

convention & incentive marketing

 **cim** **05**
MAY **11**

National Monthly News Magazine Serving Meeting, Convention, Exhibition and Incentive Planners throughout Australasia

PASS IT ON

NAME TICK

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Tasmania

It's all about people

Hunter Valley

Still a great escape...

South Queensland

Looking like a million dollars

Sofitel Luxury Hotels

The art of meeting



“Every piece has been lovingly collected, and is meticulously displayed.”

Cultural experiences can add extra depth and a special touch to a conference, while they should be an essential element of incentive group activities.

Sydney hotel is picture perfect

With its Irish Georgian architecture reminiscent of a grand 19th-century Australian home, The Observatory Hotel in Sydney is a virtual art museum.

There is a distinctly Australian flavour to its collection of artworks, displayed in its restaurants, drawing room, meeting venues and public areas.

There are paintings of notable Australians from the past century, landscapes, illustrations of national events, sketches and even cartoons.

Embellishing its cultural offerings, the hotel has 97 antique teapots in the Globe Brasserie & Bar which are used every day for afternoon tea – a Sydney institution, served in the grand British tradition.

In 2004, 11 years after its opening, the hotel started acquiring original works by iconic Australian artist Sir Sidney Nolan, and now has one of the largest private collections of his paintings in Australia.

An expressionist painter and avid traveller, Nolan spent time in Greece and America, as well as travelling through Asia and visiting Antarctica. His painting *Antarctica* is on display in the hotel as well as four other works in the foyer – *River Kwe*, *Rainbow*, *The Mask X* and the controversial *Billy Budd*.



Sidney Nolan's Antarctica in the lobby of The Observatory Hotel.

General manager Ralf Bruegger says the hotel's interior décor and art are a real attraction for guests. "Our enviable collection of art

contributes to the overall atmosphere of the hotel as a 'home away from home'. The lobby, drawing room, restaurants and hallways are all brimming with exquisite art, antiques and artifacts from around the world. Every piece has been lovingly collected, and is meticulously displayed for the pleasure of our guests."

In the style of a grand Parisina salon, the hotel's fine-dining restaurant Galileo (modern French cuisine) has on its walls a vast collection of drawings by famed American cartoonist Peter Arno. Born Curtis Arnoux Peters in New York and educated at Yale University, his cartoons were published in *The New Yorker* between 1925 and 1968. His satirical drawings have a particular focus on New York café society.

The Observatory Hotel was named one of the best hotels in the world in UK *Condé Nast Traveller* magazine's Gold List this year, and was the only Australian hotel recognised for providing outstanding service. With 96 guest rooms, it is part of the Orient Express collection of hotels and a member of Leading Hotels of the World.

Meetings and conferences for groups of up to 100 people are a speciality at The Observatory Hotel.