Hospitality and Tourism Partnerships

Talenthouse. The global platform where brands and creators connect. Art works.
Talenthouse was built to help professional creatives be seen, heard and compensated. We have worked with 500 global brands in our offices in Los Angeles, London, Berlin and Mumbai. Talenthouse empowers 750,000 multi-media creators in more than 175 countries.
CAMPAIGN OBJECTIVES

- Source photography that showcases how welcoming Britain is by capturing the line ‘Great Britain Home of Amazing Moments’
- Engage with photographers and filmmakers localized to the UK market
- Provide a wide variety of on-brand content that can be distributed across digital and ATL channels
- Source content in a short period of time at a cost effective rate

RESULTS

- 1,237 total submissions that included short video and photography
- 1.2 M Impressions
- 8,353 Engagements

Work by #TalenthouseArtist:
- Corryn Lytle, United States
- Oleksandra Mykhailutsa, Ukraine
- Siok Yee Tan, UK
- Emily Summer, UK
- Herbie Elton-Rowley, UK
- Michael Dedes, Greece
- Liam Anderstrem, UK
- Kieran Duncan, UK
- Emily Summer, UK
- Malcol Jahnke, USA
- Louie Andonovski, UK
- Thomas Barch, USA
CAMPAIGN OBJECTIVES

• Engage with a global community of photographers to cast the next official photographers for Le Méridien Hotels

• Selected photos to be featured in ‘Follow Me Video Art Project’, a 24-hour visual journey showcased in all Le Méridien hotels globally

• Photographers were asked to bring to life 3 themes within their imagery:
  1. The Golden Age of Travel
  2. A Touch of Rouge
  3. 50’s and 60’s Cinema

RESULTS

• 1,081 total portfolio submissions that ranged from 1-10 photos in each portfolio

• 2.3 M Impressions

• 96,353 Engagements
CAMPAIGN OBJECTIVES

- Engage with a global community of creators to cast 3 filmmakers to produce a short travel film series for 3 destinations across the USA
- Filmmakers were invited to submit their travel showreels and treatments of fresh perspectives on how to capture the three destinations in a new light
- Filmmakers were asked to bring to life 3 themes within their video reels:
  1. Inspiration to travel
  2. Go beyond the norm
  3. Showcase a destination in a whole new light

RESULTS

- 134 travel reel submissions
- 1 M Impressions
- 69,127 Engagements

BRAND
STA Travel
ABOUT BLANK CANVAS
Moxy partnered with Talenthouse for their global art program called #BlankCanvas, and have since hosted 9 Creative Invites through the platform. #BlankCanvas is a global program that gives each Moxy hotel the opportunity to customize their property with fresh art from up and coming local or global artists. Blank Canvas is tailored to each hotel style and have delivered live artists, mural artists, graffiti artists, graphic designers, experiential artists, photographer, and much more.

RESULTS
• 1 Dedicated Artwork Hub
• 9 Creative Invites/Participating Hotel Locations
• 3.5 K+ Total Submissions
• 2.5 K+ Participating Artists
• 1.5 M+ Engagements
• 100 M+ Impressions

BRAND
Moxy Blank Canvas – Global Partnership

Moxy partnered with Talenthouse for their global art program called #BlankCanvas, and have since hosted 9 Creative Invites through the platform. #BlankCanvas is a global program that gives each Moxy hotel the opportunity to customize their property with fresh art from up and coming local or global artists. Blank Canvas is tailored to each hotel style and have delivered live artists, mural artists, graffiti artists, graphic designers, experiential artists, photographer, and much more.

RESULTS
• 1 Dedicated Artwork Hub
• 9 Creative Invites/Participating Hotel Locations
• 3.5 K+ Total Submissions
• 2.5 K+ Participating Artists
• 1.5 M+ Engagements
• 100 M+ Impressions
CAMPAIGN OVERVIEW

Moxy Tempe called on our global community of creatives to submit artwork inspired by the locale of Arizona for the opportunity to have their artwork featured as an outside wall mural within the new Tempe, Arizona hotel. Creatives were requested to submit artwork that was contemporary/modem and captured the unexpected, spirited and fun attitude of Moxy Hotels.

RESULTS

• 967 Total Submissions
• 17.2K Engagements

Work by Talenthouse Artists:

- Peru Dyer Jalea, Canada
- Dimitrij Mihajlovski, Macedonia
- Damien Geminard, France
- Rabi Khan, Canada
- Adrian Cruz, Dominican Republic
- Hero Mujahid, Indonesia
CAMPAIGN OVERVIEW
Moxy Times Square called on street artists, illustrators and graphic designers from around the world to design a large wall panel inspired by New York City that captures the spirit of ‘Getting Away With It’.

The Selected Artist’s work was featured on a 120 feet long panel within the atrium of the hotel, the artist was also invited to the hotel’s opening party.

RESULTS
• 526 Total Submissions
• 7.7 K Engagements

BRAND
Moxy NYC Times Square

Work by #TalenthouseArtist:
- Katerina Siderova (Russia) as #31
- Alice Passadore (Italy) as #32
- Mariana Miadenova (Bulgaria) as #33
- Oscar Cauda (Italy) as #34
- Nicholas Lokasasmita (Indonesia) as #35
CAMPAIGN OBJECTIVES

- #OneLessStranger was a social experiment launched by Airbnb to reduce the number of strangers in the world, Airbnb believes in a world where all 7 billion of us can belong #OneLessStranger at a time
- Engage with a global community of creators
- Provide a wide variety of on-brand content that captures inventive ways to meet a stranger
- Source storytelling content that can be featured on Airbnb.com

RESULTS

- 101 Total Submissions
- 38K Impressions
- 8,353 Engagements

BRAND

Airbnb

Work by #TalenthouseArtist:

- Elonora Arosio Italy
- Adrian Alejandro Varela Argentina
- Riskiyan Widihantoko Indonesia
- Tom Watkins UK
- Emanuele Papale The Netherlands
- Abhishek Maji India
- Andreas Wikstrom Sweden

Imagine if Airbnb and Picasso weren’t strangers.
Since 2009, Talenthouse has democratized creative work, giving independent artists from all over the world direct access to creative briefs from leading brands, agencies and entertainment icons.

Talk to us: brandpartnerships@talenthouse.com

Los Angeles
London
Berlin
Mumbai
Work by #TalenthouseArtist
Sudarshan Singh Ashiya India

Art works.