Sofitel Paris Hotel

Paris hotel elevates guest and brand experience
with Christie MicroTiles wall

▲ Located in the Sofitel Paris' lobby, Float4's Christie MicroTiles wall features artistic, interactive and informative content

A high-tech wall in the heart of Paris

"Funny story. This customer approached us after he had been on a trip. He had seen one of our installations that uses Christie® MicroTiles® at a hotel in Winnipeg," says Alexandre Simionescu, co-founder of multidisciplinary studio Float4, with offices in New York and Montréal. "When he saw our installation—being a hotel owner, himself—he said, 'Hey, I want one!'"

The customer? Pierre Esnée, one of the owners of the Sofitel Paris Baltimore Tour Eiffel, a flagship property in an historic building near iconic Paris landmarks that include the Arc de Triomphe and the Eiffel Tower.

"The Sofitel Paris is very well-located in a high-end neighborhood," Simionescu explains. "It's where they want the best of everything, and that includes the journey through the hotel."

Perfect timing

The owners of the Sofitel Paris were already doing other renovations in the hotel when Esnée encountered Float4's Winnipeg-hotel installation. Hoping to position themselves as an innovative brand from the standpoint of the traveller's experience, they loved the idea of a large digital integration in the hotel lobby.

Float4's challenge? Realize the hotel owners' dream of a perfectly integrated, entertaining, informative and interactive welcome wall for the main lobby.

The Christie solution

After showing the customer Christie MicroTiles as well as various LCD options, MicroTiles were the winner. The Sofitel Paris' video wall would be made up of 49 MicroTiles in a 7x7 configuration.

"We always like the fact that Christie MicroTiles are building blocks because they allow us to create different sizes of canvases," says Simionescu. "The fact that they have a smaller individual footprint gives us more granularity to

Customer
Sofitel Hotels & Resorts:
Paris Baltimore Tour Eiffel

Location
Paris, France

Industry/Market
Hospitality

Partners
Float4
XYZ Cultural Technology

Requirements
- Video wall technology
- Small footprint
- Can accommodate interactive touch and 6K resolution

Summary
Float4 was asked to create a perfectly integrated, entertaining, informative and interactive welcome wall that's also an intuitive tool that visitors can engage with. In addition, the wall had to be easy for hotel staff to manage and update.

Products
- Christie MicroTiles in a 7x7 configuration
- Float4's RealMotion™ integrated touch and gesture-based interactive solution

Results
Hotel management and guests are thrilled with Float4's Christie MicroTiles wall. It's used as a source of information and entertainment every day by hotel staff and guests alike.

CHRISTIE®

create a shape that really fits well into a space."

"One of the main reasons we like to work with Christie MicroTiles is that they're really great for interactive touch applications," adds Simionescu. "And the color is always very rich, too."

"Our Christie MicroTiles wall doesn't exist anywhere else. No other hotel in France has this technology."

Pierre Esnée
Co-owner
Sofitel Paris Baltimore Tour Eiffel

High-tech meets historic

One of the challenges Float4—and installation partner XYZ Cultural Technology—faced was integrating high-tech into the historic hotel.

"We worked closely with an architect to ensure the Christie MicroTiles wall would elegantly blend into the historic hotel," explains Simionescu. "We installed a frame around the wall that also left some room for speakers. We worked hard on making sure the wall looks at home in the space."

"We even put little details into our content. For example, there's this metallic pattern we use in transitions that's used in historic elements throughout the hotel, as well as a pattern we took from the carpet," Simionescu shares.

The 6K challenge

"On the technical side, one of our big challenges is we're running at a resolution close to 6K," explains Simionescu. "And I'm not just talking about existing content like the menus, but there's a lot of content that reacts to motion. Creating those

visuals in real-time, at that resolution, is a challenge. So that's where our team leveraged their expertise to optimize."

Hotel guests' reaction

"Hotel guests really love the wall experience. If you go in the morning, you'll see people using the maps of Paris. And there are these predefined journeys people can download from the wall to their mobile phones. Say you have one hour, there's a journey that includes 3 destinations, and it tells you exactly, through Google Maps, where to go," says Simionescu.

"In the evening, you'll find people playing with the motion-reactive particles and the photo booth. It's not like a normal photo-booth; we wanted to include an aspect of Paris," explains Simionescu. "It takes a picture and blends it with backdrops of Paris and you can edit the picture right on the wall. It's very user-friendly and very simple but you can really make it your own. And that is something people really love."

A unique element

Float4 follows-up with clients once projects are finished, to ensure expectations are met. When asked about the client's reaction to their Christie MicroTiles wall, Simionescu laughs and answers, "Magnifique!"

Contact Christie
Contact us today to find out how your organization can benefit from Christie solutions.

▲ **Video:** Float4 – Sofitel Hotel – Interactive Wall *(1:30 min)*

▲ **Video:** Float4 – Sofitel Hotel (Making-of) *(2:56 min)*

Photo credits: Float4

Certified System
ISO 9001
ISO 14001
Kitchener, Ontario

For the most current specification information, please visit www.christiedigital.com

CHRISTIE®