

Beat: Lifestyle

## The Ritz-Carlton Hotel Company Partners With Vogue And GQ

### To Create Immersive Theatre Experience

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**USPA NEWS** - On July 28, 2016 was declared that, In collaboration with British Vogue and British GQ to create 'Room No.8', The Ritz-Carlton presented a multi-sensory performance-art experience created by some of the best names in visual effects, sound art and immersive theatre....

On July 28, 2016 was declared that, In collaboration with British Vogue and British GQ to create 'Room No.8', The Ritz-Carlton presented a multi-sensory performance-art experience created by some of the best names in visual effects, sound art and immersive theatre. This event showcased The Ritz-Carlton to patrons in London, by taking them on a journey of discovery, and tapping into every one of their senses. In addition to delivering a theatrical physical presence for The Ritz-Carlton, the performance was filmed and photographed, with this content then providing the basis for the creative campaign, including advertisements and video content that ran on Vogue.com and GQ.co.uk.

Room No. 8 was held at the White Space Gallery, London WC2 during the last week of June. The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, Md., currently operates more than 90 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe.

Source : The Ritz-Carlton Hotel Company

Photo : The Ritz-Carlton Hotel Company Partners With Vogue And GQ In Media First To Create Immersive Theatre Experience

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