

# IMAGINATIVE

## HUA HIN



#01 ISSUE

P.03  
INSPIRED  
DESIGN

P.06  
INTRODUCING  
POLPAT  
ASAVAPRAPHA

P.09  
STUDIOS TO  
NESTLE INTO

SO/ HUA HIN  
SOFITEL



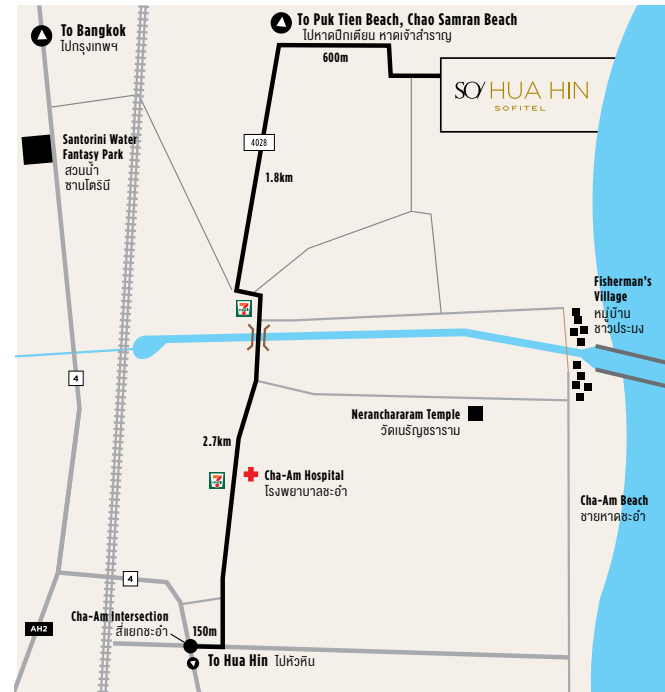
A CHIC RETREAT ON THE GLITTERING THAI GULF,  
WHERE ART POPS UP IN UNEXPECTED PLACES.

# IMAGINATIVE ESCAPE

SO SOFTEL HUA HIN



LIVE THE  
LIFE



# INSPIRED DESIGN

A bunny here, a butterfly there – the distinct aesthetic flair of SO Sofitel Hua Hin comes from the creative vision of a collection of talented local and international artists, each injecting their own personal touch.

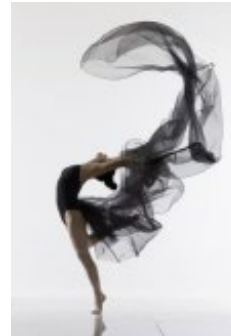
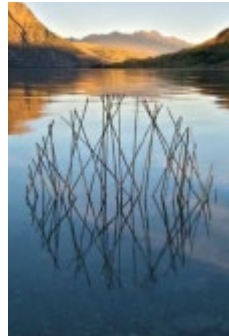
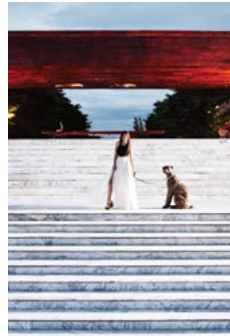
**DUANGRIT BUNNAG** – Architect  
A renowned Thai architect, Duangrit created the resort's sleek, industrial infrastructure, expansive marble staircase included.

**DONATIEN CARRATIER** – Interior Director  
This French interior designer created the SO Evolution concept, blending art and nature into a stylish, emotive whole.

**MARTIN HILL** – Photographer  
The dramatic landscape photography of Martin Hill graces the interiors of the SO Nature rooms, juxtaposing the abstract with the organic.

**LOIS GREENFIELD** – Photographer  
The dynamic forms of this renowned dance photographer's images lend movement and grace to our SO Arty rooms.

**FANNETTE GUILLOUD** – Artist  
This French artist created the eye-catching works of anamorphosis located around the resort – geometric installations that play with perspective.



# WHAT'S HOT ?





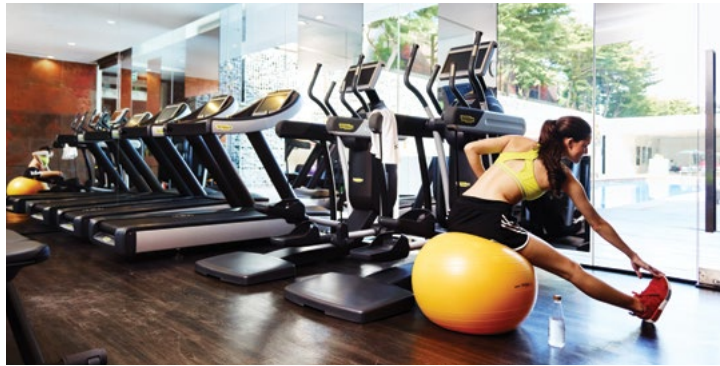
# INTRODUCING POLPAT ASAVAPRAPHA

Creative genius, style icon, taste-maker, socialite – Polpat Asavaprapha is one of Thailand's preeminent fashion identities. The founder and creative director of urban lifestyle and women's wear brand ASAVA, he has worked with some of the most iconic names in fashion, including Marc Jacobs, Isaac Mizrahi and Max Mara.

Polpat brings a wealth of artistic inspiration to SO Sofitel Hua Hin. His inspired creative touch can be found throughout the resort, from the SO Ambassador uniforms to the beach totes found in every guest room. The SO Sofitel Hua Hin butterfly emblem is another of his original creations, representing the So Evolution story of past, future, art, nature and intuition.



**SO**  
SOFITEL



**SoFIT**

All-in-one fitness – weights, cardio, yoga – all in one spot, 24/7.

# FEED YOUR ENERGY

**SoSPA**

Our calming cocoons were designed to soothe. Hop in one for a special SO treatment.



**BEACH SOCIETY**

A beachfront club with sizzle – lounge by day, party by night.



**WHITE OVEN**

The best breakfast in town, followed by classic Thai cuisine with a modern twist.

**HI-SO**

End the day in style with creative cocktails at our rooftop bar.



**SO ARTY**  
Color and  
flair meet  
contemporary  
comfort.



## SLEEP IN STYLE

Escape to your own private world  
at SO Sofitel Hua Hin – dreamy bed,  
indulgent rain shower, enchanting design  
and complimentary mini bar.



**SO POOL VILLA**  
A private space  
for groups and families  
– perfect for parties and  
intimate gatherings.

**SO FAMILY KIDS HOUSE**  
A vibrant nook for kids  
to call their own.



**SO NATURE**  
Rooms with  
an earthy  
modern vibe.

SO SOFITEL EXISTING HOTELS

SO/ BANGKOK  
SOFITEL

SO/ HUA HIN  
SOFITEL

SO/ SINGAPORE  
SOFITEL

SO/ MAURITIUS  
SOFITEL

FUTURE OPENINGS

SO/ PARIS  
SOFITEL

SO/ RIO IPANEMA  
SOFITEL

SO/ SAMUI  
SOFITEL

SO/ AUCKLAND  
SOFITEL

SO/ KUALA LUMPUR  
SOFITEL

SO/ JAKARTA  
SOFITEL