

# ART GUIDE

ART'BEAT SXSW DIGITAL ART  
COLLECTION BY IRLs X OTZ



Body

PARKS SADLER 'NOT THE LAST'

# DISCOVER OUR LIVE MINTING DIGITAL ART COLLECTION

Art'otel London Hoxton, one of today's most innovative hotels, is thrilled to pioneer a groundbreaking live minting digital art collection.

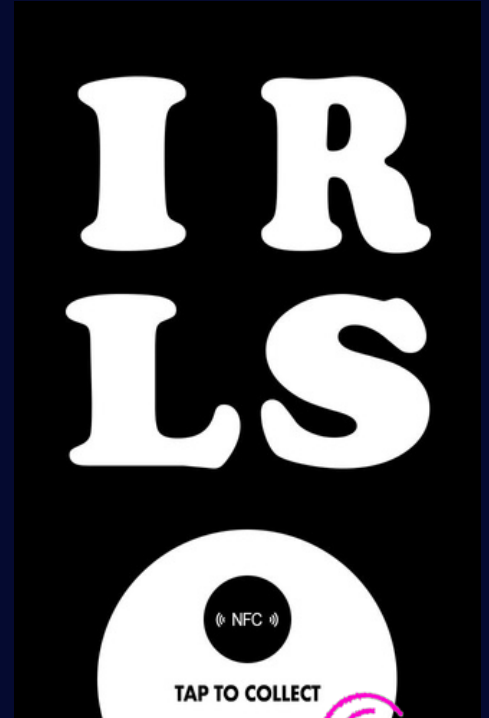
In partnership with IRLs and OTZ Gallery, we're pushing the boundaries of blockchain technology, featuring 11 visionary artists.

Imagine tapping your phone on an NFC-enabled chip and witnessing unique artworks minted live, exclusively for you, each piece complimentary.

This compelling collection is only available within the London Hoxton hotel.

Locate the special art "mint stations" dotted throughout our spaces - a map of all locations and a preview of the artists' editions is available below and by scanning the QR code on our in-house screens.

As a collector, you'll gain not just a collection of acclaimed works of art, but verifiable proof of ownership authenticated directly onto the Solana blockchain.



Find the mint stations, tap and claim with your email



EMILY HANA

This initiative empowers both artists and collectors, fostering deeper connections through real-time acquisition and blockchain provenance. It's a celebration of art'otel's spirit of innovation and commitment to cutting-edge, culturally significant experiences. The collection unfolds over two weeks starting with the SXSW Shoreditch festival (June 2nd-7th) and continues until June 13th.

The diverse collection features styles from generative art to pop cubism and 3D sculptures, all unified by the theme 'beyond the threshold.' To delve deeper, join us for an invite-only hotel tour of all artist mint stations on Friday, June 6th and 13th at 11 AM, with IRLs and curator OTZ.

They'll share insights into the creative process, complete with a surprise edition reveal!

Acquired editions are free to collect, fully transparent, with blockchain provenance, becoming available for resale only if you choose to list them on a Solana marketplace like Magic Eden or Tensor.

# YOUR GUIDE

- 1) STEPHEN MILLER (Gallery)
- 2) RATIO (Brush Bar)
- 3) PARKS SADLER (Art Studio)
- 4) EMILY HANA (Lounge Shelves)
- 5) DASHA LOYKO-GREER (Lounge Shelves)
- 6) JAKE FARMER (Upstairs Bar Area)
- 7) TIM GATENBY (Upstairs Bar Area)
- 8) ROBI WALTERS (Shelves)
- 9) HUNTOLAND (Shelves)
- 10) CH20 (Lift Area)
- 11) MACHINE X (Guest Experiences)

1 <sup>ST</sup> FLOOR	3, 4, 5, 6, 7, 8, 9, 10
GROUND & GUESTS SERVICES	2, 11
B2 ART GALLERY	1

## 1) STEPHEN MILLER

The photographer Stephen Miller creates images that are care free, beautiful and abundant in stark contrast to the current political climate.

@stephenlamiller



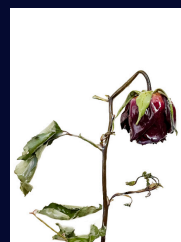
## 2) RATIO (Brush Bar)

Untouched by any formal art education and having grown up in the beauty of the countryside. The artist work is informed by graffiti, torn poster adverts & music. @ratioartist



## 3) PARKS SADLER (Art Studio)

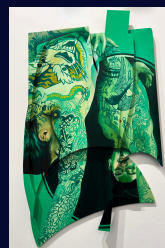
Sadler's practise centres around the archiving of active experiences. Often working with charged materials that relate significantly to lived experiences. @by\_parks



## 4) EMILY HANA (Lounge Shelves)

The artist works across painting and sculpture, using found materials and modular constructions to explore themes of perception, identity and fragmented self.

