

The New York Times

NEW YORK, SUNDAY, OCTOBER 13, 2013

In Transit

TRAVEL NEWS, DEALS AND TIPS

TRENDING

High-End Art, a Way to Stand Out

Luxury hotels have been increasingly adorning their public spaces with high-end art, but now, some are going a step further by decorating their suites with museum-quality works. The Regina Hotel Baglioni in Rome recently introduced an art exhibition in its new Roman Penthouse called "Luxury Is Not a Waste," which includes 26 limited-edition pieces by contemporary Italian designers and architects like Michele de Lucchi, who have had their works displayed in museums including the Museum of Modern Art in New York and La Triennale di Milano in Milan. Also in Rome, the Rome Cavalieri has a suite with Andy Warhol's "Dollar Signs" from 1981.

The Pierre hotel in New York City is planning to hang a canvas painting in the living room of its Tata Suite before the end of the year from its collection of eight masterpieces by Indian contemporary artists like M. F. Husain. The presidential suite at the Greenbrier in West Virginia has several

paintings from artists like Edward Beyer and Rembrandt Peale. The Saxon hotel in Johannesburg has pieces by top contemporary local artists in its villa suites, including a series on Nelson Mandela. And the new Aman in Venice has a suite with a bedroom ceiling painted by Giovanni Battista Tiepolo, one of the most famous decorative painters of 18th-century Europe.

Showcasing such valuable art in suites is a natural evolution in the luxury market, said Misty Ewing, the director of public relations for Virtuoso, the network of travel agencies. "Suites already have the expected wow amenities, and high-end art is a way to stand out," she said. "Also, the clientele who can afford the cost of these suites likely appreciate the arts and might even have their own collections, so it gives them an incentive to stay there."

Staying in one of these suites, however, does come at a high price: nightly rates range from \$850 to \$25,000. SHIVANI VORA

Outlet: The New York Times: In Transit

Date: October 13, 2013

Media Impressions: 5,806,072

PR Value: \$23,475