

# ADMEI AWARDS 2021

## NOW PREMIERING: Moxy Downtown Boston



Curtains up Boston – it's time for this new hotel to put on a show! With many other projects competing for attention in the metropolitan market, Moxy needed something that would stand out and showcase their property while highlighting their ethos of playful designs and the neighboring theatre district. With less than a month to pull this off, a thematic experience inspired by the 20th-anniversary production of RENT was put into play.

- The design showcased the hotel lobby, rooms, meeting space, rooftop bar, unique amenities, and fun-loving character of the hotel while tying in the neighboring theatre district.
- RSVP hovered at 350, however 500+ clients were dazzled!
- Each hotel room on the 23<sup>rd</sup> floor featured a story, soundtrack, and logistics to move 500+ guests in just over 1 hour through spaces that were 150 sq. ft. each!
- A dozen vendor partners engaged, producing an impactful event that created a new revival of Boston's theatre district, partnership with the convention center, and increased group and leisure bookings.



"I Wanna Dance With Somebody" playing while featuring the Vinyl Record Amenity

"Vogue" playing in the Drag Queen Room featuring the Pink Hair Dryer Amenity



"Last Friday Night" playing in the bubblegum room featuring the Rotary Phone Amenity



"You Need to Calm Down" playing in the Unicorn Twister Room featuring the Moxy catchphrase of "Play Moxy"



Best Site Inspection/FAM Trip