



SPICE JOURNEYS



STORYTELLING EXPERIENCES
Redefining Inspiring Events





WELCOME



UNIQUE NOVEL EXPERIENCES

Spice Journeys events delight and enchant audiences by using immersive experiences and sensory storytelling to create unforgettable moments that invite audiences to connect differently.

Inspired stories take the guest from the table to tales of culture and conversations. These events go beyond dining and entice guests to engage, explore, and connect in meaningful ways.



THE EXPERIENCES

Menus to Enchant Your Guests



1 CULINARY JOURNEYS

Menus inspired by The Spice Temple novel, featuring dishes crafted from world-renowned chefs and luxury resorts. Each course tells a story—sharing its real-world inspiration and offering guests ideas to take home.

2 CULTURAL EXPERIENCES

Enhance the event with cultural experiences that spark connection and conversation. From musical accompaniments and dramatic reenactments to symbolic art and literary fragrances, each layer deepens the narrative and leaves guests with lasting impressions.

3 SENSORY STORYTELLING

Bring the story to life through bespoke items that enrich the experience from conscious creators. These carefully curated objects extend the novel experience—offering guests symbolic objects that reflect themes or real-world inspirations that are integrated into the story world.



1 CULINARY JOURNEYS

AN EXPERIENCE MENU

Character journeys and culinary adventures at the table. Each experience blends flavor and narrative, leaving guests with memories to savor and stories to share.





1 CULINARY JOURNEYS

From lite bites to a feast for the senses



AFTERNOON TEA

AFTERNOON LITE BITES FROM SWEET TO SAVORY-EACH TASTE UNVEILS A TALE.

A delicate journey where every bite offers a story of culture and imagination, setting the stage for deeper connections and storytelling throughout the day.



APERITIVO

SUNSET OR PRE-DINNER DRINKS & DELIGHTS-WITH EVERY MOMENT A NEW CHAPTER.

Crafted cocktails, fine wines, and elegant hors d'oeuvres invite guests to unwind with stories of creativity, provenance and heritage. Each flavor leads to spirited conversations.



DINING DELIGHTS

WHERE FINE DINING IMMERSSES THE SENSES IN AN EVOCATIVE JOURNEY.

With each course, stories at the table invite guests to relish culture and culinary artistry, and reflect on themes. Conversations spark profound connections, creating a shared experience and lasting memories.



LIQUID DREAMS

A NIGHTCAP TO SAVOR- WHERE THE FINAL TALE LINGERS LONG AFTER THE LAST SIP.

As the evening draws to a close, guests are enchanted by inspiring tales and liquid dreams, leaving all with a sense of wonder and reflection.



2 CULTURAL EXPERIENCES

A CULTURAL MENU

Experiences that enhance the narrative and immerse guests in culture. A reading, a musical reenactment, meaningful artwork, short films, or literary fragrances –each element transports guests to new worlds, leaving them with a sense of wonder and anticipation for what comes next.





2 CULTURAL EXPERIENCES

Stories that awaken the senses and foster connection



READINGS

Readings from the world of “The Spice Temple” or other works set the stage for an event of storytelling experiences.



MUSIC

Musical reenactments or interludes underscore themes and bring the story world to life through sound.



ART

Artworks representing characters, themes, scenes and places bring an added visual element to the storytelling.



FILM

Short films introduce the story world or other cultural or theme related inspirational viewings



CONVERSATIONS

Curated conversations allow for reflection on key themes, cultural nuances and offer opportunities to connect



LITERARY FRAGRANCES

Enchanting scenes awaken through literary fragrances (Prototype available only for events).



3 SENSORY STORYTELLING

ENRICHING THE EXPERIENCE

Items linked to the novel experience awaken the senses and add another dimension to the storytelling. Created by conscious creators or by local craft artisans, these gift items and keepsakes keep the memories and storytelling alive long after the event is over.



3 SENSORY STORYTELLING

Awaken the Senses



GIFTS & KEEPSAKES

THE NOVEL EXPERIENCE AWAKENS THE SENSES THROUGH HIGHLY-CRAFTED OBJECTS MADE BY CONSCIOUS CREATORS OR LOCAL ARTISANS.

Each gifts item or keepsake holds a story and a memory. They can be shared, and allow the journey to be continued.

