

SOFITEL ADELAIDE UNVEILS DIVINE INSPIRATION

A first look inside one of Adelaide's most illustrious new destinations



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ADELAIDE, 17 June 2021 – World renowned for luxury French-style hospitality and a passion for *art de vivre* (the art of living), Accor's newest Sofitel hotel, Sofitel Adelaide, will deliver an intoxicating mix of old world charm and modern design, all with a decidedly whimsical twist.

The much-anticipated opening of Sofitel Adelaide in September will mark the luxury brand's debut in South Australia. It's also the first internationally recognised five-star hotel to be built in Adelaide in 30 years.

Accor Pacific CEO, Simon McGrath, said: "Distinguished by its bursting calendar of cultural events and flourishing passions for gastronomy, fine wine, music, fashion and design, Adelaide is an ideal destination for our Sofitel brand. The hotel's design reflects the distinct sense of style and sophistication of Sofitel. Sofitel Adelaide is one of our biggest hotel openings of 2021 and its level of luxury and onsite amenities will ensure it's one of Adelaide's most illustrious new destinations."

Located in the heart of Adelaide on Currie Street, the design of Adelaide's new \$150 million flagship Sofitel hotel was led by Adelaide-raised Carl Almeida from P49 DEESIGN - an award-winning global interior design practice specialising in hotels and resorts, including the interior design of Accor's iconic SO/ Melbourne, Sofitel Legend Metropole Hanoi (Vietnam), Raffles Udaipur (India), and Fairmont Mumbai (India).

P49 DEESIGN Partner, Carl Almeida, said: "Our vision for Sofitel Adelaide was to bring to life three quintessential Adelaide themes - city of churches, arts and culture, and wine - and to weave these narratives into the hotel's contemporary interiors, all of which are also a nod to the hotel's cultural link to the city of Bordeaux in France."

From the moment guests arrive at Sofitel Adelaide, they will be greeted by a sense of light and flow, of old and new, of secular and sacred. An original piece by Australian fine-art photographer, Alexia Sinclair, titled *Field of Dreams* forms the centrepiece of the hotel lobby and segments of this historic French-inspired artwork will appear on lightboxes to illuminate the entire porte



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cochere ceiling, acting as a bewitching teaser of what's inside. A striking flowing red wine-inspired chandelier also draws guests into the lobby, which leads them to an exquisite lounge bar.

Modern manifestations of churches will feature prominently throughout the hotel, weaving in influences from cathedrals in both Adelaide and France by merging their floor patterns to create the signature floor design used throughout the hotel.

Sofitel Adelaide's 251 luxurious guestrooms and suites feature sumptuous, residential-style interiors which are French colonial style adapted to a modern contemporary aesthetic - a subtle reference to the history and character of Adelaide. This old world detailing mixed with new world styling creates a playful design twist.

Stunning fully open concept bathrooms with luxurious vanities and free standing bathtubs maximise a sense of space in many of the guestrooms and all showers feature an iconic mosaic design inspired by the stained glass windows of prominent Adelaide cathedrals.

Sofitel Adelaide is part of a 32-story mixed-use tower by Palumbo Group, which in addition to being a hotel, will also house one of the tallest residential developments in South Australia. The glass-walled building is set to become a glittering addition to the skyline, especially at night.

Of the 32 stories, the first 24 will be dedicated to the hotel and its leisure and business facilities, which will include a French-inspired restaurant, two bars, swimming pool, SoFIT health and fitness centre, meeting and private dining rooms and a Sofitel Club Lounge.

Palumbo Group Managing Director, Daniel Palumbo, said: "When an international five-star brand like Sofitel arrives in one of Australia's most liveable and friendly cities, the design response must be nothing less than capitvating. At every turn, we aim to surprise and delight guests with an array of sensory experiences. We cannot wait to showcase this truly world-class asset to the world."

In line with Sofitel's ethos, Sofitel Adelaide promises to deliver an array of 'magnifique' experiences, embracing local culture and encouraging guests to 'Live the French Way' by enjoying the best in gastronomy and wellbeing.

The largest hotel operator in Australia, Accor has 15 hotels across South Australia, with 12 of these in the city of Adelaide. Sofitel Adelaide will join a growing portfolio of five Sofitel hotels and resorts in Australia and more than 120 globally.

Sofitel Adelaide is scheduled to open in September 2021 with rooms now available to be booked from \$350 per night. To book, visit [ALL.com](https://www.all.com)

Sofitel Adelaide
108 Currie Street
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ABOUT SOFITEL

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with more than 120 chic and remarkable hotels in the world's most sought after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries.

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