



## Ms. Natalya Pavchinskaya

FOUNDER  
S'YA & The Sanchaya

Arts and culture are emerging as a key hook for discerning travelers, who are increasingly seeking to be inspired by their travels, and learning about the local heritage and traditions through creative mediums. While art and travel have always been intrinsically linked, this connection is becoming more prevalent, as high-end travelers seek the latest, least-discovered experiences.

Weaving our fierce devotion to the arts with the guest experience at The Sanchaya, we host film investment summits with S'YA, artists in residence, and on-site installations, bringing together artists, producers, musicians, writers, photographers, and fashion designers to build a hub for creativity.

Moving into 2019, we will enhance our eclectic offering, partnering with emerging global talent and world-renowned names to remain at the cutting-edge of both the creative and hospitality industries. By working alongside such incredible talent, we open ourselves up to limitless growth as fresh ideas and inspiration emerge, constantly redefining The Sanchaya experience and enhancing the feeling of escapism at the estate.