

TRAVEL AND HOSPITALITY

## Mandarin Oriental brings famous fans together in art piece

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*Sam Taylor-Johnson's collage for Mandarin Oriental*

By STAFF REPORTS

Mandarin Oriental Hotel Group is representing the breadth of its celebrity-focused "He's a Fan/ She's a Fan" campaign through collage.

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The hotelier tapped filmmaker, visual artist and photographer Sam Taylor-Johnson, OBE, to create a piece of art, with the finished work on display at its Hong Kong Star Ferry property through September. Each individual featured in He's a Fan/She's a Fan is profiled separately, making this an opportunity for Mandarin Oriental to showcase the mix of personalities that are fond of its hotels.

Coming together

Ms. Taylor-Johnson has been nominated for the BAFTA and Palm d'Or awards. Her films include "Nowhere Boy" and "Fifty Shades of Grey."

In addition to her cinematic work, her photography and art have been the subject of solo exhibitions.

For Mandarin Oriental, Ms. Taylor-Johnson created a large-scale artwork entitled "Our Fans," piecing together the portraits shot by Mary McCartney to create new relationships between the 29 subjects of the hotelier's ongoing campaign.



*Sam Taylor-Johnson's collage for Mandarin Oriental*

"This was a really interesting project for me, and an extension of the work I've been doing recently," Ms. Taylor-Johnson said.

"The fans of Mandarin Oriental are a diverse group of extraordinarily talented individuals, including dancers, designers and actors," she said. "It was fun to look at the project like a casting' putting Dame Helen Mirren with

Morgan Freeman, and combining this with other elements from my own work."

In a video, viewers can see her process as she places images together and carefully cuts into the portraits. Along with the celebrities, she also incorporated elements from her own work, such as frogs and monkeys, into the piece.

*Fan collage created by Sam Taylor-Johnson*

Mandarin Oriental previously commissioned a collage by artist Sir Peter Drake for the 50th anniversary of its Hong Kong hotel in 2013.

"We are delighted to showcase this original piece by such a talented artist in our home town of Hong Kong," said Jill Kluge, Mandarin Oriental's group director of brand communications. "The collage is a celebration of the breadth and diverse nature of our celebrity fans displayed in Taylor-Johnson's inimitable style."

Taking the fan concept beyond its pool of celebrity ambassadors, Mandarin Oriental Hotel Group created its own social channel with user-generated content that encourages guests to share their experiences.

The channel hosts a space for both the celebrity fans and guests to post images and descriptions of experiences to share with other fans. "Fans of MO" offers the hotel brand an opportunity to learn its guests' favorite aspects of staying at its properties and be able to duplicate those experiences for others ([see story](#)).

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