

Guoman's Cumberland Hotel to showcase Goldie exhibition



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July 31, 2012, 12:02 am -- /[EPR NETWORK](#)/ -- Guoman Hotels is to host 'Athleticizm', a new painting exhibition from urban artist Goldie, featuring painting of twelve of the UK's leading athletes.

The athletes include such household names as cycling gold medallist Victoria Pendleton 2009 World Champion triple-jumper Phillips Idowu MBE, European and 2009 World Heptathlon Champion Jessica Ennis MBE, three-time World Champion track cyclist Shanaze Reade, leading field athlete and nine-time National Champion Goldie Sayers, Commonwealth bronze medallist weightlifter Zoe Smith and high-jump hopeful Tom Parsons. The works will be on show at a special London exhibition until the 12th August at Guoman's The Cumberland [hotel in London](#). The exhibition is open from 7-10pm and admission is free.

'Athleticizm' brings street art together with the world of sport in a unique way for the first time and the energy and power of these sporting greats is perfectly complimented by the colour, vitality and edge of Goldie's art. His skilfully composed street-art style marks and departure from the traditional portrayal of national sporting stars, the exhibition celebrates the new

generation of athletic hopes and depicts the 'rawness of their talent' Goldie said, 'in a light in which they are rarely seen.'

As a pioneering force on the UK urban art scene in the early eighties, at a time when graffiti was far from the widely regarded art form it is today, Goldie forced the boundaries of public approval. He made his name as an exceptionally skilled graffiti artist, turning his hand to a variety of art forms before becoming one of the most famous DJs in the world as founder of ground-breaking UK drum 'n bass collective Metalheadz. A finalist on the successful BBC series Maestro, he can currently be seen scouting musical talent across the country on BBC Two's Goldie's Band: By Royal Appointment, which sees his specifically chosen group of disadvantaged kids perform at Buckingham Palace, in the presence of guest of honour, Prince Harry, as the grand finale of his mentoring programme.

The Cumberland hotel is one of five Guoman [hotels in London](#) and is fast becoming a must-use venue for showcasing contemporary art. The hotel's foyer perfectly lends itself to a pop-up gallery space, and has already featured a street art exhibition with the likes of Banksy and Shepherd Fairey.

For further information please visit www.guoman.com/athleticizm.

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About Guoman Hotels

Guoman Hotel Management Limited operates two hotel brands within the UK market; Guoman Hotels, an exclusive collection of deluxe hotels located in central London and Thistle Hotels, a chain of quality full service hotels in the UK's major cities, including [luxury hotels in London](#).

Guoman Hotels in the UK consists of five landmark properties; Charing Cross, The Cumberland, The Royal Horseguards hotel near the London eye, The Tower and the newest addition, The Grosvenor in Victoria. Whilst each hotel in the portfolio is

different with its own unique identity and style, each provides the very highest levels of comfort and service to its guests.

Guoman Hotel Management Limited is a wholly-owned subsidiary of GuocoLeisure Ltd, part of the Hong Leong Group which has hospitality and leisure businesses across the globe with hotels in Europe, USA, Australasia and Asia. For further information please visit www.guoman.com.

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