The Spice Temple Gifts

Books | Silk Storytelling | Literary Fragrances |
Unique Timepieces | Candles | Themed Merchandise

Location Specific Merchandise

Items supporting local producers, cultures and traditions, or property experiences can be woven into narratives for added storytelling experiences.



BESPOKE STORYELLING

Customized Books and Experiences



YOUR STORIES

CUSTOMIZED STORIES ARE CRAFTED WITH UNIQUE CHARACTER JOURNEYS TO DEEPEN CONNECTION.

Characters can be created for a location specific story world that integrates specific facets of a location, culture or experience.

Adaptation to Audience and Location

- Characters unique to the property or location
- Characters inspired by local culture and history
- Narratives adapted to themes, experiences, and supported causes
- Real objects integrated into the story world
- Customized and branded print and digital

All narratives can be crafted to enable the creation of audio-visual experiences or other culinary and cultural events.

ENCHANTING NARRATIVES KEEP YOUR GUESTS CURIOUS ABOUT
WHAT HAPPENS NEXT



AUTHOR—IN—RESIDENCE

Living Stories | Elevating Culture | Celebrating Hospitality

Cindia invites you to explore storytelling as a living cultural experience.

EXPERIENCES & EVENTS

1 Signature Storytelling Events

Sensory storytelling tailored to the property's atmosphere and the guests' desired cultural experience—ranging from intimate readings, literary fragrances, or short films paired with afternoon tea or aperitivo, to curated culinary evenings and immersive cultural gatherings.

2 On Site Encounters

Impromptu storytelling moments that surprise and delight guests. Creativity and storytelling workshops can also be offered for deeper engagement.

3 Bespoke Stories Narratives

Stories drawn from the hotel's history, heritage, people, and setting—transformed into immersive storytelling experiences enriched with culinary elements, music, art, and design. These narratives can be curated into a beautifully crafted book, serving both as a cultural keepsake and a refined blueprint for future events.

4 Showcasing Local Talent

Integration of local musicians, performers, artists, and artisans into storytelling events, enriching the guest experience and celebrating the region's creative community.

BENEFITS & SERVICES

5 Cultural Stewardship

Position the hotel as a caretaker of culture and as a destination where stories, culture, traditions, craftsmanship, and artistic expression are come alive and are celebrated with guests.

6 Marketing-Ready Cultural Assets

Production of premium audio-visual content from events and encounters for media, digital promotion, and guest engagement, creating long-term cultural storytelling assets.

7 Guest Experience & Cultural Review

A refined observational review of the guest experience—offering discreet, thoughtful recommendations from a passionate hospitality advocate with extensive global travel and service insights. Tailored to elevate warmth, cultural resonance, and service excellence.

8 Creative Project Integration

Opportunities to integrate the residency's insights and inspirations into upcoming Spice Journeys novels, short stories, films, or immersive multimedia experiences.



IMMERSIVE EXPERIENCES

Transforming Spaces into Living Story Worlds



LAYERED STORY EXPERIENCES

ENGAGING AND DELIGHTING AUDIENCES IN NEW WAYS

AUGMENTED REALITY | VIRTUAL REALITY | GAMING | TOKENIZATION

1 Heritage Stories: Through storytelling tours guests uncover histories, legends, and narratives through stories or character-led guides.

