



Initiative

10/26/2012

Accor actively involved in lille3000's "Fantastic" contemporary creations

On October 6, in Lille, France, in the presence of France's Prime Minister and Minister of Culture and Communication, 300,000 people attended the official inauguration of the cultural edition of lille3000 under the theme "Fantastic". Accor is an official partner of this event which comprises 700 exhibitions, events and shows that will run until January 13, 2013. The day ended with a supernatural opening parade featuring whacky costumes by Jean-Charles de Castelbajac and huge blow-up creatures including "Surrational", a disheveled giant created by Nick Cave.

For the occasion Accor inaugurated "Eternal Sunset", an artwork that takes place every evening on the façade of the Suite Novotel Lille Europe. This contemporary creation is part of the program of 21 Urban Metamorphoses that can be seen for free all around the city.

Lille, Accor's birthplace

The work of art, created by Yacine Ait Kaci and Naziha Mestaoui of Electronic Shadow is original to say the least. It is the transformation of a light impression image of a sunset using a system of controlled colored lights. At nightfall, the reflecting surface of the Suite Novotel Lille Europe's façade "imprints" the evening sky, producing sunset impressions every ten minutes. At the inauguration attended by the Mayor of Lille, Martine Aubry, as well as Accor partners, artists, journalists, hotel general managers, franchisees, Grégoire Champetier, Former Global Chief Marketing Officer and Gwenaël Le Houérou, Managing Director Novotel and Suite Novotel France, Denis Hennequin, Chairman and CEO of Accor reminded the audience of the special bond between Accor and Lille which is where the group opened its very first hotel, a Novotel establishment, in 1967.

"Lille has demonstrated exemplary dynamism in accomplishing its transformation into a leading European business and cultural center. This capacity to reinvent itself and open up to the world's cultures resonates with Accor's DNA of conquest, innovation and openness. It was therefore only natural for Accor to be a partner of Lille 2004, European Capital of Culture, and for us to renew our partnership and support lille3000."



Denis Hennequin also pointed out that this decision was fully reflected even in the choice of Accor's art display, which he appreciated for its "fantastic" characteristics and for its ability to amaze and surprise. "...also, because like our hotels, it is universal and touches us whatever our culture or origin; because it symbolizes the welcoming light and warmth of hospitality, those little rays of sunlight that we offer our guests all around the globe; and lastly, because it places innovation at the heart of its approach."

The Mercure Lille Métropole is also involved in the partnership

Accor's commitment to contemporary creation is part of its ambition to open new frontiers in hospitality, geographic frontiers as well as frontiers in hotel experience and cultural blending.

Accor will also provide additional support for "Phantasia", the exhibition held at Lille's Tripostal cultural center featuring about a dozen artistic displays evoking the unaccountable, the enchanting, and the fictional, and for "Gulliver's Dinner" by Lilian Bourgeat, where visitors enjoy the illusion of sitting at a giant's table with plates, glasses, cutlery and food that are 2.5 times bigger than normal. The Mercure Lille

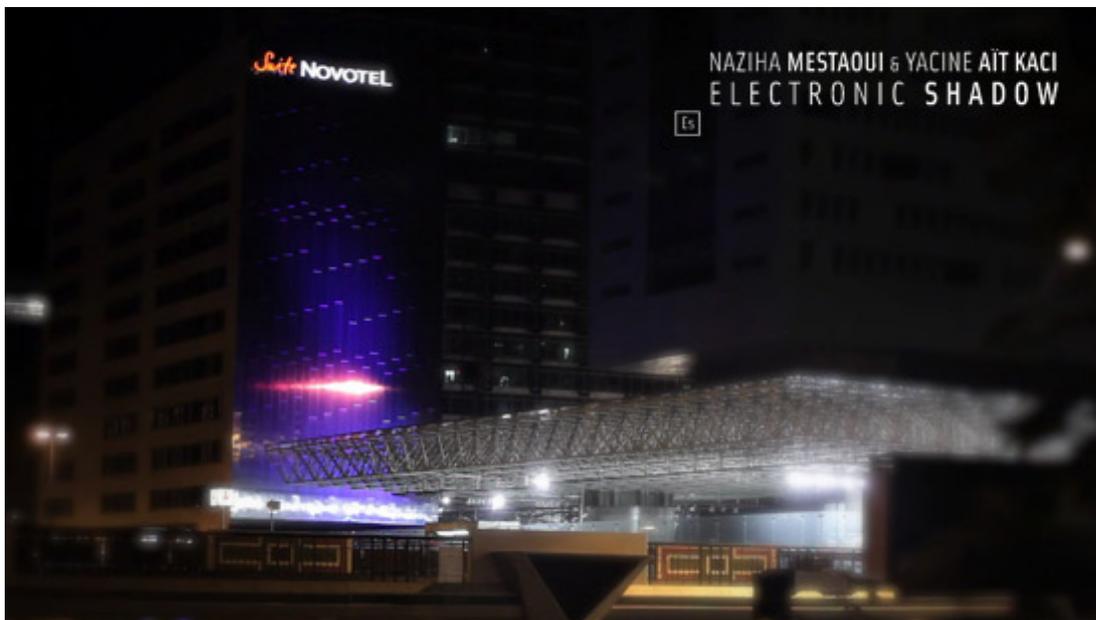
Métropole will host “Gulliver’s Dinner” in mid-November and serve a “Fantastic” menu created for the occasion by the hotel’s chef.



lille3000
FANTASTIC

As part of the partnership, Accor will help welcome artists, journalists and VIPs in its various hotels. It is also actively promoting both the destination and “Fantastic”, through its “Hotels + exhibitions” packages on accorhotels.com, in France, Germany and the United Kingdom, through press relations, an event kit and a video clip shown in its Lille hotels, which will organize three private evening events for their guests.

On presentation of their membership cards, Le Club Accorhotels members will be able to obtain a free entrance ticket for two adults to see the Tripostal cultural venue’s exhibition: “Phantasia”.



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