

THE PENINSULA

Autumn 2015



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The ART *Of* PINK

This October, the fifth anniversary of the Peninsula in Pink campaign presents pink-inspired artworks by celebrated artists, pink art auctions, plus pink-tinted afternoon teas, cocktails and floral decorations.





Breast cancer is the most prevalent cancer among women and the second-most common cancer in the world today, accounting for one in ten of all new cancers diagnosed worldwide, and nearly one in four female cancer cases. With these statistics in mind, in 2010 The Peninsula Hotels decided to harness its resources and create the Peninsula in Pink charitable initiative.

Peninsula in Pink is now an annual event at all The Peninsula hotels in Asia, North America and Europe. Each hotel shows its support for Breast Cancer Awareness Month every October by creating pink-inspired afternoon teas, cocktails, dining and spa promotions and special events, with proceeds donated to local breast cancer organisations.

In 2015, Peninsula in Pink undergoes an artistic makeover, and is retitled 'The Art of Pink'. Each hotel will exhibit pink-themed artworks in partnership with acclaimed artists and galleries. An exclusive pink ribbon pin designed for Breast Cancer Awareness Month will also be worn by all hotel staff, and is available for sale at each hotel.

In keeping with The Peninsula's global commitment to the arts, each hotel will exhibit specially commissioned pink-inspired artworks by acclaimed global artists, including celebrated Chinese contemporary painter and installation artist Qin Feng in Beijing and internationally celebrated photographer Chen Man in Shanghai, Thailand's best-known cartoonist Chiratorn Chirapavati in Bangkok and French sculptor Nathalie Decoster in Paris. The pink masterpieces exclusively created for Peninsula will be exhibited at each hotel and auctioned with the proceeds being donated to local breast cancer charities.

Supporting innovative public art around the world is an ongoing commitment at The Peninsula Hotels. 'The Art of Pink' campaign builds on the partnerships that each hotel has created with leading art museums, galleries and private collectors to provide guests with privileged access to groundbreaking art by established global artists and emerging local talent.

Highlights of 'The Art of Pink' in 2015 also include pink-themed gala fundraising events featuring charitable silent auctions of the pink art pieces, plus special Peninsula dining and spa promotions and exclusive items donated by partner brands. Each Peninsula hotel will adopt its own creative theme for the event. Examples of giving back in a fun way include The Peninsula Bangkok teaming up with selected independent restaurants to present an evening of fine cocktails and cuisine in a pop-up format, and The Peninsula Hong Kong partnering with prestigious auction house Christie's for a special auction of pink-themed luxury items.

A popular part of every Peninsula in Pink campaign is the Pink Afternoon Tea. This October, guests at The Lobby of each hotel can enjoy a creatively themed 'The Art of Pink' Peninsula Afternoon Tea, featuring rose-tinted sweet and savoury treats served on a tiered silver platter, and accompanied by rosé wines and champagnes. Guests at Peninsula hotels can also participate by purchasing the specially commissioned pink ribbon pin during October.

The creative theming of each Peninsula in Pink campaign is designed to raise awareness and funds for breast cancer charities in the hotels' local communities. In its first four years, the Peninsula in Pink campaign has raised over US\$ 500,000. A dedicated webpage, www.peninsula.com/pink, will be launched in October featuring information on all 'Art of Pink' initiatives, including the campaign's history, photographs and videos.

The funds raised by Peninsula in Pink help local organisations to provide improved breast cancer-care facilities and services to patients in need. Examples include The Peninsula Manila, which is supporting the construction of a new and improved Breast Care Center at the East Avenue Medical Center, and The Peninsula Chicago, which helps transport breast cancer patients to and from medical appointments in the hotel's Minis.



'THE ART OF PINK' EVENTS AROUND THE WORLD

The Peninsula Shanghai

Artist: Renowned fashion photographer Chen Man snaps iconic images for brands including Vogue China, Esquire, Adidas and Gucci. Her works have been exhibited in Paris, London, Tokyo and Moscow.

Event: An exclusive dinner will be hosted on 5 November, during which a pink-themed Chinese calligraphy artwork by Chen Man will be auctioned.

Charity Partner: China Breast Cancer Foundation

The Peninsula Hong Kong

Artist: Korean Pop artist and Sovereign Asian Art Prize finalist Dong Li, whose work 'Love Me Tender' is being donated by The Sovereign Art Foundation - a pioneer in the field of art collaboration and creating meaning through art. Chinese contemporary painter and installation artist Qin Feng, whose solo exhibitions have received global acclaim, is also donating a work from his 'Desire Scenery' series.

Event: A 'Pink Tie' Gala curated by the Sovereign Art Foundation will showcase exceptional pink-themed *objets d'art* by leading artists and luxury *maisons* on 29 September.

