



MOTIF

SEATTLE



REQUEST FOR PROPOSAL

Motif Seattle, A Destination Hotel

Deadline for Responses:

Friday, June 28, 2019

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SIGNATURE SEATTLE. BY DESIGN.

Motif Seattle, located in the heart of downtown Seattle, Washington opened in June, 2014 and is part of Destination Hotels, a collection of luxury and upscale independent hotels, resorts and residences across the United States. Following the recent acquisition of Two Roads Hospitality, Destination Hotels is now part of Hyatt Hotels Corporation. We are seeking a partnership with a local artist to create a unique and original design to launch for the 2019/2020 Motif Visiting Artist Program. Motif Seattle's goal is to curate and deliver an inspiring, original, authentic "Motif" that will be incorporated throughout soft elements, the hotel, our website and the majority of our collateral for a period of 2 years.

GENERAL INFORMATION ABOUT MOTIF SEATTLE

PROPERTY DESCRIPTION

Simply stated, we believe a hotel experience should leave you with lasting memories. Motif Seattle aims to deliver a distinctly different, yet genuinely Seattle hotel experience highlighted by vibrant service and inviting spaces that are individually crafted. Located in the epicenter of downtown Seattle, Motif provides a departure from the typical hotel experience. Ours is one of captivatingly original Seattle-inspired environments. It is our goal to provide interactions worth reflecting on long after you've left. Motif embodies the spirit of the city through the experience it provides. By embracing the emerging trend of a 'shared economy', we work with local designers and artists to produce graphic patterns and Motifs that are unique to Seattle. These Motifs are then experienced throughout the hotel in many different forms – all aimed to inspire.

Motif Seattle is a 319-room city-centric upscale hotel. We are proud to be downtown Seattle's largest independent hotel as well as home to Frolik Kitchen + Cocktails – constantly voted one of the best rooftop bars in America. Located in the epicenter of downtown Seattle within walking distance to the city's top attractions, Motif is arguably in the center of it all. Motif Seattle prides itself on establishing a connection with the local arts and fashion scene, the burgeoning local music, culinary leaders and institutions and to engage with our local community; these are our brand pillars which cement our foundation in Seattle and provide our guests with an authentic Seattle experience. The hotel features amenities including a vibrant award-winning restaurant offering an extensive outdoor patio with sweeping city views, a dedicated meetings and conference facility with over 22,000 sq.ft. of effective and inspiring meeting space, a state of the art fitness center, and a highly visible location on Fifth Avenue and Pike Street.

PROPERTY OVERVIEW

Seattle style is our Motif. From the local welcome libation guests receive at check in to our rooftop lounge with views across the City, touchstones of the area's sweeping landscape and rich arts and music culture infuse our surroundings. Newly renovated rooms feel like modern residences, with natural hardwoods and colors inspired by the Pacific Northwest. And we provide the region's culinary bounty reflected in the menus at Frolik Kitchen + Cocktails, adjoining the fifth floor patio. Join us at 5th Avenue between Pike and Union, where shopping, Pike Place Market, the Waterfront, convention center, Seattle Monorail and light rail to the airport are all just a stroll away. Some of our local attractions just steps from our doors include; 5th Ave Theater, Benaroya Hall & more.

Beginning Q1 of 2020 we are planning a full re-brand of our rooftop bar Frolik Kitchen + Cocktails including a new look, feel, energy and name. We are in the process of selecting a design team to work with for the concepting and execution. We will be able to provide story boards and samples as time permits.

ABOUT DESTINATION HOTELS

Destination Hotels is a collection of independent hotels, resorts and residences across North America that joined Hyatt in late 2018. Ranging from upscale to luxury, each property is purposefully crafted for discovery – of place, of people and of self, capturing the unique essence of its location through authentic experiences, immersive programming and genuine service. The award-winning collection features renowned golf courses, indigenous spas, and exceptional food and beverage experiences including bars, restaurants, cafes, and rooftops. Current properties are located in Arizona, California, Colorado, Hawaii (Island of Hawaii, Kauai, Maui), Louisiana, Missouri, North Carolina, Oregon, South Carolina, Texas, Utah, Vermont, Virginia and Washington. For more information, visit www.destinationhotels.com. Follow Destination Hotels on Instagram: @destinationhotels, Twitter: @Destination, and Facebook: @destinationhotels

Visiting Artist Direction

Motif Seattle is all about embracing the local Seattle culture and talent. While we know that each artist has their own unique creative touch we would like to offer a small description of our brand identity and how we would like to incorporate this into our 2019-2020 Visiting Artist design and installation.

