

For immediate release

## NICCOLO CHENGDU HOSTS NICCOLO LECTURES

*Countdown to a Better Future*

**June 12, 2021 (Chengdu, China)** — Niccolo Chengdu collaborated with TEDxChengdu to host the Niccolo Lectures event themed “Countdown to a better future” at the Conservatory of Niccolo Chengdu. Business pioneers, senior executives, fashionistas, experienced devotees, and contemporary chic lifestyle practitioners were invited to discuss topics on sustainable development and participated in the sustainable workshop handicrafts. Guests also enjoyed sustainable development themed soft drinks as well as organic food themed tea break. The event drew to a close in a relaxing and happy atmosphere.



*Niccolo Lectures — Countdown to a Better Future*



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*Niccolo Lectures — Countdown to a Better Future*

During the event, guests actively shared their unique thoughts and ideas, and provided advice on practical strategies for promoting sustainable development. Lecturer, Ms Zhang Xuehua, an environmental and climate policy research expert who serves as the chief scientist at Lishui Institute of Ecology and Environment of Nanjing University, focuses on the research of domestic garbage classification and resource management. She was once included in the 2nd Homeward Bound, a unique programme aimed at developing female leaders in science. As one of the four Chinese women in the team, she embarked on an expedition to the Antarctic for scientific research. Ms Zhang Xuehua also shared her key findings on sustainable development, as well as the process of recycling organic waste by turning classified garbage into composting. This topic triggered conversation among the audience, who showed their understanding of the complexity in organic waste recycling, as well as their deep respect for scientists engaged in research in sustainable development.





*Ms Zhang Xuehua*

The other lecturer, Ms Song Ruwen, pursues sustainable development in fields significantly different from Ms Zhang Xuehua. VOIMENT, a brand co-designed by Ms Song Ruwen, organically combines fabrics selected all over the world with eco-friendly materials, thus generating a unique aesthetic appeal and turning sustainable fashion into reality. The swimsuit is woven with elastic fibres extracted from discarded fishing nets found in marine environments. The idle fabrics in the manufacturing process are also re-used to make limited items or art exhibits. By displaying art exhibits at the Conservatory, Ms Song Ruwen demonstrated the possibility of integrating environmental protection with sustainable fashion, and called for the pursuit of sustainable development.





*Ms Song Ruwen*

The event also featured a not-to-be-missed highlight: Before the event, the hotel and TEDxChengdu appealed to guests to bring their own idle clothes for the sustainable workshop design. Accompanied by designer Song Ruwen, guests decorated TEDxChengdu's eco-friendly bags with their redesigns made from idle clothes, and shared their creative inspiration. In this way, they infused the concept of sustainable development into their design, sewing, tailoring and choice of fabrics, as well as inspiration ignition and value transmission.



*Sustainability Design Workshop*

Mr Baris, the Director of Rooms of Niccolo Chengdu, joined the event on behalf of the hotel, saying: "It's a great pleasure to co-host the Niccolo Lectures event with TEDxChengdu. We thank all the invited guests who gathered at Niccolo Chengdu to connect with each other, share brilliant ideas, and promote sustainable development. This event convinced guests that sustainable development, a profound long-lasting concept, could be pursued in scientific research, sustainable fashion, or daily garbage classification. The outcome has definitely served the purpose of the event. I hope all of you could realise that Niccolo is a luxury hotel brand that brings both spiritual and material fulfilment. The hotel is dedicated to addressing guests' diversified needs and hobbies, and providing a more delightful experience. Our capability is reflected in the brand's mantra 'New Encounters. Timeless Pleasures', contemporary chic art design, and impeccable service." 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.



*Director of Rooms of Niccolo Chengdu - Mr Baris Bolat*





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*Niccolo Chengdu Sustainable Tea Break*

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## **About Niccolo Chengdu** **NEW ENCOUNTERS. TIMELESS PLEASURES.**

Niccolo is a collection of four 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 236 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 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 more than 35 brands with over 570 hotels in 85 countries. Further details on Niccolo Chengdu are available at [niccolohotels.com](http://niccolohotels.com).

## **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 85 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA's award-winning loyalty programme, DISCOVERY, provides 17 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com)



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**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](http://ultratravelcollection.com)

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