@Emilyhanna

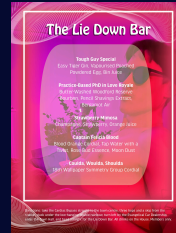




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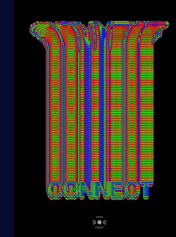
## 5) DASHA LOYKO-GREER (Lounge Shelves)

Greer is an interdisciplinary artist based in London. She works predominantly across written and performed language, gestural painting, @dasha.loyko.greer



## 6) JAKE FARMER (Upstairs Bar Area)

Jake Farmer is a motion artist specialising in kinetic typography, communication and repetition through rhythm. @designbyjake\_



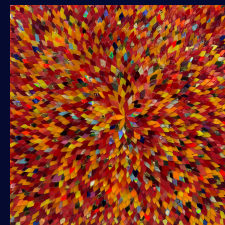
## 7) TIM GATENBY (Upstairs Bar Area)

The artists points of inspiration is combining a sense of the history of art with the modern world, whether it be cartoons or commercial products. @therealtingatenby



## 8) ROBI WALTERS (Shelves)

Robi Walters is an internationally acclaimed, London-based artist that transforms discarded materials into beautiful works of art. With his practice echoing his own life. @robiwalters



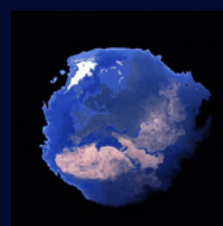
## 9) HUNTOLAND (Shelves)

His practise started with traditional graffiti in the 90's, influenced by Picasso, forming his own style of pop cubism. @huntoland



## 10) CH20 (Lift Area)

The digital artist and architect is based in London. Their art research explores technology, innovation and the fluid intersections between digital and physical spaces. @ch2o

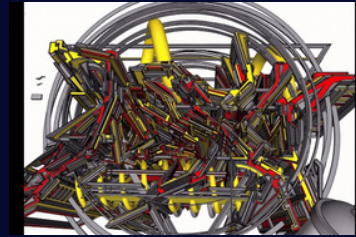




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## 11) MACHINE X (Guest Experiences)

The artist Machine x, also known as Adem76. Began his artistic journey in 1989 in Germany. From 1989 to 2019, he translates analogue forms into digital sculptures. @graffmachinex



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## FAQ

### HOW DOES IT WORK?

- 1) Tap:** Find the IRLs chip and tap it with your phone. Ensure NFC is enabled on your phone.
- 2) Enter Your Email:** Just type in your email address and hit collect - that's it!
- 3) Claim Your Goodie:** Your unique digital collectible is now yours, delivered straight to your inbox with a link to view.
- 4) Own it, Share it, Trade it:** Your unique digital collectible is now permanently linked to your email where you can keep it, share it, or even trade and sell it on the secondary market! Just follow the instructions in the email.

### WHAT IS A DIGITAL COLLECTIBLE?

It's like a unique digital asset (art, music, ticket, token etc) that only you can own and collect on your phone.

It's a fun new way brands and artists reward their loyal community for engaging with them in real life.

These digital assets can be traded or sold to other collectors on secondary marketplaces, potentially increasing their desirability and value over time.

**IRLs turns your presence and interactions into cool digital collectibles and unlock exciting rewards with the simplest tap. Collect with just your email - no crypto knowledge needed to get started!**

**YOUR ART JOURNEY  
STARTS HERE.**

**LOCATE ALL MINT  
STATIONS IN THE  
HOTEL AND BUILD  
YOUR DIGITAL ART  
COLLECTION.**

ART'OTEL EMBRACES INNOVATION TO PROVIDE GUESTS AND VISITORS WITH  
EXCEPTIONAL EXPERIENCES. THIS DIGITAL ART COLLECTION IS A POWERFUL  
SYNERGY OF ARTISTIC INGENUITY AND TECHNOLOGY, CREATING AN IMPACTFUL  
AND UNFORGETTABLE EXPERIENCE.

DETAILS

HOTEL @ARTOTEL

PROJECT:@OUTSIDETHE\_ZONE @STREETMINT.XYZ

MEDIA SUPPORT: COLDMAGAZINE

**art'otel**  
LONDON HOXTON

**IRLS.XYZ**



# IRLS.XYZ

In a crowded market, IRLs helps brands and artists cultivate deeper customer loyalty by turning every In Real Life (IRL) touchpoint into a meaningful connection, giving the audience a stake in the game.

Our tech delivers authentic engagement, verified on Solana. We gamify IRL experiences & reward users to boost participation & engagement. IRLS brings blockchain verification to the real world.



OTZ cultivates a vibrant, sustainable creative ecosystem through its diverse public art and exhibition program. We blur traditional gallery boundaries by transforming spaces into functional art environments.

Our platform acts as a visual communicator, exploring "pop futurism" and delving into how art fundamentally reshapes cities and their surroundings through public art, performance, architecture, and repurposed places.



art'beat" is the pulsing heart of every art'otel, its dynamic cultural program. Its purpose is to inspire guests through a constant rotation of exhibitions, workshops, and events celebrating arts, culture, wellness, food, and lifestyle.

art'beat aims to build a vibrant community, connecting guests with leading brands, creatives, and artists, ultimately integrating art as a crucial component of a unique hotel experience.



art'otel London Hoxton is a vibrant, innovative hub in Shoreditch, blending art, culture, and hospitality.

It's an immersive living gallery, showcasing unique architecture and contemporary art, most notably by it's in house artist D\*Face.

The hotel offers dynamic cultural programming, exceptional dining, and unique amenities, all reflecting its eclectic London neighborhood's creative spirit.