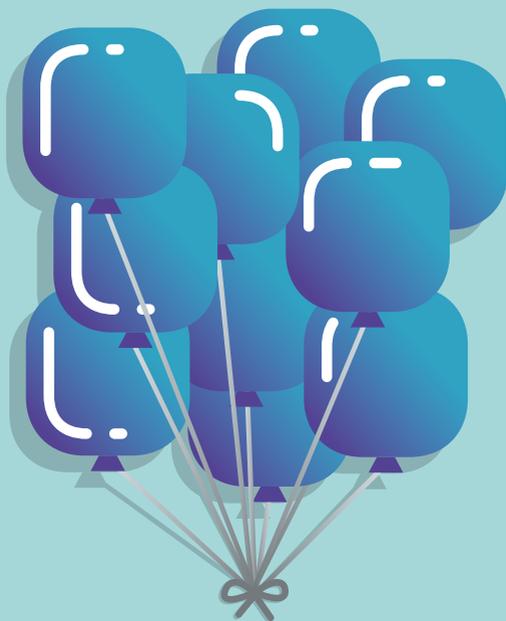


PARTY
AWAY FROM
THE ORDINARY

hotelbloom![®]
Stay away from the ordinary · Brussels



hotelbloom![®]
Stay away from the ordinary · Brussels

(EDITO)

Welcome to Hotel BLOOM!

Since 2007, Hotel BLOOM! has become a well-established name in Brussels and continues to be a creative pioneer. For almost 10 years, our hotel has been in permanent evolution; supporting young artists and creating an inspiring environment for our guests, clients and staff.

Today we are proud to present our newest addition to meetings & events, the EXPERIENCE FLOOR. Tonight, this space will be unveiled with the artistic support of the Royal Academy of Fine Arts in Brussels. Visit hotel BLOOM! at your own rhythm, discover at your own pace. Start on the 8th floor and meet the art-

ists featured in this booklet while being delightfully surprised all the way to the EXPERIENCE FLOOR, located downstairs.

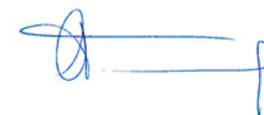
Should you have questions, look for our staff members wearing:



Feel free to share your experience on the social side of life using #hotelbloom and enjoy a Bloomy evening full of surprises!

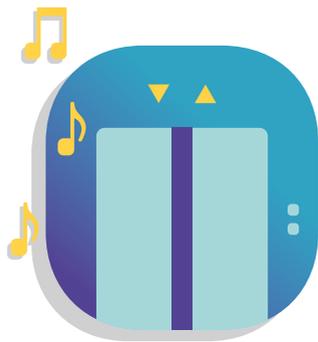


Caroline Tjeerde
General manager



MEET [THE ARTISTS]

In 2007, **287 young European artists decorated our rooms** with unique hand-painted frescoes. Today, almost 10 years later, you get the chance **to meet 9 of them** and discover how their art has evolved. On your way up to their rooms, treat yourself to original creations by our Chef and Bartender...



[ROOM 840]



LENA SOULKOVSKAIA

Romanian
Hogeschool voor de Kunsten
Utrecht (NL)
l.sulk23@gmail.com

What is art for you?

I think that art is exactly what we make of it. We can choose to see nothing or we can choose to see everything.

What projects are you currently working on?

I'm working on a series of paintings. The paintings investigate the desire of flying and the desire to achieve the impossible.

Is there an artwork or a specific situation that inspired you to become an artist?

When I was 7 years old I saw the "Portrait of Lydia Delectorskaya" by Henri Matisse in The State Hermitage Museum in Russia. That was a starting point for me.

DISCOVER THE ENTIRE FRESCO
IN ROOM 840



ROOM 707



ASTRID M.G. RUBIE

Polish

Basic Education Fine Art, Design and
Art and Education, HKU (NL)
astrid.rubie@solcon.nl

What was your inspiration to make the fresco in your room at Hotel BLOOM?

A tree in my garden, the Japanese cherry tree. I photographed this tree during the four different seasons.

Is there an artwork or a specific situation that inspired you to become an artist?

I have been painting and drawing since I was a child. My parents bought paintings that impressed me. That is where my love for art began.

Where do you feel art is going?

