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Embracing Sofitel's Brand Identity of Culture through Art



An art exhibition of a cultural journey at the lobby of the Sofitel Kuala Lumpur Damansara.

An art exhibition of a contemporary artist from Malaysia, Voon Kim Cheong was unveiled by the hotel's property at Kuala Lumpur Damansara. The collaboration was an initiative by Sofitel to celebrate the different cultures and traditions of Malaysia, through the unique voice and stories of the artist, which were expressed through his art.

Voon's paintings can be described as a local expression of a cultural journey that showcases the very best of Malaysia's diverse influences. His perspective of bringing all the different culture together through understanding and respecting the various races and cultures in Malaysia, are revealed in his paintings.

"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 Kim Cheong to

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

All works by the artist at the exhibition are available for purchase. In addition to that, half of the proceeds from the sale of one of his paintings titled Crossfire will go to a sustainable development program by AccorHotels, Planet 21.



Contemporary artist Voon kim Cheong painting his expression of the cultural diversity of Malaysia.