Charity Partner: Hong Kong Hereditary Breast Cancer Family Registry

The Peninsula Beijing

Artist: Qin Feng is a leading contemporary painter and installation artist originally from Xinjiang, whose solo exhibitions have received wide acclaim from Switzerland to New York and Hong Kong to Berlin.

Event: Qin Feng's work will be part of the auction at The Peninsula Hong Kong's 'Pink Tie' Gala.

Charity Partner: China Breast Cancer Foundation

The Peninsula Tokyo

Artist: Izumi Ogino is the Creative Director and visionary behind Italian luxury fashion label Anteprima. Ogino is the Creative Director and visionary behind Italian luxury fashion label Anteprima, and has created a collection of four exclusive pink hand-knit wirebags – a panda, dog, pig and monkey – for The Peninsula Tokyo.

Event: The exclusive invitation-only 'Art of Pink Charity Gala Dinner' will be hosted on 19 October at the hotel's Grand Ballroom. Other pink-themed events include 'The Art of Pink Prime-Cut Sunday Brunch' with Dom Pérignon Champagne at Peter and a 110-minute spa treatment including a pink pin at The Peninsula Spa.

Charity Partners Japan Breast Cancer Screening Society" and Keep A Breast Japan"

The Peninsula Bangkok

Artist: Famed Thai illustrator and fashion designer M.L. Chiratorn Chirapavati is widely known for his whimsical cartoon characters.

Event: An 'Eat Drink Pink Dinner' event will be hosted on 26 October on the hotel's lawn. The colourful evening of fine cuisine from top stand-alone restaurants in Bangkok will feature a charitable silent auction of 'The Art of Pink' works of art. The Peninsula boat and tuk-tuk will also have a glamorous pink makeover.

Charity Partner: Queen Sirikit Center for Breast Cancer Foundation



Chen Man



Painting by Alexandre Renoir



Nathalie Decoster

The Peninsula Manila

Artists: Benedicto Reyes Cabrera is a master of contemporary Philippine painting and printmaking. Impy Pilapil is a Filipina sculptor whose works crafted from stainless steel, stone or glass have been exhibited in Rome, Sydney and Tokyo. Ramon Orlina is an architect-turned-sculptor specialising in glass art.

Event: The Peninsula Manila will host a cocktail event and auction on 1 October. The hotel is also supporting the Breast Care Center of East Avenue Medical Center in Quezon City by aiming to raise money for the three-phased rehabilitation of the centre and the purchase of 20 chemotherapy infusion chairs.

Charity Partner: Philippine Foundation for Breast Care, Inc.

The Peninsula Paris

Artist: French sculptor Nathalie Decoster is famed for her distinctive bronze figures and artworks that grace prominent public spaces and solo exhibitions from Paris and Luxembourg to Shanghai and Macau, including pieces at The Peninsula Paris. Artist Deçan has also donated an oil painting – one of a series of artworks displayed in the Historic Suite at The Peninsula Paris.

Event: A 'Pink Tie' Gala Dinner will be held on 30 September featuring a charitable silent auction of the pink-themed art piece, plus unique prizes offered by celebrities and partners. Hotel staff will also participate in the 'Pink Triathlon' in Paris on 26 September.

Charity Partner: La Fondation ARC

The Peninsula New York

Artist: The Peninsula New York will present 'Pink Lotus', a large-scale light-based installation by noted multidisciplinary

Peruvian artist Grimanesa Amorós that will adorn the hotel's landmark façade and engage the New York community to bring awareness to the fight against breast cancer. The site-specific installation, produced by Circa 1881, will be on display from 1 October to 15 November.

The Peninsula Chicago

Artist: Choi Jeong Hwa is one of the most vibrant and sought-after Korean contemporary artists, architects and designers. Using the most unassuming found objects, the artist looks for inspiration in what many others cast aside – soda bottles, shopping bags and discarded doors, challenging the status quo with each piece.

Event: A 'Pink Tea' fashion show fundraising event will be hosted on Friday, 9 October featuring the best fashions of the season paired with live entertainment.

Charity Partner: Lynn Sage Cancer Research Foundation

The Peninsula Beverly Hills

Artist: The great-grandson of legendary French painter Pierre-Auguste Renoir, Alexandre Renoir is a masterful painter in his own right. His paintings are characterised by a bold use of colour and energetic landscapes.

Event: A 'Pink Tie' Gala fundraising event will be hosted on Tuesday, 14 October in the property's signature Pink Suite, featuring a charitable silent auction of 'The Art of Pink' masterpiece by Alexandre Renoir.

