

# Hijinks and Misdemeanors

An interactive multimedia exploration of the Mayflower Hotel, where high-end luxury meets living history.

Within the Mayflower's gilded walls, history has been shaped—and reputations shadowed: The G.I. Bill was drafted in Room 570; FDR penned his first inaugural speech in Room 776; Monica Lewinsky was grilled by House members in the Presidential Suite and Elliott Spitzer's governance was undone in Room 871.

Making use of highly interactive storytelling tools such as 360° video, personal profiles and dynamic infographics, we'll immerse readers in the storied world of the Mayflower—a one-of-a-kind landmark destination where congressmen rub elbows with intelligence operatives and the line between intimacy and scandal is as fine as the cocktails.

## Potential program elements include:

- *If These Walls Could Talk*: 360° video tour
- *The Bartender's Tale*: video/photo profiles
- *Grande Dame or Shady Lady?*: interactive infographics

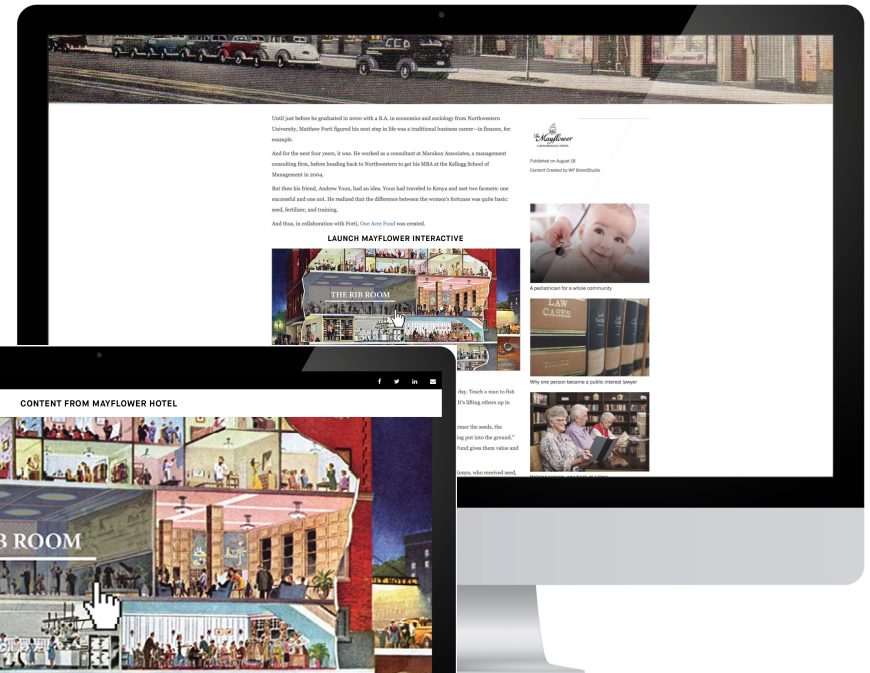


# If These Walls Could Talk

## 360° Video Tour

Was it FBI chief J. Edgar Hoover with chicken soup in the Rib Room? Or Nazi spy George John Dasch with a traitorous confession in Room 351? In this interactive video tour, viewers explore the Mayflower room by room—taking note of its gloriously appointed spaces while discovering pop up “clues” in each that reveal well-kept secrets of what transpired there in the past.

- Readers navigate through a 360° video tour of the Mayflower Hotel
- Hidden in various rooms are “clues”—text box overlays that appear when readers hover or click on a detail or object
- “Clues” contain copy and archival photos that tell the story behind a famous guest, staff member, significant architectural/ design feature or event that took place in that location



# *If These Walls Could Talk*

360° Video Tour Progression



# 360° Video Tour Continued

“Hotspot” copy will touch on stories of famous guests and staff as well as behind-the-scenes details of the building’s architecture and setting.

- **Hotel exterior:** When the building was completed, newspapers reported that it had more gold trim than any other structure except the Library of Congress.
  - Bonus: During excavation of the building site, workers uncovered the massive stumps of 100,000 year-old cypress trees and an underground branch of Rock Creek.
- **The Chinese Room:** At a state dinner in 1945, Winston Churchill whispered an off-color joke to his neighbor—which the Chinese Room’s pin-drop acoustics made audible to guests including President Franklin Delano Roosevelt.
  - Bonus: The room’s design was inspired by James McNeill Whistler’s famous Peacock Room



# *The Bartender's Tale*

## Video/Photo Profiles

From check-in pseudonyms to luggage-less multi-day stays, imagine what stories the Mayflower staff members could tell...if they wanted to. We'll conduct on- and off-the-record interviews with past and present employees, and profile legendary figures from the hotel's past.

- Series of video or photo profiles of former and/ or current hotel staff members
- To add witty drama, interviews could be conducted "Deep Throat" style with subjects filmed in silhouette or with faces and voices obscured
- Series could include: The Bellboy's Tale, the Housekeeper's Tale, The Room Service Delivery Guy's Tale
- Additional photo profiles could tell the stories of founding-day employees like maitre d'hotel Jules Venice and restaurant manager Sabatini



# Video/Photo Profiles Continued

Sample profile:

- ***The Bartender's Tale:***  
For over 34 years, Sambonn Lek has stirred up 101 varieties of martinis in the Mayflower's legendary Town & Country Lounge. When Republicans and Democrats start to fight over policy, he performs magic tricks to get them to "chill out."



# *Grand Dame or Shady Lady*

## Interactive Infographics

Over the course of its 83-year history, the Mayflower's guests have sometimes blurred the line between extravagance and excess and between folly and felony. We'll explore both ends of the spectrum—and everything in between—in a series of interactive graphics.

Ideas include:

- ***Luxury Then and Now:*** In 1925, the Mayflower's newsworthy features included a marble shoeshine stand, a doctor-staffed hospital and one of the largest air-conditioner units in the world. We'll compare yesterday's state-of-the-art amenities with the luxurious details that the hotel is known for today
- ***"Grande Dame or Shady Lady?"***: An interactive "approval matrix" on which actual Mayflower trivia and happenings are placed into four quadrants created by a north/ south axis that goes from "extravagance" to "excess" and an east/west axis from "party" to misdemeanor"



Arriving at your Mayflower wedding on an elephant: Extravagance or excess?