

For Immediate Release

**NICCOLO CHENGDU HOSTS THE NICCOLO LECTURES EVENT
THEMED THE RHYTHM OF COLOURS**



Niccolo Lectures – The Rhythm of Colours Group Photo

Chengdu, China, 5 March 2023 – With the aim of bridging art and charity with dazzling artworks, Niccolo Chengdu partnered with the 5 Colours Foundation and Hummingbird to host a Niccolo Lectures themed “The Rhythm of Colours”. Business pioneers, fashionistas, artists, contemporary chic lifestyle practitioners and Discovery members were invited to discuss topics on art and charity. The guests gathered at The Conservatory for the event after enjoying the quintessential tea party prepared by Niccolo Chengdu. The event drew to a close in a relaxing and upbeat atmosphere.





Roundtable Session: Li Qianru, Tong Xin, Xu Fan, Lan Qingwei and Zeng Pu

During the event, guests actively shared their unique thoughts and ideas regarding the theme on art, life and charity. He Linlin, a lecturer who teaches at the 5 Colours Foundation, shared her experience related to art and charity she has been involved with since 2013. She finds peace and comfort in her heart when teaching students how to draw on canvas. She expects to draw more people's attention to children in need, promote art and charity, and give full play to social care and philanthropy with consistent support from the 5 Colours Foundation and several more sources. The second lecturer, the contemporary Chinese artist Zeng Pu, is regarded as one of the key figures of "New Generation Artists" in Chengdu, and further, nationwide. His works are housed by the Shenzhen Art Museum, the Blue Roof Museum of Chengdu and the Guangzhou Contemporary Art Centre. He shared how he has portrayed his portrait works with the inspiration drawn from life journeys and various individuals. His experience has fully captured the truth that art originates from life and is integrated back into life. The third lecturer, Xu Fan, is the founder and director of the Mucha Art Museum and also the managing director of the brand Mucha Fanhua. Based on her understanding of the





Mucha Art Museum's social responsibility, she shared with guests the value of art and how art can be used as a vehicle for charity. He added that art can serve as a force for urban renewal, community empowerment, public aesthetic education, and provide special groups with care and support. The last lecturer, Lan Qingwei, is an art critic and curator. He shared stories about the relationship between art and charity in the history of art, providing guests with further insight into the correlation between the two and so broadening their horizons. At the end, Tong Xin (founder of Hummingbird), Lan Qingwei, Zeng Pu, He Linlin, and Li Qianru (deputy secretary of 5 Colours Foundation), held a roundtable discussion and an open mic session to deliberate on art and charity.



Niccolo x Hummingbird Art Gallery





Art Exhibition of 5 Colour Foundation's Students

Niccolo Chengdu, in partnership with the 5 Colours Foundation and Hummingbird, presented guests with an art gallery and a show of student works. Niccolo x Hummingbird Art Gallery showcased the artworks by five renowned artists: Alphonse Mucha, Shi Jindian, He Duoling, Zhao Yiqian and Zeng Pu. The five artists have endowed their artistic individuality and styles with distinctive skills, visions and wisdom, and produced timeless artworks that bring both enjoyability and peace in mind. The works from students supported by the 5 Colours Foundation featured a fantastic world characterised by children's innocence and the power of charity.





*Kevin Xu, Director of Sales & Marketing of Niccolo Chengdu,
Gives a Speech*

Kevin Xu, Director of Sales & Marketing 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 the 5 Colours Foundation and Hummingbird. We would like to thank all the invited guests. Niccolo is dedicated to providing multi-sensory experiences through art, corporate events and brand collaborations. We hope that this event will draw more people's attention to art, charity and social care. The outcome has certainly 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 a platform for entrepreneurs, lifestyle and business innovators, designers, artists and celebrities to share their unique insight and remarkable life journeys.

About 5 Colours Foundation

The 5 Colours Foundation, under the Chengdu Foundation for Disabled Persons, is funded by artist Zhou Chunya that aims to collect artistic and social resources, and raise social charity capital in effective ways. The key members of the 5 Colours Foundation are all artists who are dedicated to providing art therapy for students with





disabilities caused by the earthquake, developing their artistic skills, and rendering free teaching and learning tools to them.

About Hummingbird

Hummingbird is an arts and culture company dedicated to discovering the beauty of life and carrying forward the charm of art. Staying true to the philosophy that "everything is the best arrangement, whether in art or life". Hummingbird is committed to exploring the beauty of life and promoting the charm of art. The company currently operates its business in platform services such as artistic content, co-branded products, interactive experience of themed activities, multi-retail scenes of art works, and metaverse exploration.

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

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