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Arlo
Wynwood



**Arlo Wynwood Presents “The Unknown Zone” Experience with Fine Artist,
Brooke Einbender for Miami Art Week**

*Wynwood’s Premier Hotel Bridges Boundaries Between Physical Art and
Technology, Transporting Audiences To Different Realities*

Photos: [Here](#)

Miami, FL (November 1, 2022) - [Arlo Wynwood](#), the first hotel opening in Miami’s preeminent creative and cultural district, has partnered with Brooke Einbender, pioneering artist in the “phygital” (physical + digital art) space, to host “The Unknown Zone,” a captivating immersive art experience during Miami Art Week 2022. The Unknown Zone at Arlo Wynwood will feature three “mind bending” installations that bridge both physical and digital realms, including Einbender’s mixed-reality reclaimed door installations layered with cutting-edge technology. The exhibition, which opens November 29, will be complimentary to guests and visitors.

The Unknown Zone experience at the Arlo will explore the multiplicity of an instant, portrayed through playful displays of light, color, and life. The installation will consist of three “zones”, each featuring Einbender’s fractal delights that capture the power of choice, which lead us to infinite realms of possibilities. Each installation is an ethereal gateway, designed to bounce its audience from physical to digital, and familiar to foreign, leading us to question: “What story do we manifest when we step into The Unknown Zone?”

“Wynwood is a cornerstone of art and culture in Miami and I’m thrilled to partner with Arlo Wynwood to present The Unknown Zone during the hotel’s first Miami Art Week,” said Brooke Einbender. “This mixed reality art installation at Arlo Wynwood will be an exploration of “phygital” (physical + digital) art using virtual reality, light mapping and 3D projection to deliver a complete immersive experience that Miami Art Week has never seen before.”

The Unknown Zone will feature three “zones, ”meant to transport audiences to different dimensions:

The Lobby

Visitors entering the lobby will encounter Einbender's signature large-scale door installation. This sculptural piece stands 10 ft high and features intricately layered laser cut designs that seamlessly surround one of Einbender's fine art doors from her personal collection. Color-changing LEDs illuminate the entire structure from behind, creating a hypnotic effect both during the day and at night.

The Elevator

Einbender's elevator mandala series, titled *Where the End Begins*, explores consciousness 'beyond' the confines of present-only time and mind. For this installation, she is transforming elevators into heart-opening and mind-expanding portals that offer a genuine journey into enlightened states of being. Completely wrapped in Einbender's original mandala designs, the elevator portal installation immerses guests into a liminal space where thoughts disappear and inner presence comes to the fore as they are transported to their desired destination. Each mandala is derived from one of Brooke's original oil paintings that she digitally collaged into kaleidoscopic forms.

The Garden Terrace

The largest installation will reside in Arlo Wynwood's 3rd-floor courtyard. This mixed-reality structure explores the notion of the multiverse: a theoretical reality that includes an infinite number of parallel universes. Animations of Einbender's Virtual Reality dreamscapes appear through the windows of each door, creating captivating portals that pull the viewer into otherworldly dimensions.

"Brooke Einbender's "Unknown Zone" exhibit is one of the most anticipated installations of Miami Art Week. This immersive experience explores new territories of combining physical and digital art using bold and engaging mediums to elevate the creative bar and push the limits of innovation and artistry," said Jennifer Hiblum, General Manager of Arlo Wynwood. "As Arlo Wynwood opens its doors on November 1, this collaboration is a very fitting parallel play on these theoretical and tangible doors, virtual reality escapes and immersive experiences to kick off the hotel's first Miami Art Week."

The [Meyer Davis](#)-designed 217-room, nine-story Arlo Wynwood will serve as the cultural hub for residents and visitors while offering savvy travelers prime access to the best of the region. Arlo Wynwood's community-driven environment and effortless style is evident throughout, including in its modern guest rooms with white-oak furnishings, the spectacular rooftop complete with a pool, private cabanas, a bar and café, and a yoga deck.

The all-star roster of local talent helming the property's multiple food and beverage outlets includes Bar Lab, the trend-setting culinary and cocktail collective that catapulted Miami's cocktail scene to national stardom in 2009 with the opening of

James Beard finalist and three-time "Top 50 Bars in the World" award-winner Broken Shaker, and award-winning Miami Chef/Partner Brad Kilgore, A finalist for James Beard "Best Chef: South" and Food & Wine "Best New Chefs in America" alumnus. The hotel's signature restaurant MaryGold's is slated to open its doors to the public Fall 2022. The Florida-inspired brasserie will showcase approachable but refined fare along with a cocktail program that melds imaginative ingredients with meticulous technique. Additional food & beverage outlets will include a cocktail-centric third-floor lounge, as well as a bustling rooftop deck.

Guest rooms at Arlo Wynwood will start at \$239 per night. Now available for reservations, the hotel is also offering an [opening package](#) that includes 20% off standard rates, plus an additional \$100 off the total stay, with a two-night minimum. This offer is valid for those who book directly on arlohotels.com before November 31st and for stays before December 30, 2023 (Blackout dates apply).

ABOUT ARLO

[Arlo Hotels](#) is an independent, experience-driven hotel brand, a home base for explorers and a launch pad for all things local. Each location is a living room away from home, a desk while working on the road, and invites guests to travel their way every day—with a few surprises along the way. The newest Arlo location in Wynwood draws on the neighborhood's bold and curated artistic nature with an all-new 217-room, nine-story hotel designed by [Meyer Davis](#). The modern guest rooms feature white oak furnishings with tech-friendly features, such as bedside wireless charging stations, Bluetooth radios, 55" LED TVs as well as mini-fridges, Nespresso coffee machines, and Pharmacopia bath products. The modern amenities welcome visitors to a spectacular rooftop complete with a pool, private cabanas, a bar and café, and a yoga deck. Guests can also enjoy a destination restaurant with indoor and outdoor seating, plus three bars, a bodega, a pool table, and a state-of-the-art fitness center. And for the guests who want to explore the neighborhood, Arlo conveniently offers complimentary bikes for visitors to enjoy the vibrant district.