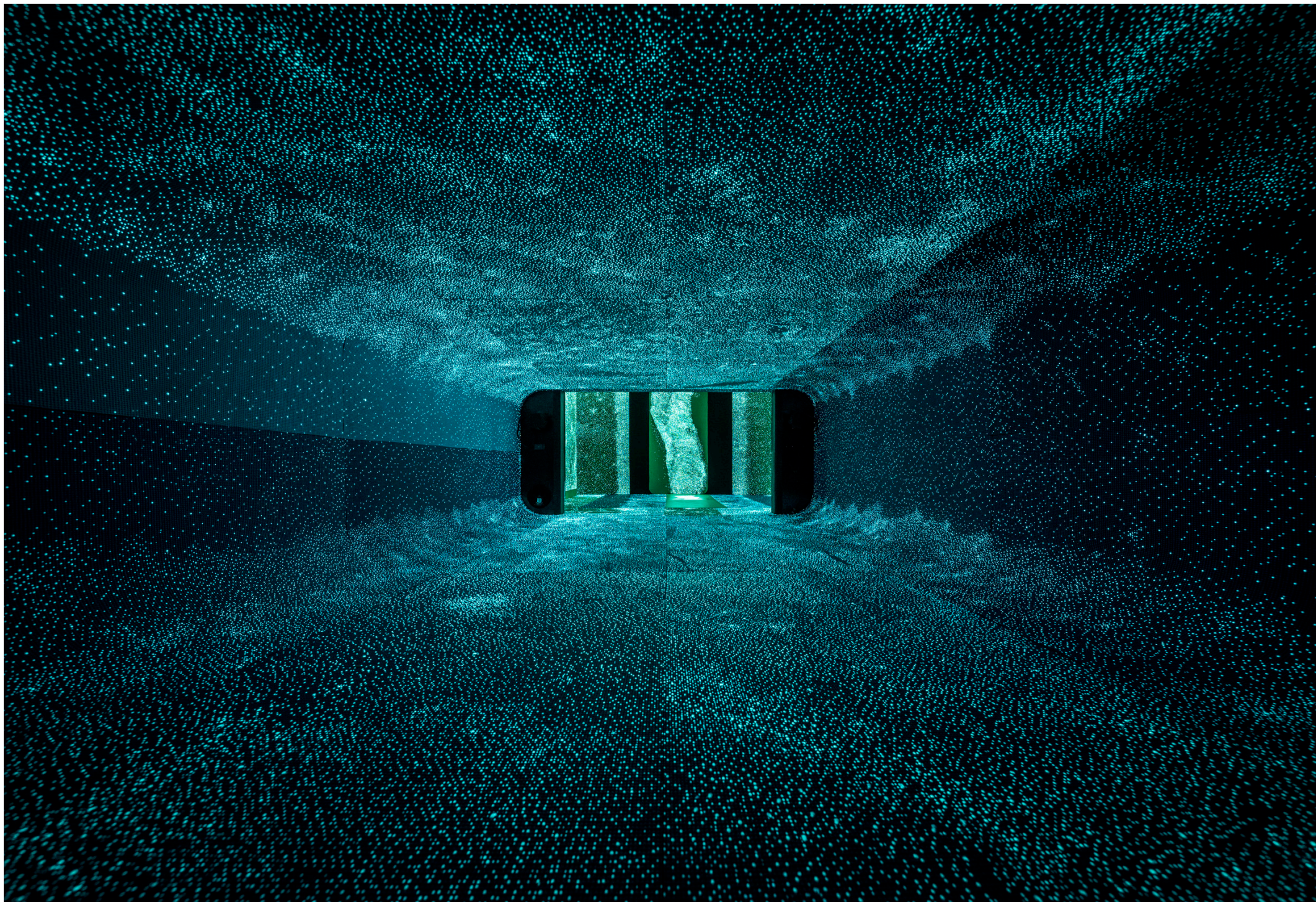




BnA Alter Museum Press Kit

For media use only.



