



LE MERIDIEN  
VIDEO ART REFRESH  
TALENT HOUSE BRIEF

*Le* MERIDIEN





ABOUT LE MERIDIEN

# LE MERIDIEN HOTELS

Launched by Air France in 1972

Acquired by Starwood Hotels & Resorts in 2005

Strong lifestyle brand with clear positioning and design approach

105+ hotels in 35+ countries

Delivers strong guest satisfaction

Learn more at  
[www.lemeridien.com](http://www.lemeridien.com)





## DESTINATION UNLOCKED

Born in an era of glamorous travel, Le Méridien believes everyone should explore the world in style.

Le Méridien inspires its guests with beautiful and cultured experiences informed by its Parisian roots.

Savour the journey of discovery, one destination after another.







WHERE SELECTED  
ARTISTS' WORK WILL BE  
SHOWCASED  
LE MERIDIEN HUB +  
VIDEO ART



# LE MERIDIEN HUB + VIDEO ART: A DYNAMIC EUROPEAN CAFE BY DAY, LOUNGE BY NIGHT

The Hub by Le Méridien transformed the transactional hotel lobby into an innovative space for our curious and creative minded travelers to gather and socialize. Coffee house by day, lounge by night, the space transforms both in setting and by signature programming elements.

## VIDEO ART

Video art, one of the many signature Le Méridien art programmes lives in every Hub around the globe in addition to local culinary offerings and signature experiences inspired by each destination.

AVAILABLE IN +105 HOTELS WITH +300.000 ROOMS  
ACROSS THE GLOBE

SCREENED 24/7

-> OVER SEVEN MILLION GUESTS A YEAR

ARTISTS PREVIOUSLY FEATURED:

- MARKUS KREISS – SOUVENIRS FROM EARTH
- GRAY MALIN – FOLLOW ME





GET STARTED  
INSPIRATIONAL  
CATEGORIES AND  
MOODBOARDS

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# INSPIRATIONAL CATEGORIES

In an effort to provide inspirational guidance on the types of work the brand would like to see brought to life through the artist's lens, Le Méridien has taken its promise of traveling the world in style and its celebration of cultured experiences and provided three inspirational categories as guidance including: The Golden Age of Travel, Rouge and 50's and 60's Cinema – all passions and insights embraced by Le Méridien.

Submissions can be either for one category only or across categories.

Le Méridien is looking for a blend of midcentury infused and contemporary photography.

Destinations' sights, sounds and aromas captured through the lenses of style, chicness and a touch of cheekiness and sense of humour are the essence of what the artwork should embody.

Categories do not need to be taken literal, but rather as an inspiration!



## GOLDEN AGE OF TRAVEL

Celebration of 60's and 70's inspired travel, when the journey was as special and glamorous as the destination itself.

Whether traveling by plane, train, yacht, Vespa or bicycle, travel was imbued with a chic and enchanted connotation when one would enjoy the destination's sights, sounds and aromas in style... and at one's own pace.

In this category, Le Méridien is looking for contemporary, modern day images that capture the essences and on-the-go travel moments inspired by this era.

Find more inspirational images [here](#)



# 50'S AND 60'S CINEMA

Le Meridien's visual language and aesthetic is inspired by cinemascope ratios and photography. Inspired by timeless European classics, Saul Bass and an era of widescreen formats and Midcentrury colour this is where the brand seeks inspiration.

In this category, Le Méridien is seeking artwork inspired through the lens of European and classic films that evoke nostalgia through this cinematic period.

Find more inspirational images [here](#)





# ROUGE

Informed by a sophisticated Midcentury Modern aesthetic, Rouge is a principal tone in Le Méridien's colour palette. Rouge provides a contemporary pop inspired by the traditional French Red

In this category Le Méridien is seeking inspirational moments of rouge while exploring or unlocking a destination - whether it be a hidden door, a bicycle zipping through a square or a red thread in a beautiful scarf. Artwork should embody the je ne sais quoi of a colour that celebrates chicness, attraction, style and femininity throughout the centuries.

Find more inspirational images [here](#)





THINGS TO KNOW  
RECOMMENDATIONS,  
DO'S AND DON'TS



# TECHNICAL REQUIREMENTS AND OTHER THINGS TO CONSIDER

- Your entries should be submitted as an image (JPG, PNG) max size 10MB, but please ensure you have high-res files that are a minimum of 30 MB - RAW format, minimum 5000px at 300 ppi of your work in case you are selected.
- Screens where artwork will appear, for the majority will be horizontal screens. While this should not dictate the direction, it should be kept in mind.
- Colour photography is encouraged, but illustrations and black and white images are allowed.
- Filters and other editing techniques may be applied to the photography.
- Although the brand is looking to inspire guests with experiences informed by its European roots, images do not have to be shot in this continent, but should reflect the flair each category is looking to evoke in the destination from which the artist is from.
- Images do not have to be 50's and 60's styled. This time period should instead serve as inspiration to look at today's travel through a lens that showcases destinations, their lifestyle and the journey to and from these in a way that reflects the midcentury essence, style, savoir vivre and flair.
- Stylized images and artwork are welcomed, but we want to ensure the essence of a moment is thoughtfully captured.

