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New Brands

## MODO Hotels put music at the forefront

February 18, 2011

Music enthusiasts looking for a place to rest their heads could be in luck: MODO Hotels, which debuted last month at the Americas Lodging Investment Summit, is a new musically inspired lifestyle hotel.

The brand, by Advaya Hospitality, calls itself "the Hotel Remixed." MODO offers a curated collection of thousands of songs from independent artists in guestrooms and its "RPM" restaurant and lounge. In the next three years, MODO will roll out in major markets around the globe, starting with India, Brazil and the U.S. A franchising program is slated to launch this summer.

MODO is headed by an international team of hospitality veterans, including David Klein, principal, chief administrative officer and general counsel, Advaya Hospitality; John Russell, principal and CEO, Advaya; Chris Jones, principal and chief development officer, Advaya; Marc Sallette, principal, BridgeRock Capital Management; Kumar Sitaraman, advisor to Advaya; and Christian Charre, principal, BridgeRock Capital. Back Row from left: Marcelo Tomaszewski, BridgeRock Capital; Sonny Khalil, Advaya principal; David Young, principal and director of global real estate and development, Advaya; and Bala Kamallakharan, Advaya principal.



(front row from left): David Klein, principal, chief administrative officer and general counsel, Advaya Hospitality; John Russell, principal and CEO, Advaya; Chris Jones, principal and chief development officer, Advaya; Marc Sallette, principal, BridgeRock Capital Management; Kumar Sitaraman, advisor to Advaya; and Christian Charre, principal, BridgeRock Capital. Back Row from left: Marcelo Tomaszewski, BridgeRock Capital; Sonny Khalil, Advaya principal; David Young, principal and director of global real estate and development, Advaya; and Bala Kamallakharan, Advaya principal.

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### Poll

What guestroom technology will be obsolete in 10 years?

- PBX phone systems
- PTACs
- Clock radios/clock iPod docks
- Pay-per-view television
- Other (please indicate your answer in the comments section below the poll results)

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Results

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