

## Collaboration to bring together globally renowned chefs, designers, art curators, and more

**NEW YORK, Oct. 19, 2015** – [The New York Times](#) and [Park Hyatt](#) hotels announce today a new and innovative collaboration, “The New York Times TasteMasters,” presented by Park Hyatt, which has been created and custom designed for the savvy global traveler.

The collaboration will feature three events around the world that bring together a pair of cultural trailblazers in an intimate live conversation moderated by a New York Times journalist. Each duo will be an unexpected pairing of talent and skill and will represent the best of their crafts, including art, cuisine and fashion, among others. In addition to the live events, the collaboration includes a specially curated sponsored content series created by T Brand Studio, The Times’s commercial content agency, as well as complimentary access to NYTimes.com in all Park Hyatt hotels worldwide through the spring of 2016.

“We are thrilled to be working with The New York Times on this exciting new content and event series. This is a critical piece of our integrated marketing program as we communicate to current and future guests that the Park Hyatt brand truly understands that luxury is personal,” said Sandra Micek, senior vice president of global brands for Hyatt. “In today’s knowledge-is-currency world, our guests appreciate the opportunity to learn new things at every turn. This work with The New York Times is a great example of our commitment to providing unexpected and unique experiences where our guests will have access to some of the most culturally influential personalities across the globe.”

The TasteMasters collaboration will debut tonight [Oct 19] with an event at [Park Hyatt New York](#). The event will pair celebrated chef, restaurateur and food writer **Yotam Ottolenghi** with chief curator-at-large for the Museum of Modern Art (MoMA) and director of MoMA PS1 **Klaus Biesenbach** in a discussion moderated by New York Times Dining reporter **Julia Moskin**. In addition to tonight’s debut, TasteMasters events will be hosted in Park Hyatt hotels in Paris and Tokyo later this year.

Directly following these intimate discussions, guests will engage with influencers and journalists in attendance on a more personal level through a special edition of the brand’s signature [Park Hyatt Masters of Food and Wine](#) experience, which will feature locally sourced and in-season menu pairings curated by Park Hyatt hotels and The Times.

Beginning Oct. 26, there will be a digital extension of the TasteMasters conversations hosted on [NYTimes.com/TasteMasters](#) that will feature in-depth Q. and A. with additional masters of food, art and design from many locations around the world where Park Hyatt hotels are located. Guests at all Park Hyatt hotels will be able to view this sponsored content series through complimentary, unlimited access to NYTimes.com on any device connected to their hotel’s WiFi beginning in November. This access will be available at all 36 Park Hyatt hotels through the spring of 2016 and marks The Times’s largest hotel digital access program to date.

“From art and style to fashion and cuisine, The New York Times TasteMasters event series combines some of The Times’s most thought-provoking lifestyle content with Park Hyatt hotels’ sophistication to create an exceptional audience experience,” said Meredith Kopit Levien, executive vice president and chief revenue officer for The New York Times Company. “The sponsored content extension on NYTimes.com provides a rich media version of the live events, broadening the reach of the program to audiences worldwide.”

A conversation at [Park Hyatt Paris-Vendôme](#) will take place on Nov. 23 with owner and co-founder of the Paris fashion and style boutique Colette, **Sarah Lerfel Andelaman**, and gallerist **Emmanuel Perrotin**. The talk will be moderated by New York Times European Styles correspondent **Elizabeth Paton**.

The final event for 2015 will take place at [Park Hyatt Tokyo](#) on Dec. 2. It will feature Tomorrowland president, CEO, founder and designer **Hiroyuki Sasaki** and another TasteMaster in a discussion moderated by New York Times Tokyo correspondent **Jonathan Soble**.

### About The New York Times Company

[The New York Times Company](#) (NYSE:NYT) is a global media organization dedicated to enhancing society by creating, collecting and distributing high-quality news and information. The company includes The New York Times, International New York Times, NYTimes.com, INYT.com and related properties. It is known globally for excellence in its journalism, and innovation in its print and digital storytelling and its business model. Follow news about the company at [@NYTimesComm](#).

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 36 Park Hyatt hotels in the following locations: Abu Dhabi, Beaver Creek, Beijing, Buenos Aires, Busan, Canberra, Changbaishan, Carlsbad, Chennai, Chicago, Dubai, Goa, Hamburg, Hyderabad, Istanbul, Jeddah, Maldives, Melbourne, Mendoza, Milan, Moscow, New York, Ningbo, Paris, Saigon, Sanya, Seoul, Shanghai, Siem Reap, Sydney, Tokyo, Toronto, Vienna, Washington, D.C., Zanzibar, Zurich.


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