Art has had a great number of different functions throughout history. Art is a reflection of the times in which she is created, it will keep on evolving.

DISCOVER THE ENTIRE FRESCO
IN ROOM 707



ROOM 611



ANNA-MAIJA RISSANEN

Finnish

Académie Royale des Beaux Arts, Bruxelles
annamaijar@gmail.com

Where does your inspiration come from when you're painting?

The inspiration for me comes from the nature, from different kinds of rocks, stones and spring of water.

What is art for you?

Art is my life. Everything I do is somehow linked to art. It's my passion and way of living.

Is there a place in Brussels that inspires you?

Brussels is my love. Brussels has its own specific energy through an organised chaos. There are many places through the city that inspire me a lot, such as Theatre de Toone's narrow streets, Rouge Cloître in Forêt de Soignes and the Mont Des Arts.

DISCOVER THE ENTIRE FRESCO
IN ROOM 611



(ROOM 601)



MICHAELA CHMELICKOVÁ

Slovak

Academy of Fine Art and
Design Bratislava

misa.chmelickova@gmail.com

What was your inspiration to make the fresco in your room at Hotel BLOOM?

I think I tried to create a quiet and relaxing atmosphere for the room where you sleep. I was inspired by nature - dandelions in the wind.

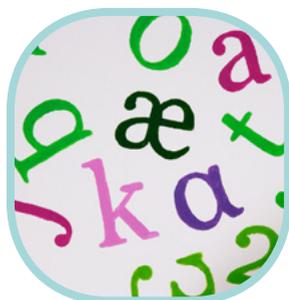
What is a good definition of art for you?

The mission of art is to create an emotion, to express a statement or to record a time period. You can go back in time, travel in your thoughts, express your anger, sadness or joy.

Do you collect anything?

I collect nice and colourful things. Occasionally I buy something from my art-schoolmates, because I'm their fan!

DISCOVER THE ENTIRE FRESCO
IN ROOM 601



(ROOM 517)

Fresco

"THE BLOOM LOVE"



STEVE DINEUR

Belgian

Académie Royale des
Beaux Arts de Bruxelles

steve-82@hotmail.com

What is the role of an artist in society?

I would say that an artist is a representative of an era and a style.

Do you collect anything?

I collect old cameras which still function. Film photography has a grain that we can't have with digital cameras.

Is there a place in Brussels that inspires you?

Brussels' streets are a great source of inspiration. I like the «Art nouveau» architecture, the numerous galleries and museums are very eclectic in Brussels.

DISCOVER THE ENTIRE FRESCO
IN ROOM 517



(ROOM 301)

Fresco

“FAIRY TALE ENDING”



SANDREA SIMONS

British

Art student from Nottingham Trent
University -United Kingdom

sandra21@hotmail.com

What is art for you?

For me, art cannot be truly explained. It's always changing evolving; it's immortal. Art is a visual expression, partly resulting from what the artist is feeling or experiencing at that time in their lives.

Where does your inspiration come from when you're painting?

I am an autobiographical artist so I create art according to what is happening in my life at the present time. So if I was to create art now it would reflect my present feelings!

What is the role of an artist in society?

The role of an artist in society cannot be defined in one answer, as it is different to depending on the individual, some choose to show their protest within their work, some show their passions, others bare their soul and what has tortured them and some just create to make themselves feel alive and free.

DISCOVER THE ENTIRE FRESCO
IN ROOM 301



(ROOM 233)

Fresco

“ONE FOR SORROW”



JOHANNA & SUSANNA RUOTSALAINEN

Finnish

Art student from the University
of Lapland - Rovaniemi, Finland

johanna.ruotsalainen@outlook.com

You created this fresco 10 years ago. If today, we would ask you to create a new fresco, would you design the same. Why (not)?

Johanna: I still like my work and the idea behind it. The same things that were important back then, are still important to me now.

What is the role of an artist in society?

Both: Artists have the privilege to express themselves. Artists are responsible for taking stands and being a voice of those who don't have one.

What is your favourite place to see art?

Both: Our favourite places to see art are in smaller art galleries and during film festivals.

