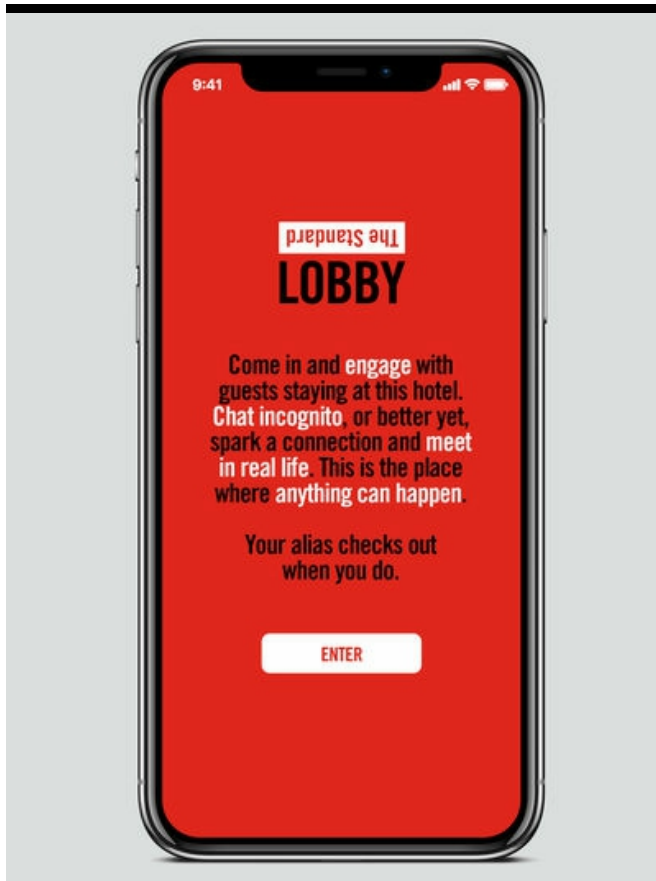


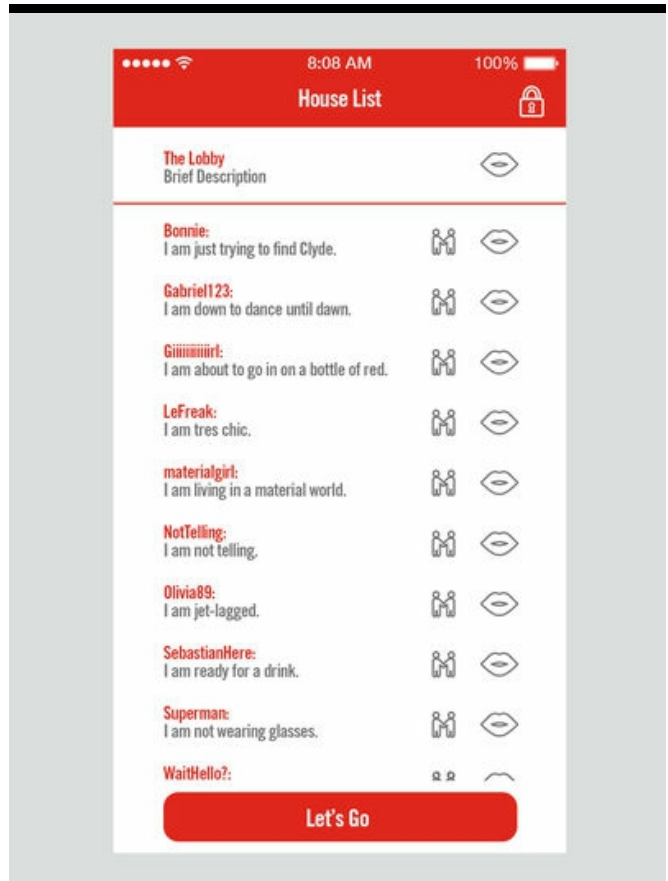
THE STANDARD HOTEL LAUNCHES A VIRTUAL LOBBY

By Holly Friend and Jessica Smith

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The Lobby app at The Standard Hotel, New York



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New York – The Lobby is an app that aims to add unexpected personal interactions to guests' hotel experience.

Exclusively available for those staying at **The Standard's** High Line boutique hotel, The Lobby encourages guests to create a digital alias, revealing as much – or as little – about their identity as they wish. They can engage in chatroom conversations with other guests in the hotel, or invite them to meet in real life in The Standard's various social spaces.

Adding to the app's element of anonymity, all of The Lobby's content disappears upon check-out, leaving no digital trail. According to the hotel, The Lobby will 'entice guests to escape the sometimes mundane world of travel, and open the doors to the more interesting world of discovery and adventure'.

Building on from the rise of **Stranger Liaisons**, hospitality brands are emphasising the importance of **serendipitous encounters**.