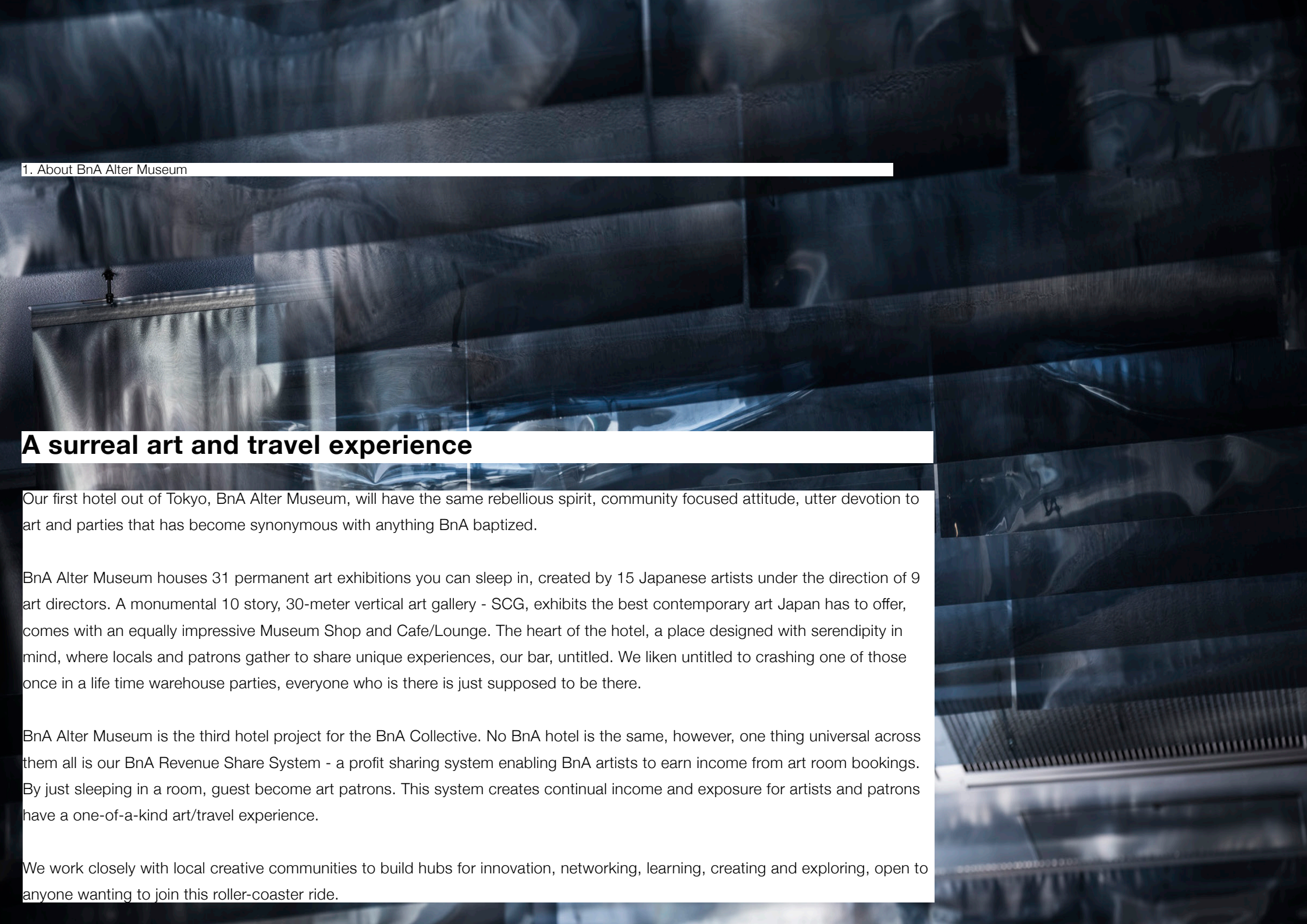
D/R/M , EY 3(BOREDOMS), BnA Alter Museum, 2019



Double Dreams -saturation- , Sato Sugamoto, BnA Alter Museum, 2019



NEXTEFX -Abstract Dragon- , Mon Koutaro Ooyama (#BCTION, DOPPEL), BnA Alter Museum, 2019



1. About BnA Alter Museum

A surreal art and travel experience

Our first hotel out of Tokyo, BnA Alter Museum, will have the same rebellious spirit, community focused attitude, utter devotion to art and parties that has become synonymous with anything BnA baptized.

