



## **DAYLIGHTED PARTNERS WITH THE ALISE SAN FRANCISCO TO ENGAGE GUESTS WITH INTERACTIVE DIGITAL ART GALLERY**

**SAN FRANCISCO, CA – OCTOBER 19, 2016** - San Francisco-based [Daylighted](#), the premier company enlivening hotels with personalized digital art collections, has partnered with [The Alise San Francisco](#), a recently opened 93-room property located steps from San Francisco's Union Square. Through Daylighted's SmArtGallery®, an interactive digital canvas, guests of The Alise San Francisco can discover, explore, and purchase an evolving collection of artwork specifically curated for the hotel.

“An integral component of The Alise San Francisco experience is the eclectic art collection of which the Daylighted multi-media installation is an important piece,” says General Manager Jennifer Clay. “Commanding a focal placement in the lobby, this engaging installation provides mesmerizing images especially curated for our guest's enjoyment.”

The installation consists of nine 55” digital screens in the lobby that rotate artwork from a variety of artists selected by Daylighted. The public engages with the art through digital tablets that provide information about the pieces and the artists, and allows for purchases to be made directly from the artist.

“It was really exciting to partner with The Alise San Francisco to create an ambiance that engages guests with the perfect blend of innovative digital art and art deco design,” says Daylighted Co-owner Alex Cammarano.

Daylighted works with hospitality-based venues to create personalized digital art collections for exhibition on its SmArtGallery®, the next generation canvas. Featuring more than 10,000 contemporary works from art communities, all accessible through a subscription, venues can organize exhibitions from local artists or change the art to reflect seasons, trends and events.

### **About Daylighted**

Founded in 2014 by co-owners Alex Cammarano and Elisabeth Mouchy, San Francisco-based Daylighted is igniting the traditional art world by intertwining art and technology. Daylighted's SmArtGallery®, the next generation digital canvas, connects artists and venues while offering burgeoning art lovers the opportunity discover and purchase art. Featuring a collection of more than 10,000 contemporary works in various mediums by more than 300 emerging and mid-level artists, Daylighted collaborates with hospitality-based venues to curate personalized digital art collections for public display. For more information about Daylighted, visit [www.daylighted.com](http://www.daylighted.com) or contact (415) 583-4940, [info@daylighted.com](mailto:info@daylighted.com).

### **About The Alise San Francisco**

The Alise San Francisco is the embodiment of Pineapple Hospitality's vision for what a refined, urban, classic yet modern hotel should be. Inspired by company President Michelle Foreman Barnett's fond childhood memories of visits to San Francisco with her parents, and of the iconic

hotels they enjoyed, every choice for The Alise's design – from the elegant scroll work on the grand front door to the playful, black and white photography in the guest rooms and the exquisite marble and tile in the bathrooms – evokes a uniquely San Franciscan sense of style. Newly opened in San Francisco with a prominent downtown location, the thoughtfully appointed Alise features 93 guestrooms with contemporary design elements and modern amenities. Designed by interior designer Glenn Texeira and Stanton Architecture, The Alise perfectly exemplifies the symbol and essence of the Pineapple Hospitality brand while respecting the property's rich 103-year-old history. Pineapple Bistro & Bar offers delicious casual fare for breakfast, lunch and dinner, including full bar service daily. For more information, visit [www.thealise.com](http://www.thealise.com) or call 800-227-4223.

**ATTN. EDITORS: High-resolution images are available.**

**Media Contacts:**

Daylighted  
Chamberlin Public Relations  
Kelly Chamberlin  
(415) 336-4332  
[Kelly@chamberlinpr.com](mailto:Kelly@chamberlinpr.com)

The Alise San Francisco  
Trisha Clayton  
Andrew Freeman & Co.  
(415) 346-4565  
[t.clayton@comcast.net](mailto:t.clayton@comcast.net)