

news release

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MANDARIN ORIENTAL, NEW YORK LAUNCHES COLLABORATION WITH PHOTOGRAPHER ALICE GAO ON #MYVIEWYORK SOCIAL MEDIA CAMPAIGN

Hong Kong, 4 May 2016 – [Mandarin Oriental, New York](#) is delighted to announce its partnership with New York City-based photographer and influencer [Alice Gao](#) as the guest curator of its *#MyViewYork* social media campaign. Now in its second year, *#MyViewYork* is focused on capturing unique views of the city, and invites visitors and locals alike to discover New York with a fresh perspective.

Using her personal visual narrative, Gao will photograph iconic and unexpected cityscapes, ranging from the brownstone facades of the quaint West Village neighborhood to the blossoming tulips in Madison Square Park while taxis pass by in the distance. Each image will be shared with the campaign's designated hashtag, *#MyViewYork*.

“For any photographer, New York City is an endless source of inspiration and each season presents a new vantage point from which to discover the city,” said Alice Gao. “As guest curator of *#MyViewYork*, I look forward to capturing the city as I experience it each day and taking Mandarin Oriental, New York’s followers on a journey with me over the next year.”

“Our panoramic views looking out onto Central Park, the Hudson River and the Manhattan skyline from Mandarin Oriental, New York are by far the most popular photos shared by guests on social media,” said General Manager Susanne Hatje. “Capturing the destination in this way has allowed us to share that unique perspective globally and engage a wider audience. Following the success of *#MyViewYork* last year with up-and-coming photographer Christian Chantemargue, we are excited to embark upon the second chapter of this campaign with Alice Gao allowing our followers to explore the city through her distinctive photographic lens.”

#MyViewYork images are featured each week on the property’s various social media channels, including [Instagram](#), [Facebook](#), [Twitter](#), [Tumblr](#) and [Pinterest](#). Fans and followers will then be



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invited to share their own photos using the #MyViewYork hashtag during a consumer promotion that will take place at the end of the year.

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 world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 29 hotels and seven residences in 19 countries and territories, with each property reflecting the Group's oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, with the next hotel openings planned in Doha and Beijing.

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

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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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