



## Events

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# Paris: Pullman makes its own revolution

The figures are impressive, with 2,500 rooms and 26,000 m2 of public areas refurbished and renovations that will last 30 months, and reflect the sheer scale of the project.

Pullman has launched this unprecedented transformation known as "Pullman Paris Live" in the heart of France's capital. This architectural revolution will allow it to unveil its new look as well as a reinvented approach to upscale hospitality in the first quarter of 2014.

Five hotels: the **Pullman Paris Montparnasse, Bercy, Tour Eiffel, La Défense, Charles de Gaulle Airport...** will showcase the brand's new mind-set and daring approach promoting an experience that blends efficiency with pleasure.

« This project represents an unprecedented challenge in the Paris hotel sector with the virtually simultaneous refurbishment of five "heavy weight" establishments. No hotel brand has ever undertaken renovations on this scale in as many hotels in the same city in such a short period of time. It represents a sizeable investment which is entirely funded by the hotel owners. We are giving ourselves the means with which to fulfill our ambitions in the world's top tourist destination » declares **Denys Sappey** - Director of Pullman France.



A dedicated website to follow the progress of refurbishment

Several key features in all five establishments will be reinvented over the next few months, for example, services, interior design, contemporary art, connectivity and decompartmentalized spaces. The aim is to create five unique addresses where customers will recognize Pullman's identity through a series of brand hallmarks and strong characteristics.

Of course design is one of the project's essential elements. Eight renowned architects and interior designers are responsible for Pullman's new identity in Paris: **Christophe Pillet, Didier Gomez, Marc Hertrich & Nicolas Adnet, JOI Design, Laurent Moreau, Naço and Didier Rey.**

« Our brand project offers a new approach to upscale hospitality in which design plays a key role. Whether they are staying for business, leisure, or both, our objective is to offer our guests a cosmopolitan, stimulating and decidedly stylish experience. The designer element in our hotels will be reinforced by the brand's commitments in the field of contemporary art » explains **Xavier Louyot** - Senior Vice President, Global Marketing for Pullman.

This unprecedented transformation of the brand's Parisian hotels also involved a lengthy process to prepare employees and includes a vast internal **communication campaign** as well as a campaign targeting customers through a dedicated website. The aim is to involve customers as much as possible by revealing what the Pullman hotels of the future will be like and to strengthen customer bonds with a brand that is determined to shake things up in 2013 and the years to come.



### **The "Pullman Paris Live" project in figures...**

- 5 hotels
- 8 designers
- 30 months of refurbishment
- 2,510 rooms renovated
- 26,000 m2 of living areas reinvented
- 1,500 employees concerned
- January 2013: work starts at the Pullman Paris Tour Eiffel
- March 2013: Unveiling of the Pullman Paris La Défense and Pullman Paris Montparnasse
- September 2013: Unveiling of the Pullman Paris Bercy
- December 2013: Unveiling of the Pullman Paris Charles de Gaulle Airport
- April 2014: Unveiling of the Pullman Paris Tour Eiffel

To find out more on Pullman

Book a room in a hotel Pullman