
Be Artstanding: Beachcomber Resorts & Hotels' signature performances

Every day, Beachcomber offers its guests an opportunity to experience Mauritius' multiculturalism and unique art of living, embodied by the know-how of the Mauritian artisans in each of its eight establishments. This spirit of sharing and hospitality is also reflected in *Be Artstanding*, a series of new performances designed in partnership with Move for Art. Through the medium of art, the events communicate the island's many different facets and the value it places on sharing and celebration – values that are equally dear to the Beachcomber group, pioneer of the Mauritian hospitality industry.

Two unique performances to immerse the viewer deep into Mauritian culture

2020 has begun under the auspices of dance, music and sharing at the 5-star Beachcomber hotels, which have just launched the *Be Artstanding* project to refresh their entertainment offer. The aim of the project is to craft signature events specific to Beachcomber hotels, and to reaffirm the group's "Art of Beautiful" positioning thanks to these original, contemporary creations.

Wild Island: into the heart of Mauritius' musical heritage

Beachcomber guests will dive into the heart of Mauritian culture with a vibrant and symbolic representation of Creole dancing, the Mauritian *sega tipik*. A tradition in itself, *sega* involves dancers swinging their hips to the lively rhythm of the *ravanne*, a local musical instrument. *Sega* is the embodiment of multiculturalism and of rich intercultural encounters; it brings spectators together around a common Mauritian heritage in which Creole songs intermingle with folk *sega* dancing.

Tropical India: where India intersects with Mauritian culture

The journey then continues on to India with Beachcomber's second show, *Tropical India*. This dance performance highlights the intertwining of Mauritian and Indian heritage and cultures. To this day, Mauritius remains steeped in a wealth of Indian cultural influences, which have continued to evolve and deepen since the 19th century. Beachcomber has sought to pay tribute to these linkages with a colourful show that reflects the fusion between the countries' cultural and artistic traditions; a merger that is more in evidence than ever on Mauritius soil.

Performances that truly reflect their creators' artistry

The artistic development of *Be Artstanding* was entrusted to Move for Art, represented by performance designers and creators of emotion Astrid Dalais and Guillaume Jauffret, as well as Jérôme Couchard as Art Director. Together, these three artists develop artful staging and personalised events based on innovative synopses and concepts. Through its artistic projects, Move for Art seeks to create exceptional experiences that share and highlight Mauritius' unique culture – just as the Beachcomber hotel group does.

The *Be Artstanding* performances will be held at the Shandrani Beachcomber Resort & Spa, Dinarobin Beachcomber Golf Resort & Spa, Paradis Beachcomber Golf Resort & Spa and Trou aux Biches Beachcomber Golf Resort & Spa.

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About Beachcomber

Beachcomber Resorts & Hotels is the pioneer and leader of the Mauritian tourism industry. Since the creation of Park Hotel in 1952, a collection of 8 resorts have emerged over the years, including the mythical Royal Palm Beachcomber Luxury Mauritius in 1985, considered by everyone as the reference in hospitality for luxury holidays in Mauritius.

The collection of 8 resorts affords a choice of accommodation options ranging from rooms and apartments to suites and villas. Each hotel is imbued with a particular history and cachet, embodying an image of discrete luxury.

Social responsibility – Fondation Espoir Développement (FED), by Beachcomber

Set up and financed by Beachcomber since 1999, with the participation of hotels and employees, this foundation takes care of these main projects:

- Projet Employabilité Jeunes (PEJ): professional insertion of school drop-outs through a training programme and industrial attachments.
- Collaboration with NGOs, schools and associations
- Regional projects – youth mentoring: the “Amour et Espoir” NGO; IT initiation; youth monitoring via the “Duke of Edinburgh International Award” programme, participation of regional sports clubs in the organisation of the Beachcomber UTRB Trail 2015

Social responsibility – Local Hands

Programme launched in 2006 to support small local artisans by providing them with training and guidance as they embark upon the process of creation, production, marketing and sales.

Sustainable development – our environmental actions – EarthCheck label

Sustainable development and environmental protection constitute real considerations within the Group, which has set up, amongst other initiatives, practices that ensure energy savings and favour renewable energy sources. These initiatives in favour of sustainable development have been recognised and rewarded, with all of our hotels recently obtaining the EarthCheck Benchmarked Silver accreditation for their ongoing commitment to environmentally responsible practices.