

## Metamorphosis of Pullman in Paris Act I

The new Pullman Paris La Défense is the first step in the unveiling of the new face of Accor's international upscale brand. Pullman offers business and leisure travelers a new, vibrant, cosmopolitan and in style experience in the French capital. The project will continue into the first quarter of 2014, with the Pullman Paris Montparnasse to be unveiled in June this year, the Pullman Paris Bercy in September, the Pullman Paris CDG Airport in December and – the final act - the Pullman Paris Tour Eiffel in April 2014. During the renovation period, the hotels will continue to welcome guests and even offer them some surprises, like the *180 only*, the Pullman Paris Tour Eiffel's "limited edition" temporary restaurant.

Until the end of the first quarter of 2014, is revolutionizing the interiors of its five Parisian hotels assisted by eight renowned architects\*. An ambitious and unique project – *Pullman Paris Live*" – involving 30 months of works, renovation of over 2,500 rooms and reinvention of 26,000 sq. m. of public areas to meet the expectations of a clientele of seasoned travelers.

### Act 1: Pullman Paris La Défense

In the heart of the La Défense business district, the fully renovated hotel offers a calm, clean-lined and luminous experience. Within quick and easy reach of Orly and Roissy Charles de Gaulle airports and just 10 minutes from the Champs-Élysées, the Pullman Paris La Défense has been rethought by designers Marcelo Joulia (public areas) and Christophe Pillet (the rooms).

Thanks to the work of Argentinian designer Marcelo Joulia, the lobby, restaurant and bar offer more space for both business-related activities and relaxation. The glinting mirrors, harmonious colors and the association of materials create warm but uncluttered spaces. Design effects and new technologies are incorporated to provide greater comfort, modernity and connectivity. For instance, fiber optic technology has been installed throughout the hotel, enabling guests to take advantage of free, very high-speed Wi-Fi access.

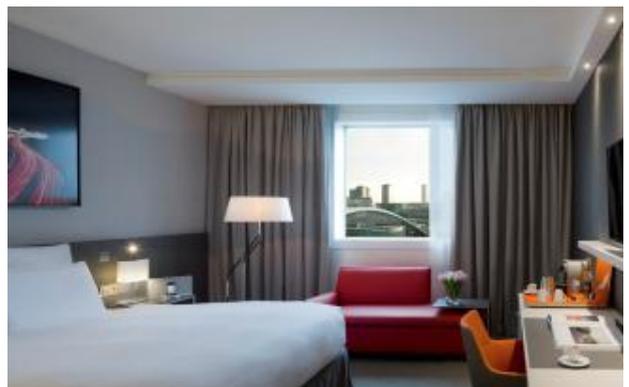


*"Each Pullman establishment in Paris has been re-examined and rethought to let our guests try out a new way of living the hotel experience, combining work and pleasure. Through this project, Pullman proposes a vibrant, cosmopolitan and in style experience. The unveiling of the Pullman Paris La Défense is the first proof of our project,"* explains **Denys Sappey, Senior Vice President Pullman France.**

- **Modern, connected rooms**

The Pullman Paris La Défense's 382 rooms offer outstanding comfort in a calm ambiance. Rooms (Classic, Superior and Deluxe) and suites of up to 100 sq. m. offer the best of the Pullman experience (free fiber-optic Wi-Fi, Nespresso® services, LED TV screens up to 46' wide, the Pullman bed, *Docking Stations* and a rainshower).

Under the trained eye of Christophe Pillet, the rooms are quietly luxurious, with minimalist lines softened by vibrant colors. *"An upscale hotel must be a place with a strong identity: unique both in terms of architecture and decoration but also services. The Pullman Paris La Défense offers comfort and serenity in a neighborhood with a hard-edged urban image",* says **Christophe Pillet.**



- **A cosmopolitan restaurant: the Quinte&Sens**

At the Pullman Paris La Défense, chef Jean-Paul Corbillet wanted a kitchen opening onto the dining area. An inspiring cuisine using five cooking techniques provides diversity, choice and surprise. The Vinoteca by Pullman wine list is designed and signed by Olivier Poussier, voted Best Sommelier in the World in 2000.

- **Ideal for meetings**

The 12 meeting areas (drawing rooms, private dining room and boardroom from 26 to 1,503 sq. m.) with a hosting capacity for up to 180 people, are ideal for organizing all types of business and private events. The Pullman Co-Meeting concept offers guaranteed comfort and connectivity, conducive to bonding and engagement. A dedicated team, comprising an Event Manager and an IT Solutions Manager, in particular, takes care of the tiniest details: places to chill out, well-designed and equipped meeting rooms and dining rooms, videoconferencing services, the Pullman Chill Out space and innovative breaks. The Connectivity Lounge, developed in partnership with Microsoft®, enables guests to stay connected, print out documents and work efficiently using the latest technology.

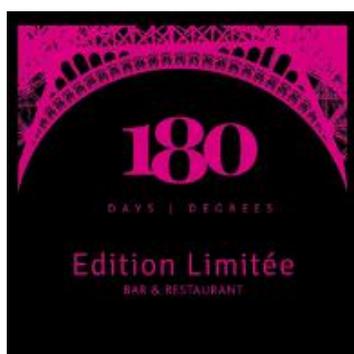
- **Leisure, relaxation and discovery**

The hotel has a 100 sq. m. Fit Lounge with a wet sauna and cardio-training equipment. One of Europe's largest shopping centers is located near the hotel – it offers more than 250 boutiques, a 16-room cinema complex and an outstanding view of the historic layout of Paris from the roof of the Grande Arche.



## Surprises in the midst of the renovation work

The five Paris Pullmans will remain open right throughout the duration of the works. The special organization put in place enables the teams to continue welcoming guests and even offer them a few surprises. For instance, the "limited edition" restaurant, the *180 only*, in the Pullman Paris Tour Eiffel offers an unusual setting with one of the finest views of Paris, just 180 meters from the Eiffel Tower.



The hotel devised this exceptional restaurant-bar that will be open only from January 7th to July 7th while the permanent restaurant is being renovated. Guests can take advantage of this extraordinary venue to enjoy breakfast, meals or an original cocktail recipe while admiring the Iron Lady.

A culinary voyage around the seven capital sins – with a different sin on the 7th of each month – in a unique restaurant that will exist for only 180 days. Guests simply have to cross the lobby to the lifts and press the button for the 10<sup>th</sup> floor. On the top floor, the Eiffel Tower almost seems like an extra guest at the table!

This journey through the different senses features an original menu devised by Chef Alain Losbar

### Practical information:

Pullman Paris Tour Eiffel  
22 rue Jean Rey, Paris 15<sup>th</sup>  
Take the lift to the 10<sup>th</sup> floor  
Bookings: 01 44 38 57 77  
[www.180only.com](http://www.180only.com)

\* Didier Gomez, Marc Hertrich & Nicolas Adnet, JOI Design, Laurent Moreau, Naço, Christelle Pillet and Didier Rey

### About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 3,500 hotels and 160,000 employees. Located in the main regional and international cities and in prime tourist destinations,

Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has almost 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands within Accor's portfolio, is proud to offer the Le Club Accorhotels (R) loyalty program. Further information concerning the Pullman hotels is available on [www.pullmanhotels.com](http://www.pullmanhotels.com).

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