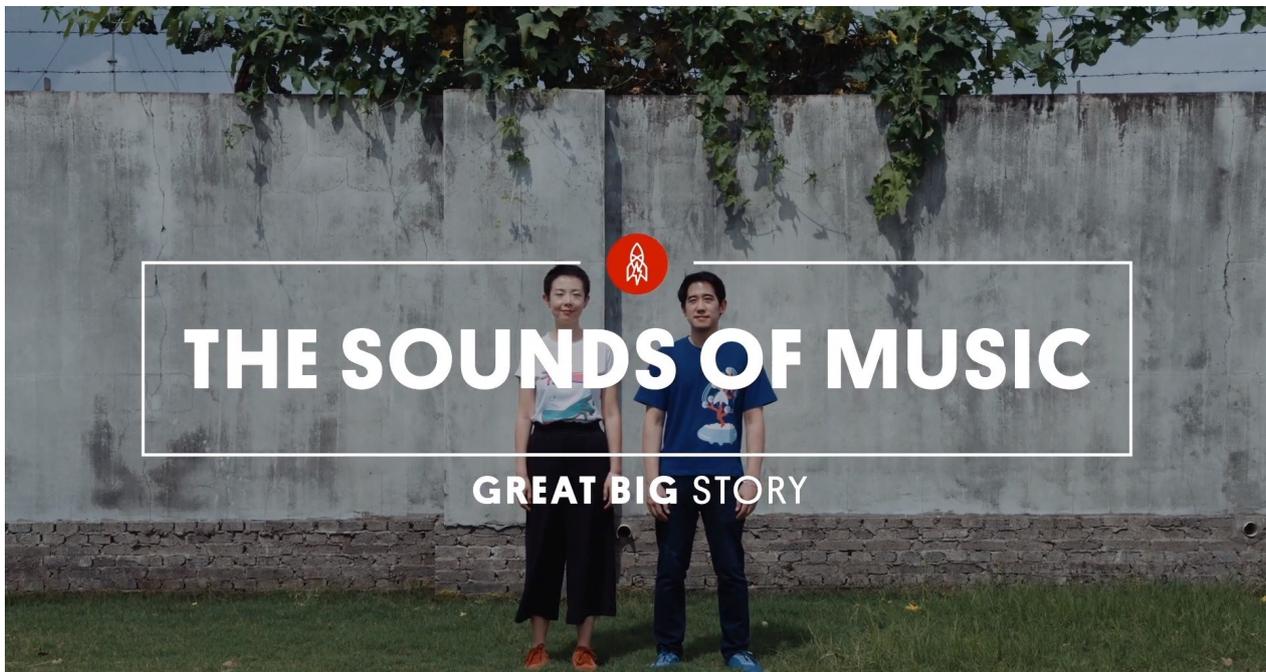


AccorHotels partners with Great Big Story to discover the makers of exquisite art, architecture and all that Jazz

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[Great Big Story](#) in partnership with AccorHotels takes its viewers on a cinematic journey exploring exquisite architecture, art, traditions and music. In this four part mini-series Great Big Story journeys through Singapore, Chengdu and Shanghai to meet passionate architects, musicians and discover traditions that are making a comeback including contemporary Shanghai jazz inspired by the city's 1930s jazz scene.

Through the series, AccorHotels aims to inspire premium audiences and affluent travelers through the exquisite content to go and discover new destinations. The new video series will run across Great Big Story's multiple platforms and social accounts reaching over 10 million followers and travelers around the world. Spearheaded by CNN International Commercial (CNNIC), this partnership also includes branded content produced by CNNIC's global brand studio Create which will showcase Singapore's famous Raffles Hotel in an immersive 360-degree video, which will launch in 2019.



"AccorHotels is a long-standing partner of CNN's, and we are delighted to build on this relationship through this cinematic journey with Great Big Story," said **Sunita Rajan, SVP, APAC, CNN International Commercial**. "The power of this campaign lies in rich storytelling, passion projects and the engagement that Great Big Story has with its audience. This is a great alignment of brands, bringing AccorHotels for the first time together with Great Big Story in a campaign to engage audiences across the world through the power of storytelling."

