

JUMEIRAH

CAPRI PALACE

Art and Culture at Jumeirah Capri Palace: A Cultural Manifesto on the Aesthetics of Hospitality

You use a glass mirror to see your face; you use works of art to see your soul.
George Bernard Shaw, Back to Methuselah (A Metabiological Pentateuch), 1921

A hotel can be a work of art.

At Jumeirah Capri Palace, we believe that art is not a decorative background, but a living presence—an active gaze that inhabits space, provokes thought, and invites dialogue. Each work, each gesture, is an integral part of the guest experience, a spark for reflection and discovery.

Our vision of hospitality is rooted in culture. True luxury, for us, lies not only in comfort, but in the depth of ideas—in the ability to inspire, to nourish the soul and awaken the mind. To welcome, in its highest form, is to offer meaning.

We see travel as a poetic act. Through art, the journey becomes a story—an exploration of identities, geographies, and encounters. Capri, with its luminous beauty and rich history, is both a destination and a departure point: a gateway to symbolic and sensorial itineraries.

Jumeirah Capri Palace aspires to be a creative ecosystem, open and hybrid. Here, languages intertwine: visual arts, architecture, music, literature, poetry, and performance. We cultivate a place of continuous transformation, a forge where disciplines converge and evolve.

We collaborate with contemporary artists whose work resonates with the questions and energies of our time. We offer them not just walls, but living spaces—contexts for experimentation, creation, and resonance.

Each cultural project is a shared narrative. Curating, for us, is a form of storytelling—a way of interpreting the world and offering guests new perspectives, new keys to understanding.

Our commitment to culture is living, generative, and enduring. It is part of our identity and our future. We invest vision, passion, and resources to build a cultural project that is both vibrant and sustainable—a space open to ideas, to beauty, and to what is yet to come.

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