

TRAVEL AND HOSPITALITY

## Four Seasons puts guest service into print

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*Ignasi Monreal painting for Four Seasons. Image courtesy: Four Seasons*

By STAFF REPORTS

Hospitality chain Four Seasons Hotels and Resorts is translating its on-property experience to art through a publishing partnership with Ignasi Monreal.

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Published by Assouline, "Four Seasons: The Art of Hospitality" features digital paintings that depict the brand's service and people. While Four Seasons has been working to tell its stories through digital, sharing these experiences through print allows for tactile and more long-form storytelling.

"The real magic at Four Seasons happens behind the scenes," said Christian Clerc, president of worldwide hotel operations at Four Seasons Hotels and Resorts, in a statement. "It is the unscripted care and service, delivered by our people, that creates lasting memories and exceptional experiences for our guests.

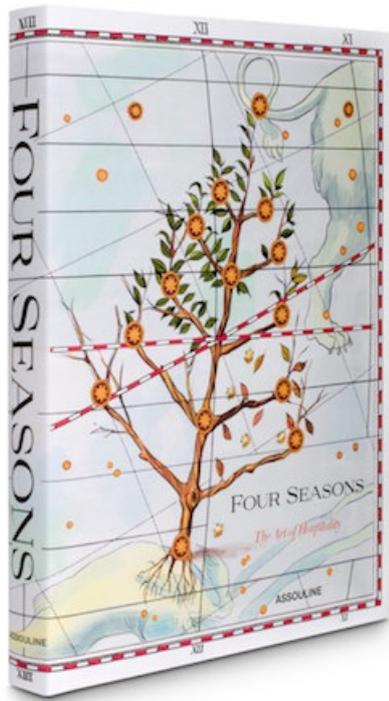
"It is no small task to capture the spirit of our iconic brand through art, and Ignasi has done so beautifully," he said. "Through this book, I hope people are transported to the beautiful places of Four Seasons and are inspired by these stories to create and craft their own memorable moments."

Editorializing experience

Weighing in at 212 pages, the book is centered on Mr. Ignasi's art. He has created work for brands including Alfred Dunhill and Gucci.

For Gucci, Mr. Monreal has collaborated on a number of campaigns as well as a collection, leveraging his digital painting style for illustrated imagery ([see story](#)).

For research, Mr. Monreal traveled to eight Four Seasons properties over the course of seven weeks.



*Cover of Four Seasons: The Art of Hospitality. Image courtesy of Four Seasons*

"It is the perfection that's just there that you take for granted," said Mr. Monreal in a statement. "True luxury is in the things you don't notice or see.

"Of course, I experienced the stunning Four Seasons properties, but it was the warmth of the welcoming people, compounded by the lifetime of memories they create for their guests, that inspired the artworks found in this book – artworks that vividly portray the power of human connection, the potent significance of each personal story," he said.

Four Seasons Hotels and Resorts is putting a spotlight on original storytelling with a new influencer program.

Through Envoy by Four Seasons, the hotelier will recruit a select number of artists and storytellers to create work based on their experiences at a Four Seasons destination. A growing number of hospitality brands are turning to influencers to create more engaging content that appeals to a wide scope of guests ([see story](#)).

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