For Immediate Release

Tuesday 17 September

**In a Queensland first, The Calile Hotel has unveiled its Spring Summer campaign in collaboration with Queensland Ballet**

One year after The Calile opened its doors to Queensland and the world, Australia's first urban resort has partnered in a stunning local collaboration with Queensland Ballet. The creative merging of two powerful yet notably Queensland brands is set to remind guests of the beauty and elegance that the hotel delivers along with the genuinely memorable and wholly Queensland holiday experience.

Hotel General Manager, Jeremy Nordkamp said The Calile was proud to partner with such a vibrant and creative company, and their home-grown talent.

"The creative synergy between these two Queensland tourism icons has resulted in a vibrant and creative summer campaign designed to connect and cut-through in the leisure and lifestyle space."

Curated, choreographed and performed by Queensland Ballet's Jack Lister, the cinematic campaign represents an exquisite interpretation of a day in the life of The Calile Hotel.

Moving within the architectural urban resort spaces, the choreography and dancers bring humour, style, emotion and elegance to the experience as the dancers move effortlessly around the urban resort setting.

“The challenge was never to make the hotel ‘look good’ - it does that on its own - but rather to settle on a concept that showcases how this stunning piece of architecture lives and breathes,” Mr Lister said.

“We looked at how people already experience The Calile, and the irony in it being at once a very public and very private space and reflected that. The main idea is that the hotel brings out a piece of you, or who you want to be, and that’s reflective of the atmosphere created at The Calile."

"It was always meant to feel tongue in cheek.”

Curate your stay at The Calile this spring or summer from $237 per night. Visit [www.thecalilehotel.com](http://www.thecalilehotel.com). View the collaboration [here](https://www.youtube.com/watch?v=WglitIAhzmM&feature=youtu.be).

ENDS

INSTAGRAM

@thecalilehotel

FACEBOOK

@thecalilehotel