



## Innovation

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# Pullman disrupts the codes of business with “Business Playground”

Pullman reinvents meetings with its new “Business Playground” concept. This area, created by designer Mathieu Lehanneur, reflects the brand’s “Work hard, Play hard” motto as well as the lifestyles of its guests for whom the boundaries between work and play are becoming increasingly blurred.

### “Work Hard, Play Hard”

In the meeting rooms, customers will discover Pullman’s brand new “**Poker Table**”. This table is a symbol of the business meeting. It’s design includes ingenious features inspired by the world of **games** and, notably the poker table’s traditional leather edge, that invite participants to lean into it and rest their elbows and hands on it.

So that technology is easily accessible, but remains discrete because it is perfectly integrated into its surroundings, all the connectivity options required for the meeting are incorporated in the Pullman “**Poker Table**”. Meeting supplies (notepads, pens, etc.) are presented in elegant Pullman “**Tool Boxes**” designed specifically for this boardroom.

### The Pullman “Canopy Break” and “Curiosity boxes”



During a meeting day, it is important to have relaxing moments and breaks between the intensive work sessions. The Pullman “**Canopy Break**” is an inviting bubble-like space that allows guests to take a break or have an informal conversation in an extremely **comfortable setting**.

Mathieu Lehanneur explains: “*Between two meetings, the Pullman “Canopy Break” provides an escape route that is both organic and digital. Designed to offer a pause but also as an informal extension of the meeting, the Pullman “Canopy Break” is somewhere else, outside, under the trees.*”

The world of travel and the **cosmopolitanism** that are part of Pullman’s identity are reflected in the “Business Playground” room’s cabinet of curiosities. These contemporary Pullman “Curiosity Boxes” display **unusual** objects and books that trigger ideas and transport guests to unexpected places.





Pullman's guests can access free broadband Wi-Fi, as well as control the sound and visual environment and the lighting from an iPad.

Xavier Louyot, Pullman Global Marketing Officer explains, *"Our business guests travel a lot. Hotel guestrooms and meeting rooms are part of their daily routine. Quality of service and efficient facilities are intrinsic to all upscale international hotels. So, it's the experience that makes the difference. It takes inspiration for big ideas to make the leap forward. With "Business Playground" we aim to create unforgettable meetings for our guests, so that their gatherings in our establishments in London, Paris, or elsewhere are unlike any others."*



The Pullman London St Pancras has been premiering this exceptional concept since November 2013, prior to its gradually roll-out across the network from **2014**.