

## products trends custom art



**Project:** Renaissance New York Midtown  
**Design Firm:** Jeffrey Beers International, New York  
**Art Consultant:** Indiewalls  
**Installations:** Artwork located throughout the public spaces

Keeping the hotel's location in mind, each art piece was constructed to embody New York's fashion landscape. "The artistic manipulation of common objects transforms [the hotel] into a Fashion District homage," explains Indiewalls' Kirsten Nicholas.

"All of the pieces are sculptural and have a 3D effect to them; they have to look great from multiple angles," says founder and principal Jeffrey Beers. An original piece composed of custom-colored red buttons pinned to a painted canvas forms an abstract graphic on the first floor, while another canvas in the lobby (shown) created by the same artist, Andre Woolery, features a quote from Diane von Furstenberg made from colorful push pins that spell out "Attitude is Everything."

Also in the lobby, a 3D sculptural piece by Abby Goodman is painted stilettos that "appear to be emerging from the solid white background," adds Beers. Goodman additionally crafted two pieces hanging in the pre-function space. Spanning the length of the elevator bank, a triptych produces an abstract geometric pattern from collar stays in shimmering metallic finishes, and next to the ballroom, a depiction of the city skyline is made entirely of hexagonal pencils mounted on a flat panel.

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