

**SOFITEL DUBAI THE OBELISK**  
*FRENCH ART DE VIVRE COMES TO LIFE IN THE HEART OF DUBAI*

**DUBAI, October 28<sup>th</sup> 2020 – Sofitel Dubai The Obelisk**, a sophisticated and chic address in the epicenter of luxury and the largest Sofitel property in the Middle East and Africa region, opens its doors. Beautifully merging modern French *art de vivre* and ancient Egyptian heritage with the essence and culture of the UAE, guests will step into timeless elegance and enjoy an unrivalled experience in the iconic Dubai Wafi destination.

“This is a very exciting opening for us in the region as, aside from it being the largest Sofitel property in the Middle East & Africa, it is also set to become a landmark in the city, showcasing exquisite service combined with an iconic design and architecture. Congratulations to the team of Sofitel Dubai The Obelisk, whom have worked tirelessly to ensure this opening is a success” mentioned Mark Willis, CEO Middle East & Africa at Accor. Also in attendance to celebrate the opening of this new flagship was Mr. Chris Cahill, Deputy Chief Executive Officer and Chief Executive Officer of Hotel Operations at Accor, who symbolically gifted the Egyptian “key of life” to His Highness Sheikh Ahmed bin Mana bin Khalifa Al Maktoum, Deputy Chairman of Wafi Group, officially opening the doors to Sofitel Dubai The Obelisk.

Ayman Gharib, Managing Director of Raffles Dubai & Sofitel Dubai The Obelisk commented “Inspired by the Luxor Obelisk located in Place de La Concorde in Paris, Sofitel Dubai The Obelisk, is a testament to the Wafi Complex development and rounds up the lifestyle and entertainment destination that the founder, H.H. Sheikh Mana bin Khalifa Al Maktoum, envisioned it to be. The Wafi Group, since its establishment nearly four decades ago, has been setting trends and standards of excellence. Upholding its values and traditions and finding partners that echo the same, Sofitel Dubai The Obelisk has partnered with three prominent F&B and spa partners; Daniel Boulud, Schilo van Coeverden and L’Occitane. This move will ensure that the hotel speaks to a diverse and distinguished audience.”

Omar Souab, General Manager of Sofitel Dubai The Obelisk explained “As the perfect addition to Dubai’s vivid skyline, The Obelisk boasts 595 rooms, suites and serviced residences, designed for discerning tech-savvy business travelers and leisure seekers, introducing digital solutions through the use of the hotel’s mobile application, QR codes and touchless technology. Targeting a zero single use plastic policy across all facets, the hotel is committing to become an engaged and sustainable property. I’m proud to be part of this brilliant pre-opening team and look forward to welcoming and delighting our guests.”

As a new dining destination in the city, the hotel offers five exclusive venues including Brasserie Boulud, a French modern concept rooted in tradition by Michelin star chef Daniel Boulud, Taiko contemporary Asian cuisine & bar - the first international outpost of Taiko Amsterdam by Chef Schilo van Coevorden offering cuisine inspired by the flavors and textures of the Far East, The Nine gastropub serving British classics, Bijou patisserie includes a variety of indulgences such as *Le Goûter* (French Afternoon tea) and Soleil Pool & Lounge, a vibrant poolside bar serving a Mediterranean and Levantine inspired menu, carefully crafted cocktails and varied shisha flavors.

Joining forces with the renowned French brand, Sofitel SPA with L'Occitane invites guests to a Provencal retreat, inspired by the Mediterranean *art-de-vivre*. The spa includes eight treatment rooms, including a couple's room, female and male relaxation rooms, Hammam facilities and Sofitel FITNESS offering state-of-the-art gym equipment and a studio. The outdoor swimming pool is in the shape of an Egyptian 'key of life' and neighbored by a series of private cabanas, two featuring their own Jacuzzi.

With a curated junior guest journey drawing its inspiration from the French novella *Le Petit Prince* (The Little Prince), families will explore a world of exciting activities at AstroKids club and have access to VOX Cinemas and Magic Planet in Wafi mall. The multiplex will feature a diversity of activities for kids and adults including soft play areas, bowling, a kids square and more. Visitors can enjoy watching the latest films on an advanced ONYX screen by Samsung, offering powerful, captivating and larger-than-life visuals. The ONYX screen at VOX Cinemas WAFI Mall is defined as the "cinema of the future" and the first of its kind in the UAE.

With over 2,300 square meters of meeting space including ten flexible venues and one state-of-the-art ballroom, guests and event-planners will choose from a plethora of sought-after venues for social or business gatherings. The names of the meeting rooms represent the grand voyage of the Luxor Obelisk (1832-1836) from the temple of Luxor in Egypt to its arrival in the *Place de Concorde* in Paris. Special occasions will be held under the stars in the L'Obelisque ballroom where the ceiling is adorned with Swarovski crystal chandeliers in the shape of a star constellation. Two green meeting rooms (Paris and Alexandria) offer electronic flipcharts and amenities made from eco-friendly materials.

As part of the Accor group, the most stringent cleaning standards and operational procedures in the world of hospitality have been established at Sofitel Dubai The Obelisk, certified with Dubai Assured and the ALL SAFE Labels. The ALL SAFE standards have been developed with and vetted by Bureau Veritas, a world leader testing inspections and certification. In addition, with Accor's groundbreaking global partnership with AXA, Sofitel Dubai The Obelisk will provide medical support should guests need non-emergency medical assistance during their stay.

With a prime location in Wafi, the premium shopping and leisure destination, just 10 minutes away from Dubai International Airport, Sofitel Dubai The Obelisk is set to charm guests with ultimate comfort, extraordinary experiences and the French way of living.

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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 almost 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

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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 augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries.