

For more information, please contact:
May Selby, public relations, 970.544.6269
mselecty@thelittlenell.com
thelittlenell.com/hotel/news-and-media



TAKE A SKI TRIP BACK IN TIME WITH NEW
FINE ART PHOTOGRAPHY SERIES *GRAY MALIN IN ASPEN*

Aspen, Colorado (January 28, 2020) – In celebration of our 30th anniversary this ski season, [The Little Nell](#) teamed up with fine art photographer [Gray Malin](#) to debut his latest fine art series - *Gray Malin in Aspen* - highlighting the iconic glamour of Aspen ski culture with a vintage twist. Since its opening in 1989, The Little Nell has embodied the quintessential Aspen experience that is cosmopolitan yet intimate, modern yet timeless. In true Gray Malin fashion, the series that was just released online today pays homage to the beloved ski town and its first and only five-star, five-diamond property, to recreate a vintage wonderland.

Over the course of a week-long shoot in the height of a Colorado winter, Gray crafted scenes from his interpretation of Alpine society and moments that make Aspen Snowmass much more than just a place on a map. Featuring playfully positioned models in classic ski wardrobes and props including vintage Goyard and Louis Vuitton trunks, a 1950s Porsche, a loveable Bernese Mountain dog and more, he invokes and reimagines memories of the ski culture of yesteryear.

Though known for his remarkable aerial shots, this series is his first ski-specific retro collection that includes on-the-ground images for an immersive experience meant to transport viewers directly into a world of ski lifts, slopes and adventures. Other prominent Aspen locations in this series include Buckhorn Cabin on Aspen Mountain, Cloud Nine Alpine Bistro on Aspen Highlands, legendary for channeling authentic European Alpine culture in a warm, welcoming environment, and Lift 1A, which once was renowned as the longest ski lift in the world when it opened in 1947 as Lift 1.

“I am so thrilled to have been able to work with The Little Nell on this special photo series. My goal was to capture a vintage perspective on the undeniable glamour of this iconic location while conveying the sense of inclusiveness that is synonymous with Aspen’s ski community,” says Gray

Malin. “Styling vintage props and clothing from the 1950s-1980s against the stunning winter backdrops of Aspen was something out of a dream - I could feel the nostalgia in each photograph.”

Special thanks to Vintage Ski World in Carbondale, Colo., for providing the many skis, props, sweaters, scarves, mittens, hats, snow boots and more that were used to revive the bygone ski era.

“In celebrating The Little Nell’s 30th anniversary this ski season, we knew we wanted to evoke memories from treasured times over the years,” says Jonathan Fillman, General Manager of The Little Nell. “We could not think of a better way to bring visions of the past to life than with this collaboration with Gray Malin. He perfectly captures the hotel’s storied history and the skiing culture of Aspen.”

Aligned with the philanthropic nature of The Little Nell and its parent company Aspen Snowmass, 10% of all website sales from Gray Malin in Aspen will be donated to Protect Our Winters (POW), the leading non-profit climate advocacy group for the winter sports community.

Select images from the collection will be showcased in the Living Room and Lobby at The Little Nell from Jan. 27 through Presidents’ Day. Signed and numbered prints will be available as limited editions on www.GrayMalin.com and at the hotel’s retail boutique beginning Jan. 28.

ABOUT GRAY MALIN:

Gray Malin is a modern day fine art photographer, New York Times Bestselling Author and CEO of his namesake brand, Gray Malin. With the philosophy to Make Every Day a Getaway®, Gray’s photography has expanded into a line of luxury products for home and travel.

He has shot over 30 series around the world in locations as remote as Antarctica, Namibia, and Bhutan while also receiving commercial recognition for inventive aerial beach, ski, and park scenes of the world’s most iconic destinations. With his keen ability to capture the essence of particular locations, he has had the coveted opportunity to photograph some of the country’s most celebrated properties such as The Beverly Hills Hotel, Rockefeller Center and The Breakers Palm Beach.

Gray Malin has partnered with numerous global brands such as Disney, Google, Neiman Marcus, Away, Ladurée, Le Meridien and more. These partnerships range from commissioned shoots to product and content collaborations, allowing audiences to interact with his art in various ways. www.GrayMalin.com.

ABOUT THE LITTLE NELL:

Cosmopolitan yet intimate, contemporary yet timeless, The Little Nell invites guests to experience Aspen’s only Forbes Five-Star, AAA Five-Diamond, ski-in/ski-out hotel – a Relais & Châteaux resort. The Nell turned thirty on Thanksgiving 2019 and celebrates all ski season with promotions, programs and, of course, parties. Visit www.nell30.com for details surrounding #Nell30. For reservations and more information about the hotel, please call 888.The.Nell (888.843.6355) or visit www.thelittlenell.com.

###