DISCOVER THE ENTIRE FRESCO
IN ROOM 233



(ROOM 212)

Fresco

“FOR WHAT IS SEEN IS TRANSIENT, WHAT IS UNSEEN IS ETERNAL”



ANNA FREEMAN BENTLEY

British

Graduate from Chelsea College of Art and Design, London

afreemanbentley@gmail.com

What was your inspiration to make the fresco in your room at Hotel BLOOM?

I had been experimenting with collage and installation and this painting was an extension of that.

Where does your inspiration come from when you're painting?

Lots of different places, sites where I've been, thoughts and ideas that I've had or read about, paintings or images that have stuck with me.

Do you collect anything?

When I got married we were given a few works of art by friends and so began our art collection! Since then, I have done a few swaps with people and the art collection is growing.

DISCOVER THE ENTIRE FRESCO
IN ROOM 212



(ROOM 205)



KATARZYNA BAZYLCZYK

Polish

Student at the Academy of Fine Arts Warsaw/Bratislava

katarzyna.bazylczyk@gmail.com

What was your inspiration to make the fresco in your room at Hotel BLOOM?

Primarily my inspirations are feelings, experiences, and impressions. I was imagining waking up in the blooming forest. This warm, cozy moment when everything is blurry at the first sight and the sun is making it's way through all the colors in front of me. Just before it reaches my eyes fully.

What is your favourite place to see art?

I am mostly into interactive pieces – art in public spaces, installations, digital pieces. Of course with a strike of nostalgia, I can also dive into a small, underground gallery to see if it holds any pleasures for the eye and soul. I like art and design festivals, you can always meet the authors and investigate their pieces a little bit more, exchange experiences.

What is the first artwork you ever sold?

I am pretty sure it was a drawing I sold to my parents. I believe I was raising money to buy an instrument.

DISCOVER THE ENTIRE FRESCO
IN ROOM 205



In the mood for more Art? Check-out the
BLOOM EXPERIMENT by the Royal Academy
of Fine Arts in Brussels **on level +1!**



THE BLOOM EXPERIMENT

ROCH BARBIEUX
FRANCESCA CHIACCHIO
BRUNE CAMPOS
CÉLINE CUVELIER
SIMON DALEMANS
MARCO DE SANCTIS
CLAIRE DUCÈNE & NICOLAS RIQUETTE
GIULIA GALLINO

LÉA
FLORIAN KINIQUES
ANNITA KOSMADAKI
FABIEN MATHIEU
KUN BO MENG
ELISE PEROI
SOPHIE VENDRYES

**HOTEL BLOOM! INVITES IN ITS ROOMS 16 YOUNG ARTISTS FROM
THE ROYAL ACADEMY OF FINE ARTS ON 27.10.2016**



ARBA-ESA
144 RUE DU MIDI
1000 BRUXELLES
BELGIQUE

T. +32 (0)2 506 10 10

WWW.ARBA-ESA.BE





[EXPERIENCE FLOOR]

“LIVE THE EXPERIENCE AND JOIN US ON LEVEL -1!”



THE EXPERIENCE FLOOR is the latest addition to the BLOOM! family: A unique multifunctional space for creative events and meetings.

It perfectly fits the BLOOM! spirit and caters to clients looking for something new and inspirational. The giant fresco made by 2 artistic geniuses, the interior decoration and some great technological features will definitely not leave you unmoved.



Before

During works



[INTO THE BOX]

“MEET INTO THE BOX”



INTO THE BOX is like aameleon:

today it's an extension to your dining area, tomorrow it's your brainstorming room, next month maybe your dance-floor?



Before

During works



OUT OF THE BOX

“EAT/PLAY OUT OF THE BOX”



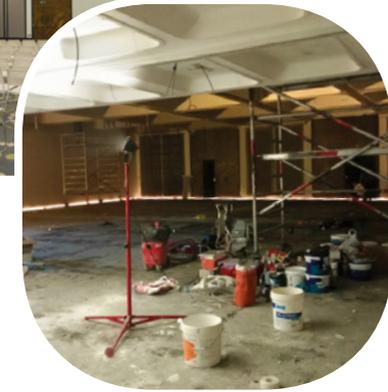
OUT OF THE BOX is the cosiest and funkiest space of Hotel BLOOM!

You can just chill on a comfy sofa, have your own coffee at any time - just like home - or play crazy Ping-Pong games!



