



## Openings

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# Sofitel So Bangkok: the best of design, technology, comfort and wellbeing

**Sofitel So Bangkok**, the second Sofitel So label address, is opening in the Thai capital. Situated close to the business district and the Lumpini Park, Sofitel So Bangkok benefits from a privileged location in a lively area right in the centre of town. In addition to its strategic position, it is the first hotel in the "City of Angels" to offer such a successful combination of innovative design and high quality service.

The aim was to create a contemporary hotel with every modern comfort, and as a result, the establishment is now positioned to become Bangkok's trendy new place-to-be, with an identity that is totally unique on the market, manifested by its slogan "Intense living".



### A decor inspired by the Five Elements

Thai award-winning architect Smith Obayawat and Five famous Thai interior designers teamed up with Monsieur Christian Lacroix, the celebrated French fashion designer to make Sofitel So Bangkok a true feat in terms of design and exceptionally innovative. The decoration of the 238 hotel guestrooms and suites by local designers is based on a central theme, the Five Elements. Water, Earth, Wood, Metal each inspire 4 floors with its dedicated Lobby area, while the element Fire, is the theme of the main restauration area.

The "*Water Element Room*", brainchild of Pongthep Sagulku, is characterised by its originality, a special feature being a bathtub with a direct view of Bangkok.

The "*Earth Element Room*", created by Vitoon Kunalungkarn is in homage to "Mother Nature", with walls hung with primitive Thai paintings.

The "*Wood Element Room*", designed by Nithi Sthapitanonda, is a serene and tranquil refuge from the stress and bustle of the city.

The "*Metal Room*" signed by Somchai Jongsaeng opens the gateway to a world that is totally zen, a pure simple style in shades of white and metal.

Another innovative feature of this hotel: spa suites that combine intimacy and wellbeing.

The French touch is a strong symbol of Sofitel hotels worldwide, here provided by one of the French masters of Haute Couture, Monsieur Christian Lacroix who was entrusted with the artistic direction of the establishment. In this capacity, he coordinated and showcased the work of the other designers adding the inimitable French touch and placing great emphasis on originality and harmony. He also participated in the creation of the hotel emblem, the "Tree of Life", and completely redecorated the Club Lounge situated on the top floor with two vast frescos, as well as designing the staff uniforms.

### Unique innovations on the market

Of the various hotel bars and restaurants, the "Red Oven", which is planned around a handsome and imposing red oven, by the French Molteni brand, is a perfect illustration of the element fire, offering traditional cuisines in full view of the diners.

The "Park Society Restaurant & Bar" is a magical place on the hotel rooftop with a stunning view of the city of Bangkok. Within this space is the exclusive « HI SO », consisting of a series of elegant cabanas for more intimate moments.

Another novel feature of the hotel is the Chocoblab, a veritable chocolate deli and boutique serving delicious handmade French chocolates, in an attractive setting where guests are welcome to sample gourmet confections.

Another important innovation makes Sofitel So Bangkok really stand out in the market: state-of-the-art technical amenities allow guests to connect with the outside world at any time and each of the 238 guestrooms is fitted with a Apple® Mac mini. A true first in Asia. Lastly, the establishment provides a So FIT fitness area equipped with the latest equipment for fitness and wellbeing and an open air infinity swimming pool with a splendid view of Bangkok. Guests can also chill out at the So SPA, which resembles a mythological forest, entirely devoted to wellbeing.

With the opening of this hotel, Sofitel diversify the offer in this city with a unique designer establishment aimed at a more urban clientele. Sofitel has three new hotels in Bangkok, each reflecting the new luxury standards of the brand: Sofitel So Bangkok, **Sofitel Bangkok Sukhumvit** which is about to open, and the current Bangkok Sofitel, **Sofitel Bangkok Silom** which will soon rebrand as Pullman. Following the **Sofitel So Mauritius** contemporary resort styled by Kenzo Takada, Sofitel So Bangkok is opening a new chapter in Sofitel development in Asia as a contemporary designer brand and is scheduled to launch **Sofitel So Singapore** in 2013 and **Sofitel So Mumbai** in 2015.

[To find out more about Sofitel](#)