

PALACE HOTEL

TOKYO, JAPAN



Venturing out and about is not always necessary when it comes to exploring a destination's art culture. At the Palace Hotel Tokyo, which opened in May of 2012 after a \$1.2 billion development, the owners sunk seven figures of US dollars into an art collection that's winning raves from guests and inquiries from people who keep hearing about the hotel's collection. Why? Because the hotel's collection includes some of the country's most talented, contemporary (and up-and-coming) artists.

More than 1,000 works of art vie for eyeballs throughout the hotel, with the grandest pieces hung from the walls and put upon pedestals in the lobby, in reception and in meeting spaces. (The hotel itself makes its own claim as a work of art, winning renown as the best designed, large hotel in the world in 2014 from Travel + Leisure magazine in the U.S.) The artwork is bound by the hotel's insistence on natural connections. The individual pieces, whether in granite, basalt, felt or acrylic, are individual echoes of this hotel-wide commitment.

"For some years now, it's been evident that sophisticated travellers not only seek encounters with art during their hotels stays, but expect it. So our investment in putting together a well-curated, million-dollar collection was an instinctive one, as part of the evolution of our brand," said Palace Hotel Tokyo Executive Director & General Manager, Masaru Watanabe. "We set out to cater to the modern luxury traveller, and investing in quality art seemed like a natural part of the process."

For visitors intrigued by the Japanese art scene the hotel created a bespoke Transcendent Tokyo experience - art-centric tours privately guided by some of the city's most knowledgeable on the subject. For those who want to take a memory of the art home the hotel has published a book detailing its collection.

