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EMILY BLUNT ON TOP!


# Mass Appeal

Artist Chris Rubino plasters his love for NYC all over the Distrikt Hotel | By Nicole Berrie | Photography by Anna Wolf |

Graphic designer **Chris Rubino** grew up in Boston but readily admits that New England has nothing on Manhattan, his home for a dozen years. "Boston is a nice city," Rubino says, "but it's homogenous, and in terms of inspiration, it's probably the antithesis of New York." The **Distrikt Hotel**, NYC's latest addition among über-cool *auberges*, has tapped Rubino's passion for his adopted city and commissioned him to create a collection of digital collages featuring his photographs and illustrations of NYC. The light boxes depict ten iconic neighborhoods of Manhattan and will be displayed throughout the Garment District hotel's 32 floors. "People are busy," he says. "They don't have time to go to a museum or a gallery, so this is a place for artistry to exist in their life."

The 34-year-old has managed to deftly walk the line between art and commerce while coasting just below the radar. As one of the latest new-school, cross-genre artists, he counts Jay-Z and

Philip Seymour Hoffman as clients—he designs posters for the latter's pet project, the LAByrinth Theater Company—and megabrands such as Nike, Urban Outfitters and Banana Republic use his illustrations to up the hip factor of their wares. "Everyone has become so visually sophisticated," he says. "Even if they don't know it, consumers are thinking about design."

One of Rubino's recent projects involved modernizing the classic "I Love New York" logo, changing the words to read "I Miss New York" as part of a pop-up souvenir stand/exhibition in Times Square where he sold random objects he collected throughout the city, including specimens from the East River and cups of sand from Coney Island. "When I first came to New York, I went to CBGB and they were selling cans of beer for \$6. I never went back," he says. "I did this project to show nostalgia for a feeling in the city that has passed. But I'm not jaded. I still do love New York." 

## Rubino's Hots

David Byrne, Francis Bacon,  
Roxy Paine, Vik Muniz, my girlfriend,  
coffee, the sun, red wine, brogues

## Rubino's Nots

Glenn Beck, tea, Crocs,  
LES Toy Company, mayonnaise,  
the bus



ARTIST IN RESIDENCE

Chris Rubino and one of his collages for the Distrikt Hotel.