

IN-STORE

The Oetker Collection casts back for nostalgic view of French Riviera

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Works by Slim Aarons on display

By JOE MCCARTHY

An exhibition by photographer Slim Aarons that captures the allure of the French Riviera will be on display through 2014 at the Oetker Collection's two French Riviera properties, Hôtel du Cap-Eden-Roc in Antibes and Château Saint-Martin & Spa in Vence.

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The exhibition is representative of Mr. Aaron's primary subject, the opulence of celebrity life. Both hotels will house an array of photos showcasing the breadth of the photographer's curiosities over multiple decades.

"Desire grows as you is imagine you're there," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "In this case, you really are.

"Art is the next level above consumption on the journey of living with wealth," he said.

Mr. Ramey is not affiliated with Oetker Collection, but agreed to comment as an industry expert.

Oetker Collection did not respond by press deadline.

The decadent life

Mr. Aaron claims to have never used a stylist or makeup artists, which lends many of his pieces a candid air.

His photo books include *A Wonderful Time: An Intimate Portrait of the Good Life* (1974), *Slim Aarons: Once Upon a Time* (2003), *Slim Aarons: A Place In the Sun* (2005), *Poolside with Slim Aarons* (2007) and *Slim Aarons: La Dolce Vita* (2012). The final two books were published posthumously.

The Oetker Collection is collaborating with the Getty Image Gallery in London to display pieces collected during the middle of his career. The Getty's extensive exhibition features work depicting Europeans and Americans on holiday on the Côte d'Azur from 1957 to 1975.



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Photos from Mr. Aarons' 1986 stay at the the Château Saint-Martin will be featured at the property.

The Hôtel du Cap-Eden-Roc will display a series of 26 photos of celebrities, panoramic views and original snapshots taken between 1969 and 1978 as he explored the property.

Guests will be able to visit the displays throughout 2014.

Patterns for a reason

Luxury hotels regularly host art exhibits to gain cultural credibility.

For example, Starwood Hotels and Resorts' The Luxury Collection enlisted photographer and former supermodel Helena Christensen as its newest global ambassador to portray the exploratory nature of the hospitality brand.

For her first project, Ms. Christensen traveled to Peru to photograph the spirit of the place, and her work was on display at the Bleecker Street Arts Club in New York. The Luxury Collection's three Peruvian properties may receive a spike in traffic after affluent travelers view the pieces ([see story](#)).

Also, Four Seasons Hotel Dublin tapped into Ireland's artistic culture by hosting a "Sculpture in Context" event that piqued the interest of art enthusiasts.

The national exhibition featured 35 pieces of art that ranged in price from \$200 to \$40,000 from figures such as Limerick figurative artist Mike Duhan. Hosting Sculpture in Context demonstrates that the property is invested in the local and national culture, a move that further authenticates its offers ([see story](#)).

For Oetker Collection, the exhibition fuses consumer's love for art and celebrities.

"Celebrities are today's royalty," Mr. Ramey said. "Dreams come to life when you're visiting the same property."

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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