"We are delighted to work with CNN to inspire people to travel to three of the world's most exciting destinations and discover our wonderful hotels there," said **Graham Wilson, Chief Marketing &**

Distribution Officer, AccorHotels Asia Pacific. “At AccorHotels we are always looking for new ways to engage with our guests through storytelling and Great Big Story is the perfect platform for us to provide rich content to a broad audience.”

Check out the first story of the video series:

[Shanghai Jazz Gets an Electronica Twist](#)

Influenced by the spirit of the cosmopolitan 1930s jazz scene in Shanghai, the Shanghai Restoration Project is a Brooklyn-based electronica band. Adopting a unique approach, the band uses everyday sounds from around the world for their musical productions. Be it the sound of leaves underfoot or a busy street corner, these quirky found sounds create a form of music that transcends borders and shows that world is a small, interconnected place.

Images: <https://bit.ly/2DzeC52>

Coming up next!

[Legendary Theatres of Shanghai](#)

Shanghai is perhaps known best as a city of ancient history, or a city of thriving tech hubs and start-ups. But few in the west are familiar with Shanghai’s global cultural significance in the early 20th century, particularly as the center for China’s first Golden Age of Cinema. This Great Big Story will celebrate the glamour and luxury of Shanghai, both in its historic legacy as the center of cinema and how these legendary and beautiful theatres are still operating today.

[Butler Academy in Chengdu](#)

They clutch hefty porcelain plates in quivering white-gloved hands, praying the metal warming covers don’t betray a percussion rumble that will incur the instructor’s wrath. Upon the order advance, the eight aspiring butlers glide around a long dining table, positioning each plate between the polished silver cutlery. Synchronizing with a hawk-like peripheral gaze! We take an exciting journey through the International Butler Academy in China’s Central city of Chengdu – where over 100 graduates have been trained in the art of domestic service.

[Restoring Singapore’s History](#)

Maintaining a heritage building is a lot harder than just slapping plaster on the walls. Singapore is home to 71 national monuments and we take a journey with Dr. Yeo Kang Shua to witness his love for architecture and historic buildings and how the conservation of these monuments in Singapore is a much tougher task than what meets the eye. His dedication to historic architecture has bagged him three UNESCO Asia-Pacific Awards for Culture Heritage Conservation.

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About CNN International Commercial

CNN International Commercial (CNNIC) is the division of Turner International responsible for the business operations of CNN’s properties outside of the United States. All commercial activities for brands such as CNN International, CNN en Español, CNN Arabic, CNN Style, CNN Business and Great Big

Story are aligned within the division. This encompasses the advertising sales, sponsorship partnerships, commercial content development, content sales, brand licensing, distribution and out-of-home operations, business development and marketing for the world's leading international news provider. CNNIC is a recognised industry leader in international advertising sales and its use of award-winning commercial content, produced through its Create unit and driven by its advanced data usage and digital capabilities, has resulted in strong and enduring partnerships with many of the world's most recognised brands. Its Content Sales and Licensing unit has relationships with more than 1,000 affiliates ranging from licensing the CNN brand through to content supply contracts as well as offering consultancy services. CNNIC has offices across the world, with key hubs in London, Hong Kong and Miami. For more information visit <http://commercial.cnn.com>.

About Great Big Story

Great Big Story is a global media company devoted to cinematic storytelling. Headquartered in New York, with a bureau in London, our studios create and distribute micro docs and short films, as well as series for digital, social, TV and theatrical release. Since our launch in late 2015, our producers have traveled to 100 countries to discover the untold, the overlooked and the flat-out amazing. Our stories engage and inspire tens of millions daily. For more information, visit www.greatbigstory.com.

About AccorHotels

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries. With an unrivaled portfolio of internationally renowned hotel brands encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years. In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in luxury private residence rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of concierge services, co-working, dining, events management and digital solutions. Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - Le Club AccorHotels. AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through PLANET 21 Acting Here, a comprehensive program that brings together employees, guests and partners to drive sustainable growth. From 2008, the AccorHotels Solidarity Endowment Fund has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society. Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information or to make a reservation, please visit accorhotels.group or accorhotels.com. Or join and follow us on [Twitter](#) and [Facebook](#).