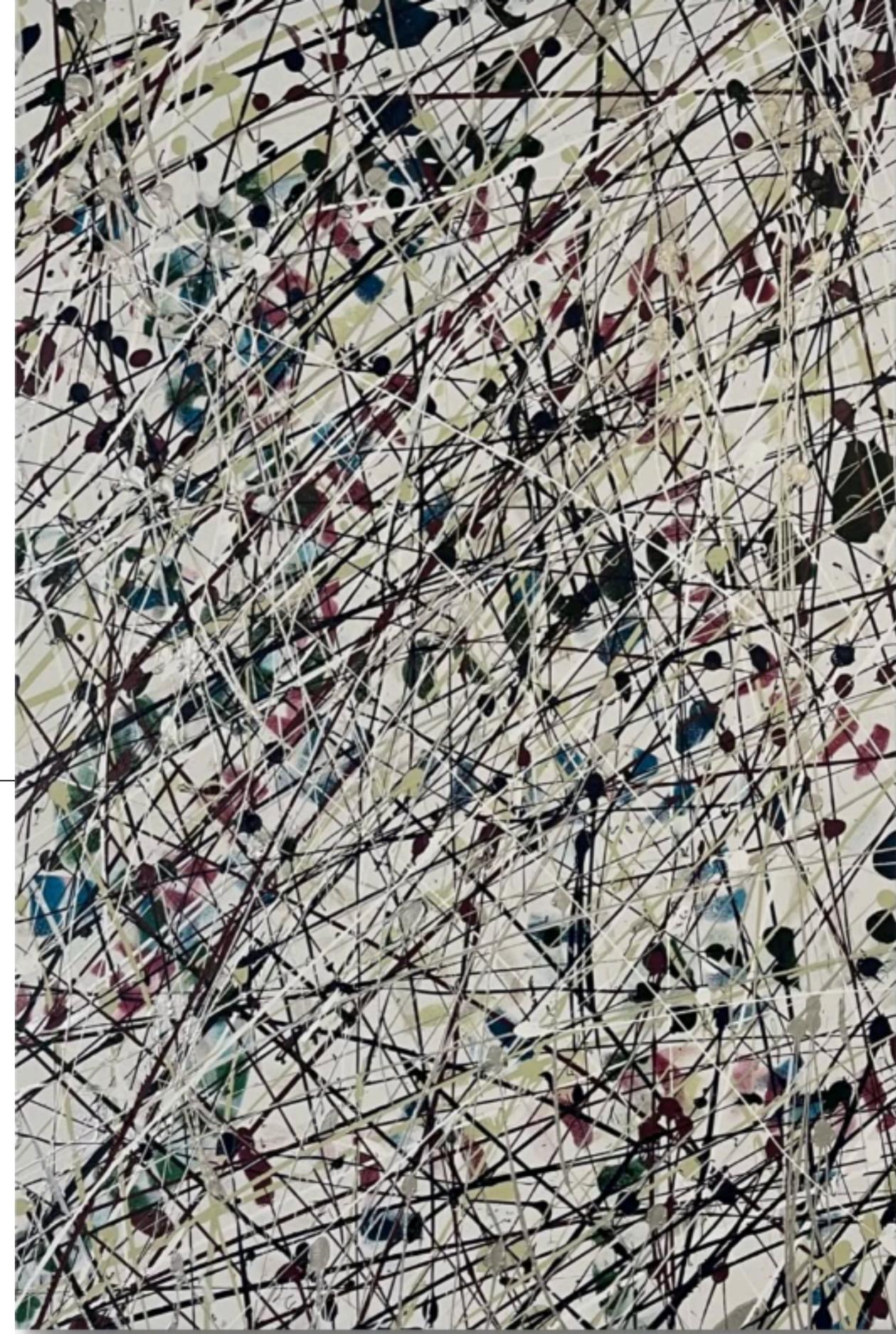




HILTON X LUCA PERTOLDI

C O L L A B O R A T I O N 2 0 2 5





LUCA PERTOLDI



ARTISTE PEINTRE

*Echoes of Emotion:

The Abstract Journey of Luca Pertoldi at Hilton Brussels Grand Place

Hilton Brussels Grand Place is proud to announce an exciting partnership with Luca Pertoldi, a talented 23-year-old Belgian painter whose vibrant and expressive works are captivating art lovers across the country.

Deeply inspired by the energy and spontaneity of Jackson Pollock and the abstract expressionist movement, Luca's art radiates emotion, harmony, and light. His intricate and labyrinth-like creations reflect his personal journey and connection to both human nature and the natural world, bringing an uplifting aesthetic to any space.

This March, Luca will showcase his unique vision in our hotel, merging the worlds of hospitality and contemporary art to create an immersive experience for our guests. Join us to celebrate this inspiring collaboration and discover how Luca's artistry transforms our spaces into vibrant expressions of emotion and beauty.

* Exhibition name suggestion - to brainstorm with Luca



Objectives of the Collaboration:

- Position Hilton Brussels Grand Place as a cultural hub by hosting contemporary art, attracting art enthusiasts and elevating the guest experience.
- Provide guests with an immersive, artistic environment through the display of Luca Pertoldi's emotionally evocative works.
- Draw local art lovers, tourists, and the community into the hotel, increasing foot traffic and exposure to the brand.
- Offer a platform for emerging Belgian artist Luca Pertoldi, contributing to the local arts scene.
- Reinforce Hilton's commitment to innovation and creativity by aligning the brand with contemporary art.
- Increase brand visibility through media coverage and social media engagement around the exhibition.

Key Dates and Next Steps:

- Week of March 3: Installation of the artwork in the hotel.
- March 13 : Vernissage event
- Asap: Brainstorming session with the artist to define expectations, plan the vernissage, and explore additional event ideas.
- By end of January: Action plan to be ready for the exhibition & vernissage
- Inform Top Secret as soon as possible with all information



Info Needed from Luca Pertoldi

- **Biography + Art, Inspiration & Technique**

A short biography, highlighting key moments in Luca's career, education, and artistic journey. Explanation of his artistic technique, the materials he uses, and how he brings his concepts to life. This can help us better understand his process and communicate it to our guests.

- **Pictures**

High-resolution images of the artworks that will be exhibited at the hotel. Ideally, these should include the unique pieces created specifically for this collaboration, as well as any other works that are key to the exhibition.

- **Expectations**

- What are Luca's goals for this collaboration? What does he hope to achieve from the exhibition and his work with Hilton?
- Are there any specific things Luca wishes to see or experience during the process?
- Any out-of-the-box ideas Luca may have for the event, the exhibition, or the collaboration as a whole. This is the space for any creative visions or innovative concepts that could push the boundaries and make the partnership even more unique.





Vernissage ideas:

- **Immersive Art Experience:**
Create a smaller, immersive space with projections, music, and light installations inspired by Luca's works. Providing a brief escape for guests to experience the art on a deeper level.
- **Interactive Digital Art Display:**
Set up a touchscreen or digital installation where guests can interact with Luca's artwork in real time. This could involve choosing color schemes, remixing abstract elements, or creating their own virtual "masterpiece" inspired by Luca's style.
- **Photobooth:**
Set up an art-inspired photobooth with a backdrop inspired by Luca's artwork. This could be a popular and fun way for guests to engage with the exhibition.

At Hilton Brussels Grand Place, we believe
in the power of creativity to inspire and connect.

Through our collaboration with Luca Pertoldi, we invite you to experience
the energy of abstract art, where emotion and beauty converge to
transform the spaces we share and the memories we create.

