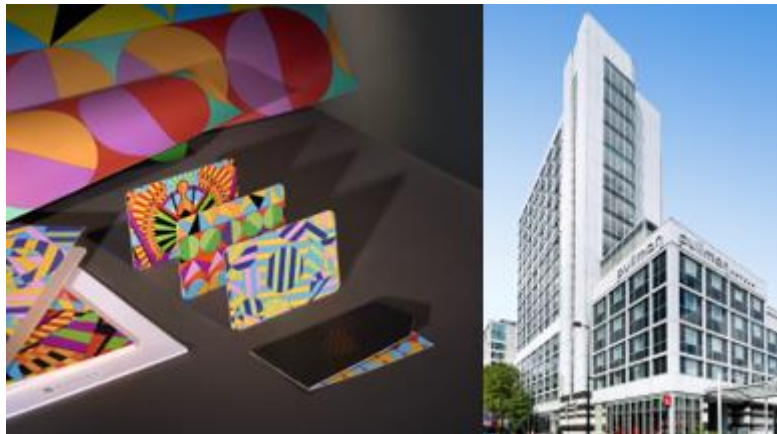


Press release
Paris, June 20, 2018

**PULLMAN LONDON ST PANCRAS PRESENTS
'CHROMACOLOUR CATWALK',
THE LATEST INSTALLATION BY UK'S BRIGHT RISING STAR**



**Local designer, Adam Nathaniel Furman, brings a giant splash of colour to Pullman
London St Pancras this summer**

Pullman London St Pancras welcomes internationally renowned designer, Adam Nathaniel Furman, as the new Artist in Residence at the city hotel during Summer 2018. This collaboration will use contemporary art to enlighten, inspire and entertain Pullman guests and those travelling to King's Cross, which is undergoing a remarkable multi-million-pound transformation.

This is the latest showcase from the brand's cultural initiative, 'Artist Playground by Pullman', which demonstrates its commitment to contemporary art and design by supporting local creatives, activations and installations. Following his recent success in Italy and New York, Furman will be creating and exhibiting 'Chromacolour Catwalk', an interactive and captivating display in the hotel's lobby, where guests will be able to feel fully immersed in the thought provoking display. To compliment this, Furman will also unveil the Art of Play collection, an exclusive range of products he has designed for Pullman guests to enjoy internationally, using three new graphical patterns which represent the brand's ethos and identity. From two-dimensional graphics, to the decoration of three dimensional objects, Furman's highly anticipated new work will create playful and stimulating interior spaces.

Furman, who works on everything from large-scale architectural projects through to interiors and ceramic products, has adapted fluently eloquent colours and shapes, and his expressive graphic language, to offer guests and visitors something memorable and unique. Guests will be able to purchase the Art of Play collection, including cosmetic pouches, tote bags, yoga mats, thermal cups and mugs in the UK from July 2018 for a limited time. Trained in both architecture and fine art, Furman honed his own intensely energetic talent for shape, form and

colour as one of the London Design Museum's designers-in-residence for 2013. He was also awarded the prestigious Rome Prize for Architecture 2014-15 by the British School at Rome and The Guardian recently heralded him a 'Rising Star of 2017.' Furman's work has been exhibited in leading cities such as Paris, New York, Milan and Rome, whilst being held in the collections of the Sir John Soane's Museum and the Abet Museum. Pullman London St Pancras is extremely excited to collaborate with Furman as its latest Artist in Residence, which will run Thursday 28 June - Thursday 28 August 2018.

Ahead of the upcoming showcase, Furman said: *"The Pullman brand is all about working hard and playing hard. It's about finding that right balance between performance and wellbeing, about being connected while at the same time relaxed. I like to create moments of thrilling contrast that are in dialogue with, but are clearly distinct from, the main graphical and decorative scheme used in Pullman's hotels. So, while the hotels and rooms will stay the same overall, these patterns can be used to create flashes of intense, invigorating colour, vivacious glints of coloured jewels amid the muted calm of contemporary hotel life."*

The Pullman name is fast becoming synonymous with art and design. With the hotel recently collaborating with London-based artist, Anna Garforth, to unveil a unique, floral installation, 'Meadow', in honour of Chelsea Flower Show, Pullman is continuing its mission in championing progressive works from a variety of artists.

"We are delighted to welcome Adam as an Artist in Residence, to share his inspiring vision for colour, energy and expression with visiting guests and locals," said Lilian Roten, Vice President, Brand Management, Pullman Hotels & Resorts. *"Since our launch of Artist Playground two years ago, we continue to expand the concept and discover new opportunities to collaborate with emerging contemporary artists around the world. Our goal is to go beyond simply offering guests a place to eat and sleep; we strive to provide stimulating, creative and immersive environments for work and play, in keeping with our brand ethos."*

'Artist Playground by Pullman' is a dedicated art corner, which has been introduced in Pullman hotels worldwide. The initiative enables local artists and designers to exhibit and showcase their works to guests, visitors and locals. Through interactive workshops and live performances, guests can also connect with the art in a meaningful way and learn new skills.

Follow the Pullman London St Pancras x Adam Nathaniel Furman journey on Instagram @pullmanlondonstpancras #pullmanlife #artistplayground #pullmanlondonstpancras #ArtbyAdamNathanielFurman

Address: Pullman London St Pancras, 100-110 Euston Rd, Kings Cross, London NW1 2AJ

Closest station: King's Cross St. Pancras

About Pullman Hotels & Resorts

Pullman Hotels & Resorts delivers an experience that is upscale, upbeat and perfectly in tempo with the global zeitgeist. Against the backdrop of today's fast paced life, Pullman helps guests be at their best, in business and at leisure, enabling them to seamlessly conduct business, explore the locale, workout and make connections – to the neighborhood and people around them. Retaining the values of exploration, comfort and dependability that drove it to become a pioneering travel brand over 150 years ago, Pullman today features more than 120 worldwide properties including Pullman Paris Tour Eiffel, Pullman Park Lane Hong Kong, Pullman Shanghai South, Pullman London St Pancras and Pullman Sao Paulo Vila Olimpia. Pullman is part of AccorHotels, a world-leading travel and lifestyle group which invites travelers to feel welcome at more than 4,300 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

pullmanhotels.com | accorhotels.com

About Artist Playground by Pullman

Artist Playground by Pullman, a true and dedicated art space installed in different parts of Pullman hotels, enables local artists, photographers, painters and designers to exhibit and showcase their works to guests, visitors and locals alike. Through interactive elements such as live performances and workshops, visitors have the opportunity to connect with the art experience in an interesting and meaningful way. Contemporary art becomes a connecting thread that links artists and guests from far and wide. Thought-provoking and original, these exhibitions allow travelers and visitors to immerse themselves in each artist's cultural environment. Constantly seeking out new ways to embody the imaginative and energized tempo of the 21st century, Pullman displays its commitment to the cultural diaspora by promoting the accessibility of art and the prism of each talented creator in its Artist Playgrounds. No longer places in which to merely eat and sleep, each Pullman is a stimulating, creative and inspiring environment.

Press contact

Line Crieloue

Senior PR Manager, Luxury Brands AccorHotels

line.crieloue@accor.com

+33 1 45 38 18 11