

**SOFITEL LUXURY HOTELS PRESENTS**  
**“DO DISTURB!”**  
**AT FOUR PROPERTIES ACROSS ASIA**

*Extraordinary artistic act by French artist duo La cellule (Becquemin&Sagot):  
Reinterpretation of the French “art de vivre”*

**Paris, February 25<sup>th</sup>, 2011** – Sofitel Luxury Hotels and the French Embassies in Beijing, Phnom Penh and Manila have teamed up with sophisticated and contemporary French paired-artists **La cellule (Becquemin&Sagot)** to present a creative and playful artistic re-interpretation of Sofitel Luxury Hotels’ world-renowned French hospitality, entitled **“Do disturb!”**

Taking a cocktail party as their framework for re-inventing serving protocol, the two artists of La cellule (Becquemin&Sagot), recreate and integrate the innovative and unprecedented elements into a dining experience to create a surrealistic dimension. Their invigorating acts involve turning the sommelier’s white towel to a long flowing fabric, bunches of flowers to be sculpted into a giant headpiece, the silver dome covering a plate revealing a miniature grand piano instead of a steaming dish. Each performance includes different guests and settings, allowing them to unfold the performance in a poetic and humorous way, exploring the boundaries between the ordinary and the extraordinary.

Discerning guests can visit **Sofitel Wanda Beijing**, **Sofitel Philippine Plaza Manila**, **Sofitel Phnom Penh Phokeethra** and **Sofitel Legend Metropole Hanoi** on selected dates in mid-March and early April, and enjoy the extraordinary act which has been hailed by critics as “an exceptional performance that reflects the French interpretation of culture and elegance which lies at the core of Sofitel Luxury Hotels’ commitment to the French ‘art de vivre’.”

**“Do Disturb!”** will be presented as follows across Asia:

Sofitel Wanda Beijing, China:	March 16 – 17
Sofitel Philippine Plaza Manila, Philippines:	March 21 – 22
Sofitel Phnom Penh Phokeethra, Cambodia:	March 25 – 26
Sofitel Legend Metropole Hanoi, Vietnam:	April 1 – 2

Tickets are available at individual hotels and guests are welcome to contact the hotels for details. Alternatively, they can visit [www.la-cellule-becquemin-sagot.com](http://www.la-cellule-becquemin-sagot.com) and [www.sofitel.com](http://www.sofitel.com) for more information.



***About La cellule (Becquemin&Sagot)***

The pioneer artist duo, dedicated to synthesizing the “French touch” and the dinner service by transforming dishes, trays, kitchenware and table settings, features 33-year old Emmanuelle Becquemin and 34-year old Stéphanie Sagot, who are based in Paris and Montpellier, France. Using collage techniques, they create artistic fictions dealing with the process of consumption. They have exhibited their work in Asia, South America and Europe, (art galleries, museums, modern art festivals and fairs) with a distinguished solo exhibitions held at Art Contemporary Museum, Lima, Péru; at French Year Festival in Rio, Brazil; and at Loft Etagi Project Gallery in Saint Petersburg. Other exhibitions have been held at Slick Art Fair in Paris and at Design Tide Week in Tokyo.

\* \* \* \* \*

**Sofitel, World Class Hotels & French Elegance**

Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today’s more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French “art de vivre.”

*Discover Sofitel on [www.sofitel.com](http://www.sofitel.com)*

*Discover A|Club at Sofitel, the worldwide Accor loyalty program on [www.a-club.com](http://www.a-club.com)*

\* \* \* \* \*

Images on request

\* \* \* \* \*

***Press Relations Sofitel Worldwide***

*Rodolphe Moulin-Chabrot*

*rodolphe.moulin-chabrot@sofitel.com*

***Press Relations Agency Contact***

*Name*

*Tel*

*Email*