BnA Alter Museum houses 31 permanent art exhibitions you can sleep in, created by 15 Japanese artists under the direction of 9 art directors. A monumental 10 story, 30-meter vertical art gallery - SCG, exhibits the best contemporary art Japan has to offer, comes with an equally impressive Museum Shop and Cafe/Lounge. The heart of the hotel, a place designed with serendipity in mind, where locals and patrons gather to share unique experiences, our bar, untitled. We liken untitled to crashing one of those once in a life time warehouse parties, everyone who is there is just supposed to be there.

BnA Alter Museum is the third hotel project for the BnA Collective. No BnA hotel is the same, however, one thing universal across them all is our BnA Revenue Share System - a profit sharing system enabling BnA artists to earn income from art room bookings. By just sleeping in a room, guest become art patrons. This system creates continual income and exposure for artists and patrons have a one-of-a-kind art/travel experience.

We work closely with local creative communities to build hubs for innovation, networking, learning, creating and exploring, open to anyone wanting to join this roller-coaster ride.

804

10:27:59

Mina Katsuki

acrylic paint, canvas

31 ROOMS, 15 ARTISTS, 9 ART DIRECTORS

BnA Alter Museum features work by top Kansai based artists and creatives, showcasing the best of Japanese contemporary art. Artists represent a diverse range of mediums from audio installations, to 360 murals, to large sculptural pieces. Most artists created two rooms over a three-month period. Themes vary between artists, a conscious decision on our behalf to give full creative control to creators with support from our architecture/interior design team.

3. Artists and Art Directors



ARTISTS

EY3 (BOREDOMS) | [Web](#)

AOKI takamasa | [Web](#) [IG](#) [SC](#)

Tetsuya Umeda | [Web](#)

Ryuichi Ohira | [Web](#)

Mina Katsuki | [IG](#)

SHOWKO | [Web](#) [IG](#)

Lulu Kouno | [Web](#) [IG](#)

Sai | [IG](#)

Sato Sugamoto | [Web](#) [IG](#)

Yusuke Nakano / Paramodel | [Web](#)

Daito Manabe (Rhizomatiks) | [Web](#) [IG](#)

Akiyoshi Mishima | [Web](#)

Mizuguchi Guchi | [IG](#)

Mon Koutaro Ooyama (#BCTION, DOPPEL) | [Web](#) [IG](#)

Aiko Yuno | [IG](#)

ART DIRECTORS

Gaku Ogaki | [Web](#) [IG](#)

Satoshi Sakuraoka | [Web](#) [IG](#)

Kumiko Sahara | [FB](#) [IG](#)

Kenji Daikoku | [Web](#) [IG](#)

Naoki Takubo | [Web](#) [IG](#)

Takefumi Tanaka | [Web](#)

Hiroko Chino | [Web](#)

Noboru Tsubaki | [IG](#)

Akiyoshi Mishima | [Web](#)

For full artist and art director profiles please visit

www.bnaaltermuseum.com

4. SCG



10 story, 30-meter vertical Staircase Gallery

Through SCG, a towering 10 story, 30-meter vertical Staircase Gallery open to the public, we are determined to provide an alternative, radical and truly authentic BnA experience by exhibiting dynamic, provocative and engaging art, artists, creators and anything else that peeks our peculiar interests.

SCG features two major exhibitions annually supported by a number of events, tours, workshops, and talks. Exhibitions by local, talented, up and coming artists will be regularly showcased on the 2nd floor of SCG, with exhibits changing monthly.

