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Morgans Hotel Group Celebrates Art Basel Miami Beach 2012

To get things started Miami Beach's Most Iconic Hotels have Partnered with Van Wagner Communications to Unveil PLANE TEXT

Miami Beach, FL (October 2012) - Morgans Hotel Group, the company that introduced the world to the boutique hotel, is ready to welcome Art Basel Miami Beach 2012 with a series of public and private events, along with installations and exhibits, which all highlight Delano, Mondrian and Shore Club in South Beach. As an innovative luxury lifestyle brand, Morgans is pleased to be working with world-renowned artists, curators and organizations to bring Art Basel patrons a unique take on this year's festivities.

From December 6 through 9, Miami Beach will host the 11th edition of Art Basel, the most prestigious art show in the Americas. More than 260 leading galleries from North America, Europe, Latin America, Asia and Africa will take part, showcasing works by more than 2,000 artists of the 20th and 21st centuries. To kick things, Morgans Hotel Group is partnering with Van Wagner Communications to present PLANE TEXT, an innovative aerial art project. A far-reaching and ambitious program, PLANE TEXT will showcase text-based modern and contemporary art across the Miami skyline. Morgans Hotel Group's Cultural Ambassador, Adam Shopkorn, has selected a group of 15 esteemed artists to create word banners that will be flown over Morgans Hotel Group's South Florida properties, including Delano, Mondrian South Beach and Shore Club, as well as other select Miami areas, once a day for five days, to coincide with Art Basel Miami Beach.

"One should not only go to a gallery or a museum to experience art, but should also be able to engage with art while walking down the street, sitting in a hotel lobby, or even swimming at the beach," says Shopkorn. "In Miami, the beach is front and center and the weather is perfect, so why not bring the art out under the sun."

Several notable artists have already committed to the project, including **Ed Ruscha, Richard Prince, John Baldessari, Lawrence Weiner, The Estate of Sol LeWitt, Jack Pierson, Kay Rosen, Hank Willis Thomas, Alan Ruppertsberg, Gary Simmons, Mel Bochner, Alexis Smith, Jenny Holzer** and **Martin Creed**. Each PLANE TEXT banner will be created using the same font and color. Creating art through a uniform font will force artists to be creative with their text pieces. All of the art will look similar, but the original artist text will allow each banner to differentiate itself.

PLANE TEXT will take place for public viewing daily from Wednesday, December 5th through Sunday, December 9th. Each day, three planes will each tow a unique artist's banner in the sky for a four-hour period. The banners will not only be flown over Morgans Hotel Group's South

Beach properties, but will also be flown over highly trafficked areas during Art Basel, such as the Miami Beach Convention Center and the Miami Design District. Morgans Hotel Group's goal is to bring this interactive art experience not only to their hotel guests and the art-loving public, but also to a wider audience of pedestrians and sunbathers that have the opportunity to experience PLANE TEXT. Pocket size PLANE TEXT schedules with information on participating artists will be available on hotel properties, as well as select locations throughout the city, to act as a visual guide for PLANE TEXT.

Adding to the excitement, PLANE TEXT encourages Art Basel Miami Beach attendees and South Beach locals alike, to photograph the featured works, creating their own original piece of art. Consistently breaking new ground, Morgans Hotel Group offers an unparalleled experience for Art Basel Miami Beach 2012 in PLANE TEXT, affording guests the rare opportunity to view and take home works of art from so many celebrated artists.

ABOUT MORGANS HOTEL GROUP

Morgans Hotel Group Co. (NASDAQ: MHGC) is widely credited as the creator of the first "boutique" hotel and a continuing leader of the hotel industry's boutique sector. Morgans Hotel Group operates Delano in South Beach and Marrakech, Mondrian in Los Angeles, South Beach and New York, Hudson in New York, Morgans and Royalton in New York, Shore Club in South Beach, Cliff in San Francisco, Ames in Boston, Sanderson and St Martins Lane in London, and a hotel in Playa del Carmen, Mexico. Morgans Hotel Group has ownership interests or owns several of these hotels. Morgans Hotel Group has other property transactions in various stages of completion, including Delano properties in Las Vegas, Nevada; Cesme, Turkey and Moscow, Russia; Mondrian properties in Marrakech, Morocco; Istanbul, Turkey; Doha, Qatar; London, England; and Nassau, The Bahamas and a Hudson in London, England. Morgans Hotel Group also owns a 90% controlling interest in The Light Group, a leading lifestyle food and beverage company. For more information please visit www.morganshotelgroup.com.