

BIZBASH

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See How This Hotel Brand is Using Chalk at Its Unusual Groundbreakings

You won't find hard hats and shovels at the celebrations for Hilton's newest brand.

By Mitra Sorrells September 6, 2016, 7:15 AM EDT



Photo: Pavoncello Media Productions

LANCASTER, PA Tru by Hilton is the company's youngest and fastest-growing brand, aimed at "breaking the mold" in the mid-scale hotel market, according to a news release. To tie into that message, the company has created an unconventional strategy for the brand's groundbreaking ceremonies. In lieu of the traditional turning of the dirt usually seen at events of this type, Hilton is unveiling an 11- by 11-foot 3-D chalk painting of the hotel's exterior at each ceremony. The company says the artwork is intended to help those at the groundbreaking feel as though they are part of the hotel.

The base of the artwork is a mobile dance floor from Snaplock. An artist from We Talk Chalk studios affixed canvas to each of the floor's 121 tiles and created the 3-D image on them. A month of groundbreakings kicked off August 30 in Lancaster, Pennsylvania. From there, the artwork is being transported to nine additional groundbreakings, ending September 23 in Sumter, South Carolina.