11 August 2015

**“THE ART OF PINK” AT THE PENINSULA HOTELS SHOWCASES   
PINK-THEMED ART BY GLOBAL ARTISTS, PLUS INVENTIVE DINING   
AND EVENTS TO RAISE FUNDS FOR BREAST CANCER CHARITIES  
  
*The fifth anniversary of the Peninsula in Pink campaign presents pink-inspired artworks by celebrated artists and a charitable pink art auction, plus pink-tinted afternoon teas, cocktails and floral decorations***

The Peninsula Hotels in Asia, North America and Europe are again thinking pink for a purpose this October, Breast Cancer Awareness Month. Marking its fifth anniversary in 2015, the Peninsula in Pink charitable initiative is undergoing a creative makeover to become “The Art of Pink.” In keeping with The Peninsula’s global commitment to the arts, each hotel will exhibit specially commissioned pink-inspired artworks by acclaimed global artists, including internationally celebrated photographer Chen Man in Shanghai, renowned Chinese contemporary painter and installation artist Qin Feng in Beijing, Thailand’s best-known cartoonist Chiratorn Chirapravati in Bangkok, internationally recognised Peruvian artist Grimanesa Amorós in New York, French sculptor Nathalie Decoster in Paris, and prominent Korean artist Choi Jeong Hwa in Chicago.

The pink masterpieces exclusively created for Peninsula will be exhibited at each hotel and auctioned, with the proceeds donated to local breast cancer charities.

Supporting innovative public art around the world is an ongoing commitment at The Peninsula Hotels. The Art of Pink campaign builds on the partnerships each hotel has created with leading art museums, galleries and private collectors to provide guests with privileged access to groundbreaking art by established global masters and emerging local artists.

Highlights of The Art of Pink in 2015 also include pink-themed gala fundraising events featuring charitable auctions of the pink art masterpieces, plus special Peninsula dining and spa promotions and exclusive items donated by partner brands. Each Peninsula hotel will adopt its own creative theme for the event. Examples of giving back in a fun way include The Peninsula Bangkok teaming up with

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selected independent restaurants to present an evening of fine cocktails and cuisine in a pop-up format, and The Peninsula Hong Kong partnering with leading global auction house Christie’s for a first-of-its-kind gala and live auction of pink-themed luxury items.

A popular part of every Peninsula in Pink campaign is the Pink Afternoon Tea. This October, guests at The Lobby of each hotel will relish a creatively themed The Art of Pink Peninsula Afternoon Tea, featuring rose-tinted sweet and savoury treats served on a tiered silver platter, and accompanied by rosé wines and bubbles.

Guests at Peninsula hotels can also participate by purchasing the specially commissioned pink ribbon pin during October, together with enjoying the collection of pink-infused gourmet dining and spa experiences, with part of the proceeds donated to local breast cancer charities.

The creative theming of each Peninsula in Pink campaign is designed to raise awareness and funds for breast cancer charities in the hotels’ local communities. In its first four years, the Peninsula in Pink campaign has raised over USD 500,000. A dedicated webpage, [www.peninsula.com/pink](http://www.peninsula.com/pink), will be launched in October featuring information on all Art of Pink initiatives, including the campaign’s history, photographs and videos.

The funds raised by Peninsula in Pink help local organisations to provide improved breast cancer-care facilities and services to patients in need. Examples include The Peninsula Manila, which is supporting the construction of a new and improved Breast Care Center at the East Avenue Medical Center, and The Peninsula Chicago, which helps transport breast cancer patients to and from medical appointments in the hotel’s fleet of MINI Clubman cars.

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**“The Art of Pink” Events Around the World**

**The Peninsula Shanghai**

**Artist:** Renowned fashion photographer Chen Man snaps iconic images for brands including Vogue China, Esquire, Adidas and Gucci. Her works have been exhibited in Paris, London, Tokyo and Moscow.

**Event:** An exclusive dinner will be hosted on Thursday, 5 November, during which a pink-themed Chinese calligraphy artwork by Chen Man will be auctioned.

**Charity Partner:** China Breast Cancer Foundation

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**The Peninsula Hong Kong**

**Artist:** Korean Pop artist and Sovereign Asian Art Prize finalist Dong Li, whose work *Love Me Tender* is being donated by The Sovereign Art Foundation - a pioneer in the field of art collaboration and creating meaning through art. Chinese contemporary painter and installation artist Qin Feng, whose solo exhibitions have received global acclaim, is donating a work from his *Desire Scenery* series.

**Event:** A “Pink Tie” Gala featuring a live auction conducted by François Curiel, Chairman of Christie’s Asia Pacific, will showcase exceptional “pink” *objets d’art* by leading artists and luxury maisons on Tuesday, 29 September in the Salisbury Room.

**Charity Partner:** Hong Kong Hereditary Breast Cancer Family Registry

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**The Peninsula Beijing**

**Artist:** Qin Feng is a leading contemporary painter and installation artist originally from Xinjiang, whose solo exhibitions have received wide acclaim from Switzerland to New York and Hong Kong to Berlin.

**Event:** Qin Feng’s work will be part of the auction at The Peninsula Hong Kong’s “Pink Tie” Gala (see above for further details).