2 Interactive Artefacts: Art, objects, and architecture awaken with voice, animation, or character-led stories.

3 Cultural Immersion: Music, art, and local traditions embedded in AR deepen emotional engagement.

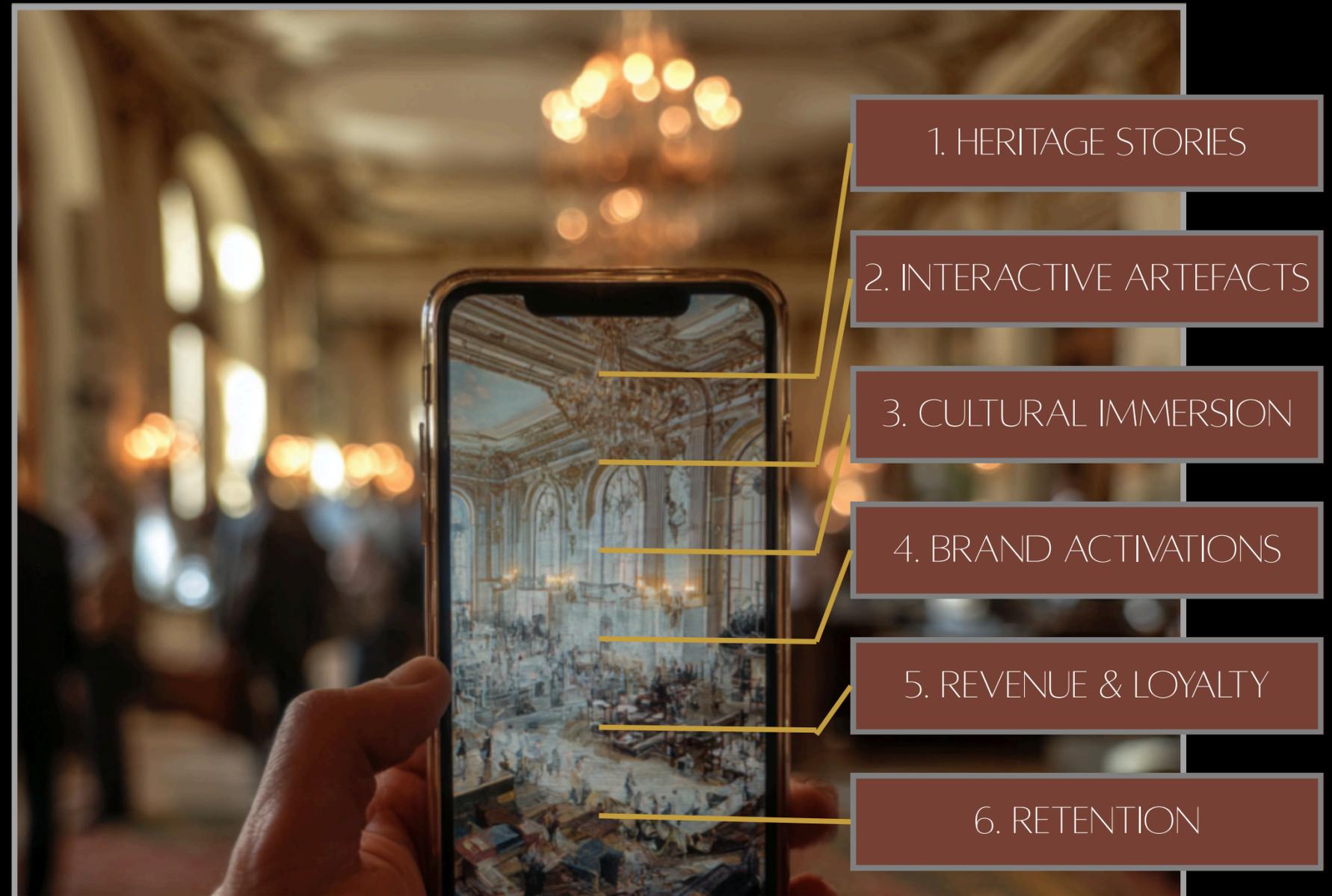
4 Brand Activations: Products, retail offerings, and partner brands integrated naturally into stories.

5 Revenue & Loyalty: Encourage exploration, upsell experiences, and innovate loyalty programs.

6 Retention: Extend engagement even after departure.

Each experience is tailored to the location and continues to engage audiences long after their visit.

CULTURE, COMMUNITY AND COMMERCE
THROUGH NARRATIVES





THE POWER OF STORYTELLING

WHAT HAPPENS NEXT KEEPS AUDIENCES COMING BACK



1 STORYTELLING AS A GATEWAY TO EXPERIENCES

Storytelling brings culture and emotion to life, transforming events into immersive journeys. It connects guests to new worlds, evokes wonder, and leaves them eager to discover what happens next.

2 IMMERSIVE STORYTELLING

Engage all the senses with curated experiences—from the tales and tastes, soundscapes, and artistic interludes. This multi-sensory approach creates unforgettable moments that linger long after the event ends.

