



ALOFT LONDON EXCEL KICKS OFF MONTHLY MUSIC SERIES WITH A SPOTLIGHT ON EMERGING COUNTRY MUSIC TALENT



January 2018: On Friday 16th February, [Aloft London Excel](#) will re-launch its popular monthly music series, [Live at Aloft](#), offering music fans in east London the opportunity to turn-up and kick back with free one-off live performances from the UK's coolest emerging artists and bands.

With a nod to the burgeoning popularity of country music in the UK and the annual Country 2 Country festival soon to descend on London at the nearby O2 arena, the first *Live at Aloft* gig of 2018 will hero three up-and-coming artists from the UK's country music scene.

Taking place in the hotel's hip w xyz bar, the evening will host intimate performances from break-through singer-songwriter [Jake Morrell](#) who was discovered by Dermot O Leary on Radio 2, [Emily Faye](#) who recently featured in Rolling Stone's '10 New Country Artists You Need to Know' and [Katy Hurt](#), who has just been nominated for 'Best Country/Folk Act' at this year's Unsigned Music Awards.

The design hotel in London's Docklands will be welcoming an annual programme of eclectic musical talent, curated by musician and promoter Tony Moore, into its w xyz bar each month. For an up-to-date list of all artists and performance dates, please visit liveataloftlondonexcel.com and join the conversation @AloftLondon using #AloftLive.

The next *Live at Aloft* gig will take place at 6.30pm on Friday 16th February 2018, entry is free.

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Notes to Editors:

For more information about Aloft London Excel and for high-res images please contact:

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Artist Biographies

Jake Morrell

Jake Morrell could have come straight out of Nashville, or even from the Californian sunshine, as his music suggests; but Jake is from Norfolk, England! Jake was 'discovered' by Dermot O Leary, who featured him on his Radio 2 Show. One influential listener just so happened to be Glastonbury boss Emily Eavis, who immediately asked Jake to perform at the iconic festival.

<https://jakemorrell.co.uk/>

Emily Faye

Emily Faye's journey into music and storytelling began in a back corner bedroom in a remote village deep in the English countryside. Emily has successfully begun to make her mark within the ever-changing industry and is now in demand as one of the UK's most exciting new country artists.

<https://www.emilyfayemusic.com>

Katy Hurt

Katy Hurt is one of Britain's brightest young country singer-songwriters and winner of the Battle of the Bands at the 2014 Rockfield Country Music Festival. During that breakthrough year, when Katy also released her debut EP, "Blue Snake", she made regular performances in a variety of high profile venues whilst still attending school. One of her earliest singing successes came in the Live and Unsigned competition with a Final performance at London's O2 Arena.

<https://www.katyhurt.com/>

About Aloft London Excel

As a vision of W Hotels, the 252-bedroom Aloft London Excel has been shaking up the hotel industry with urban-influenced, modern, vibrant design; accessible technology and a social atmosphere since 2011. Aloft London Excel features a re:mix lounge, w xyz bar, re:fuel grab-and-go food and beverage area, five tactic meeting rooms, re:charge fitness centre, *splash* pool, as well as Aloft's signature loft-like guest rooms.

About Aloft Hotels

With more than 125 hotels now open in nearly 20 countries and territories around the world, Aloft Hotels, part of Marriott International, Inc., delivers a fresh approach to the traditional staid hotel landscape. For the 'always on' next generation of traveler, the Aloft brand offers a tech-forward, vibrant experience and a modern style that is different by

design. Aloft is proud to participate in the industry's award-winning loyalty program, Starwood Preferred Guest®. Members can now link accounts with Marriott Rewards®, which includes The Ritz-Carlton Rewards® at members.marriott.com for instant elite status matching and unlimited points transfer. For more information, please visit www.alofthotels.com and follow along on [Facebook](#), [Twitter](#), and [Instagram](#).