



Sofitel Kuala Lumpur Damansara proudly unveils its first art exhibition in collaboration with a contemporary artist, Voon Kim Cheong.



(From left to right): Sofitel Kuala Lumpur Damansara general manager Franck Loison and contemporary artist Voon Kim Cheong launching the "Culture Diversity" art exhibition at Sofitel Kuala Lumpur Damansara.

CULTURE DIVERSITY ART EXHIBITION AT SOFITEL KUALA LUMPUR



Voon Kim Cheong showing off his talent through live painting



Voon Kim Cheong arts on display in the hotel lobby

The exhibition, themed "Culture Diversity", is one of Sofitel Kuala Lumpur Damansara's initiatives to embrace its brand identity, which is culture. It is also to celebrate the different cultures and traditions in Malaysia through the unique voices and stories that Voon expresses through his art.

Voon's paintings blend local expression while creating cultural journeys that showcase the very best of Malaysia's diverse influences. His perspective of bringing different cultures together through understanding and respect are revealed in his paintings. The exhibition also provides an opportunity for Sofitel Kuala Lumpur Damansara to expand their art collection, beyond the tastefully chosen artworks adorning their public areas and restaurants.

"The exhibition was initiated to provide unique touch points that enhance the guests' experience and awareness of Malaysia's unique cultural heritage.

"This is also our way of supporting local artist like Voon to interest the

public, fellow art enthusiasts and collectors, and at the same time, reach a wider, international audience," said Franck Loison, general manager of Sofitel Kuala Lumpur Damansara.

The launching of the art exhibition took place on March 21, 2019.

Loison and Voon officiated the opening of the exhibition, and the event was attended by art enthusiasts and members of the press. During the launch, guests had the opportunity to witness a live painting by Voon.

The exhibition will run until May 22 and all works from Voon are available for purchase. In addition, 50 per cent of proceeds for one of the paintings, titled "Crossfire", will go to a sustainable development programme by AccorHotels, Planet 21.

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