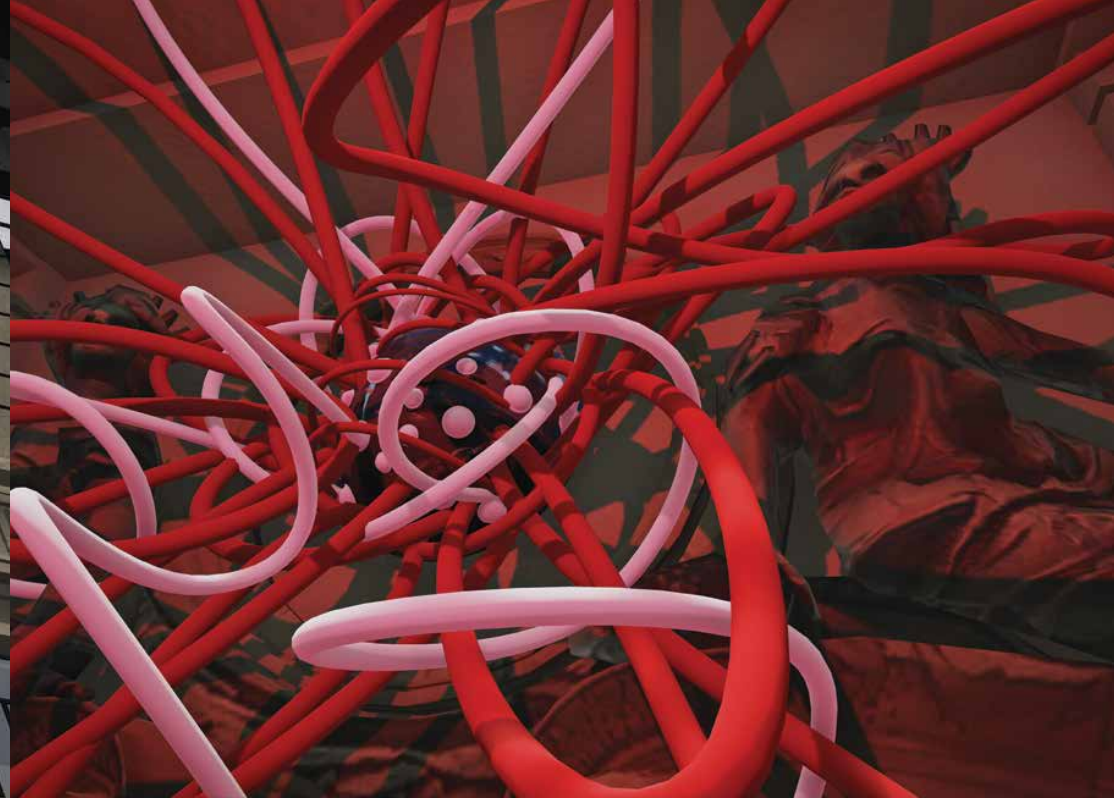
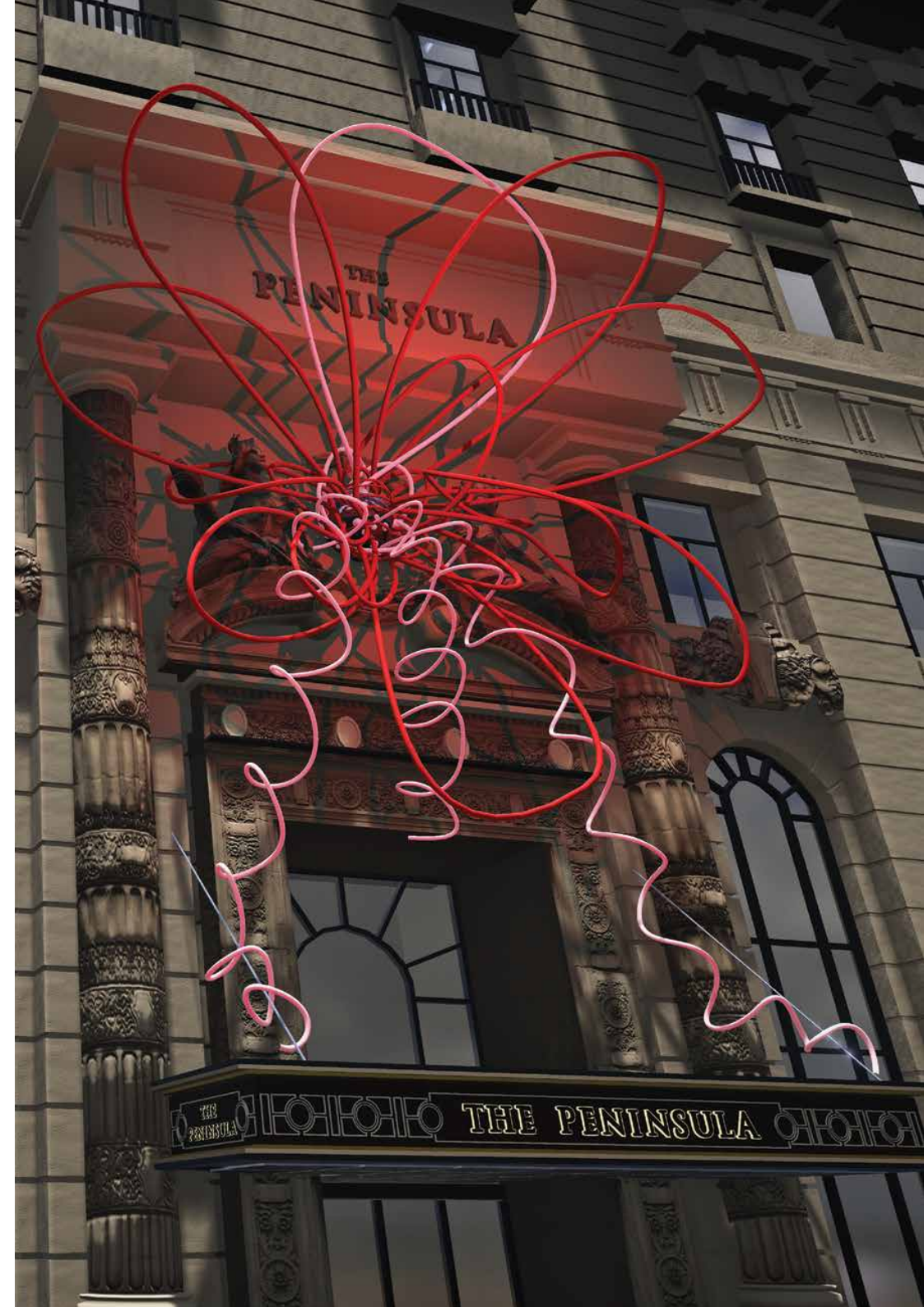
Charity Partner: The American Cancer Society



