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Advaya Hospitality to debut music-themed MODO hotel brand

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Advaya Hospitality has announced the launch of their new musically-inspired hotel brand called MODO, featuring music as a subtle but recurring motif throughout.

The veteran hotelier John Russell and his partners announced the debut of the new brand during the Americas Lodging Investment Summit (ALIS) in the US. Russell, the former chairman of ALIS, has stated that the MODO hotel brand will be developed simultaneously in the US, Brazil and India.

The new musically-inspired lifestyle hotel concept will be distinct with an impressive Bauhaus loft design. The full-service MODO hotels will present a unique and entertaining travel experience enhanced with its vast collection of vinyl records, CDs, and MP3 content. Besides 100 or more rooms, the MODO Hotels will feature a dynamic restaurant-lounge, courtyard, pool, meeting and event space, library, retail shop, and gym.

Resonating with the music theme, the brand will showcase independent music throughout the property. The brand will be designed in such a way as to target tech-savvy business travellers who enjoy new and entertaining experiences. The hotel's Bauhaus loft design is signified by a concrete-and-glass construction with exposed beams and polished concrete walls.

MODO has also partnered with Downtown Music LLC to offer its guests access to thousands of tracks from independent marquee and emergent artists worldwide. Music will be available in vinyl, CD and MP3 formats.

The restaurant-lounge has got its name from 'revolutions per minute', the measurement for record rotation. The RPM lounge features 14-ft ceilings, novel lighting design and comfortable couches. The lounge will be adorned with striking pendant lighting, which will evoke the strings of a violin or guitar, with its series of long, trim lines.

Designed to capture a homely atmosphere, the guestrooms will be adorned with soft neutral colour palette and rich fabrics. The rooms will be equipped with custom lighting and furnishings including huge desks with ergonomic chairs and ottomans.

MODO will debut in major markets worldwide, beginning with a minimum of five properties in India and another five in Brazil. Advaya is also in the early stages of establishing a fund to acquire strategic assets and build new hotels, targeting major US markets like New York, Kansas City, and Miami.

ALIS is a large hotel investment conference in the world, attracting more than 7,000 delegates from around the globe over the past three years. Advaya Hospitality was formed by a joint venture between Chennai-based Auromatrix Group, John Russell, and a team of lodging veterans.

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