

TRAVEL AND HOSPITALITY

For first time, Belmond centers Mitico initiative on single artist

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Nature and architecture come together for this new project series. Image credit: Belmond

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group **Belmond** is shaking things up when it comes to a favorite arts initiative.

For the first time, its annual creative series Mitico, put on with Galleria Continua, centers on the work of just one artist. Collaborating with the international gallery, Belmond is focusing on French contemporary painter Daniel Buren, who will complete commissions at six of the brand's hotels around the world.

The art of travel

For this third season of Mitico, Mr. Buren is offering a fresh perspective on the surrounding location and landscapes of each of the six Belmond properties.

Mount Nelson in Cape Town, South Africa; Copacabana Palace in Rio de Janeiro, Brazil; Villa San Michele in Florence, Italy; Castello di Casole in Tuscany, Italy; Hotel Cipriani in Venice and La Residencia in Mallorca, Spain are all included in the activation.



The South African site uses glass and color to reflect the environment and architecture. Image credit: Belmond

The painter, sculptor and conceptual artist is no stranger to luxury, having worked with prestige houses, such as Louis Vuitton ([see story](#)), previously.

For his work with Belmond, Mr. Buren calls the collective “Haltes Colores,” or “colorful halt” in English, aiming to cause his audience to pause and take in the nature, architecture and historic sites around the projects. The sites’ beautiful local environments are said to bring the six creations together.

At Mount Nelson, situated at the foot of the famed Table Mountain, guests can see his work surrounding a garden fountain that has been standing since the hotel opened 125 years ago. Pillars of mirrors and stripes stand in a circle around the sparkling water, their patterns mimicking and interacting with the lush plant life bordering the space.

The structures are also set up to appear to hold up the nearby peak from a distance, further weaving his work into the natural landscape.



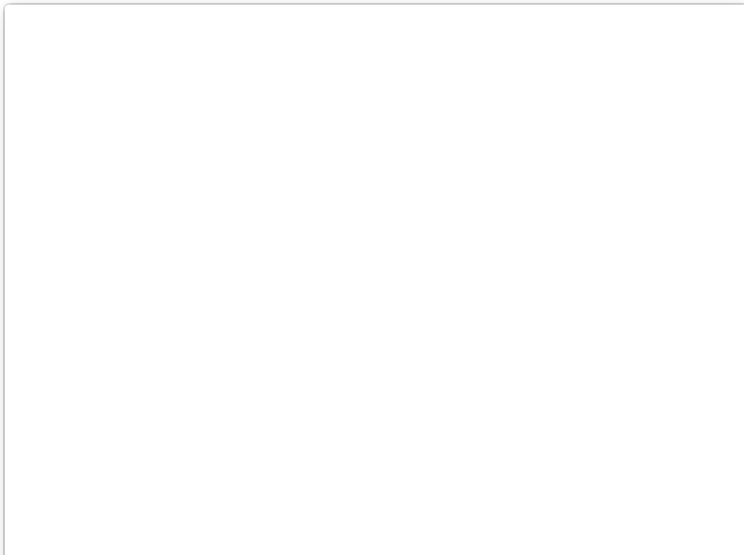
Mr. Buren is known for his work with nature, and will use it to uplift the luxury stays around the world. Image credit: Belmond

Guests and visitors can see the installation through Feb. 15, 2025.

At Copacabana Palace, the exuberant energy of the city inspires what Belmond calls the artist's "most monumental work of the series." Entitled "Escala Colorida para Copacabana Palace," or "Colorful Scale for Copacabana Palace" in English, it is comprised of vibrant, vinyl records that adorn the hotel's windows the effect mimics stained glass.

As the day goes on, light changes the work, making new colors and shadows dance across the building. Known as a cultural hotspot for over 100 years, the stay's piece of Mitico can be viewed through Sept. 30, 2024.

The other installations have yet to be unveiled, but details have been published by Belmond on its [website](#).



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From the emerald hills of Tuscany to creative enclaves on the Spanish islands, Mr. Buren's artworks in the remaining four locales will be available for viewing gradually from April 5, 2024, to Nov. 17, 2024.

As mentioned, most of these spaces will be in Italy. In the past, Mitico has tended to stay within the borders of the Mediterranean country ([see story](#)), making this latest project all the more experiential.

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