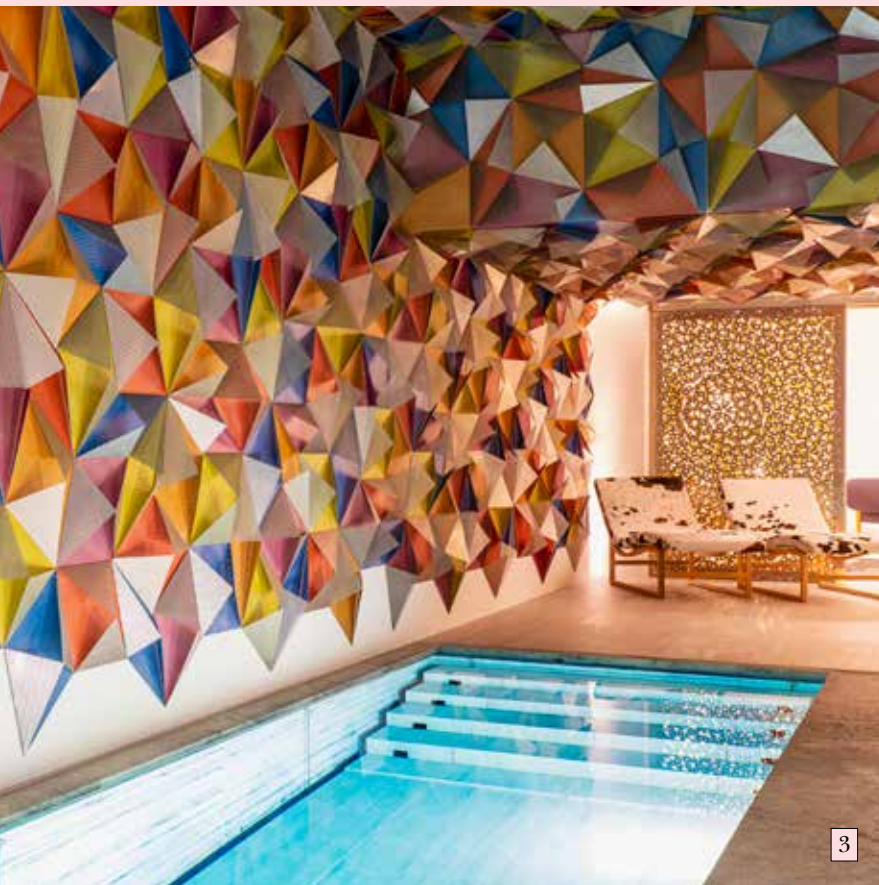


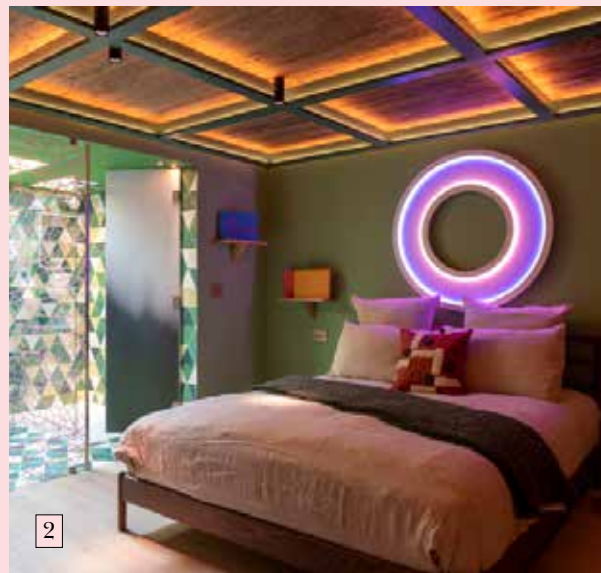
The fine art of hospitality



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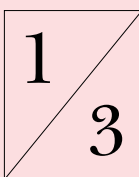
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THE MAGIC COLLECTION RETREATS

1. Immerse yourself in works by Mike Nelson and Joana Vasconcelos
2. The Jorge's Dream suite, with work by Jorge Pardo and

3. Colourful spa area
4. Sun terrace
5. Brunch on the Martino Gamper table

photographer Hania Farrell

The world of hospitality is evolving. Travellers increasingly want more from an overnight stay than just a comfortable bed – they seek opportunities to expand their horizons in an establishment that respects the surrounding community. With their collection of specially commissioned artwork and world-class wine cellars, The Magic Collection Retreats offer all of this and more. Our tour begins in their Megève property.

Private view

From outside, the wooden chalets that make up Magic Megève blend in with the Alpine vernacular but their interiors hold many surprises. A keen collector for more than 30 years, Mia Rigo Saitta has filled the resort's 10 rooms, lounges and corridors with artwork, much of which was created for this location. The pieces on display are integral to the space, encouraging close contact with art. Here you'll walk up a Mike Nelson staircase, swim under a Conrad Shawcross installation and hunt for a hidden Antony Gormley sculpture.

Top table

In the spirit of communality, meals are served at a long, Martino Gamper-designed table. Chef Alberto Lazzoni sources fresh produce from the markets of Haute-Savoie. His cuisine can be complemented with exquisite wine from a vast selection curated by Rigo Saitta's husband, Alfredo, who has spent three decades researching and collecting the best bottles from France, Italy and beyond.

Lap of luxury

In winter, skiers can glide from the pistes straight to the doors of this property. Guests can be guided by the team's ski coach – just one of an extensive list of services that include an on-site cinema and a spa. The chalet also organises free corporate packages for non-profit organisations that want to host teamwork events related to sustainability.

Contact reservations@themagiccollection.com. For more information, visit: themagicmegeve.com.

Mia Rigo Saitta

Chief executive officer

Growing up in Modena in an artistically inclined family, Mia Rigo Saitta met many creatives, which inspired and influenced her collecting later in life. A former economist, she ventured into hospitality out of a desire to share her beloved pieces and give them the space that they deserve.

What first drew you to the hospitality business?

I travel a lot with my husband and family. At some point I started taking notes on the positive and negative things that I'd see at the places where we stayed and thinking about how I would do it differently. I'm a very creative person and a dreamer. It didn't really start with an idea that we had to find a place for; we found a place and then thought about what we could do with it.

What informed the selection of art pieces at Magic Megève?

It's a reflection of how I collect. I always seek an element of



craft, materiality, tactility. I like three-dimensional works that transport you to a new place. With Mike Nelson's staircase, you step inside the artwork; it's a journey into creativity, a bit like *Alice in Wonderland*.

What is your philosophy when it comes to hospitality?

I grew up in Emilia-Romagna with a grandma who would always make fresh pasta and we would all eat together like in a Fellini movie. To me, it's all about sharing.