

EBOY DIGITAL ARTS COLLECTIVE TO TRANSFORM INTERCONTINENTAL MIAMI HOTEL DURING ART BASEL 2014

***French producer and German artists will bring iconic pixelated cityscapes to
Miami for the first time***

MIAMI, FL – November 25, 2014 – The landmark InterContinental Miami hotel will transform into a digital canvas showcasing Miami as a pixelated cityscape during Art Week 2014. The transformation will be orchestrated by Mars Design Miami, producing the “eBoy”, a group of collaborative pixel artists displaying their work in Miami for the first time on the hotel’s digital art screens, video walls and its 19-story exterior digital canvas punctuating the City's skyline.

The exhibit will run from December 4th through December 31st, viewable throughout the hotel’s public spaces and exterior. It is free and open to the public. The InterContinental Miami hotel is located at 100 Chopin Plaza in Downtown Miami.

eBoy creates “Pixorama” – a mix between pixel and panorama – which are colorful digital art works featuring city landmarks, iconic images and influential people in urban cities around the world. The works displayed at the InterContinental Miami hotel will be formed out of individual pixels that create bright and fresh artistic views of life in Miami. This Mars Design Miami production is eBoy’s first Miami exhibit and third U.S. installation, after debuting pixelated cityscapes in Los Angeles and New York.

“When our ownership, Strategic Hotels & Resorts, a publicly traded Hotel REIT, invested \$35 million into hotel upgrades two years ago, arts and technology were at the top of our list of priorities,” said Robert Hill, general manager at InterContinental Miami. “Welcoming eBoy during Miami Art Week will be the perfect opportunity to showcase our hotel’s technological capabilities while welcoming our community and visitors from around the world to a digital arts exhibition unlike any other.

Downtown Miami has emerged as a new hotspot during Art Week, with a year-round arts and culture scene that has rapidly developed over the past few years. All told, more than 50 galleries and artist studios are located within the City’s urban core.

“We chose InterContinental Miami as our first Miami exhibition because we wanted to bring our arts to the masses, and what better way to do that than partnering with one of the City’s most recognizable hotels,” says Nicolas Mannoni of Mars Design Miami Agency, producers of eBoyMiami. “Miami is most known for being youthful, energetic, colorful and international—and our Pixorama are a perfect representation of all these characteristics.”

The eBoyMiami exhibit coincides with the premier of InterContinental Miami’s digital arts program, an ongoing initiative led by the hotel’s art curator, Eric Schoenberg.

For more information on eBoyMiami’s exhibit, please visit www.eBoyMiami.com.

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About InterContinental® Miami

Celebrating over 25 years as an icon of the Downtown Miami skyline, the InterContinental® Miami is located at the crossroads of Miami's Business and Arts & Entertainment districts. A beacon for business and leisure travelers alike, the hotel rises 34 stories over the city with breathtaking views of the Atlantic Ocean, Biscayne Bay and the Port of Miami. The hotel features 641 luxury guest rooms, including 34 suites and two presidential suites designed by Venus William's V Starr Interiors; 33 meeting rooms with over 101,000 square feet of meeting and exhibition space, including a spectacular Grand Ballroom; multiple food and beverage outlets - Toro Toro, ¡Ole!, Bluewater, Table 40 and the hotel's interactive lobby lounge; full-service fitness center and spa at mySpa Miami; and rooftop pool deck with gardens. The InterContinental Miami is a proud corporate citizen of the Miami-Dade community, invested through its annual InterContinental Miami Make-A-Wish Ball, and its corporate social responsibility program. For more information or reservations, call 305-577-1000 or visit www.icmiamihotel.com.

About Mars Design Miami Agency & eBoy Collective

Mars Design Miami Agency is an Art & Design Company founded and directed by French designer: Nicolas MANNONI, who is producing the eBoyMiami Pixorama and the eBoyMiami Exhibit with the digital facilities of the InterContinental Miami. eBoy, the God Father of Pixel Art is an Art group founded in Berlin in 1997, by Kai Vermehr, Steffen Sauerteig and Svend Smital. Pixel Art is a new technique of art creation, using computers and is created pixel by pixel. www.eboymiami.com