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**Pierre-Yves Rochon Opens Office in Chicago**

Renowned French interior design firm to grow practice in the United States

CHICAGO, December 2007 – Renowned French interior design firm, Pierre-Yves Rochon (PYR) announces the opening of its Chicago office. With this expansion, PYR will continue to focus on world-class hospitality interior design, taking on more projects across the United States. Founder Pierre-Yves Rochon said “I am looking forward to bringing my design philosophy, which has always been centered on a celebration of elegance and warmth, to the United States.”

In order to facilitate its expansion, PYR has brought on several new senior designers, project managers and technical directors who will be located in Chicago. PYR is now able to offer a full range of integrated services with a strong network of support and expertise. Mr. Rochon remains PYR’s Worldwide Design Principal and will continue to be personally involved with each assignment. Jean-Marie Heiderscheid continues as Principal and Managing Director for Europe, Asia and the Middle East, and Lamarr Reid, formerly of Perkins+Will, has been appointed Principal and Managing Director for the Americas. Mr. Reid commented, “With Pierre-Yves’ outstanding design leadership and our new presence in the United States, PYR is poised to create unique hospitality environments that add value, raise standards and enhance each property’s brand and guest experience.”

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 the Four Seasons Hotel in Paris, Florence, New York and Washington D.C.; the Ritz Hotel in Paris and Lisbonne; Le Meridien at Beverly Hills Hotel and the Hotel Sofitel in Chicago, New York, Buenos Aires and London. Restaurant commissions include L’Atelier de Joel Robuchon in New York, Paris, London, Las Vegas, Hong Kong and Tokyo; Maison Prunier and Restaurant Pre Catelan in Paris; Alain Ducasse’s restaurant Benoit Tokyo; and Paul Bocuse’s L’Ouest Express restaurants. PYR maintains offices in Paris and Chicago.

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