



**W HOTELS OF NEW YORK PRESENT "W ROOM AND BOARDS" – A UNIQUE
SKATEBOARD GUEST EXPERIENCE WITH COMMISSION'S INCLUDING
DAVID LaCHAPELLE & CARA DeLEIVINGNE
IN SUPPORT OF YOUTH FOUNDATION STOKED.ORG**

*Curated by former Pro Action Sports Athlete turned Filmmaker Ray Mendez
W Room & Boards will launch June 26th at W New York - Union Square with designs by
Amar'e Stoudemire, Cara DeLevingne, Cope2, David LaChapelle, and Zana Bayne*

New York, New York – June 17th, 2013 - W Hotels of New York, in collaboration with STOKED.org present "*W Room and Boards*", a charity project inspired by New York City culture. Working with former Pro Action Sports Athlete turned filmmaker Ray Mendez (*works include Will.i.am, Lady Gaga, and 50 Cent*) have curated five fashion/designers to create skateboards inspired by New York's endless energy and their own personal New York experiences.

Supporting STOKED.org, W Hotels of New York will offer 'Room & Boards' bespoke packages for guests from June to December that will include free skate board rentals and an interactive custom board display to learn more about the designers. The skateboards will also be available for purchase online at whotelsofnewyork.com/wboards. Minimum donation prices start at \$500 for originally designed collector's item boards, and limited edition graphics prints at \$50. 100% of proceeds of each purchase will go to further Stoked.org's work in promoting personal development, academic achievement and healthy living to under-served youth of NYC through action sports culture.

In addition the Parlour Productions team, **Producer – Jerry Chu** & Cinematographer – (Andrey Piontkovski) filmed a series of vignette style documentaries/shorts profiling the contributing artists as well as a music video featuring the group Ninjasonik (Telli Federline & Jah Jah Brown). The music video/promo film focuses on Jah Jah riding the skateboard designed by Cope2 around each of the W Hotels of New York properties and leading his crew on an all-night non-stop party at each of these locales.

These unique shorts can be viewed at whotelsnewyork.com/wboards in the "*Watch Me*" section and viewed on the **Interactive NOIZY BRANDS Displays** featuring the Artwork in all the W Hotel Lobbies. Viewers can explore the 'journey' and inspirations of David LaChapelle, Zana Bayne and more. Says Mendez, "Having been involved in youth culture, action sports & media for the past 20 years the W Room & Boards project embodies all my passions - music, sport, design, film, fashion and the pulse of NYC."

W Room & Boards can be experienced Now through December 2013

W Room & Boards – the designs:

1. **David LaChapelle** features on his board an iconic shot of the Beastie Boys in Times Square taken at the start of his career in 1985. Says David, "I had a lot of help growing up with programs that helped me outside of school so it's great to have a chance to give back. What can be better than having my first published photo end up in the bottom of a skateboard and help raise money for the Room and Boards program."
2. **Cara Delevigne** is inspired by the iconic I Heart NYC photo she posed in. Taking it a step further, she graffiti's her image, with lipstick, to read 'Cara LOVE NYC.' The image was produced for Love Magazine by fashion photographers Mert Alas and

Marcus Piggott. Says Cara, "I love this shot by Mert & Marcus, and I also love New York. And when I put the two together I realized it became a play on the classic slogan: 'I <3 NY.' Perfect!"

3. **Cope2** tagged his board from the rooftop of W New York - Union Square, inspired by the 25th floor views of downtown Manhattan. He incorporated his signature 'COPE' tag and references his alter ego '*True Legend.*'
4. **Amar'e Stoudemire's** board features the New York Knicks player's crest and his youth empowerment tag line '*Standing Tall and Talented.*'
5. **Zana Bayne** created a leather harness for her prototype board which is replicated as a print on her finished design. The harness design emulates the busy cross streets and interconnecting characters of New York City.

On creating the initiative, W Hotels of New York commented, "We enlisted established design and fashion Insiders alongside the up and coming Ninjasonik crew to help us create an alternative New York experience for our guests. Partnering with Stoked enables us to give back too", says Simon Warrington - Marketing Director W Hotels of New York.

On W Hotels of New York's support of Stoked.org, "We wanted to collaborate with W Hotels of New York because they are Stoked Igniters and support our goal to empower youth through action sports such as skating" said Steve Larosiliere, founder of Stoked.org.

The launch of the collection will take place June 26th with a surprise event.

Presentation boards are available for all to view in the Living Rooms of each W Hotel in New York (W New York - Union Square, W New York - Times Square, W New York Downtown and W New York)

www.whotelsofnewyork.com/wboards
@WhotelsNYC
#wboards

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About W Hotels Worldwide

W Hotels is a contemporary, design-led lifestyle brand and the industry innovator with 43 hotels and retreats, including 15 W-branded residences, in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous entertainment experiences, stylish retail concepts, signature spas and inspiring residences. With more than 14 years of proven success, W Hotels is on track to reach 60 hotels by the end of 2015. W Hotels have been announced for Guangzhou, Milan, Shanghai, Beijing, Bogota, Abu Dhabi, Mumbai, Dubai, Jakarta, Panama, Muscat, and Sante Fe, Mexico, while upcoming W Retreats include Verbier, Goa, and Mexico's Riviera Maya. For more

information, visit www.whotels.com. To live the W Hotels lifestyle 24/7/365, visit www.wresidences.com. Follow @WHotels on Twitter.

About STOKED

STOKED is a 501(c)(3) nonprofit organization that empowers underserved youth through action sports. STOKED was founded in 2005 by Steve Larosiliere and action sports personality, Sal Masekela, on the belief that the courage and perseverance needed to learn how to skateboard, snowboard, and surf would be an ideal way to teach life skills to youth from low-income urban communities. STOKED's mission is to promote personal development, academic achievement, and healthy living to underserved youth through action sports culture. STOKED operates in both New York City and Los Angeles, providing afterschool, action sports, community service, and mentoring programs, and has developed partnerships with a vast array of public schools and other nonprofit organizations to reach its intended population. For more information about STOKED, please visit - www.stoked.org.

About Parlour Productions

A Creative Mixed Media Production Studio. Parlour Production designs and directs live action and mixed media projects from commercial, broadcast, film, art and experiential content for industries that include: Art, Fashion, Sports, Lifestyle and Music. They blend creativity, talent and elegance naturally for the client and brand. A creative collective based in the heart of Harlem, New Yorks' Historical Architectural Brownstone district. For more information about Parlour Productions, please visit – www.parlourproductions.com

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