



FOR IMMEDIATE RELEASE

24 MARCH 2008

Pierre-Yves Rochon Designs Interior for Paul Bocuse's *L'Ouest Express*

Renowned French interior design firm creates revolutionary "fast-food" environment

Paris, 24 March 2008 – *L'Ouest Express*, the innovative new "fast-food" restaurant conceived by world-renowned chef Paul Bocuse and designed by Pierre-Yves Rochon (PYR), has opened in Lyon, France. The concept of the restaurant is to offer people an alternative to formal dining or mediocre take-out food. With 4,000 employees in the surrounding office park area, the restaurant fills a need for quality French cuisine that is quick and inexpensive yet elegant.

The interior of the restaurant is contemporary with clean lines in luminous red and white. A large clock represents the "round-the-clock" culinary offerings and is evoked in the circular shape of the interior. The open kitchen allows patrons to view the cooking and food preparation. The stylish environment lends itself to a business lunch or a casual gathering among friends. *L'Ouest Express* seats 100 with a terrace opening in Spring 2008.

About PYR

Founded by Mr. Rochon in 1979, PYR is world-renowned for its award-winning interior environments for restaurants, hotels and private residences and has completed projects in Europe, Africa, the Middle East, North and South America. 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. The firm's prestigious hospitality design 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. PYR maintains offices in Paris and Chicago.

High resolution images available upon request.

Contact: Shelly Jensen

shelly.jensen@pyr-design.com

tel: 312.755.4512; fax: 312.980.7710

<http://www.pyr-design.com>

###