotel as well as Simone Micheli's team.

The materials for the decorative project as well as the accommodation during the working days will be offered to the artists.

A press campaign on about 2000 journalists from all over the world will follow the launch of the project.

## The call will be open from the May 20th to June 30th 2019

In order to make a first selection, we ask the artists who want to participate to send their CV and their **portfolio with 5 works at maximum.** \*\* For more info please **read the technical information below.**

All files must be in PDF format and send via email to:

**soularthotel@gmail.com - staff47@simonemicheli.com**

Writing name, surname, telephone number and email address

**not later than June 30th 2019.**

For additional information and project specifications please write to:

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SIMONE MICHELI ARCHITECTURAL HERO press office firenze +39 055691216

Chiara Sgreccia: staff47@simonemicheli.com

## **SOUL ART HOTEL - design experience - concept** the Contemporary Museum hotel in the beating heart of Naples transforms your stay into an experience to remember

“We need to make clear that as long as art ignores real life problems, only a few will be interested in it”  
Bruno Munari

Thanks to an out of the ordinary design by the architect Simone Micheli, **SOUL ART HOTEL** takes the shape of a place in which difference happens, that is unconventional and that skilfully goes beyond the traditional hospitality concept.

As soon as the guest crosses the threshold of the entry, he becomes the energetic centre in a different dimension made up of contrasts, intellectual and sign bindings and touches of lively colour that alternate with the dark walls.

The Hotel becomes a museum, a continuous happening of interrupted and unpredictable relationships between the guests and the environment, between man and space. It is a place that takes its shape from the continuous overthrow of the current perspective: on the outside it is an historical building with powerful traits, inside it is a space devoted to art, to design and to creative inspiration.

The rooms, thought by the architect Simone Micheli, are full of meaning and completely white.

The furniture is iconic, the objects are created to be presented just like in a museum, but ruled by norms, standardised and technically reproducible so that they can be the same in each of the 25 rooms.

**Each room, white and free as a canvas, will be painted by a different artist, who will have to come up with a decorative project in line with the features of the space and with their personal vision so as to become the expression of a union of intentions and conditions that create a work of art.**

The same energy that helped Bruno Munari to create his famous travel sculptures will allow **SOUL ART HOTEL** to offer each guest a place to live in a atmosphere full of meaning in which the stay is transformed into an experiment to broaden the mind and to extend the forms of thought.

### INFORMAZIONI TECNICHE

**Artists should seamless decor walls and ceilings of each of the 25 rooms.**

**The standard room is about 18 square meters.**

**Artists will work on plasterboard or or traditional masonry.**

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