

Collaboration enters second year of bringing together world-renowned masters in the art, architecture and culinary fields to enlighten travelers through digital series Tastemaster – a person distinguished by an exacting sense of craft and passion for excellence

CHICAGO (November 7, 2016) – The [Park Hyatt](#) brand today announced the evolution of [TasteMasters](#),” an innovative content series with The New York Times’s T Brand Studio that was thoughtfully designed for the savvy global traveler.

Now in its second year, the curated TasteMasters content program will spotlight cultural trailblazers dedicated to art, architecture and culinary excellence in a three-part video series, with each chapter dedicated to a respective expertise. Each expert will provide exclusive insight into their work and specialty and how they define luxury in their careers.

“Park Hyatt guests are fueled by the desire for intelligent conversation and culturally relevant experiences, which is why we’re delighted to continue working with a cultural authority like The New York Times,” said Sandra Cordova Micek, senior vice president of global brands for Hyatt. “At Park Hyatt hotels, luxury is personal, and this collaboration is a testament to the brand’s commitment to bringing thoughtfully curated opportunities for learning and enrichment to our guests globally.”

Featured first in the series is a bona fide power couple from New York City’s art scene — Cecilia Alemani and Massimiliano Gioni, director and chief curator of the High Line and artistic director at the New Museum, respectively. Rounding out this year’s TasteMasters talent are architect Paul Tange, chairman of Tange Associates and son of the late Kenzo Tange, and chocolatier Pierre Marcolini, founder and creative director of his namesake company.

“We are thrilled to be working with the Park Hyatt brand for a second consecutive year to share more stories of cultural icons and TasteMasters,” said Adam Aston, vice president, editorial director for T Brand Studio. “This year, our team has traveled from Tokyo to Brussels and back to New York to illuminate the unique approaches of luminaries in art, architecture and gastronomy. We look forward to sharing these stories.”

A series of interviews with each TasteMaster will highlight what luxury means to them on both an artistic and personal level, enriching the minds of Park Hyatt guests across the globe. Created by T Brand Studio, The New York Times’s brand marketing unit, the content series kicks off with Alemani and Gioni’s interview, which can be found by visiting [NYTimes.com/TasteMasters](https://www.nytimes.com/TasteMasters). Additional content featuring Tange and Marcolini will debut in the coming weeks.

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Park Hyatt

[Park Hyatt](#) hotels provide discerning, affluent business and leisure guests with elegant and luxurious accommodations. Guests of Park Hyatt hotels receive highly attentive personal service in an intimate environment. Located in several of the world’s premier destinations, each Park Hyatt hotel is custom designed to combine sophistication with a distinctive regional character. Park Hyatt hotels feature well-appointed guestrooms, meeting and special event spaces for groups, critically acclaimed art, food and beverage program, and signature restaurants featuring award-winning chefs. There are currently 39 Park Hyatt hotels in the following locations: Abu Dhabi, Beaver Creek, Beijing, Buenos Aires, Busan, Canberra, Changbaishan, Carlsbad, Chennai, Chicago, Dubai, Goa, Guangzhou, Hamburg, Hangzhou, Hyderabad, Istanbul, Jeddah, Maldives, Mallorca, Melbourne, Mendoza, Milan, Moscow, New York, Ningbo, Paris, Saigon, Sanya, Seoul, Shanghai, Siem Reap, Sydney, Tokyo, Toronto, Vienna, Washington, D.C., Zanzibar, Zurich. For more information, please visit www.parkhyatt.com.

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