

TRAVEL AND HOSPITALITY

## Fairmont, Abbey Road Studios launch joint initiative for emerging artists

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*The program will launch at the Beaufort Bar at The Savoy Hotel, a Fairmont-managed property. Image courtesy of Accor*

By LUXURY DAILY NEWS SERVICE

Hospitality brand Fairmont Hotels and Resorts is partnering with famed recording studio Abbey Road on a new music program called "Center Stage."

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The program will offer emerging artists studio time, mentorship, and the chance to collaborate with established artists. The program will launch at the Beaufort Bar at The Savoy Hotel, a Fairmont-managed property, in London on Feb. 8, 2023, with special musical performances and a documentary screening.

"Fairmont is where guests experience the grandest of feelings," said Mansi Vagt, global vice president of the **Fairmont Brand** at Accor, in a statement.

"We are passionate about delivering authentic experiences that share the best that our destinations have to offer and music plays a significant role in making those connections," Mr. Vagt said. "Music is highly emotive and can be a powerful way that travelers connect to their favorite memories."

"Through our work with Abbey Road Studios we look forward to tapping into many diverse genres of music that will resonate with our Fairmont guests and our local communities around the world."

### Timeless duets

Providing 1,000 hours of studio and suite time over the next three years, "Center Stage" will pair emerging and established artists, documenting their processes of writing, recording and performing music with support from Abbey Road Studios.

The footage will be turned into a docuseries, the first episode of which will air at launch. Episodes will follow artists involved, from The Savoy's Royal Suite by Gucci to Abbey Road's writing rooms, in the name of musical collaboration. The launch will also feature performances from Nigerian rapper and singer Rema, as well as London-born artist Debbie who represents the 0207 Def Jam label.

With these efforts, "Center Stage" hopes to spotlight new talent as well as aid in the development of their careers.

Those interested in applying to the program should do so through the app Gixon, which will help organize talent in the locations where the program will be executed.

Fairmont Hotels has hosted countless famous musicians over the years and boasts suites named for pop icon Celine Dion and renowned record producer Quincy Jones at two of its many worldwide locations.

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A post shared by Fairmont Hotels & Resorts (@fairmonthote...)

Founded in 1931, Abbey Road Studios has produced countless albums by some of the most recognizable artists of the 20th century, most notably, perhaps, The Beatles. Over the next three years, both establishments will provide emerging musicians with invaluable gifts.

"Fairmont has a long history of supporting the arts and musicians, which is why we are happy to support Center Stage and its efforts to find and develop new and exciting talent," said Jeremy Huffelmann, general manager of Abbey Road Studios, in a statement.

"We believe it is so important to cast a wide net and foster emerging artists from around the world who might not otherwise have a platform helping them to reach higher levels in their careers and providing them with opportunities to showcase their talent."

Mentorship, time and financial support are crucial to emerging creatives who wish to break into specialized industries.

With this in mind, the Natural Diamond Council recently welcomed its latest class of emerging jewelry designers who will receive financial and professional support from established members of the industry ([see story](#)).