



## **120 years of beauty and hospitality:**

### **The Cristallo Resort & Spa celebrates turning itself into an artwork**

*In 1901 opened the symbol of Cortina d'Ampezzo hospitality. The Hotel Cristallo, a Luxury Collection Resort & Spa, located in Cortina d'Ampezzo, celebrates its 120 years with several initiatives, among which the project by the Contini Art Gallery: an artwork of videomapping signed by master Mario Arlati, the first of many artists who will succeed throughout the year to gather the community around a common visual narration. The day that the artwork will be turned on is the 7<sup>th</sup> of February, at the end of the Opening Ceremony of the World Ski Championships: athletes and staff from all over the world will be greeted by lights and colours, visible from everywhere in Cortina. The project has the patronage of Cortina d'Ampezzo Municipality and of Cortina Foundation 2021.*

**Cortina d'Ampezzo (BL), 5th of February 2021**\_ A “parade” of flags, symbol of cohesion of nations and of sport values, will transform the façade of **Hotel Cristallo, a Luxury Collection Resort & Spa, Cortina d'Ampezzo**, in a huge **canvas signed by master Mario Arlati**, eclectic artist from Milan.

The art installation is part of the rich **program** with which the Hotel Cristallo celebrates its “first” **120 years**, being mindful of the events that had been organised for its 100th anniversary and for its 110 years of activity, bringing back together the community around this symbol of hospitality and of the Made in Italy.

It's a moment of joy, of celebration of friendship and of **connections** created with the guests and the Cortina territory: the synthesis of a **long path** that culminates in a year of events. And this is a message, especially nowadays: in this difficult historic period we need a pinch of optimism to light up the way. And so, **the light** itself is a part of the fil rouge of the anniversary.

The videomapping on the façade of the Hotel will be realised thanks to the **collaboration** with the **Contini Art Gallery**, well-known gallery with branches in Venice and Cortina. A partnership started in 2000 when the Gualandi family bought the property and carried on in time with many initiatives, like arrangements with works by artists such as Botero and Mitoraj.

The day chosen for the switching on is, significantly, the **7<sup>th</sup> of February**, grand opening of the **World Ski Championships**. For two weeks Cortina will be projected in front of the whole world. So, even in this period of forced closure it will be possible to greet the champions with an artwork of big visual impact, able to instill warmth and optimism.

### **Outside an artist's canvas, inside museum: the Hotel Cristallo “seen” by the Contini Art Gallery**

A re-make for present times of the opera **Art Lights Flags** by Mario Arlati is projected on the façade of the Hotel. The result is an aesthetic captivating experience. Inside the Hotel Cristallo, a Luxury Collection Resort & Spa, a solo exhibit of the artist collects the series **Incomplete Flags**, the same pieces recreated and projected outside are exhibited inside in reality.



“We are happy to celebrate our anniversary with an artwork that will be admired from all over Cortina” said Paola Gualandi, Marketing Manager of the Hotel. “Ideally, we want to lighten up a period full of unknowns, but also rich of **inspiration** and **dreams of rebirth**. These difficult months subtracted us a lot, but not the pleasure of creating connections, to gather around what represents us: the unique landscapes that surround us, the sense of community. Beauty is a gift that we want to share. This year the celebrations will have, if possible, a deeper meaning for all of us”.

With this idea, the **ambitious project** started with the **Contini Art Gallery** comes to life. “We feel at home at the Hotel Cristallo and we work together with the Gualandi family for two decades” explains **Riccarda Grasselli Contini**, General Manager and curator of the project. “The technology of videomapping is conquering our urban spaces, but this installation represents an **innovation**, thanks to the participation of **accomplished artists**, like Mario Arlati, who is the author of the biggest habitable artwork of the world, a tableau of lights that in 2014 coloured an entire complex of skyscrapers in Moscow. These are complicated and stratified works, the result of a coherent personal path and of a solid artistic history”.

The project by **Mario Arlati** is the first landmark of a big **site-specific work** that will accompany the Hotel Cristallo in 2021. Many artists will interchange, organizing luminous installations. Simultaneously, they will have a **solo exhibit** inside the Hotel. A **dialogue between the inside and the outside** of the building will be created, in a game of echoes and references guided by a common inspiration, expressed with the language of contemporary art.

“I am happy to come back to Cortina, a place where I spend time hang out at regularly, with this initiative” explains **Mario Arlati**. “The project takes the moves from a similar artwork of architectural lighting that I realized for the **St. Mark’s Campanile** in Venice, which in turn is born from the series **Incomplete Flags**, exhibited inside the Hotel. I created only sketched flags, faded, that are completed by the gaze of who is looking. These are pieces of pop inspiration and full of social value, an homage to the painting of Jasper Johns and to the vision of Richard Rauschenberg. I use recycled fabrics and canvas, coming from factories or textile studios, and destined to pulping mill: in this way I give back dignity to a poor material, excluded by the production cycle”.

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### **Cristallo, a Luxury Collection Resort & Spa, Cortina d’Ampezzo**

Since 1901 Cristallo, a Luxury Collection Resort & Spa, Cortina d’Ampezzo is set in the spectacular scenery of the Dolomites (UNESCO site). Owned and managed by the Gualandi family, the iconic hotel is located in a historic building that hosted the 1956 Winter Olympics and welcomed many famous guests such as Frank Sinatra and film crews. The hotel, with double seasonality, is located in one of the most sought-after tourist destinations in Italy, for ski resorts in winter, for outdoor excursions in summer and for high-level gastronomic experiences. With a majestic view that sweeps from the city of Cortina d’Ampezzo to the Dolomites, the hotel’s 74 rooms, including 20 suites and 2 Presidential suites, have been restored respecting the traditional character of the furnishings. Guests can enjoy various gastronomic specialties in the hotel’s 3 restaurants led by Chef Marco Pinelli. The 1600 square meter Cristallo ULTIMATE SPA, for the Transvital Swiss Beauty Center treatments, uses only local raw materials and includes a spacious FitWell Club. In June 2017, the resort became part of The Luxury Collection brand, which collects best luxury hotels in the world. As a new affiliate and the brand’s first mountain resort in the world, Cristallo continues to offer its guests an elegant atmosphere with a classic taste, combining it with cutting-edge technological equipment, for a stay marked by contemporary luxury. [www.cristallo.it](http://www.cristallo.it)



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