

**THIS WEEKEND RENAISSANCE ATLANTA AIRPORT GATEWAY HOTEL IS TEAMING UP WITH THE ATLANTA DOGWOOD FESTIVAL FOR A GUEST-GENERATED SOCIAL WORK OF ART!**



**Snap**

**Post & Tag**

**Place**

**ATLANTA:** Renaissance Atlanta Airport Gateway Hotel is engaging with social media technology company Luster to bring a live guest-driven mosaic to life at the Atlanta Dogwood Festival, this Saturday, April 8 – Sunday, April 9. This Instagram-powered mosaic is created in real-time from festival guests' photos, and the hashtag printers listen for event hashtags to print a photo that includes a branded takeaway. The end result? A posteresque snapshot capturing the festival experience and a keepsake piece of art to hang in the new hotel.

Here's how it works:

- Festival-goers are invited to **SNAP** a photo anywhere during Dogwood
- **POST** to Instagram + **TAG** using hashtags **#takingflight, #renhotels, or #dogwoodfestival**
- Head to the Renaissance onsite booth at the 14th street festival entrance to print their photo
- Find the corresponding cell and **PLACE** the photo on the canvas
- Watch as a bigger art installation comes to life!

Photo opps abound at booth 101 where selfies are encouraged in front of the hotel step and repeat, featuring a huge airplane landing on a run way just in front of a hotel bed! Festival-goers can pose with pillows while they say cheese. There will also be takeaways for participants that include DIY cocktail kits!

The new Renaissance Atlanta Airport Gateway Hotel is nearing completion with construction wrapping up later this month and a grand opening slated for early May. The property will boast 204 imaginatively styled guest rooms and 6,500 square feet of innovative meeting and event space including a 3,345-square-foot ballroom boasting rare natural light. The restaurant, Hickory & Hazel Southern Table and Bar, will feature an open concept floor plan with 2,976 square feet of beautifully designed space with access to the hotel lobby plus weekly social events and interactive experiences. For more information, visit the hotel website [here](#) and join the conversation on [Facebook](#), [Instagram](#) and [Twitter](#).

**About Renaissance Hotels:** At Renaissance Hotels, It's Business Unusual. Each of our 170 hotels, located in nearly 35 countries around the world, is unique and every stay offers unconventional programs that help business travelers discover rich, local experiences. We promise to feed the curiosity, fuel the imagination and excite the senses of our guests, who see their business trip as an exciting opportunity for new, interesting and sharable moments. We offer signature events in our lobbies, bars and lounges designed to showcase emerging talent in music, the arts, mixology, gastronomy and more. Renaissance Navigators are neighborhood experts who are ready to assist guests in discovering true local flavors and activities. R.E.N. Meetings offers groups an experience beyond a traditional meeting, rooted in creative sensory meeting design and custom-curated local Navigator excursions and networking events. At Renaissance Hotels, we strive to ensure that every trip is transformed into an eye-opening, unforgettable journey. Renaissance Hotels is proud to participate in the industry's award-winning loyalty program, Marriott Rewards®, in which members can link accounts with Starwood Preferred Guest® and The Ritz-Carlton Rewards® for instant elite status matching and unlimited points transfer. To discover more visit [www.renhotels.com](http://www.renhotels.com). For upcoming events visit [www.renhotels.com/events](http://www.renhotels.com/events).

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