



## Events

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### Sleep Art: ibis treats its guests to an unprecedented experience

The ibis family will be running a digital operation that no hotel has ever run before, until 23 November. Customers on [Facebook.com/ibis](https://www.facebook.com/ibis) can win an exclusive night during which a robot-artist will turn their sleep patterns into works of art! Take the tour.

The ibis Styles Paris Bercy lobby is now home to an exclusive feature: a robot "artist" that has been transferring guests' sleeping patterns onto a canvas, night after night, since October 8th – provided they are one of the fortunate few to win this all-new experience.

This first-ever experience in the hospitality business was devised around a viral operation on social media.

#### 80 sensors in the topper

Guests registered on [www.facebook.com/ibis](https://www.facebook.com/ibis) have been winning nights in hotels to sleep while the robot translates their sleep patterns into a painting, since September 19th 2012. The technology is trailblazing – and inconspicuous: "happy sleepers" do not see the 80 sensors that are unobtrusively concealed in the new bed topper to record a number of variables, such as body pressure and movement, temperature and sound, through the night. The Advertising and Media Strategy department teamed up with robotics experts from Swedish company Acné and creative artists from BETC Digital to pull off this technological feat.

The guest goes to sleep and the robot wakes up and starts painting its work of art live. The creation is filmed – from the first to the last paintbrush stroke – and broadcast on Facebook. The goal is to treat as many people as possible to this extraordinary experience, which cyber-guests, journalists, bloggers and countless employees already enjoy. The robot is staying in Paris but the experience will be travelling to ibis family hotels in Berlin (26 October to 11 November), London (14 to 23 November) and, why not, other countries – so stay tuned.

