

PRESS RELEASE

**SOFITEL CELEBRATES FASHION AND CINEMA:**

**13 INTERNATIONAL ADDRESSES PRESENT TWO EXCLUSIVE EXHIBITIONS**

**Paris, February 10, 2011** – An ambassador of French elegance and culture, the Sofitel brand has made it a point of honor to celebrate that heritage by means of numerous events, whether related to literature, gastronomy, fashion or music. Culture as a means of privileged expression of the brand, acting as a link between its addresses, countries and continents.

As from next month 13 Sofitel addresses will host two tailor-made photographic exhibitions created in collaboration with the famous Polka Gallery in Paris: one will unveil the hushed world of haute couture, the other the fascinating world of the Seventh Art.

After a highly successful tour in Europe and North America the exhibition ***Fashion Stills*** is preparing to conquer new countries this year, while ***On-set / Off-set*** will open in Brussels before travelling across the old Continent.

***Fashion Stills, Si la mode m'était contée***

The exhibition *Fashion Stills* is an invitation to share in the intimacy of the Houses which built France's luxury tradition. Stars of photography for the emblematic faces of the runways: Derek Hudson, Françoise Huguier, Jean-Marie Périer and Gérard Uféras have immortalized rare, intimate moments, revealing a glimpse behind the scenes of the confidential and hushed universe of haute couture masters like Dior, Chanel, Jean-Paul Gaultier and Yves St Laurent.

Created at Sofitel Paris Le Faubourg, this exhibition was given an international flavor for its 2010 journey across Europe and North America. This year, the story continues and *Fashion Stills* is ready to conquer new countries, pushing back the frontiers of Africa, the Middle East and Australia.

***On-set / Off-set, Des instants de Cinéma***

Luxury hotels have always inspired and attracted top film directors. Thus Sofitel Old Cataract in Aswan, Egypt, was chosen for the film "Death on the Nile" from Agatha Christie's novel. But the relationship between Sofitel and the Seventh Art dates back to the very origins of the film industry. The Lumière brothers' first public cinema screening took place at Sofitel Scribe, in Paris, France, in 1895!

For all these reasons, Sofitel chose the cinema as the theme of its new exhibition created in collaboration with the Polka Gallery.



The photographers Alain Loison, Derek Hudson, Emanuele Scorcelletti and Stefano de Luigi unveil intense shots of French and international actors, legendary couples, but also of those rare moments, stolen behind the scenes of a fascinating shoot or, on the contrary, beneath the projectors of the Cannes Film Festival.

Johnny Depp, Sophie Marceau, Monica Bellucci, Woody Allen, Serge Gainsbourg and Jane Birkin... All of them emblematic faces which make *On-set / Off-set* a session not to be missed.

Emotion, escape and culture are some of the values which Sofitel shares with the cinema and for many years the brand has supported the Seventh Art as a partner at the festivals of Rome, Marrakech and even Lisbon.

\* \* \* \*

**FASHION STILLS - Si la mode m'était contée**

**AUSTRALIA**

**Sofitel Melbourne On Collins:**

*March 8 => April 14*

**Sofitel Brisbane Central:**

*September 7 => December 26*

**Sofitel Sidney Wentworth:**

*May 2 => August 20*

**AFRICA/MIDDLE EAST**

**Sofitel Dubaï Jumeirah Beach:**

*March 16 => May 20*

**Sofitel Cairo El Gezirah:**

*June 16 => August 15*

**Sofitel Marrakech Palais Impérial:**

*September 15 => November 10*

**EUROPE**

**Sofitel Lisbon Liberdade:**

*December 1 => January 22 (2012)*

**Sofitel Budapest Chain Bridge:**

*February 17 => April 20 (2012)*

**ON-SET / OFF-SET – Cinema moments**

**Sofitel Brussels Le Louise:**

*March 10 => May 19*

**Sofitel London St James:**

*September 2 => November 11*

**Sofitel Rome Villa Borghese:**

*February 27 => May 7*

**Sofitel Amsterdam The Grand:**

*June 3 => August 15*

**Sofitel Munich Bayerpost:**

*November 29 => February 7 (2012)*

\* \* \* \*



**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 new worldwide Accor loyalty program on **[www.a-club.com](http://www.a-club.com)**

\* \* \* \* \*

**Press Relations Sofitel Worldwide**

*Rodolphe Moulin-Chabrot*

*rodolphe.moulin-chabrot@sofitel.com*

**Press Relations Agency Contact**

Name

Tel

Email

