

For Immediate Release

NICCOLO CHENGDU HOSTS NICCOLO LECTURES

Live Elsewhere

May 18, 2022 (Chengdu, China) - Niccolo Chengdu joined hands with MC HOUSE to host the Niccolo Lectures event themed "Live Elsewhere". Business pioneers, senior executives, fashionistas, experienced devotees, and contemporary chic lifestyle practitioners were invited to discuss topics on "Live Elsewhere". Niccolo Chengdu also presented a special themed tea break in conjunction with the distinctive balloon bouquets displayed at the MC HOUSE 520 show titled "Love Blooming in the House". After enjoying Niccolo's exquisite themed tea break in the catering area, the guests gathered for the event at the sunken space on the second floor of MC HOUSE. The event drew to a close in a relaxing and happy atmosphere.



"Live Elsewhere" Niccolo Lectures - Group Photo



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Niccolo Chengdu Themed Tea Break

During the event, the guests actively shared their unique thoughts and ideas about the theme on "Live Elsewhere". They talked about their past travel moments, the art of travel, life and artistic creation in other places, the enrichment of their life experience, as well as the implication of "Live Elsewhere".



The sharing session by lecturer Alex Sun, Founder of MC HOUSE/CEO of MC Style Media Co., Ltd & Editorial Director of Marie Claire



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As one of the lecturers, Alex Sun, Founder of MC HOUSE/CEO of MC Style Media Co., Ltd & Editorial Director of Marie Claire shared his experience of travelling alone to India during the Spring Festival. When travelling in India, he learned from local residents various fantastic histories and totally different features about the destination Chandigarh. By travelling, we adjust our imagination and stereotype of a destination, and dive deep into the place to perceive and explore its secrets and history previously unknown to us. Then we develop our unique points of view about living elsewhere. That's to say, we forge bonds with artefacts, art ornaments, household items, etc., and then discover the stories behind them. Either chairs designed by Van der Rohe and other renowned designers, or a mere tourist souvenir which can evoke the memory of travel and trigger the exploration of aesthetics. This is also an alternative way to live elsewhere.



The sharing session by lecturer Zhang Pu, The Writer

The second lecturer, the writer Zhang Pu, shared the fashion photos he took in London, Stockholm and Oslo for domestic magazines. When interviewing foreign youth, he found them individualistic, self-sustaining, and each imbued with his/her own story. Thus, he developed insights into the sheer size of the world and the diversity of human nature. Travelling around the world has bought various inspirations and experiences to his life and artistic creation. During periods of travel, there might be some unexpected encounters, which he regards as revelations. Some places could become the spiritual homeland, such as Paris in Zhang Pu's mind. Just



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as the proverb goes, "there are a thousand Hamlets in a thousand people's eyes", so should Paris appear different in everyone's eyes, and that's where the fascination of this destination lies. There exist no cookie-cutter stereotypes about this place, and that explains what it means to explore and travel.



The sharing session by lecturer Icy Tan, The Illustrator

The last lecturer, the illustrator Icy Tan, shared anecdotes about her living elsewhere. At first she simply wanted to visit a place located far away, and so travelled all over South America. She enriched her life with a range of adventures such as serving as an art therapy volunteer and a model in Chile. In the process she managed to find her belonging and inner self by constantly exploring, thinking, experiencing, travelling and keeping records. Icy painted a series of illustrations during her travels, and later became an illustrator, a career outside her life plan. As Icy said: if you really want to start a journey, no one can stop you. The enrichment brought by exploration makes up for the shortness of life. Spiritual activities are the "panacea" for extending life. The event also featured a not-to-be-missed highlight: the final round-table interaction with special guests and the open mic session. Zhang Pu gave away five copies of Hemingway's *A Moveable Feast* translated by him to the guests and anticipated they would explore life in other places through reading. In this way he also happened to answer the question for the round-table discussion: if we cannot travel during this period of time, reading may be one of the best ways for



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us to explore the world, because no matter where we live, there will always be an unexpected encounter with good things.



Mr Michael Ganster — General Manager of Niccolo Chengdu

Michael Ganster, General Manager of Niccolo Chengdu, joined the event on behalf of the hotel, saying: "It is a great pleasure to co-host the Niccolo Lectures event with MC HOUSE. We thank all the invited guests. A person's way of life and attitude are reflected in the will to "keep moving forward and exploring" no matter what the environment. Travel is not only about a stay in another place, but also a contemporary chic lifestyle shaped by culture, architecture, fashion, art, design and inspiration. The outcome has definitely served the purpose of the event. I hope all of you will experience what Niccolo Chengdu has to offer both within the hotel and beyond. 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 MC HOUSE

Newly launched in the summer of 2021, MC HOUSE is a "3D magazine" brand under the Marie Claire Media Group, and has achieved instant success in Shanghai since August 2021. In the spring of 2022, MC HOUSE started operations in Sino-Ocean Taikoo Li Chengdu, reaching millions of audiences through its online and offline channels.



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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 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



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Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit ultratravelcollection.com

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