

# Sofitel SO Bangkok Teams Up with LUSH for the Event of the Year

*Marking the 50th anniversary of Sofitel, Sofitel SO Bangkok teams up with LUSH to launch the biggest party in Bangkok, "LUSH at SO".*

BANGKOK, THAILAND, October 29, 2014

[/EINPresswire.com/](http://EINPresswire.com/) -- For one night only, 28 international and Thai DJs, musicians and visual arts performers will descend on the hotel to provide high octane fuel for the revelries. Partygoers will have a choice of six areas spread throughout the hotel, each pulsating with a different musical vibe amongst spectacular surroundings and stunning backdrops.

The event will start on Friday 21st November 2014 at 8:30 p.m. and last until late at [Sofitel So Bangkok](http://Sofitel So Bangkok).

## LUSH AT SO PARTY INFORMATION

The six party areas in the hotel are as follow;

**Ballroom (8th floor):** House, Hip Hop and EDM

The Ballroom transforms into a thumping nightspot, with serious speakers pumping out an invigorating blend of synthetic beats and pounding bass lines, while pop-rock mashup tunes combine the best of both worlds.

**Park Lobby (9th floor):** Live jam session

Feel the energy of an eclectic live jam session, featuring funk and jazzy live musicians, a DJ and an MC on the mic. Rhythmic grooves meet sick electronic bass lines, presented alongside improvising wordsmiths letting the vibe dictate the set.

**The Box (9th floor):** Deep house and minimal

High above the city streets, DJs spin a blend of house that's a bit jazzy, a tad funky, with an injection of soul, much like the city over which the glass-enclosed venue cantilevers.

**Swimming Pool (10th floor):** Live indie band



LUSH AT SO - Sofitel So Bangkok

Taking the energy towards a different direction, live bands and DJs play rock and indie tunes that are making waves outside of the mainstream scene. The al fresco infinity pool transforms into a 32-meter LED-lit glowing stage, competing with the city lights sparkling on the urban horizon.

Solarium (10th floor): Chill out area

Take a break and chill out on a bean bag-furnished lawn before delving back into the fray. Let a professional pianist serenade you as you watch experimental films projected on nearby skyscrapers and catch your breath under the stars.

[Park Society Terrace](#) (29th floor) & HI-SO (30th floor): Uplifting house

On Park Society outdoor terrace and HI-SO, it is only appropriate for DJs to spin the best of uplifting house music. Let the light progressive house spin you into an evening of euphoric revelry. There's no other backdrop more suitable to be submerged in the musical rush.

#### TICKET INFORMATION

- Standard pre-sale tickets THB700 net per person including two drinks upon arrival before 10 p.m. or one drink afterwards. Pre-sale tickets can be purchased starting from 22nd October 2014 at Sofitel So Bangkok, at Pronto Denim shops in Siam Paragon (Siam) and at Terminal 21 (Asoke), or online at [amiando.com/LUSH-So.html](http://amiando.com/LUSH-So.html)
- Tickets also can be purchased on the night of the event at the Sofitel So Bangkok's Street Lobby (Ground Floor) and Welcome Desk (9th Floor) at THB900 net per person including two drinks upon arrival before 10p.m. or one drink afterwards (tickets are subject to availability)
- Free entry for in-house hotel guests including one drink

For more information, please call 02-624-0000 or e-mail [h6835-fb3@sofitel.com](mailto:h6835-fb3@sofitel.com).

#### About LUSH

LUSH is a social enterprise promoting positive environmental and social change through high quality events held in exceptional locations. LUSH has welcomed 10,000s of guest in markets, streets, hotels and rooftop areas in since its inception in 2009 and has become one of central Bangkok's most anticipated series of events. By having raised over 1.2 million baht for charitable projects since 2009, LUSH demonstrates that popular and enjoyable actions are fully compatible with the support of good causes.

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#### Sofitel, World Class Hotels & French Elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the

French "art de vivre".

Sofitel Legend and Sofitel So are two labels that come to enrich Sofitel Luxury hotels. Sofitel Legend hotels are iconic and mythical; they are often centuries-old listed heritage buildings: Sofitel Legend Metropole Hanoi, Sofitel Legend The Grand Amsterdam and Sofitel Legend Old Cataract Aswan, Sofitel Legend Santa Clara Cartagena.

Sofitel So hotels are new « boutique hotels » characterized by a stylish focus on contemporary design by famous architects and/or embellished by international celebrities from the world of fashion, design or art: Sofitel So Mauritius Bel Ombre, Sofitel So Bangkok and Sofitel So Singapore.

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