

7 March 2011

**“THE ART OF HOSPITALITY” - NEW PENINSULA ACADEMY PROGRAMMES
FOCUS ON LOCAL ART SCENES**

*Hotels partner with local arts organisations to introduce a collection
of exclusive new art-themed guest activities and insights*

Continuing its quest to take hotel guests behind the façade of a city and give them authentic experiences not accessible to other travellers, the award-winning Peninsula Academy - first introduced at The Peninsula Hong Kong in 1997 - is rolling out a collection of new programmes for 2011, including a collection of unique art-related activities at each hotel under the banner “*The Art of Hospitality*”.

Designed to both educate and entertain, and embracing The Peninsula Hotels’ philosophy of “Enriching Your Life” aimed at enlightening and enriching hotel guests’ stays in each Peninsula property, The Peninsula Academy offers unique and unforgettable ways to discover the culture, lifestyle, cuisine, arts and history of each city through Peninsula-style tours, classes and activities,

Located in the very heart of their respective cities, each hotel has partnered with important galleries, celebrated museums and respected art experts to create a collection of exclusive behind-the-scenes and other unique experiences to showcase the local art scene, together with a tour of the hotel’s own art collection where available.

Flagship **The Peninsula Hong Kong** boasts a collection of interesting pieces, from Miró to Manet, Chinnery to Jim Dine. The day-long “*Art of Hospitality*” programme sees guests travelling by MINI to visit Hong Kong’s contemporary arts hub of SoHo, the Asia Art Archive, Cattle Depot artists’ commune and Ora Gallery, followed by an artfully prepared dinner at Felix, the hotel’s Philippe Starck-designed rooftop restaurant.

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The “*Art of Hospitality*” at **The Peninsula Shanghai** focuses on the red-hot topic of Chinese contemporary art modern China. Expert guide Michelle Blumenthal takes guests on a tour of The Peninsula Shanghai’s eclectic art collection of paintings, sculptures and installations by over 100 Chinese and international artists, and to select galleries in the city, with opportunities for private showings on request.

Guests at **The Peninsula Beijing** also enjoy an overview of Chinese contemporary art with a respected art critic and writer, including a visit to her private collection at her *hutong* or courtyard house. Escorted visits to the 798 Art Zone (former state-owned factories now transformed into a lively art and culture community) and the new Song Zhuang Artists Village (one of the largest artists’ communities in China) can also be arranged.

The Peninsula Tokyo celebrates Japanese creativity and traditional crafts with over 1,000 pieces of art around the hotel, all showcased in the hotel’s Art Walk virtual walking tour on iPod and a newly published design and art collection brochure. “*The Art of Hospitality*” takes guests to two of Tokyo’s best-kept art secrets, visiting historic and cultural landmark Kyu Asakura House and the Art Front Gallery, one of Tokyo’s leading art consultancies.

A downtown gallery tour is on offer at **The Peninsula New York**, with guests visiting the most current galleries in the city’s trendiest areas, including Chelsea, SoHo or the Lower East Side, to learn about the hottest artists currently exhibiting in the city, attend preview shows and purchase art before it goes on general sale.

Celebrating its 10th anniversary this year, **The Peninsula Chicago** features an extensive collection of works by modern American artists. “*The Art of Hospitality*” goes behind the scenes at The Art Institute of Chicago, showcasing how the museum’s curators store, catalogue and care for the precious art, together with a private tour of the Institute’s most notable collections and a one-hour tour of The Peninsula Chicago’s art collection

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With Los Angeles one of the world’s premier entertainment centres, **The Peninsula Beverly Hills** (commemorating its landmark 20th anniversary in 2011) goes **Backstage at the Paley Center for Media Museum**, with a private tour with a Paley guide who will share colourful insider stories on the history of television and radio, focusing on programmes of particular interest to guests, whether from a specific era or by genre, such as comedy, drama, news, sports and documentaries.

The Peninsula Bangkok offers an extensive array of works by local South East Asian artists and sculptors, and has published a coffee table book “Art on the River” showcasing the collection. “*The Art of Hospitality*” takes guests to the National Museum and National Art Gallery with a private guide, who offers a glimpse into the history of Thailand through the art pieces and collections.

With its 35th anniversary this year, **The Peninsula Manila’s** Lobby is the location for the spectacular “Sunburst” copper, brass and stainless steel installation by National Artist for Sculpture Napoleon Abueva. *The Art of Hospitality* features a visit to the Silangan Gardens and Pinto Art Museum - an enviable private collection of paintings, drawings, engravings and sculptures covering the best of Philippine visual arts, together with a visit to the museum’s collection of antique *santos* statues.

Fully escorted with transportation included, programmes are available with just a few days' notice, so guests can choose activities according to their own interests and travel schedule. While The Peninsula Academy is offered for one or two guests at a time, activities can also be tailor-made for small groups - a perfect choice for families, meeting groups, incentive tours or spouse programmes. Academy reservations are subject to availability, and advanced booking is recommended

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Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John’s Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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