

# VOGUE

AUSTRALIA

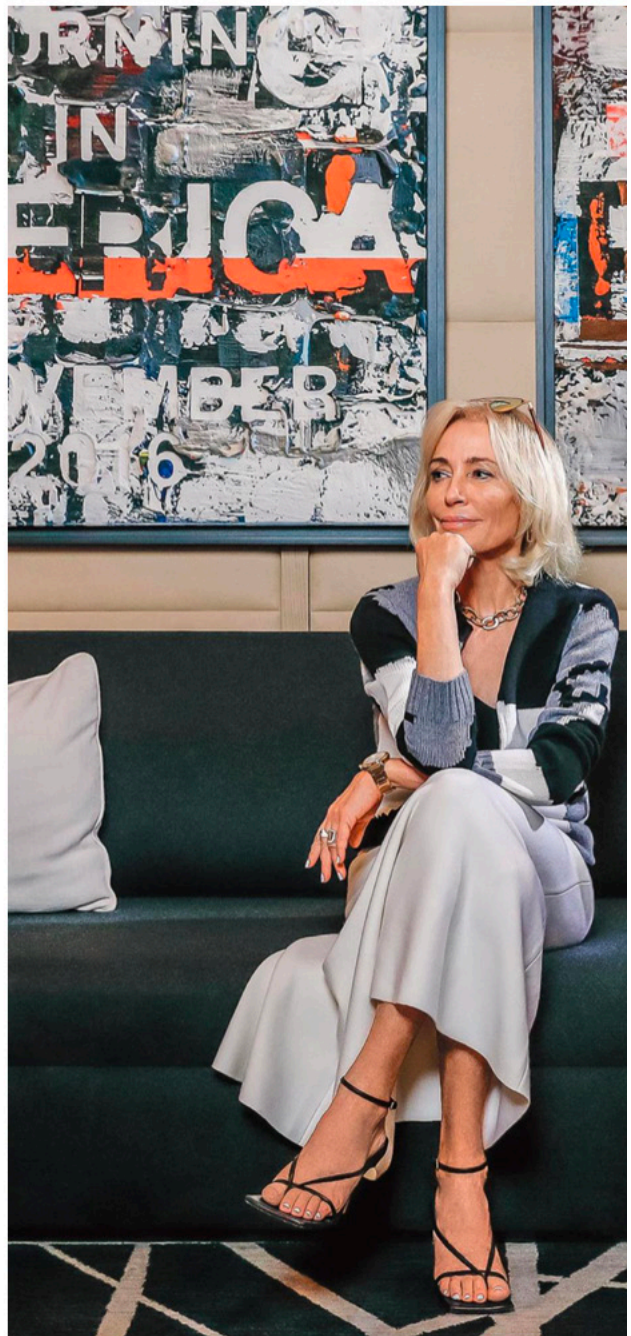
## APRÈS ART

Meet Paula Crown, the artist, philanthropist and entrepreneur who served on President Barack Obama's Committee on the Arts and the Humanities and sits on the board of the MoMA. She's also behind Aspen's rich cultural landscape and a new performance ski line with Prada, as Katrina Israel finds out.

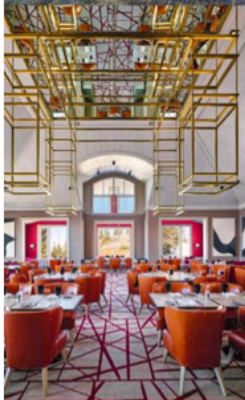
**M**adeleine Albright said it best: "Women can have it all, but not all at the same time," says Paula Crown with a smile, quoting the 64th United States Secretary of State over Zoom, before introducing the Anish Kapoor works that can't be missed behind her. The accomplished multimedia artist, who could easily be crowned (no pun intended) Aspen's unofficial cultural curator, is no stranger to wearing multiple hats. The polymath, whose daily art practice is balanced with numerous corporate and charitable roles, started her career on Wall Street, working her way up to vice president at Salomon Brothers before joining the family-run investment firm. In Aspen alone, Crown is co-owner and shareholder of The Aspen Skiing Company, which operates the Aspen/Snowmass resort complex – comprising four ski areas: Aspen Mountain, Aspen Highlands, Buttermilk, and Snowmass – in addition to the resort's only truly ski-in, ski-out five-star hotel The Little Nell, members-only local institution the ASPENX Mountain Club, and newly opened Limelight Hotel.

For many Australians, the idyllic ski resort, renowned for its uninterrupted powder runs and après social scene, was once an annual pilgrimage, earning Aussies top billing as Aspen's number-one international visitors. (Aspen aficionados will be familiar with the Ikon shared-pass program that includes mountains from Snowmass to Thredbo and Mt Buller.) It therefore comes as no surprise that the 2021/22 ski seasons have been "profoundly affected" by the pandemic-imposed travel restrictions, from capacity limits on mountain to visa issues for the resort's regular ski pros. "Saying that, we saw a huge rebound over summer," reinforces Crown, "I know during Covid, I personally needed to be in places where nature put me in my place."

The pause also allowed time to complete refurbishments of Crown's aforementioned properties. "We're leaning into the new," she continues, of the decision to move away from traditional alpine schemes towards a more contemporary approach. This was led by Madrid-based sculptor and interior designer Luis Bustamante, who worked with Crown on The Little Nell and ASPENX Mountain Club. Bustamante has instilled a fresh European sensitivity along with a bold colour palette and strong geometric detailing. "How do we expand our world while we're standing in exactly the →



mountain view from The Little Nell.



A look from the ASPENX Prada performance collaboration.



Madrid-based sculptor and interior designer Luis Bustamante worked with Crown on ASPENX Mountain Club, pictured above and below.



Paula Crown's JOKESTER (2017-18) in situ outside The Little Nell.



The exterior of members-only, local institution the ASPENX Mountain Club.