

City Lodge enters art sponsorship arena

Issued by [City Lodge Hotel](#)

25 Jul 2018

In its first foray into art sponsorship, the City Lodge Hotel Group sponsored prizes for winners of the Irma Stern-focused RMB Turbine Art Fair which took place in Newtown, Johannesburg, from 12-15 July.



Anton Rademeyer (back row middle), General Manager of City Lodge Hotel Newtown, with prize winners and organisers of the annual RMB Turbine Art Fair which took place in Newtown, Johannesburg, from July 12-15.

"As a group, we are excited about this new relationship we have entered into with Strauss & Co, one of the country's leading names in the field of art," said Andrew Widegger, CEO of the City Lodge Hotel Group. "Our aim is to stimulate interest in and knowledge of art which is a great vehicle for promoting cultural diversity and stimulating expression. We also see this as an excellent opportunity to showcase our hotels to the art community."



Some of the category winners receiving their prizes.

The City Lodge Hotel group sponsored cash prizes for category winners (painting, sculpture, ceramics and print) and

weekend accommodation prizes at City Lodge Hotel Newtown for the People's Choice (public vote) winners.

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