3 ENGAGEMENT AND CONNECTION

Storytelling creates shared experiences, foster meaningful conversations, and establishes bonds between guests and the brand. A continued narrative encourages a sense of belonging, leaving guests eager for the next chapter.

4 BRAND IDENTITY AND LOYALTY

Custom storytelling enhances brand personality, creating a unique and memorable identity. These exclusive experiences drive guest loyalty, inspire repeat visits, and generate positive word-of-mouth, building lasting emotional connections and community.

5 CUSTOMIZABLE AND BESPOKE STORIES

Tailor every event to reflect the venue's unique character or create new stories inspired by The Spice Temple novel. This flexibility allows for personalized, exclusive experiences that captivate and delight.

6 CONSCIOUS LUXURY & LEGACY

Enhance the guest experience with curated and highly-crafted keepsakes and showcase local artisans. Raising awareness for culture and causes reinforce a brand's commitment to meaningful impact.





HOW TO ENGAGE

Rare Experiences for Elegant Spaces

YOUR JOURNEY BEGINS HERE

The Storytelling Journey

Together we will define the storytelling journey for your audience to embark on – from The Spice Temple or bespoke.



1 Culinary Journeys

Menus crafted with chefs, sommeliers and mixologist – whether afternoon tea, aperitivo, culinary journey, or soiree stories.



2 Cultural Experiences

Tales and tastes are underscored with sensory and cultural experiences – novel experiences expand into readings, musical interludes, art and more.



3 Sensory Storytelling

Highly crafted books come alive with beautiful objects that have story or cultural relevance made by conscious creators.



LOUNGE



IMBIBE



DINING



DESTINATION

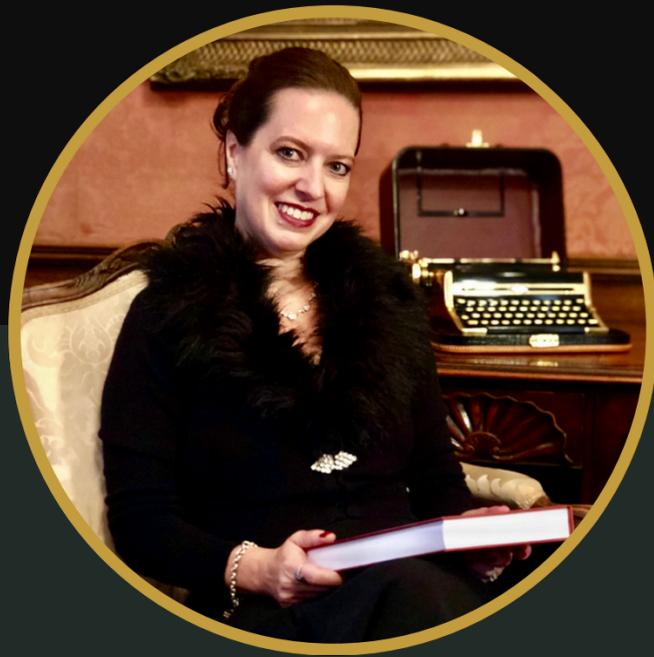


EXPERIENTIAL

Luxury Hotels & Resorts | Fine Dining Restaurants & Bars | Cultural Institutions & Museums | Exclusive Event Spaces & Private Estates | Luxury Cruises

ABOUT CINDIA

AUTHOR, PUBLISHER & FOUNDER



CINDIA LUEST IS AN AUTHOR, CULTURE CURATOR, AND FOUNDER OF SPICE JOURNEYS. SHE IS ALSO THE CREATOR OF NOVEL EXPERIENCES.

Having worked in management consulting, and in senior roles for the United Nations and in Swiss Banking, she left the large organizations behind to pursue her dream of writing and innovating storytelling.

Spice Journeys has been producing and publishing culture-rich content and experiences. It begins with books, short films, and sensory storytelling products. A network series is underway with a related innovative platform designed to build community for the culturally curious. The omni-channel approach has embraced Web3 experiences, including a digital art show, augmented reality, a metaverse art gallery, and there are plans for metaverse events and gaming.

The events are part of Spice Journeys' mission to innovative storytelling, find new ways for audiences to connect, and raise awareness for cultures and causes.





SPICE JOURNEYS

THANK YOU

And Welcome to the Journey!

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