

EVENTS/CAUSES

## Luxury Collection teams with Outset to bring guests exclusive art experiences

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*Performance of i.n.k. by choreographer Jessica Lang*

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By JOE MCCARTHY

The Luxury Collection is catering to its guests' affinity for art through a partnership with the Outset Contemporary Art Fund.

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**Luxury Daily**

Luxury Collection and Outset's partnership entails numerous events throughout the world that draw on the latter's extensive repository of connections. By curating events that mesh with the surrounding art scene, the brands aim to maximize the cultural output of each destination.

"Our partnership with Outset further celebrates our guests' passion for the arts by creating exceptional, signature experiences in and outside of our hotels," said Paul James, global brand leader of St. Regis, [The Luxury Collection](#) and W Hotels Worldwide, New York.

Choreographed

The partnership's first event took place in London where both parties assisted the commissioning of a performance by British choreographer of contemporary modern dance, Wayne McGregor, at the Royal Opera House.

Guests enjoyed a behind-the-scenes preview and talk by Kevin O'Hare, director of the

Royal Ballet.

Then, The Luxury Collection and Outset traveled to New York to host a private performance of *i.n.k.* by choreographer Jessica Lang in collaboration with visual artist Shinichi Maruyama and composer Jakub Ciupinski at the Baryshnikov Arts Center.



*Performance of i.n.k. by choreographer Jessica Lang*

A conversation followed the performance to give guests a better sense of the artists' motivations. The experience also included a dinner at The Luxury Collection's The Chatwal restaurant.



*Conversation with Jessica Lang, Lauri Firstenberg and Nancy Dalva*

These post- or pre-show immersions are often what set art offers sponsored by luxury brands apart from public affairs. Rather than contending for space and the ability to concentrate, guests can enjoy a tranquil setting and then mull over what occurred.

The next event will take guests of the hotel back to London for an insider's tour of the art scene that includes stops at Studio Voltaire, The Showroom and Lisson Gallery to see artists such as Ei Weiwei.

Starwood Preferred Guest members can bid for the experience at [www.spg.com/moments](http://www.spg.com/moments).

Future events will take place in other areas where Outset has a chapter such as Germany, Greece and India.

#### Touring the city

Many luxury hotel brands are upping their artistic credentials through partnerships and commissions.

For instance, St. Regis Hotels and Resorts is inviting art enthusiasts to engage the burgeoning contemporary art scene in Italy with its new “Art Unveiled” program.

The Art Unveiled program brings guests to various contemporary museums and galleries throughout Italy under the guidance of experts. Traditionally, names such as Leonardo, Michelangelo, Ghiberti, Bernini, Titian and Caravaggio have overshadowed the emergence of Italian talent, but in recent years new artists are finding ways to make their voices known ([see story](#)).

Also, The Peninsula Hotel Hong Kong inserted itself into the Art Basel conversation with an art installation by British artist Tracy Emin that was projected onto the building’s façade ([see story](#)).

Although brands can always leverage the latent art scene in the surrounding area, partnerships tend to give more flavor to a brand's offers.

"The Luxury Collection has always offered discerning travelers a gateway to experience the world's most coveted destinations in an authentic and indigenous way," Mr. James said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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