

MARRIOTT INTERNATIONAL

CULTURAL_GAME_CHANGERS_LONDON

THE LONDON EDITION PENTHOUSE, JULY 8, 2015

CASE STUDY: MARRIOTT INTERNATIONAL - CULTURAL_GAME_CHANGERS_LONDON



A CONVERSATION WITH INNOVATORS IN ART, DESIGN, FASHION, FILM AND THE MEDIA

CULTURAL_GAME_CHANGERS_LONDON WAS THE FIRST IN A POSSIBLE INTERNATIONAL SERIES OF IMPORTANT, INTIMATE, INVITATION ONLY, CULTURAL SALONS. THE EVENT SET THE AGENDA IN AN UNPRECEDENTED WAY TO REINFORCE MARRIOTT INTERNATIONAL AND ITS LIFESTYLE BRANDS AS LEADERS, CREATIVE CHANGE MAKERS AND INNOVATORS IN THE LIFESTYLE ARENA.

CULTURAL_GAME_CHANGERS_LONDON HOSTED BY TINA EDMUNDSON, GLOBAL BRAND OFFICER, MARRIOTT INTERNATIONAL LUXURY AND LIFESTYLE BRANDS AND CHAIRED BY BRONWYN COSGRAVE, AUTHOR, CURATOR AND CULTURAL COMMENTATOR, ESTABLISHED IMPORTANT, RELEVANT AND LONG-TERM RELATIONSHIPS WITH HIGH PROFILE MEDIA AND CREATIVE INFLUENCERS IN ART, DESIGN, FASHION, FILM AND THE MEDIA IN LONDON AND FROM AROUND THE WORLD.

30 RESPECTED AND INTERNATIONALLY RENOWNED GUESTS FROM THE WORLDS OF ART, DESIGN, FASHION, FILM AND THE MEDIA ATTENDED THE EVENT TO EXPLORE AND EXAMINE CURRENT CULTURAL SHIFTS AND IDEAS FOR CREATIVE CHANGE IN THE LIFESTYLE SPACE.

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GOALS

- POSITION MARRIOTT INTERNATIONAL AHEAD OF THE CURVE AND THE COMPETITION AS A LEADER IN INNOVATION AND CREATIVITY IN NEXT GENERATION TRAVEL AND LIFESTYLE SPACE
- ESTABLISH IMPORTANT, RELEVANT AND LONG-TERM RELATIONSHIPS WITH HIGH PROFILE MEDIA AND INFLUENCERS IN ART, DESIGN, FASHION, FILM AND THE MEDIA
- ENHANCE THE IMAGE, CREDIBILITY AND RECORD OF CREATIVITY AND INNOVATION OF MARRIOTT INTERNATIONAL'S LUXURY AND LIFESTYLE BRANDS AND GENERATE NEW INFLUENCER LOYALTY AND ENGAGEMENT
- REINFORCE MARRIOTT INTERNATIONAL'S LEADERSHIP POSITION IN THE CREATIVE AND CULTURAL ARENA AND AMONG NEXT GENERATION LIFESTYLE AUDIENCES.

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INFLUENTIAL EDITORS AND WRITERS FROM THE FOLLOWING MEDIA ATTENDED



LIFESTYLE AND CULTURAL CONNECTIONS MADE TO ART, DESIGN, FASHION AND FILM



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OUTCOMES

- ALIGNMENT WITH THOUGHT LEADERS FROM JAMES GAY-REES, PRODUCER OF AMY TO INTERNATIONALLY RENOWNED DESIGNERS, GLENN PUSHELBERG AND GEORGE YABU
- HEADLINING NEWS THAT MARRIOTT INTERNATIONAL IS CHANGING THE GAME IN LIFESTYLE HOSPITALITY
- A DEEPER UNDERSTANDING OF KEY TRENDS AND WHAT INSPIRES MILLENNIALS AND NEXT GENERATION CONSUMERS
- NEW PARTNERSHIP OPPORTUNITIES AND RELATIONSHIPS WITH CULTURAL INFLUENCERS
- A FOUNDATION FOR A CONTINUED INTERNATIONAL SERIES OF CULTURAL_GAME_CHANGER FORUMS AROUND THE WORLD

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RESULTS

THE INAUGURAL CULTURAL_GAME_CHANGERS_LONDON HAS BEEN FEATURED IN HIGH IMPACT MEDIA OUTLETS TO ENHANCE THE IMAGE, CREDIBILITY AND RECORD OF CREATIVITY AND INNOVATION OF MARRIOTT INTERNATIONAL'S LUXURY AND LIFESTYLE BRANDS, SET THEM APART FROM THEIR COMPETITION AND GENERATED NEW INFLUENCER ENGAGEMENT. THE CONVERSATION AMONG GUESTS SPARKED CHANGE, PROVIDED OPPORTUNITIES FOR HIGH LEVEL PARTNERSHIPS AND REINFORCED MARRIOTT INTERNATIONAL'S POSITION AS A CREDIBLE VOICE IN THE NEXT GENERATION LIFESTYLE AND CULTURAL SPACE.

