



FOR IMMEDIATE RELEASE

May 2009

**Pierre-Yves Rochon Honored with *Hospitality Design Magazine's*
“Platinum Circle Award”**

CHICAGO, May 2009 – Renowned French interior designer, Pierre-Yves Rochon was inducted into *Hospitality Design Magazine's* “Platinum Circle,” an elite group of industry professionals recognized for a career’s worth of achievements. For the past two decades, the magazine has honored major industry leaders – architects, designers and owners – by presenting this tribute. Mr. Rochon was chosen this year for exceptional design of luxury hospitality environments, including the Four Seasons Hotel George V in Paris, the Four Seasons Hotel Florence, the Grand-Hotel du Cap-Ferrat in France, the Sofitel St.James in London, the Monte Carlo Bay Resort and Joel Robuchon at the Mansion in Las Vegas. The ceremony took place at the Hospitality Design Exposition & Conference (HD Expo) in Las Vegas on May 14, 2009.

Mr. Rochon remarked, “Since childhood dreaming has been my best friend . . . paving my way to become an Interior Designer. Creativity cannot exist when there are no dreams. The capacity to dream about my projects enables me to create hotels where clients feel well. I want to thank all my clients who trusted in me –because of them, I am here tonight.”

Isadore Sharp, Chairman and Chief Operating Officer of Four Seasons Hotels and Resorts, affirmed, “He is a great design master, yet he is humble and respectful of his client’s needs. . .I extend my heartfelt congratulations to Mr. Rochon.”

Founded by Mr. Rochon in 1979, PYR is world-renowned for its award-winning interior environments for hotels, private residences and restaurants and has completed projects in Europe, Asia, Middle East, Africa, North and South America. The firm's prestigious commissions include projects for the Four Seasons Hotels & Resorts, the Ritz-Carlton Hotels & Resorts, Sofitel Hotels & Resorts, InterContinental Hotels, Fairmont Hotels & Resorts and Peninsula Hotels. PYR has created restaurant environments for some of the world's most innovative chefs, such as Joel Robuchon, Alain Ducasse and Paul Bocuse.

PYR maintains offices in Paris and Chicago.

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