

THE ASBURY HOTEL LAUNCHES LOBBY EXHIBITION WITH TRANSFORMER
MULTIMEDIA BY VICTOR KOROMA IS NEW COLLABORATION WITH ARTS NONPROFIT

FOR IMMEDIATE RELEASE:

ASBURY PARK, NJ—The Asbury Hotel is thrilled to announce the installation of “Spin Concept Series” by Los Angeles-based artist Victor Koroma. The set of four multimedia artworks is on display in the lobby in Asbury Park. This launch marks the start of a new partnership between The Asbury and Transformer, a Washington, D.C. based arts nonprofit with strong Jersey Shore roots.

The Asbury x Transformer aims to celebrate and elevate artists from diverse backgrounds; Koroma was born in Freetown, Sierra Leone and grew up in Alexandria, Virginia. His “Spin Concept Series” was selected from a number of works curated by Victoria Reis, Co-Founder, Executive & Artistic Director of Transformer. Reis herself is an Asbury Park native whose nonprofit also partnered with The Asbury on Siren Arts, a summer residency program for emerging visual artists in the area.

“Spin Concept Series” is a series of brief videos which depict everyday objects—such as sunglasses or an inflatable beach ball—spun and distorted in vivid color. Koroma says his goal is to recreate the stylistic production of advertising commercials, observing the whimsical creative means ad agencies use to sell products. The work has taken a place of prominence in the hotel’s main entrance, for guests and visitors to enjoy.

“My mission is to find new ways to construct and reconstruct what a photograph is,” said Koroma. “My process is similar to computer hacking. I alter and modify the software and hardware of conventional photography in order to reprogram the medium with new directives...a mixed media synthesis utilizing elements of paintings, illustrations, and sculpture.”

Koroma was a first-place fine art winner in PDN's 2017 Objects of Desire contest and a 2016 Print Magazine "New Visual Artists" (15 under 30) award winner.

“There is a palpably inspiring energy in Asbury Park. Bringing a program like Transformer’s Siren Arts summer residency to this iconic beach city has been an incredibly fulfilling experience for me personally and professionally,” said Victoria Reis, Founder & Director, Transformer. “With this new collaboration presenting Victor Koroma’s artwork in The Asbury – a space that clearly embraces thoughtful design and creative engagement – I’m excited to further engage the local community, and growing contemporary arts audiences visiting Asbury Park, with stellar artists and best art practices.”

For The Asbury, this fine arts activation marks an exciting opportunity to display works in conversation with Asbury Park’s creative atmosphere.

“We share Transformer’s commitment to celebrating artists and spotlighting voices from every background,” said Salt Hotels CEO David Bowd. “Asbury Park’s creative legacy is all around us at The Asbury. It excites, enriches and inspires everything we do.”

ABOUT THE ASBURY HOTEL

Opened in 2016, The Asbury mashes up Asbury Park's Victorian-era history, rock-n-roll present, and shiny future into a new kind of social hub. Guests experience vibrant bars and hangouts like its renowned rooftop lounge Salvation, the outdoor movie theater Baronet and the lively lobby bar Soundbooth. There's something for everyone at The Asbury, whether it's hanging by the pool, enjoying live music in the lobby, soaking up a wellbeing class on Baronet or simply relaxing in your room: This is the new Asbury Park.

To learn more visit: www.theasburyhotel.com

ABOUT TRANSFORMER

Transformer is an artist-centered 501 (c) 3 non-profit visual arts organization based in Washington, DC, that connects and promotes a diversity of emerging artists & emerging arts leaders within local, national and international contexts. Transformer's mission is to create and cultivate innovative exhibition and programming collaborations and platforms for emerging artists and arts leaders to explore and present experimental artistic concepts, foster cultural dialogue, build audiences for new & best practices in contemporary visual art, and advance artists' careers.

To learn more visit: www.transformerdc.org

ABOUT SALT HOTELS

Founded in 2014 by Chief Executive Officer David Bowd (Chateau Marmont in Hollywood, The Mercer in New York, and the Chiltern Firehouse in London) and Chief Creative Officer Kevin O'Shea (Starwood Hotels and Resorts and Morgans Hotel Group), Salt Hotels' award-winning approach to hospitality has set new standards in design and guest experience. The company created Salt House Inn and Eben House in Provincetown, MA to acclaim and launched two projects at the forefront of Asbury Park, NJ's renaissance: The Asbury and Asbury Ocean Club. In 2014, the group relaunched Shelter Island's famed The Chequit. Salt Hotels integrates the design, amenities, and technology of large lifestyle hotels with the intimate, personal service, unique character, and community connections of a luxury inn—no matter the scale. The company provides comprehensive services in hotel management, design & development, creative services, sales & marketing, revenue management, food & beverage development and management, and human resources.

To learn more visit: www.salthotels.com