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SELECT COVERAGE

CULTURAL GAME CHANGERS AT MARRIOTT INTERNATIONAL

July 15, 2015 / Escape, News, Uncategorized



What does next-generation luxury travel mean to you? Marriott International is on the hunt for the key trends of tomorrow and aiming to discover what the future



holds for lifestyle hospitality. On July 9, it gathered many of the country's leading lifestyle influencers, including author Bronwyn Cosgrave, James Gay-Rees, the producer of new documentary *amy*, and our very own Editor-in-Chief Michelle Ogundehin for the inaugural 'Cultural Game Changers London' forum. The discussion focused on the new age of storytelling, and how it informs hotel design and experiential travel.

Browse our gallery to see the debate in action in the penthouse of the **London EDITION**, the hotel designed by boutique hotel pioneer Ian Schrager as a 'new kind of gathering space'.

#MarriottCulturalGameChangers



There's a hotel.

your ordinary life that opens up your ideas and gives you room to think fresh thoughts. No wonder, then that when Tina Edmundson, the global officer for luxury and lifestyle brands for Marriott hosted a Cultural Game Changers lunch at The London Edition just off Oxford Street, guests were treated to a discussion that ranged from the meaning of true luxury to the tragic death of Amy Winehouse to the responsibilities and duties of a free press. It was a fascinating event and one that Edmundson hopes to repeat around the globe in some of the Marriott's finest properties.

It will be a challenge, though, to match the calibre of guests she gathered in London. It was an international group that included the renowned designers Glenn Puschelberg and George Yabu (who had designed the room we were sitting in), James Gay-Rees, the producer of *Amy*, the *Amy Winehouse* documentary, and Senna, the celebrated film about the racing driver, Serge Dive, the founder and CEO of Beyond Luxury Media and LE Miami, Lisa Markwell, the editor of the *Independent on Sunday*, and Edmundson herself. The discussion was chaired by the writer Bronwyn Cosgrave.

CULTURAL GAME CHANGERS LUNCH AT THE LONDON EDITION

Tina Edmundson of Marriott International hosted top influencers to discuss all things culture and luxury



Marriott International Hosts Cultural Game Changers London: A Conversation With Innovators In Art, Design, Fashion And The Media
In This Photo: Tina Edmundson, Bronwyn Cosgrave, Lisa Markwell, James Gay Rees, Serge Dive



Marriott International Hosts Cultural Game Changers London: A Conversation With Innovators In Art, Design, Fashion And The Media

In This Photo: George Yabu, Tina Edmundson

Tina Edmundson, Global Brand Officer Luxury and Lifestyle Marriott International and George Yabu attend the inaugural Marriott International "Cultural Game Changers London" thought leaders' forum with innovators in art, design, fashion, film and the media at The London EDITION Hotel on July 8, 2015 in London, England.
July 7, 2015 - Source: Travel Photography Images Editorial



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JANUARY - JULY 08: Toni Stockel, VP Lifestyle Brands Marriott International and Glenn Pushelberg attend the inaugural Marriott International Cultural Game Changers London "thought leaders" forum with innovators in art, design, fashion, film and the media at The London EDITION Hotel on July 8, 2015 in London, England. (Photo by Tristan Fewings/Getty Images for Marriott International)

Marriott forum explores cultural shifts impacting lifestyle hotels

By **Hotelier** editor - July 16, 2015 311



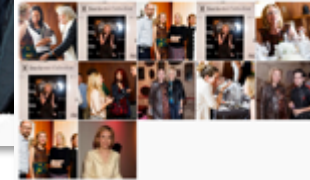
Bronwyn Cosgrave, best-selling author, curator and cultural commentator, who led the broad cross-section of lifestyle influencers, including **James Gay-Rees**, producer of the Independent on Sunday's editor; **Serge Dive**, founder and CEO of Beyond Luxury Media and LE Miami, as well as **George Yabu** and **Glenn Pushelberg**, Founders and Chief Creative Officers of the international design firm, Yabu Pushelberg.

"We are excited to join forces with these remarkable global thought leaders who are working at the forefront of art, design, film, travel and media. Creating a forum for these influencers to share their ideas has significantly helped us shape our thinking around how we design and create experiences, that enrich the guest stay and their entire journey," said **Tina Edmundson**, Global Officer, Luxury and Lifestyle Brands. "With our established brands such as Renaissance and Autograph Collection and newer brands like Moxy and EDITION, we see tremendous opportunity to connect in a meaningful way with next gen travelers and grow our lifestyle portfolio," Edmundson added.



David Gryn, Josh Fehrnert, Bronwyn Cosgrave, Serge Dive and Lucia vander Post attend the inaugural Marriott International Cultural Game Changers London "thought leaders" forum with innovators in art, design, fashion, film and the media at The London EDITION Hotel on July 8, 2015 in London, England.

Request an invitation below for early access to the FirstLook app - you can view, share and explore related images.



Marriott International hosts Cultural Game Changers London- B-Roll Part 2
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