Motif brings a sense of Seattle culture that is unique to our space. For example; our meeting spaces are all named after Seattle staples like Pioneer, First Hill, Belltown, and Blue Mouse (which incorporates some of the original ceiling tiles from the Blue Mouse Theater in the boardroom). Our guest rooms feature artwork of different local Seattle band album covers and the pillows on the bed have song names like Magic Man and Purple Haze. For this project we challenge each artist to incorporate our brand into their art and take us back to our Seattle rock & roll roots with colors, designs and textures!

BUDGET

Proposed budget for Motif Designer Artwork **\$2,000**. Motif Seattle is seeking full ownership rights of final Motif design.

PARTNERSHIP PROGRAM

if selected to participate as the Motif Visiting Artist, we are looking for a full partnership with the hotel. Motif Visiting Artist Partnership may include but is not limited to:

Public Relations Efforts

- Announcement of Motif Visiting Artist Series securing exclusive story followed by wider outreach
- Participate in media hosting events at Motif Seattle

Sales & Catering Marketing

- Opportunity to collaborate on key VIP client events
- Option for clients and VIP guests to participate in breakout sessions with Visiting Artist

Digital Marketing Campaigns

- Dedicated landing page on MotifSeattle.com featuring information on artist and Motif Visiting Artist program
- Dedicated email campaign announcing the 2019-2020 Motif Visiting Artist
- Motif Designer Series featured on multiple social media posts with background on artist, inspiration of the design, installation and more

Print Collateral

- Motif Visiting Artist design to be featured on Hotel collateral including but not limited to: in-room pieces, hotel key cards, coasters, sales kit materials, business cards and more
- Motif Visiting Artist design to be featured on internal Hotel collateral to build excitement around the design with hotel associates

Promotional Material

- Motif Visiting Artist design to be featured in soft goods: bow ties, socks, pillows, water bottles and more

Hotel Installation

- Motif Visiting Artist would be asked to create an installation in the Hotel to tie together the partnership and become a focal talking point for guests and clients

PREVIOUS DESIGN EXAMPLES

Designer: Jordan Christianson | 2014



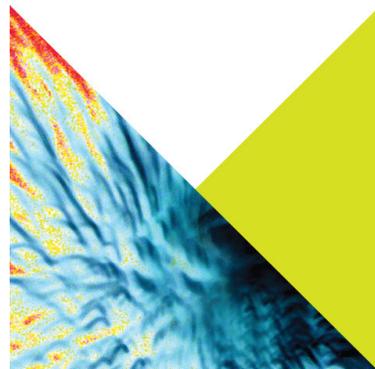
Designer: Jordan Christianson | 2015



Designer: Celeste Cooning | 2016



Designer: Julie Conway | 2017-2018



OVERVIEW OF MOTIF DESIGN REQUEST

Motif Seattle strives to blend the fabric of Seattle into our Hotel while providing guests with an opportunity to experience all that our stimulating city has to offer! We work with a local artist every 2 years to curate a unique and inspirational design/pattern which the Hotel brings to life through stories, collateral, marketing initiatives and tangible goods. Furthermore, we look to foster a true partnership and engagement with the artist; celebrating their story and inspiration through our marketing and public relations efforts. Our partners in the past have been the topic of feature cover stories, have partnered with the Hotel to host and curate items for client events and VIP's, and have even taken part in local fashion shows.

Proposals will be reviewed by Motif Seattle and evaluated on the opportunities addressed above. The top artists chosen by the Motif Seattle marketing team will be requested to orally present their inspiration and design to Motif Seattle. The oral presentation may provide an opportunity for the designer to clarify or elaborate on the design elements.

PROPOSAL CONTENT TO BE SUBMITTED FOR EVALUATION

- Please provide relevant examples of artwork and installations that you have created in the past
- An artist bio
- Up to 3 new artwork design options to review with design inspiration drawn from our local community for each
- Examples and suggestions for bringing artwork to life in tangible or printed goods
- General availability and interests in partnering with Hotel and Hotel's PR agency of record for feature stories, community events, onsite client events, and media hosting

PARTICIPATION GUIDELINES

Upon receiving the RFP, prospective artists have the opportunity to ask questions and receive answers and clarification. To simplify the process and track the questions and answers, we ask that all inquiries go through Lauren LeVasseur. This allows us to ensure responses are received in a timely manner and that all information and answers are shared unilaterally. Applicable deliverable timelines will be determined once the agency selection is complete.

The current schedule for this effort is as follows:

- Monday, June 10, 2019 – Request for Proposal Issued
- Friday, June 28, 2019 – Responses Due
- Early the Week of July 01, 2019 – Artist Finalists Notified
- Week of July 15, 2019 – In-Person Presentations Conducted in Seattle (if scheduled)
- July 30, 2019 – Artist on-boarding

The digital proposals (preferred) should be received no later than Friday, June 28, 2019 and delivered to:

Lauren LeVasseur
Marketing Manager
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