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Songtsam Luxury Boutique Hotel Group Continues as Presenting Sponsor for Asia Week New York 2024



New York: For the fifth year in a row, Asia Week New York Association is pleased to announce that Songtsam Group, the award-winning luxury boutique hotel collection, and Destination Management Company, located in the Chinese provinces of Tibet and Yunnan, will continue its sponsorship of Asia Week New York, which runs from March 14th-22nd in 2024.

“We are delighted that Songtsam continues on as our Presenting Sponsor,” says Asia Week New York chairman Brendan Lynch. “We value their dedication to Asian art and culture and deeply appreciate their ongoing support.”

"Songtsam is pleased to announce its fifth year of sponsoring Asia Week New York," says Florence Li, Songtsam's Director of International Sales & Marketing. "As a passionate collector of Chinese, Himalayan, and Southeast Asian art, Baima Duoji, the Founder and Chairman of Songtsam Group, remains dedicated to fostering the synergy between our luxury brand and Asia Week New York."

About Songtsam Group

Songtsam (“Paradise”) is an award-winning luxury collection of sixteen hotels, resorts, and tours located in Tibet and Yunnan Provinces, China. Founded in 2000 by Mr. Baima Duoji, a former Tibetan documentary filmmaker, Songtsam is the only collection of luxury Tibetan-style retreats within the wellness space focusing on the concept of Tibetan meditation by combining physical and spiritual healing together. The unique and sustainable properties offer guests authenticity, within the context of refined design, modern amenities, and unobtrusive service in places of untouched natural beauty and cultural interest. One of the Songtsam Properties is a Virtuoso Preferred Partner and four of the Songtsam Properties are Serandipians Hotel Partners. Songtsam welcomes all travelers including families with children, travelers with disabilities and is LGBTQ+ friendly.

The Songtsam Tibetan Art Museum Collection

In his quest to preserve Buddhist culture, Baima Duoji established The Songtsam Tibetan Art Museum, which houses an impressive array of artifacts from his private collection. Situated within the Songtsam Linka Retreat in Shangri-La, these treasures include Thangkas, statues, Tibetan furniture, Buddhist decorations, and various smaller artifacts, all sharing a common





theme of "craftsmanship and wisdom." Guests can delve into the significance of Thangkas, revered as encyclopedias of Tibetan culture and integral to meditation and worship. Among the museum's most prized possessions are exceptionally rare items, including an 18th-century Menri-style Thangka depicting the Panchen Lama Incarnation Lineage: Go Lotsawa, as well as a 16th-century statue of Buddha Shakyamuni.

About Songtsam Tours

Songtsam Tours provides guests an opportunity to curate their own experiences by combining stays at its different hotels and lodges designed to discover the region's diverse culture, rich biodiversity, incredible scenic landscapes, and unique living heritage.

Currently they offer two signature routes: the Songtsam Yunnan Circuit, which explores the "Three Parallel Rivers" area (a UNESCO World Heritage Site), and the new Songtsam Yunnan-Tibet Route, which merges the Ancient Tea Horse Road, G214 (Yunnan-Tibet highway), G318 (Sichuan-Tibet highway), and the Tibetan Plateau Road tour into one, adding unprecedented comfort to the Tibetan travel experience.

Songtsam has been exploring and preserving the essence of Tibetan culture, all the while maintaining a commitment to supporting economic development, local communities, environmental conservation, and sustainability within Tibet and Yunnan. Songtsam was on the 2018 and 2019 Condé Nast Traveler Gold List China Edition, and the 2022 Condé Nast Traveler Gold List USA Edition. For more information, visit www.songtsam.com.

About Asia Week New York

The collaboration of top-tier international Asian art galleries, the six major auction houses, Bonhams, Christie's, Doyle, Heritage, iGavel, and Sotheby's, and numerous museums and Asian cultural institutions, Asia Week New York is a nine-day celebration filled with a non-stop schedule of simultaneous gallery open houses, Asian art auctions as well as numerous museum exhibitions, lectures, and special events. This year, participants from the United States and abroad will unveil an extraordinary array of museum-quality treasures from China, India, the Himalayas, Southeast Asia, Tibet, Nepal, Japan, and Korea.

Asia Week New York Association, Inc. is a 501(c)(6) non-profit trade membership organization registered with the state of New York. For more information visit www.asiaweekny.com @asiaweekny #asiaweekny

Captions (top to bottom):

Songtsam Linka Retreat Lake Basong Tso on the holy Lake Basong Tso

The Songtsam Tibetan Art Museum in Shangri-La