

IN-STORE

## Mandarin Oriental Hong Kong stands apart with art exhibition and partnership

February 18, 2016



*Mandarin Oriental, Hong Kong*

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Mandarin Oriental, Hong Kong is attracting new guests by keeping its ties to the art world strong via a partnership with Art Basel.

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This will be the fourth year that the property is the official hotel partner for the Art Basel show in Hong Kong, a track record that authenticates the hotelier's interest in and ties to art. The partnership, along with the hotel's themed promotions, will help it reel in a cultured and influential audience that all luxury brands covet.

"As the Official Hotel Partner for the Art Basel show in Hong Kong for the fourth year now, Mandarin Oriental, Hong Kong is always buzzing with artists, gallery directors, influencers, media, buyers, and collectors from around the world throughout the year," said Edwina Kluender, director of communications at **Mandarin Oriental**, Hong Kong. "The art market is one of great importance to us and over the years we have really developed this to become the hotel of choice for many of these guests when in Hong Kong.

"Plus, we also all really enjoy seeing and being part of the growth of the art scene in our region as well as being able to provide a platform for Hong Kong's emerging artists with holding our own art initiatives and exhibitions throughout the year (not only during Art Basel in March)."

### Art Basel in Hong Kong

This year's edition of The Art Basel show in Hong Kong will take place at the city's Convention and Exhibition Centre from March 24-26. However, the Mandarin Oriental, Hong Kong will host exhibitions leading up to the event, almost becoming a venue and player in the event itself.

"The partnership between Mandarin Oriental Hong Kong and Art Basel is an exciting one as it's a unique opportunity to stay at one of Hong Kong's most luxurious hotels and be right in the midst of buzzing Art Basel," said Tiffany Dowd, founder of Luxe Social Media and **Luxe Tiffany**. "It's attractive for cultured travelers looking for both heritage and modernity."

From March 4-12, the hotel will host an exhibition in its Clipper Lounge featuring the artwork of artists including Gao Weigang, Hou Yong, Lee Kit, Li Shurui, Tsang Kin-wah, Wang Guangle, Wang Keping, Wang Yuyang, Xu Qu Zhao Zhao and many others. The art will be culled from private collectors, meaning it will include pieces that the public cannot otherwise view, and is being put on in partnership with Artshare.com.



*Mandarin Oriental Hong Kong Clipper Lounge*

The goal of the exhibition is to curate a selection of works that highlight the role an artist's surroundings and muses have on their work. These elements will be reflected in social issues addressed within some works, while other artists opt for a more reflexive approach, asking the audience to consider the national artist's role in a globalized world.

Gathering art from private collections will give consumers a chance to experience art they could not otherwise courtesy of Mandarin Oriental. For some, that experience may be the first contact with the hotel brand and could generate increased interest and eventual sales conversions.

For consumers old, new and prospective, it is a testament to the hotel's dedication in providing its patrons with something they cannot have otherwise, reinforcing its place within the luxury segment.



*Mandarin Oriental Hong Kong Caf Causette*

Besides the exhibition and official partnership, the hotel is also having a number of themed promotions that show pride in its relationship to art and offer playful ways of alerting or involving guests.

Pastry Chef Yves Matthey will create a Surroundings & Influences Afternoon Tea set inspired by the art pieces on display, which guests can enjoy both at the exhibition in a show of great service or at the hotel's Caf Causette to alert guests.

Similarly, the Michelin-starred Mandarin Grill + Bar will have an art-inspired lunch and dinner for two weeks beginning March 14. The Cake Shop and M bar will act similarly, with limited-edition chocolates and treats at the Cake Shop and cocktails inspired by Art Basel Hong Kong's Insights, Discoveries, Encounters and Film sectors.

"Mandarin Oriental Hong Kong offers some of the best hotel dining experiences in Hong Kong," Ms. Dowd said. "Discerning guests will not only be able to enjoy exquisite art during Art Basel but have the opportunity to enjoy culinary art as well."



### *Mandarin Oriental Hong Kong M Bar*

To further push the partnership, the hotel is offering an Art Stay package from March 19-29. The package includes access for two to Art Basel and invitations to various galleries and events taking place at or adjacent to the event and an art-inspired treat upon arrival and more.

The careful, calculated work of brands across all luxury sectors often generates comparisons to artistry, making art-themed promotions particularly popular. For a hotel, such promotions double as a way of attracting consumers craving an experience and a differentiating point from other hotels.

"By providing a comprehensive Art Basel experience, from exhibits to inspired dining experiences, Mandarin Oriental Hong Kong will become a central gathering spot during this prestigious show," Ms. Dowd said. "Affluent travelers are continuously seeking richer travel experiences. By partnering with Art Basel, Mandarin Oriental Hong Kong offers its guests unique access to private art collections within its iconic setting."

#### Luxury and artistry

Proving that the proximity to art is a brand-wide value rather than a cash-in, other Mandarin Oriental hotels have also affiliated with Art Basel.

Mandarin Oriental, Miami also recently for the influx of affluent art lovers set to attend the city's annual Art Basel Miami Beach fair.

Each December, Miami hosts one of the world's most premiere art festivals, which has resulted in high-end and luxury brands sponsoring a number of events and initiatives to cater to this discerning crowd. For those unfamiliar with Miami, a hotel-curated package can help make the time more enjoyable and memorable while increasing the likelihood of future bookings with the hospitality brand ([see story](#)).

Luxury brands across all sectors like to establish ties to culture, and Art Basel allows them to do that while also having an opportunity to win over wealthy consumers.

From fashion boutique gallery displays to ride-sharing yacht applications, Art Basel Miami Beach has become a sanctuary for luxury brands looking to make an impression on discerning affluents and art enthusiasts.

Held in 2015 on the weekend of Dec. 3-6, Art Basel Miami Beach, a contemporary and modern art fair, gathers artwork from 267 galleries based in North America, Latin America, Asia, Europe and Africa. Alongside gallery exhibitions, performances and film screenings, luxury brands stage events and exclusives to further their interactions with Art Basel's wealthy crowds, who have a penchant for artwork and experiential happenings ([see story](#)).

"Our various offers allow our talents to also express their art forms (e.g. chefs with their dishes, pastry team with their chocolate creations, bartenders with their art cocktails) as well as allowing our guests to become part of the art conversations held outside of the exhibition and gallery space when dining and entertaining," Ms. Kluender said. "What we bring to the table are all unique to our hotel and since being the first establishment to begin such promotions in Hong Kong, we are excited to continually be able to surprise our guests year after year with new and artistic dishes and offers."