

For Immediate Release

**NICCOLO CHENGDU HOSTS NICCOLO LECTURES
EXPLORE THE ART OF DIGITAL**



Niccolo Lectures – Explore the Art of Digital Group Photo

Chengdu, China, 28 October 2022 – Niccolo Chengdu recently collaborated with 1314 Art and Design Magazine to organize the latest addition to the Niccolo Lectures series titled “Explore the Art of Digital”. The event saw the gathering of leaders in style, captains of industries, artists, advocates of elegant living and members of the DISCOVERY loyalty program to discuss and share their insights on various topics pertaining to digital art. For this occasion, the hotel specially prepared Niccolo art-themed refreshments, so that guests can enjoy delectable snacks and drinks, while exploring the digital creations and lifestyle arts that were on display at The Conservatory. The session successfully concluded in a relaxed and pleasant atmosphere.



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Roundtable Session: Wu Yue, Zeng Cheng, Xia Ming Yang, Liu Yi Dan

The first lecturer Wu Yue is an artist who graduated from the Sculpture Department of the Central Academy of Fine Arts with a Master of Arts degree and is currently teaching at the Sculpture Department of the Chengdu Academy of Fine Arts. His works were exhibited at renowned venues such as the Guangdong Museum of Art and the Museum of Contemporary Art Chengdu, and added to the collection of Sydney's White Rabbit Gallery and the Central Academy of Fine Arts. He shared how he drew inspiration from public art and cats and infused these ideas in his works of art to show that art originates from and can be integrated into life. The second lecturer was Xia Mingyang, an architect and digital artist who graduated from the University of Michigan with a master of architecture degree. His works have been nominated for many international awards. Currently an architectural designer at I.M. Pei & Partners, he also founded a personal digital and space studio called MY-X. Xia Mingyang shared digital creation ideas based on architectural theories and the concept of digital interactive space. The themes of his works mainly revolve around natural symbiosis, exploration of a post-human era, and reflections on a digital



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collapse. The last lecturer was Zeng Cheng, the co-founder and CTO of FLINT WALK who graduated from the UK's National Film and Television School with a master's degree and digital special effects major at the Royal College of Art. He shared how we can bring naked eye 3D creations from the niche to the masses right from the start, and how to balance between art and business as extensively as possible. He encouraged everyone to continue to venture into the field of art and breed more diverse artistic practices with pioneering interdisciplinary science concepts to strive for artistic expression without boundaries and achieve content co-creation with artists from different fields. The event concluded with a roundtable discussion featuring all three invited speakers. Chaired by Ms Liu Yidan, the operations director of 1314 Art and Design Magazine, the session saw inspirations collide and a further exploration of various topics. The audience also came forward to share their ideas. Everyone present took part in a journey of discovery of digital art concepts.



Mr Dean Dimitriou, General Manager of Niccolo Chengdu, Interacts with the guests



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“We are honoured to have this opportunity to work with 1314 Art and Design Magazine to organise this event,” Mr Dean Dimitriou, General Manager of Niccolo Chengdu, said at the event. “At the same time, I would like to thank all the guests for joining us and exploring digital creation and the art of living with us. Niccolo Lectures brings together industry pioneers to share their insights and manifest the spirit of discovery of the Niccolo brand. Even with the passage of time and advancement of technological innovations, art remains timeless and digital art is filled with endless possibilities. We hope that through this exclusive experience of the brand, more people will keep exploring the developments and changes of different industries. This is also the true meaning behind Niccolo Lectures.” In the future, Niccolo Chengdu will continue to provide the floor for entrepreneurs, lifestyle and business innovators, designers, artists and celebrities to share their unique insights and remarkable life journeys.

About 1314 Design & Art Magazine

Founded in 2005, 1314 is a design and art publication. With seventy-two issues under its belt, the magazine has interviewed over 1,000 domestic and foreign artists, designers, filmmakers and musicians, and has partnered with over 30 artists. The publication has planned and organised over 10 professional art exhibitions and over 100 cultural events, including salons, seminars, new publication conferences and reader exhibitions. Over the last 17 years, 1314 has gradually evolved from an art and design magazine into an art resource platform with an outreach that stretches across the entire country from its base in Southwest China.

About Niccolo Chengdu

NEW ENCOUNTERS. TIMELESS PLEASURES.

Niccolo is a collection of five contemporary chic hotels inspired by luxury fashion, all with desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. Located at Chengdu’s celebrated International Finance Square within the Chun Xi Road business district, Niccolo Chengdu occupies desirable and fashionable addresses and offers seasoned travelers a choice of 238 spacious luxurious guestrooms and suites with fashion-inspired interiors by leading designers. The Niccolo culinary journey combines culture and gastronomy in a range of exceptional dining experiences with its signature cuisines. Niccolo is Chengdu’s epicentre for business events and celebrations by offering unprecedented choice of



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flexible spaces and highly attentive event service to create memorable experience for guests. Niccolo Chengdu is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together 35 brands with over 500 hotels in 85 countries.

Further details on Niccolo Chengdu are available at niccolohotels.com.

About Global Hotel Alliance

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.

For more information about GHA DISCOVERY or to join, visit www.ghadiscovery.com or download the GHA DISCOVERY mobile app. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

About Ultratravel Collection

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit ultratravelcollection.com

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