

Rembrandt show woos art lovers from around GCC

By A Staff Reporter

MUSCAT — Visitors to Grand Hyatt Muscat now have the opportunity to view the original etchings of the Dutch master Rembrandt van Rijn who is also well known for his etchings, drawings and paintings. This is the first time that these etchings of Rembrandt are being shown in the Middle East and North Africa.

Christoph K Franzen (pictured), General Manager, Grand Hyatt, says the hotel is enjoying the distinct privilege of hosting the prestigious display.

"This is the first time that Grand Hyatt is involved in such a prestigious exhibition and we are the first hotel in the Middle East to hold such an event of this magnitude," he says.

For the hotel the event is a milestone of sorts. It has brought in art lovers from across the Gulf to the hotel.

"Art enthusiasts know this is a very special event. We have been receiving guests especially from the GCC. We had occupancies from Dubai, Abu Dhabi and even from Doha. The response to the exhibition



has been very positive and only positive," Franzen says.

The event has brought in tourists to the country too. "Those who come take up rooms for at least two days. Those who see the exhibition also make sure to go around Muscat and nearby places," he says.

"We have done exhibitions in other Hyatt hotels but I can only talk about hotels I have worked in. So whether it is Moscow, Grand Hyatt Dubai, Hyatt Regency, Dubai we have not had an exhibition of a world-class artist like Rembrandt. Of course we had exhibitions of lesser known artists but what makes this special is

Rembrandt is an icon in the art world and he is here," he says.

Franzen has high regards for the conceptualisers of the organisers.

"Al Salmi Library obviously has been a driving factor in the whole Rembrandt exhibition. I think it needs somebody with a passion for arts to make an exhibition of this standard to happen. It is not just about organising the event. You need to have somebody who says we can do this," he says.

"There are lots of obstacles especially from the security and safety point of view. If no one is driving it would be very difficult for it to materialise. Besides you need to have the right contacts too. It is full credits to the Al Salmi Library for making this happen," he says.

Franzen also commends NPA Events, and its executive director Ashok Suvarna, for giving the exhibition a special look and feel.

"I have worked in four continents, in many hotels and I have seen transformation of spaces but I can confidently say I have never seen anyone do such a convincing and professional job like the NPA Events has done," he says.