We aim to inspire, challenge (your thighs) perception and incite action.



untitled

If SCG is the brain of the hotel, then untitled is the heart. This is where the creatives gather to network, share ideas and of course share a drink. untitled is designed for local creatives to throw their own events without inhibition, we do not charge rental fees and entry for events goes back to organizers – a greater part of the BnA Revenue Share system.

As for the name, well we think of our bars as works of art, an ever-evolving life performance / installation piece.

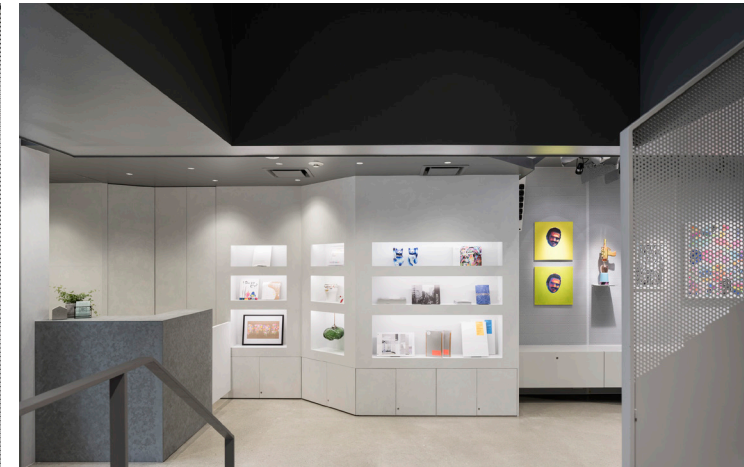
We strive for all BnA bars to be a home for serendipitous moments.



Cafe/Lounge

Breakfast spot for BnA Alter Museum patrons in the morning, Cafe/Lounge open to the public in the afternoon.

Part of SCG, holds monthly exhibits by talented, local, up and coming artists.



Museum Shop

An extension of SCG, you won't find expensive printed scarves, or weird shaped pens, or those silicone coin purses here. What you will find is a selection of curated artworks to add to your collection, limited edition/rare art books, zines and finely selected oddities very indicative of our artists, art directors, and collaborators.

"You've booked yourself a piece of art, and now you're sleeping in it"

Condé Nast Traveler

Philosophy

We aim to inspire, empower and support all who engage with BnA.

We are determined to provide an alternative, radical and truly authentic art/travel experience by collaborating with dynamic, provocative and engaging artists, creators and communities.

The BnA Experience

By providing patrons with unique rooms, access to local communities, underground scenes, subcultures and a platform to meet/network with our global creative community we are creating an authentic, inspiring and impactful experience, only BnA can provide.

BnA Revenue Share System

A percentage of each room booking is paid directly to artists who have created permanent exhibitions with us.

By just sleeping in an art room, all who stay at BnA become art patrons.

This system creates continual income and exposure for artists and patrons have a one-of-a-kind art/travel experience.

Patron not Guest

Every patron makes a serious emotional, social and financial contribution when staying with us, calling them a guest diminishes these powerful contributions and the positive societal impacts made.