**Charity Partner:** China Breast Cancer Foundation

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**The Peninsula Tokyo**

**Artist:** Izumi Ogino is the Creative Director and visionary behind Italian luxury fashion label Anteprima, and has created a collection of four exclusive pink hand-knit wirebags – a panda, dog, pig and monkey – for The Peninsula Tokyo.

**Event:** The exclusive invitation-only “Art of Pink Charity Gala Dinner” on Monday, 19 October at the hotel’s Grand Ballroom includes an auction of the exclusive Anteprima bags. Other pink-themed events include “The Art of Pink Prime-Cut Sunday Brunch” with Dom Perignon Champagne at Peter and a 110-minute spa treatment including a pink pin at The Peninsula Spa.

**Charity Partners:** Japan Breast Cancer Screening Society® and Keep A Breast Japan®

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**The Peninsula Bangkok**

**Artist:** Famed Thai illustrator and fashion designer M.L. Chiratorn Chirapravati is widely known for his whimsical cartoon characters.

**Event:** An “Eat Drink Pink Dinner” event will be hosted on Monday, 26 October on the hotel’s lawn. The colourful evening of fine cuisine from top stand-alone restaurants in Bangkok will feature a charitable silent auction of The Art of Pink works of art. The Peninsula boat and tuk-tuk will also get a glamourous pink makeover.

**Charity Partner:** Queen Sirikit Center for Breast Cancer Foundation

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**The Peninsula Manila**

**Artists:** Benedicto Reyes Cabrera is a master of contemporary Philippine painting and printmaking. Impy Pilapil is a Filipina sculptor whose works crafted from stainless steel, stone or glass have been exhibited in Rome, Sydney and Tokyo. Ramon Orlina is an architect turned sculptor specialising in glass art.

**Event:** The Peninsula Manila will host a cocktail event and auction in the Rigodon Ballroom on Thursday, 1 October. The hotel is also supporting the Breast Care Center of East Avenue Medical Center in Quezon City by aiming to raise money for the three-phased rehabilitation of the centre and the purchase of 20 chemotherapy infusion chairs.

**Charity Partner:** Philippine Foundation for Breast Care, Inc.

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**The Peninsula Paris**

**Artist:** French sculptor Nathalie Decoster is famed for her distinctive bronze figures and artworks that grace prominent public spaces and solo exhibitions from Paris and Luxembourg to Shanghai and Macau, including pieces at The Peninsula Paris. Artist Deçan has also donated an oil painting – one of a series of artwork displayed in the Historic Suite at The Peninsula.

**Event:** A “Pink Tie” Gala Dinner will be held on Wednesday, 30 September, featuring a charitable silent auction of the pink art pieces, plus unique prizes offered by celebrities and partners. Hotel staff will also participate in the “Pink Triathlon” on 26 September in Paris.

**Charity Partner:** La Fondation ARC

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**The Peninsula New York**

**Artist:** The Peninsula New York will present PINK LOTUS, a large-scale light-based installation by noted multidisciplinary Peruvian artist Grimanesa Amorós that will engage the hotel’s landmark facade and the New York community to bring awareness to the fight against breast cancer. The site-specific installation, produced by Circa 1881, will be on display from October 1 to November 15.

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**The Peninsula Chicago**

**Artist:** Choi Jeong Hwa is one of the most vibrant and sought-after Korean contemporary artists, architects and designers. Using the most unassuming found objects, Choi Jeong Hwa looks for inspiration in what many others cast aside – soda bottles, shopping bags and discarded doors, challenging the status quo with each piece.

**Event:** A ‘Pink Tea’ fashion show fundraising event will be hosted on Friday, 9 October starting at 2:30 pm, featuring the best fashions of the season paired with live entertainment and auction of Mr Choi’s artwork.

**Charity Partner:** Lynn Sage Cancer Research Foundation

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**The Peninsula Beverly Hills**

**Artist:** The great-grandson of legendary French painter Pierre-Auguste Renoir, Alexandre Renoir is a masterful painter in his own right. His paintings are characterised by a bold use of colour and energetic landscapes.

**Event:** A “Pink Tie” Gala Fundraising Event will be hosted on Tuesday, 14 October in the property’s signature Pink Suite, featuring a charitable silent auction of The Art of Pink masterpiece by Alexandre Renoir.

**Charity Partner:** American Cancer Society

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**About Peninsula in Pink**

Breast cancer is the most prevalent cancer among women and the second-most common cancer in the world today, accounting for one in ten of all new cancers diagnosed worldwide, and nearly one in four female cancer cases. With these statistics in mind, The Peninsula Hotels decided to harness its resources and create the Peninsula in Pink charitable initiative.

Launched in 2010, Peninsula in Pink is an annual event at all The Peninsula hotels in Asia, North America and Europe. Each hotel shows its support for Breast Cancer Awareness Month in October by creating pink-inspired afternoon teas, cocktails, dining and spa promotions and special events, with proceeds donated to a local breast cancer organisation.

In 2015, Peninsula in Pink undergoes an artistic makeover, and is retitled The Art of Pink. Each hotel will exhibit pink-themed artworks in partnership with acclaimed artists and galleries. An exclusive pink ribbon pin designed for Breast Cancer Awareness Month will also be worn by all hotel staff, and is available for sale in each hotel.

**About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a Group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, and The Peninsula Paris. Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower, The Peninsula Office Tower and St. John’s Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; 1-5 Grosvenor Place in London, UK, and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

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