



**Press release – April 7, 2011**

## **all seasons takes part in the Milan furniture fair, a must-visit international design event**

From April 12 to 19, all seasons, Accor's non-standardized economy and design brand, will take part in the Salone del Mobile in Milan for the first time. On this occasion, it will present "Hosting Senses", an original project that it entrusted to young designers.

### **Hosting Senses – a sensory journey of discovery into the all seasons universe**

"Hosting Senses" is one of the installations that will come to life at Milan's Salone Internazionale del Mobile. Inside the Fabbrica del Vapore, where several projects will be presented, all seasons will invite visitors on a sensory journey into the world of design.

all seasons asked students at the IED (European Institute of Design) to create a project that would reflect its bright, colorful brand image. The only instruction it gave was: evoke the world of hotels through the five senses.

#### **The result is three interactive cubes:**

**"New Emotional Box"**: a first approach to comfort and relaxation at all seasons through the brand's color scheme.

**"Suono Invisibile - Sensing sounds"**: an experience that combines colors and music in an unconventional way to introduce all seasons' innovative focus.

**"Web Cocoon - Sensing all seasons"**: a multi-sensory game that will reflect the brand's fundamental values.



These three interactive installations inspired by the brand's innovative and stylish atmosphere will invite visitors to live an original and creative experience at the center of hotel industry trends.



Located opposite the exhibition, the all seasons travelling room will enable everyone to discover the spirit of design central to the brand's approach.



all seasons' presence at the Milan furniture fair through the "Hosting Senses" project, demonstrates the brand's anchoring in design and reflects evolving trends in the economy hotel industry.

### **A dynamic brand supporting a project that, like it, is in tune with the times**

Since its launch at the end of 2007, all seasons has made design central to its brand thinking. Design is present at all levels: through the use of light, the lay-out, the furniture, and even the comfort amenities.

The brand's attention to esthetics also aims at simplicity and conviviality, two of all seasons' fundamental values, reflected notably in the free and open areas. Lastly, the hotels are punctuated with hints of humor visible in objects or interior design touches. This allows the brand not to take itself seriously while offering high-quality service.

One of the brand's other key features is its "all inclusive" offer. Every all seasons hotel offers a package including:

- An all-you-can-eat breakfast buffet,
- Broadband internet access,
- A host of extra thoughtful details (tea, coffee, newspapers...)!

Families are also given center stage at all seasons, with a series of dedicated services like the Family Offer, which proposes suites especially fit out as well as essential equipment: high chairs, bottle warmer, folding beds for babies available on demand.

The all seasons network currently boasts over 120 hotels in 11 countries, including four establishments in Italy, as well as France, Germany, Spain, United Kingdom, Belgium, Luxembourg, Australia, New-Zealand, Thailand and Indonesia. New countries will join the network soon, with openings in Austria, Sweden and the Netherlands planned for 2011.

#### **About all seasons**

*all seasons is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection, and hotels that resonate simplicity, generosity, quality and conviviality. Located in city centres or activity centres, each establishment has its own personality while sharing a common colourful, bright, energetic decor and humorous brand spirit. In 2011, the network represents more than 120 hotels in 11 countries.*

*More information on all seasons hotels is available at [all-seasons-hotels.com](http://all-seasons-hotels.com).*

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