

ART DISTRICT



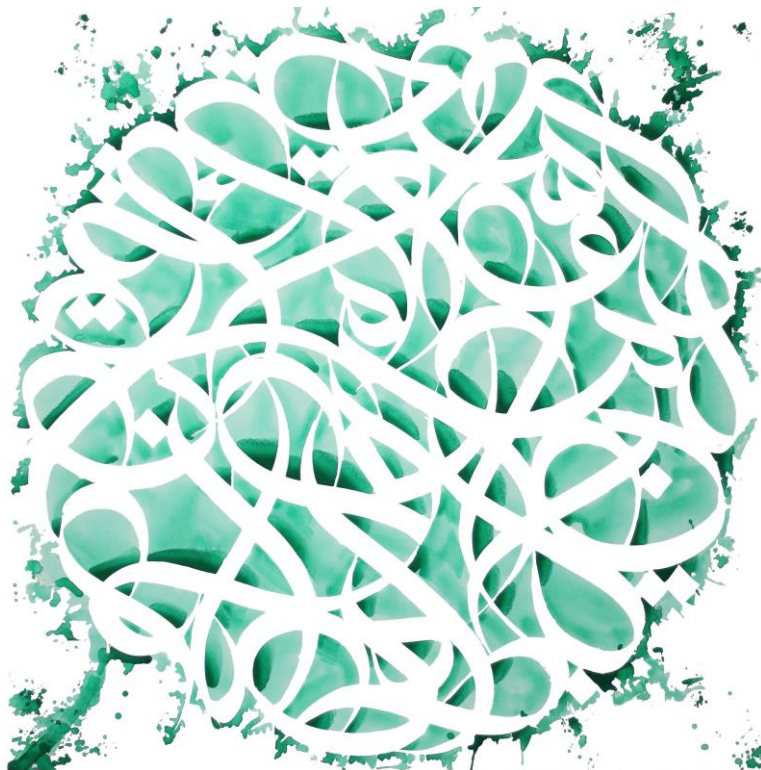
LE ROYAL MONCEAU

RAFFLES PARIS

presents

***eL Seed – Love Paris***

Solo exhibition from July 11<sup>th</sup> to August 26<sup>th</sup>, 2017



**Le Royal Monceau – Raffles Paris is happy to present in the Art District gallery, a solo exhibition of the French artist eL Seed untitled “Love Paris” or the story of an artistic declaration of love.**

From Urban Art, the artist & calligrapher eL Seed has paced Paris, its streets, its neighborhoods and has been able to take a poetic look at the "City of Light". So, through this exhibition, eL Seed wants to highlight Paris, its elegance and its romanticism.

Paris awakens with pleasure and delight the 5 senses of its visitors and through its architecture and its design, the Parisian spirit is found in the heart of the Royal Monceau. Like a lyrical surge, eL Seed surprises the traveler in stopover and proposes to him a true ode to love. Love of a city which for the artist is his haven of peace where he likes to gather, to recharge, to find himself.

eL Seed makes Paris the epicenter of the world, the epicenter of his world.

This artistic proposal is accompanied and supported by the texts of writers, poets and artists who for some have come to the Royal Monceau and who have made love and romance the best subject of their work. The whole is in a perfect harmony between the creation of a true artistic universe thought and wanted by eL Seed and inspired by these texts.

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## **About the artists:**

eL Seed's intricate calligraphic compositions call not only on the words and their meaning but also on their movement, which ultimately lures the viewer into a different state of mind. TED Fellow since 2015, he works primarily with subjects that seem contradictory, his art reflects the reality of mankind and the world we live in today. eL Seed installed his work on public spaces, galleries and institutions on every continent. From the streets of Paris and New York, to the Favelas of Rio Di Janeiro and the slums of Cape Town, his contemporary approach aims to bring people, cultures and generations together.

At the age of sixteen, eL Seed chose his pseudonym while he was studying one of Corneille's plays in his literature class. Like Corneille's The Cid, eL Seed, "lives in service of art and hopes to foster peace, without prejudice for anyone he meets, driven only by art and by a message." With each of his projects, he supports humanist values, sowing the "seeds" of tolerance, poetry, and peace. As a true soldier in the service of humanity, eL Seed spreads a message for everyone.

In 2017, eL Seed won the UNESCO Sharjah Prize for Arab Culture. He was named a Global Thinker in 2016 by Foreign Policy for his project 'Perception' in Cairo. In 2015, the international organization Ted recognized him as one of the years "Ted Fellows" for advocating peaceful expression and social progress through his work. eL Seed has also collaborated with Louis Vuitton on their famous 'Foulard d'artiste'.

*"I don't plan my work in order to keep spontaneity and authenticity. I take inspiration from everything I see on a daily basis. Planning would take away the freshness and humanity from my work. It would make it mechanical, rational, the opposite of me."* eL Seed, 2016.

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**Art District and Galerie Transversale - Le Royal Monceau Raffles Paris**  
37-41 Avenue Hoche, 75008 Paris

From Tuesday to Saturday, from 11.30 am to 7 pm (Free access by the main entrance of the hotel)  
and on request on Mondays & Sundays at the Art bookstore

### **Contact:**

Le Royal Monceau – Raffles Paris

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**Le Royal Monceau - Raffles Paris** reopened in 2010 as the most exciting 5-star luxury hotel in the City of Lights, after a dramatic and complete two-year transformation by designer Philippe Starck. The hotel has 149 luxurious rooms and suites and is just minutes from the Arc-de-Triomphe and the Champs-Élysées in Paris' 8th arrondissement. At Le Royal Monceau – Raffles Paris, art is omnipresent, with an exclusive service of Art Concierge, an Art Bookstore, a private Art Gallery, a 99-seat cinema theatre and an impressive private art collection. Food and drink are an art form here too – from the buzz of the Long Bar on the ground floor, to the two restaurants, 'Matsuhisa Paris' for a Japanese cuisine and 'Il Carpaccio' Michelin-star Italian restaurant. Not to be missed are the delicious pastries, macarons and chocolates by Pierre Hermé, considered by Vogue magazine as the 'Picasso of pastry'. Art, decoration, design and a fashionable selection: Le Royal Eclairer is an exclusive destination. The 1,500sqm Spa My Blend by Clarins is an award-winning white paradise, with the longest swimming pool in a Paris hotel. [www.LeRoyalMonceau.com](http://www.LeRoyalMonceau.com)

### **Raffles Hotels & Resorts:**

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### **Katara Hospitality:**

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With more than 45 years' experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality's portfolio has grown to include 34 owned and / or managed hotels and the company is now focused on achieving its target of 60 hotels in its portfolio by 2026. As the country's flagship hospitality organisation, Katara Hospitality supports Qatar's long term economic vision. Katara Hospitality currently owns properties spread across three continents in Qatar, Egypt, Morocco, UK, France, Germany, Italy, Spain, Switzerland, The Netherlands, Singapore and Thailand. While it partners with some of the finest hotel management companies, Katara Hospitality operates owned and non-owned hotels through its standalone operating arm, Murwab Hotel Group. Katara Hospitality has gained global recognition for its contributions to the Qatari and international hospitality landscape, through numerous prestigious accolades from the industry. <http://www.katarahospitality.com/>

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[www.lhw.com/royalmonceau-paris](http://www.lhw.com/royalmonceau-paris)



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