Before

During works



INSPIRE

“GET INSPIRED”



INSPIRE is the biggest meeting space of the entire hotel with 450m² and a capacity of 300 people.

Discover a giant screen of 17x4m with the possibility to have 1, 2 or 3 different presentations through as ClickShare technology.

This flexible space will also inspire you with its unique fresco of 145m² hand-painted by 2 artistic geniuses, Antoine and Lucien, from the Royal Academy of Fine Arts in Brussels.

(A BIRD'S EYE VIEW)

By Antoine Lortie & Lucien Roux

GET TO KNOW MORE ABOUT THE
UNIQUE 145 M² FRESCO LOCATED ON
OUR EXPERIENCE FLOOR...



A Bird's Eye View is founded in Brussels' Art Nouveau movement.

This particular architecture shape takes place all around the Botanique neighbourhood and makes Brussels a world-wide architecture destination.

With Victor Horta previously directing the Royal Academy in Fine Arts in Brussels, both Antoine and Lucien feel it is important to include a historical lineage to their school.

Through an ambient space, digitally made animals are seen between the entanglement of two recurrent sequences: the pattern and the wall panels. Shapes emerge in the negative space of the composition, inspiring the imagination of the viewer as more may hide between.



(ABOUT THE 2 ARTISTIC GENIUSES)



ANTOINE LORTIE

antoine_lortie@hotmail.com

Antoine Lortie (1989, Quebec) - His interest in picture-making grew from the curiosity of overlapping both techniques of digital and traditional medias. The themes he uses are intricately embedded into the internet and video-gaming culture. After completing a Bachelor in fine art at Laval university in Quebec, he stayed for one year in the studio of the artist Paul Beliveau where he was taught to make painting his profession. Then he moved to Brussels in the painting studio of Stephan Balleux in the Royal Academy of Fine Art to expand his artistic research in the very crust of the world superficiality, developing consequently a master in fine art around the formalist question of the self in multicultural society.



LUCIEN ROUX

lucien.roux@hotmail.fr

Lucien Roux (1990, France) - He lives and works in Brussels. As a painter, he undertakes to reach a contact between cinema and painting, montage with time and montage with space, by using the exhibition and its journey as a guideline for multiple footages. The viewer, among pictures intervals, is requested to seek a viewpoint facing the discontinuity of the frame. Following a Bachelor in the Ecole Nationale des Beaux-Arts de Lyon, Lucien Roux came to Brussels at the Royal Academy of Fine Arts in Brussels to meet Stephan Balleux's painting studio. Since then, he won the Horlait-Dapsens and the Emile Sacré awards, exhibited in Antwerpen, Liège, Gent, Brussels and Siena, Italy. He is now part of the residency program at the Fondation du Carrefour des Arts.

ABOUT THE ARCHITECT



THERESE VIRSERIUS
hello@virseriusstudio.com

Therese Virserius has enjoyed diverse educational and professional experiences that have allowed her to appreciate different cultures and provide a unique understanding of the global interior design landscape. She incorporates these various elements into all hospitality design projects.

Therese was born and raised in Helsingborg, Sweden, and educated in Sweden, China and the United States.



REGINA VIRSERIUS
hello@virseriusstudio.com

Regina Virserius graduated from Ecole Nationale Supérieur des Beaux-Arts Paris in 1997. She took a residency at Academy Schloss Solitude, Stuttgart, and in 2000 she received the Villa Medici Rome grant and took part in the exhibition Totto Normale.

THANK YOU!

For more information on organising meetings, events or booking rooms:
meeting@hotelbloom.com or 0032 (0) 2 220 69 06

For information on Art @ Hotel BLOOM!:
pauline.bourgeois@hotelbloom.com

Special thanks to our partners:

ABRA-ESA, 20 something, AVP Bruxelles, La Ville de Bruxelles, Sven Usé, Bram Boriau, Eddy Duhoux, Caroline Lacksman, Bernard Gavilan, 13 Pulsions, Tanguy Van Vlasselaer, Jérémie Charlier & all the amazing artists that have contributed to the creation of this special evening.



hotelbloom!®
Stay away from the ordinary • Brussels



hotelbloom



@HotelBLOOM



@hotelbloom

www.hotelbloom.com

T. +32 (0)2 220 69 11 • Rue Royale 250, 1210 Saint-Josse-ten-Noode