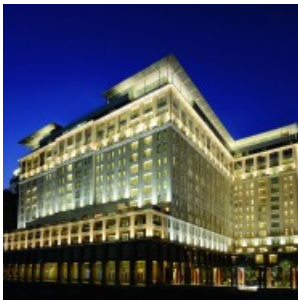


IN-STORE

## Ritz-Carlton dispenses tips while highlighting thriving Dubai art scene

March 4, 2016



*Ritz-Carlton, Dubai International Financial Centre*

By FORREST CARDAMENIS

The Ritz-Carlton, Dubai International Financial Centre in the United Arab Emirates is keeping its finger on the pulse of modern culture with an art collection initiative.

Subscribe to **Luxury Daily**  
Plus: Just released **State of Luxury 2019** **Save \$246** ▶

The bespoke "Discover With You" experience will give artistic-minded guests a primer on how to collect art and navigate the art market, with a focus on the local scene. Insider tips and localized promotions will help hotels stave off home sharing services that have recently begun to sap market share and democratize travel.

"Art of this caliber is beloved by many affluent individuals with a passion for knowing and understanding everything there is to know about the art pieces that they so carefully collect from around the world," said Damon Banks, editor-in-chief of [LuxeGetaways Magazine](#). "These individuals are also often frequent travelers, making them ideally suited to becoming frequent guests of The Ritz-Carlton properties that are able to lure them into their properties with the promise of an impressive art collection to enjoy during their stay."

Culture meets commerce

Dubai has firmly established itself as one of the world's major international cities. As a regional safe haven relatively sequestered from surrounding geopolitical turmoil, it has seen its economy flourish as high-net-worth individuals and luxury brands have entered the marketplace.



*Ritz-Carlton Dubai Financial Centre*

Concurrent with the booming economy has been a growing contemporary art scene, consisting of both local talent and international artists. It is now an essential destination for art lovers.

Travelers expect their hotel of choice to be attuned to local happenings and culture. The Ritz-Carlton, DIFC's initiative shows that it is ready to tap guests in to a world that they may not know to enter on their own.

The Ritz-Carlton, DIFC is located in the same neighborhood as several thriving galleries and has itself become a showcase for art. The hotel is currently hosting a collection of more than 100 paintings, 30 sculptures and works in other mediums culled from origins near and far.

Many of these works are loan from Opera Gallery, DIFC, with which the hotel has a partnership, authenticating the initiative.



*Mediterranean Cypress by Federico Uribe*

In a statement, Sylvain Galliard, general manager of Opera Gallery, DIFC, said, "We are delighted to be collaborating with The Ritz-Carlton, DIFC to enable the hotel's guests to explore a deeper appreciation of art. This is very close to my heart as I truly believe that investing in art whatever your level of knowledge or area of interest, whether it be for the purpose of financial investment or with a view to building a beautiful and rewarding art collection can be accessible to everyone."

The Discover With You package will give consumers a private tour of that art collection. A personal introduction to the art of collection and tips for navigating the art market, customized according to personal preferences, will follow.

Also included in the package are daily breakfast and credit that can be spent in the hotel's restaurants or spa.



*Requin by Mauro Corda At Ritz-Carlton DIFC*

Art speaks to people of all generations and backgrounds, making art-based promotions effective marketing tools. It will interest the affluent who can afford it as well as those in the aspirational segment who may splurge or enter The Ritz-Carlton to explore its art collection, both of which give the brand a chance to make a lasting impression.

#### New attractions

The Discover With You offer will present localized experiences at other Ritz-Carlton destinations as well.

The package will be searchable on The Ritz-Carlton's recently redesigned Web site.

The new RitzCarlton.com includes user-generated content, an exploration hub and a more dynamic design in the interest of a user-friendly and more personalized experience. Consumers long ago began turning to brand Web pages to book vacations, but Ritz-Carlton's redesign encourages spontaneous trips and lets consumers explore options without having to look to other sites ([see story](#)).

Other hoteliers are also enticing consumers with the promise of local artistic and cultural immersion.

For example, Four Seasons Hotels & Resorts is strengthening its ties to culture with a series of art exhibitions.

The chain's Moscow hotel will host a series of pop-up art exhibitions in its bar, showcasing the work of a different artist every month. The pop-ups will likely appeal both to locals who frequent the bar and pique the interest of tourists at the hotel, helping to broadcast Four Seasons' values to both crowds ([see story](#)).

"Dubai has an interesting diversity in guests, including 'old money,' 'new money' and everything in between," Mr. Banks said. "There are many passionate art collectors looking for the perfect piece to add to their collection, while other 'collectors' are simply looking for something big and expensive to own for bragging rights.

"Regardless of the reasons, art is an investment, and one that should be profitable long-term," he said. "The Dubai property caters to all of these travelers, making it an ideal destination for this type of experience offered by The Ritz-Carlton."