

EVENTS/CAUSES

Ritz-Carlton Hong Kong hosts exhibition to highlight artistic philosophy

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Ritz-Carlton Hong Kong

By NANCY BUCKLEY

The Ritz-Carlton Hong Kong is displaying artist Yuanming He's work in the Sky Art Salon on floor 102 of the hotel to attract art enthusiasts.

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The world's highest hotel already features Mr. He's Galloping Horses on the ceiling of the hotel's lobby, and will now hold a larger exhibition of his work. Ritz-Carlton's latest display drives attention to the height of the building and local artists, while highlighting the hotel's philosophy that focuses on art of craft.

"With this sort of partnership, The Ritz-Carlton creates a unique and memorable cultural experience for guests and local patrons alike," said [Taylor Rains](#), Charleston-based luxury brand consultant.

"As this partnership marks Yuanming's first exhibition in Hong Kong, it also serves to position the property as a leader in the city's arts and culture scene," he said. "Finally, by showcasing the exhibition on the top level of the property, The Ritz-Carlton is subtly yet effectively promoting one of its unique features."

Mr. Rains is not affiliated with The Ritz-Carlton, but agreed to comment as an industry expert.

The Ritz-Carlton was unable to respond by press deadline.

Sky high art

Mr. He is a Chinese born artist who carries the nickname “The Cowboy.” His inspiration for his artwork comes from his childhood years that were spent around horses, bulls and nature.

Also, Mr. He has brought his talent and works around the world and has been honored and celebrated in Singapore, California and China. His paintings were used by the China Post to create stamps in celebration of the Year of the Horse in 2014.

The Ritz-Carlton has previously worked with renowned artists and strives to spread the The Art of The Craft mentality throughout its properties. From events to the concierge, Ritz-Carlton properties blend talent, discipline and artistry to provide the best experience possible for their guests.



Mr. He's Galloping Horses

The philosophy carries over to Mr. He who takes these qualities to produce paintings.

Mr. He hopes to take guests on a journey through life with his artwork at the hotel. The previous installment of the ceiling mural has likely already familiarized Mr. He's name with guests, but this showcase will probably cement it in their minds.



Ritz-Carlton Hong Kong

The hotel will elaborate on the exhibition by serving afternoon tea inspired by his art everyday that the exhibit runs.

Starting on July 26 and running until Aug. 10, the exhibition will be in the Sky Art Salon.

Artistic endeavors

Guests tend to develop stronger connections to a brand when a hotel makes guiding philosophies explicit. Also, the celebration of art by a hotel highlights those undertones of the brand.

For example, The Ritz-Carlton Shanghai, Pudong, was highlighting the efforts made by its staff to enhance guest experiences in a new social video.

The “Miao” video shows the culmination of a year’s worth of preparation at the Shanghai property as a performance group put on a theatrical performance for guests. Although they are often removed from campaigns, hotel staff can elevate or diminish a guest’s experience, and seeing such exuberance in actors playing hotel members likely left an impression on those who attended ([see story](#)).

Four Seasons has also embraced art in several locations.

For instance, Four Seasons Hotel Seattle drove traffic to the Seattle Art Museum, right across the street, with a new offer for art enthusiasts.

The “Art & ART” offer was centered on the “Miró: The Experience of Seeing” exhibit featuring 50 paintings, drawings and sculptures made in the period between 1963 and 1983 by Spanish artist Joan Miró. Since exhibitions only visit a handful of cities and the atmosphere of the viewing space depends on the sensibilities of curators, hotels can promise an original experience by linking up with local museums hosting a special exhibit ([see story](#)).

The experiences that guests can receive from this art exhibition will enhance their stay with the hotel.

"Property guests stand to benefit from a unique experience highlighting the Chinese culture," Mr. Rains said.

"Art offers a glimpse into a culture in a way unlike any other," he said.

"While it is, like many other things, always subject to individual taste, guests are bound to appreciate the showcase as a first of its kind. Finally, the exhibition affords guests the opportunity to enjoy the 'Sky Art Salon' - one of the property's most impressive features - in a memorable way."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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