



## Events

07/10/2012

### Accor participates actively in a “Fantastic” lille3000

After its partnership with “Lille 2004, European Capital of Culture”, Accor is now an Official Partner of lille3000 and will take part in the thematic edition of “Fantastic” from October 6, 2012 to January 13, 2013.

The festival includes an opening parade (with wacky costumes by Jean-Charles de Castelbajac and “Surrational”, a disheveled giant created by Nick Cave), exhibitions, urban metamorphoses (a new “Rambla”, a UFO right in the middle of Lille Flandres station, Maison tombée du ciel (the house that fell out of the sky), a trompe-l’œil canvas, etc.), performances, and much more... With 500 events involving contemporary artists from about twenty countries, the outlandish will take over the city, the supernatural will occupy urban space creating surprise and a sensation of astonishing strangeness.

Furthermore, a new edition of the travelling exhibition, “Futurotextiles”, which associates science, technology, design, fashion and art around innovative textiles (incredible materials, microencapsulated lace and magic textiles), will be inaugurated for the opening of the European Centre for Innovative Textiles in Tourcoing. In 2013, the exhibition will show at the Cité des Sciences in Paris.



#### Suite Novotel Lille Europe takes part in the event

Reflecting its signature “Open New Frontiers in Hospitality”, Accor will help welcome artists, journalists and VIPs in its various hotels. Throughout “Fantastic”, the Group will also take part in the Urban Metamorphoses program. For example, “Eternal Sunset”, an artistic display created by Yacine Ait Kaci and Naziha Mestaoui of Electronic Shadow and inaugurated on the eve of the opening of the thematic edition, will enable the public to enjoy the impression of permanent sunsets every evening, every hour, on the reflecting surface of the Suite Novotel Lille Europe. The show is not a projection but a light impression image transformed using a system of colored lights.



#### Pampering Le Club Accorhotels members

Accor will also provide more support at “Phantasia”, the exhibition held at the Tripostal cultural center, that presents about a dozen artistic

displays evoking the unaccountable, the enchanting, and the fictional, such as "My private sky" by Borre Saethre, in which a unicorn appears. The Group will also actively support "Gulliver's Diner" 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.



Le Club Accorhotels members will be able to present their membership cards and obtain a free entrance ticket for two adults at Tripostal (free access for children under the age of 16). The Mercure Lille Métropole will host "Gulliver's Dinner" on two occasions and serve a "Fantastic" menu created for the occasion by the hotel's chef.

Accor will actively promote the "Fantastic" destination as well as its brand hotels taking part in the event, through press relations, its websites, as well as a video clip that will also be shown in the Lille hotels that will organize three private evening events for their customers.



*Crédits photos : "Lilian Bourgeat Le Dîner de Gulliver", "Nick Cave - Pink Bunny Boy", "Nick Cave - Photo by James Prinz, Chicago, Courtesy of the artist and Jack Shainman Gallery, New York", "SAETHRE My Private Sky (2001)"*

[Discover the lille3000 website](#)

[Discover the theme of this new edition : fantastic 2012](#)

*Cradle of the Accor group, the region Nord-Pas-de-Calais in France saw the construction of the first hotel Novotel, opened in 1967, to Lille-Lesquin. Since, about 40 hotels were developed in the region, under brands(banners) Novotel, Suite(Continuation) Novotel, Mercure, ibis, all seasons / ibis Styles, Etap Hotel/ibis Hotel/ibis budget and hotelF1.*