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The Gallery Floors at The Listel Hotel

The Evolution of a Great Idea

The Idea. In early 1997, the hotel was in the midst of a full re-design of almost half of their 130 guest rooms and wanted to do something inspired and novel with the new rooms. With their primary focus still being the comfort and convenience of their guests, the management at The Listel Hotel knew that they needed to look beyond the hospitality industry for innovation and inspiration.

They didn't have to look very far. Only a block away was an art gallery with an impeccable reputation both local and international for presenting one person exhibitions for modern French masters, Bernard Cathelin, Bernard Buffet, Volti and American icons Helen Frankenthaler and Jules Olitski. The Buschlen Mowatt Gallery was a natural and enthusiastic partner for the hotel.

The Rooms. Every guestroom is an individual gallery displaying the original and limited edition art of over thirty different artists from both the international and regional art scene (over a half a million dollars worth of art is on display). Information on the artist, the paintings and a book specific to the artist or their period are in every guestroom. Not surprisingly the guestrooms do not feel like *typical* hotel rooms; the paintings are hung in places that a hotel manager would never think of hanging them! Symmetry and style are not necessarily synonymous! The effect is attractive, comfortable and unequivocally interesting.

The Partners. The Listel Hotel was built in 1986 and has been a popular corporate and leisure hotel since the moment it opened. Awarded the prestigious American Automobile Four Diamond award for the past eleven years, The Listel Hotel has always prided itself on its comfortable, West Coast boutique-style facilities and its enthusiastic friendly service. *O'Doul's Restaurant & Bar*, one of Robson Street's most celebrated restaurants, is quickly gaining a reputation for its live jazz and for its fresh West Coast cuisine, flavoured with the spices of America's deep south.

For two decades, **Buschlen Mowatt Fine Arts** has brought leading names in Canadian and International contemporary fine art to Canada, the United States, Europe and Southeast Asia. The 1996 winner of Vancouver Magazine's *Gallery of the Year Award*, Buschlen Mowatt's reputation for bringing world class exhibits to Vancouver prompted the Vancouver Sun to recognize it for "opening the doors of Vancouver to the international art world."

MEDIA OUTLETS

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