The **LOTUS** *Blossoms*

TEXT: ANN TSANG PORTRAIT: GIGI STOLL IMAGES: GRIMANESA AMOROS STUDIO

In honour of Breast Cancer Awareness Month this October, 'Pink Lotus', a large-scale light sculpture by Peruvian artist Grimanesa Amorós, will be installed on the façade of The Peninsula New York. On view from October 1 through November 15, 2015, the light sculpture is part of 'The Art of the Pink' and has been exclusively curated for The Peninsula New York by Circa 1881.



Measuring 31 feet in length and 41 feet in height, with a depth of 17 feet, artist Grimanesa Amorós' striking 'Pink Lotus' sculpture is fashioned from ribbon-like red and pink LED lights and diffusion film material to create a pink lotus flower that will be mounted on a secure structure attached to The Peninsula New York's landmarked facade, located at 5th Avenue and 55th Street. The light sculpture installation will activate the entrance to the hotel with a focus on the Palladian window above the door and the carvings of Ceres, Roman Goddess of agriculture and abundance, and Diana, the Roman Goddess of the hunt, the moon and childbirth. By placing the installation on the front facade, Amorós is supporting Breast Cancer Awareness Month by drawing attention to both the Roman Goddesses, who represent the power of women worldwide, and to the lotus flower's symbolic associations with creation, enlightenment and rebirth.

"The first time I saw a pink lotus was in Shanghai, and I was immediately memorised by its beauty, shape and movement. It is known to be a source of enlightenment, purity and abundance," says the artist about the inspiration for this specific work. "I intend to activate and highlight the façade above the main entrance, especially the Roman goddesses, because I see the area as the heart of the hotel and enjoy the parallels of these female figures and the breast cancer cause."

Grimanesa Amorós was born in Lima, Peru and lives and works in New York City. She is a multidisciplinary artist with diverse

interests in the fields of social history, scientific research and critical theory, which have greatly influenced her work. She thoroughly researches the locations, histories and communities of her installation sites and her process remains both organic and instinctive. This intuitive relationship to technology is a distinctive feature of Amorós' practice.

Amorós has often drawn upon important Peruvian cultural legacies for inspiration for her large-scale light-based installations, which she has presented around the globe from Mexico City to Tel Aviv, Beijing, and of course, New York. She continues to be inspired by Peru's history for her art but she does not hold an essentialist or nostalgic view of her subject. She often gives talks at museums, foundations and universities where her lectures not only attract future artists, but also students and faculties engaged with science and technology.

As in all of Amorós' work, 'Pink Lotus' is an installation that will create a dialogue with the existing architecture and the history of the site, as well as with the community. While the physical location of this installation is important, it is the relationship that the lighting sculpture will have with its viewers that will make it memorable. The dramatic "after dark" experience provided by the artist's use of LED lighting and the beauty and spiritual symbolism of the Lotus flower will undoubtedly make the installation one of the highlights of 'The Art of Pink'.