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89.3 The Current and the Moxy Minneapolis Uptown Hotel Host Celebration Party, Unveiling *The Current Sound Scene*

New Collaboration Brings Music of The Current Into the Lobby of Uptown's Only Hotel

MINNEAPOLIS (December 12, 2017) – [The Current](#) and [Moxy Minneapolis Uptown](#) are proud to announce a unique collaboration for Uptown Minneapolis' very first hotel – set to open to the public on January 15, 2018. As part of the collaboration, *The Current Sound Scene* will work closely with Moxy, programming music performances at the hotel and cultivating experiences that bring listeners closer to artists throughout the year. Both local residents and hotel guests can peruse the lobby-level, hi-fi vinyl listening lounge that will be stocked with the latest releases and highlighted bands and musicians from *The Current's Album of the Week* feature. Eventual plans also include an artist-in-residence program, ticket give-away events and pop-up performances in both the lobby and in the signature "green room" suite.

"At The Current we like to say 'Great Music Lives Here,' but it turns out that great music can also be part of a visit to the Twin Cities, and we're excited to team up with Moxy to help show off a bit of our community and help connect the music to new audiences via *The Current Sound Scene*," explained The Current Program Director, Jim McGuinn. "It's a partnership we hope to build into new ways to explore the music of Minnesota and beyond."

The Moxy Minneapolis Uptown, which is developed and owned by Graves Hospitality, is part of a bold new boutique hotel franchise by [Marriott Hotels](#) with a focus on delivering authentic, culturally-enriched lifestyle experiences for guests who seek out vibrant neighborhoods. The 124-room hotel has chosen to spotlight, in part, the dynamic music and arts scene that has for decades flourished in the Twin Cities community and beyond.

"When contemplating how best to deliver relevant, musical connections to our guests, The Current was the obvious choice as a partner in this exciting collaboration," said Benjamin Graves, president and CEO of Graves Hospitality. "The Current embodies the very best of music and musicians, and we have a physical space right in the heart of Uptown to bring those experiences to life. And out of those synergies, *The Current Sound Scene* was born."

Moxy Hotels combine stylish design, approachable service and an affordable price for fun-seeking travelers and locals. Along with exceptionally efficient, smartly-designed rooms, the Moxy features engaging public spaces for work and play. Guests will find all the amenities today's free-spirited traveler expects, including a lobby performance space and a full-service bar (which doubles as the check-in desk) that interfaces seamlessly with the Lake Street streetscape. In keeping with the musical connections, the hotel showcases art by First Avenue's photographer Daniel Corrigan and Fender guitars in every room.

The Current Sound Scene collaboration was officially announced at a private event on Monday night with a performance by Har Mar Superstar.

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About Graves Hospitality: Graves Hospitality (www.graveshospitality.com) is passionate about providing owners, guests and associates with an unparalleled level of development and management expertise. GH offers a comprehensive range of services adeptly tailored to answer the unique needs of independent and branded hotels, resorts and restaurants, as well as residential and commercial projects. Recognized as an industry leader for the past 35 years, GH has developed and managed more than 100 hotels, restaurants, and residential and commercial developments. GH takes great pride in identifying, developing, building and managing projects that create great profits for investors. Currently, GH has nearly \$400M of construction under development, including five *MOXY* Marriott hotels, and Benjamin Graves serves on Marriott's *MOXY* Board of Advisors.

About The Current: [The Current](#)® from Minnesota Public Radio® brings listeners the best authentic new music alongside the music that inspired it, from local to legendary, indie to influential, new to nostalgic. A non-commercial, listener-supported radio station, The Current® has helped launch and support more than 600 Minnesota artists during its eleven-year history. The Current Sessions®, live performances of emerging and well-established artists recorded in MPR's Maud Moon Weyerhaeuser Studio, have garnered national attention from music lovers, industry leaders and media outlets like *Pitchfork Media*, *Stereogum* and *Prefix Magazine*. One of the country's leading authorities in presenting contemporary music to audiences, The Current® has received numerous accolades, including FMQB Triple A Conference Non-Comm Station of the Year, Program Director of the Year (Jim McGuinn), and Music Director of the Year (David Safar). *City Pages* readers have named the Current® "Best Radio Station" in its annual "Best of the Twin Cities" awards every year since the station's existence. In 2015, the station's online music coverage earned two Page One Awards from the Society of Professional Journalists. The Current® can be heard at 89.3 in the Twin Cities, 88.7 in Rochester, 104.3/94.1/90.9 in Duluth and across Minnesota—check thecurrent.org for a complete list of stations. The Current® is available for streaming at thecurrent.org, along with other streams: [Local Current](#) (all-Minnesota music); [Radio Heartland](#) (acoustic, Americana and roots music) and [Rock the Cradle](#) (music for kids and their grownups).

About Moxy Hotels: Moxy Hotels is Marriott International's new millennial-focused brand that debuted in September 2014 with the opening of the Moxy Milan. A boutique-hotel concept for the budget-savvy traveler, Moxy is a fresh and innovative brand combining stylish design and approachable service at an affordable price point. With tech-enabled rooms, vibrant lobby spaces and warm, modern service, Moxy aims to surprise travelers with a thoughtful, spirited and fun guest experience. To learn more about Moxy Hotels, visit www.MoxyHotels.com.

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