



14 May 2008

EGO Paris takes to the Majestic beach for the 61st Cannes International Film Festival



Inspired by their shared values of “design, excellence, exclusivity and daring,” EGO Paris and Majestic’s 61 have today come together to bring even more magic to the private beach of the celebrated Hotel de la Croisette, from the 14th to the 25th of May, 2008.

At the foot of the Palais des Festivals, the Majestic beach is the preferred place for the International Film Festival’s partners and guests to meet.

At the request of Antoine Dray, producer of the Majestic’s 61 beach, the designer Philippe Di Méo will once again this year take the helm and plunge the guests into an atmosphere of sea and celebration, accompanied by the sea... and champagne. The guests will revel in a wonderful site away from prying eyes, where sleek elegance and a wealth of colour reign through an exploration of the colour blue.



EGO goes to the movies...

At the seashore

Daphnée Roullier will be receiving her guests in comfortable, modular KAMA rooms, offering them everything they'll need to relax.



This lounge area will be next to the different elements of the convivial TANDEM collection. The new TANDEM meal set will let the guests rise to the occasion with only the sea before their eyes, while the TANDEM sunbath duo will inspire an atmosphere of trust.



On the beach

Looking like they are forming a shoal on the beach at Cannes, the emblematic FISH beach chairs are made for lazing about and communing with the sea.



In the GALA area

A generous meal table set of more than 3 metres in length from the PREMIERE collection will fill the made to measure area of GALA magazine, with the lounge modules from the Tandem collection.



Find all the best moments of this event at www.adr-festival.com.

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