

news release

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MANDARIN ORIENTAL, NEW YORK LAUNCHES NEW SOCIAL MEDIA CAMPAIGN CELEBRATING NEW YORK CITY'S ICONIC VIEWS

The MyViewYork social media program features both expected and unexpected views of New York City from the award-winning property and throughout the city.

New York, February 19, 2015 – [Mandarin Oriental, New York](#) is delighted to announce its new social media campaign, *MyViewYork*, in partnership with social media photographer [Christian Chantemargue](#). *MyViewYork* is an effort to capture views from the myriad scenescapes that one encounters in New York and invites locals and visitors alike to discover the city with a fresh perspective.

The *MyViewYork* program features over 100 images of both famous and unexpected views of New York City, ranging from images taken from the Empire State Building looking out onto the city to views captured crossing the Brooklyn Bridge and the reflection of the surrounding buildings from a puddle on the street, all photographed by Christian Chantemargue in his own visual narrative. Each image is shared with the campaign's designated hashtag, #MyViewYork.

“The views of Central Park, the Hudson River and the Manhattan skyline from Mandarin Oriental, New York are by far the most popular images shared by our guests,” said the hotel's General Manager Susanne Hatje. “As the property with some of the best and most distinctive views of the city, we are excited to share this photographic series with our followers and invite them to join us in capturing New York City in their own unique perspective.”

The *MyViewYork* social media campaign is part of Mandarin Oriental's continued dedication to celebrating the city of New York. The images are featured each week throughout Mandarin Oriental, New York's social media channels, including [Instagram](#), [Facebook](#), [Twitter](#), [Tumblr](#) and [Pinterest](#). Followers of the property are invited to share photos of both traditional and eclectic views of the city using the #MyViewYork hashtag.

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Expanding upon the property's social media programs including 2014's *NYC, You Inspire Me*, showcasing original portraits of New Yorkers in their location of inspiration, and 2013's *365 Reasons Why We Love NYC*, featuring 365 unique reasons why the property is delighted to call New York City home, this new campaign is the third integrated and fully-dedicated original content program in which the hotel has captured and curated photography with the goal of supporting the local community through its communications efforts.

To follow the *MyViewYork* social media campaign, visit Mandarin Oriental, New York on its social media channels, including [Instagram](#), [Facebook](#), [Twitter](#), [Tumblr](#) and [Pinterest](#).

About Mandarin Oriental, New York

A stunning fusion of modern design with stylish Oriental flair, [Mandarin Oriental, New York](#) features [244 elegant guestrooms and suites](#) — all with breathtaking views of Manhattan and Five-Star hospitality. Luxurious amenities include [Asiate](#), the hotel's elegant restaurant; MObar created by noted interior designer, Tony Chi; the [Lobby Lounge](#) with dramatic views of Central Park; a 14,500-square-foot, [Five-Star Mandarin Oriental Spa](#); and a state-of-the-art fitness center with a 75-foot lap pool. In addition, there is premium meeting and event space, including a [6,000 square-foot pillar-less ballroom](#) with three walls of windows overlooking Central Park. Located in Columbus Circle's Time Warner Center, Mandarin Oriental, New York is in an idyllic location just steps away from world-class dining, shopping and entertainment, including the Broadway Theater District, Lincoln Center, Central Park, Jazz at Lincoln Center and the Time Warner Center's collection of upscale retail shops and restaurants.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 45 hotels representing close to 11,000 rooms in 25 countries, with 20 hotels in Asia, ten in The Americas and 15 in



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Europe, Middle East and North Africa. In addition, the Group operates or has under development, 15 Residences at Mandarin Oriental connected to its properties.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at www.mandarinoriental.com.

Visit [Destination MO](http://www.mandarinoriental.com/destination-mo/) (<http://www.mandarinoriental.com/destination-mo/>), the online version of [Mandarin Oriental Hotel Group](#)'s bespoke publication, *MO*. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group's celebrity fans is now just a click away. Further information is also available on our [Social Media](#) channels.

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