

EUROPE'S 1ST ELECTRONIC ART HOTEL LURES TOURISTS TO POZNAN



Polish Poznan is becoming one of the top tourist destinations in the country. Now, visitors have yet another reason to come and visit. The astonishing Blow Up Hall hotel has recently been opened and is the first 'electronic art hotel' of its kind.

Poznan is a destination the tourists are only now learning to discover. It is rather close to Berlin and alongside with Krakow and Warsaw has become one of the most popular places tourists wish to see when in Poland. Now, there is yet another reason why a stop here is simply a must. The new **Blow Up Hall hotel** has recently been introduced and it is safe to say that it has the potential to overwhelm anyone who enters.

The hotel is a unique example of a playful and tasteful blend of art and modern technologies. The famous Mexican-Canadian artist **Rafael Lozano Hemmer** is the creator of the whole project. His name is well known among art devotees as his work is displayed in both the Museum of Modern Art in New York and The Tate Modern in London.

In Blow Up Hall he designed a unique video installation in the foyer which signifies the entire 'mood and style' of the hotel. An interactive eye which is connected to 2,400 virtual cameras enabling the guests to see miniature and slightly distorted version of themselves dominates the entrance. The most fun experience comes with the keys, though - there are none. There are iPhones instead. Each guest is given one at check-in. The iPhone is crucial as there are no door numbers in the hotel - the iPhone simply recognizes the right door and gives out a light signal to its temporary owner. What is very convenient is also the fact that local clients may use the iPhone when outside of the hotel to communicate with the personnel. Additional information about the hotel's facilities is also loaded into the phones.

The Blow Up Hotel introduces diverse visual, audio and musical installations. **Each one of the 22 bedrooms is unique in its design.** Also, a cultural venue presenting the art of many well known as well as up-and-coming artists is attached to the hotel. Poznan has a true winner - the hotel is an absolute gem in the world which is already ruled by modern technologies and it is bound to become a cultural attraction of its kind.

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