Local Communities

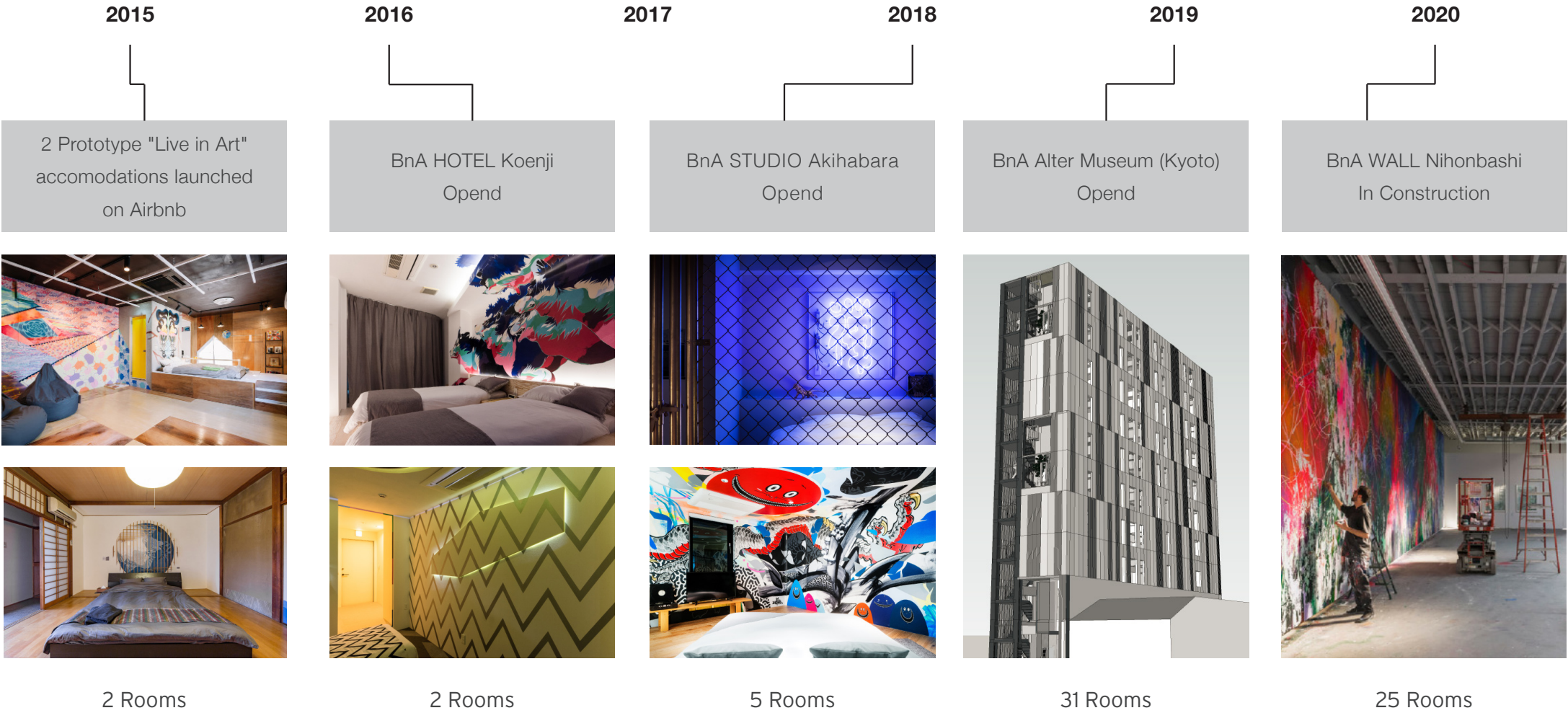
We work closely with our local communities to build socially responsible hotels; without their support, we are just another "art hotel".

These engaged and creative communities inspire us daily. BnA hotel's public spaces are created for our local communities, this is their play ground - a platform for experimentation, creation and finding fellow "weirdos".

Our Vision

To accelerate an inspiration driven society where one is valued by how much inspiration she/he gives to the world.

7. Past | Present | Future



8. BnA - A Cultural Hub



100+

Events hosted by community members

3M+ JPY

Revenue shared with
Artists

10M JPY

Revenue generated for community
by in-house creative agency

9. FEATURES

the
guardian

AD
ARCHITECTURAL DIGEST

INTERIOR
DESIGN

Condé Nast
Traveler

Wallpaper*

design/milk
dm

ELEPHANT
THE ART CULTURE MAGAZINE

the japan times
HUFFPOST

BAZAAR
Harper's

ELLE DECOR

VOGUE

GQ

COOL
HUNTING

gestalten

STREETARTNEWS

ASIA TIMES



WEB

www.bnaaltermuseum.com | www.bna-hotel.com

INSTAGRAM | FACEBOOK

[@bnahotel](https://www.instagram.com/bnahotel) | [facebook.com/BNAHOTEL](https://www.facebook.com/BNAHOTEL)

CONTACT

info@bna-hotel.com