

Bailey, a Crystalbrook Collection Hotel Launches Advocacy Programme for Aspiring Australian Artists

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Cairns' first arts-inspired five-star hotel, Bailey, a Crystalbrook Collection Hotel, has launched Aspiring Artist, a programme for up-and-coming Australian artists.

The initiative is a comprehensive advocacy arts programme giving eager, would-be artists the opportunity to showcase their talents and have their artworks featured on display and for sale at the hotel's gallery, with all proceeds going directly to the artist.

The opportunity for *Aspiring Artists*

Bailey is calling all talented, up-and-coming artists to get involved. The *Aspiring Artist* programme is not for professional artists, but for artists aspiring to one day become professional and welcomes all forms – from performance art to painting, drawing, sculpture, graffiti and beyond.

For Aspiring Artists:

- Showcase artistic talents and practice art live in Bailey public spaces
- Opening exhibition held at Bailey displaying artwork of the artist
- Artist profiling on Crystalbrook Collection's website, social media channels, in-room iPads and guest pre-arrival emails
- Finished artwork displayed and available for sale (optional) at the hotel and online (all profits directly to the artist)
- A week-long stay at Bailey, a Crystalbrook Collection Hotel
- Daily buffet breakfast for two at CC's Bar and Grill

Bailey General Manager, Carl Taranto says "Our goal at Bailey is to make art accessible, inclusive and empowering. We're giving aspiring, undiscovered artists the opportunity to share their artistic talents and have their work seen by thousands of people."

Bailey and the arts

Situated in the heart of Cairns' cultural precinct, Bailey is nestled alongside Cairns Performing Arts Centre and The Cairns Art Gallery. Bailey has a strong passion for the arts, design, entertainment and sustainability with an ever-evolving, ever-changing array of professional art on display throughout the hotel.

Find out more or enquire now crystalbrookcollection.com/bailey/aspiring-artist.

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For further information, images or to arrange media interviews contact:

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About Bailey, a Crystalbrook Collection Hotel

Cairns' newest five-star hotel, Bailey, a Crystalbrook Collection Hotel, is modern, innovative and has a true appreciation for all the arts. Bailey chooses the path less travelled. The type of character you'll find at the local farmer's market rather than a supermarket or exploring the latest exhibition at the museum rather than at a rock concert.

Staying with Bailey, you'll find artwork from across Australia displayed in and around the hotel, as well as art events for all guests to enjoy. With 255 spacious rooms filled with design details that will appeal to your inner artist, you'll be sure to leave enchanted and enriched.

crystalbrookcollection.com/bailey

About Crystalbrook Collection

Crystalbrook Collection is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

The portfolio:

- Riley, a Crystalbrook Collection Resort, Cairns, Queensland – opened 2018
- Little Albion, a Crystalbrook Collection Boutique Hotel, Sydney, New South Wales – opened 2018
- Byron at Byron, a Crystalbrook Collection Resort, Byron Bay, New South Wales – ownership September 2019
- Bailey, a Crystalbrook Collection Hotel, Cairns, Queensland – opened 2019
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland – opening 31 March 2020
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening early 2021

The Group also owns and operates Crystalbrook Station and its subsidiary pastoral businesses, Crystalbrook Lodge, Crystalbrook Superyacht Marina, and the 90-foot motor yacht MV Bahama.

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is owned by Ghassan Aboud Group (GAG), a multi-business conglomerate engaged in automobiles, hospitality, real estate, retail, food, media and logistics. Formed 25 years back by international entrepreneur and philanthropist Ghassan Aboud, GAG operates from its global headquarters in the UAE with offices in Australia, Belgium, China, Jordan and Turkey.

crystalbrookcollection.com