


**SID LEE**
**MASSIV  
ART**


### **Unveiling of the John Lennon and Yoko Ono Suite**

*The largest bed-in ever in North America, on the Place Ville Marie Esplanade*

**Montreal, Thursday, September 21, 2017** – Today, the International Day of Peace, Fairmont The Queen Elizabeth, Ivanhoé Cambridge, Sid Lee Architecture and MASSIVart are pleased to unveil the hotel's newly redesigned Suite 1742, where John Lennon and Yoko Ono held their iconic Bed-In for Peace in 1969. At the same time, Sid Lee Collective and MASSIVart invite Montrealers to join the largest bed-in ever held in North America, on the Place Ville Marie Esplanade, and to explore the exhibition *Posters for Peace*.

#### **A suite paying tribute to a legendary event**

Preserving the historical character of Suite 1742, which John and Yoko took over for their second bed-in in 1969, was a key goal of the hotel's recent transformation by owner Ivanhoé Cambridge.

The concept for the redesign, developed by Sid Lee Architecture, hinged on rearranging the furniture in the same way Lennon and Ono had for the bed-in. The first step was to place the bed against the main window and free the central space. Rather than recreate the hotel's period décor, the designer draws inspiration from places the couple had lived in or visited, such as London, New York, Tokyo and New Delhi.

Reproductions of the famous handwritten *Hair Peace* and *Bed Peace* cutouts adorn the window once again, while the words of the song *Give Peace a Chance*, recorded by John and Yoko in Suite 1742, are inscribed repeatedly on the walls, after the fashion of a war memorial—with, in this case, a wish for peace in lieu of the names of fallen soldiers.

### **An immersive art experience**

One of the distinctive features of the John and Yoko Suite is the incorporation of artworks, interactive pieces and multimedia installations designed and produced by MASSIVart. They include an archival cabinet containing photos, videos and historical items, among them a *Give Peace a Chance* vinyl record.

Visitors will be able to don virtual-reality headsets placed on the nightstands on either side of the bed for an exclusive immersive experience—allowing them, among other things, to sense the unique energy of the bed-in from the point of view of John or Yoko.

### **Peace, love and creativity front and centre: Bed-in and *Posters for Peace***

At the same time as the unveiling, Sid Lee Collective and MASSIVart have invited Montrealers to gather at the Place Ville Marie Esplanade for the largest outdoor bed-in ever held in North America as well as the exhibition *Posters for Peace*, featuring art created in tribute to the original bed-in.

The exhibition includes works by 40 artists from around the world, printed on sheets placed on the beds arranged along the Esplanade. The proceeds from the sale of reproductions of the works will go to Amnesty International.

*Note to editors:*

*To download photos of the Suite 1742, please click here:*

*<https://pixel.ivanhoecambridge.com/web/6418cc9c3d6fd453/suite-1742/>*

*To download *Posters for Peace*, please click here: <https://we.tl/mEKsd7Kc6W>*

### **About Fairmont The Queen Elizabeth**

Fairmont Hotels & Resorts connects guests to the very best of its destinations worldwide, providing travellers with memorable travel experiences, thoughtful and attentive service and luxury hotels that are truly unforgettable. Each Fairmont property reflects the locale's energy, culture and history through locally inspired cuisine, spirited bars and lounges and distinctive design and decor. With more than 70 hotels globally, and many more in development, the Fairmont collection boasts some of the most iconic and distinctive hotels in the world. This extraordinary collection includes The Plaza in New York, The Savoy in London, Fairmont Grand Del Mar, Dubai's Fairmont The Palm, Fairmont Peace Hotel in Shanghai, Fairmont San Francisco and Fairmont Le Château Frontenac in Quebec City. Fairmont is part of [AccorHotels](#), a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe. For more information or reservations, please visit [fairmont.com](#).

### **About Ivanhoé Cambridge**

Ivanhoé Cambridge, a global real estate industry leader, invests in high-quality properties and real estate companies in select cities around the world. It does so prudently and with a long-term view to generate optimal, risk-adjusted returns. Founded in Quebec in 1953, Ivanhoé Cambridge has built a vertically integrated business across Canada. Internationally, the Company invests alongside key partners and major real estate funds that are leaders in their respective markets. Through subsidiaries and partnerships, Ivanhoé Cambridge holds interests in nearly 800 buildings, primarily in the residential, office, retail and logistics real estate sectors. Ivanhoé Cambridge held approximately C\$56 billion in assets as at December 31, 2016. The Company is a real estate subsidiary of the Caisse de dépôt et placement du Québec ([cdpq.com](#)), one of Canada's leading institutional fund managers. For more information: [ivanhoecambridge.com](#).

**About Sid Lee Architecture**

Founded in 2009 following the integration of architecture firm NOMADE (founded in 1999), Sid Lee Architecture is the fruit of architects and urban designers Jean Pelland and Martin Leblanc's talents and skills combined with creative agency Sid Lee's wide-ranging offering. Operating on a global scale from its Montreal offices, Sid Lee Architecture gathers more than 50 architects, technicians, designers, managers, and other artisans offering services in urban studies, architecture, interior architecture, strategic development and positioning, brand integration, and signage – for cultural, residential, institutional, recreational, and corporate projects. Sid Lee Architecture's work stands out for its uniqueness and strong identity, marked by history, culture, and community. Since 2015, Sid Lee Architecture is part of kyu, a new collective of creative businesses established by Hakuhodo DY Holdings, the second largest network of agencies in Asia.

**About MASSIVart**

MASSIVart is a Montreal based production & art direction agency, connecting artists, brands & people. We produce content and events and offer art curation services. We are proud initiators of Chromatic, an art festival that aims to celebrate Montreal hyper-active art scene. MASSIVart supports creators through innovative business opportunities, making art more present and accessible. Our projects are showcases for creators. Exhibitions, installations, exhibit openings and creative nights: we integrate visual, sound, interactive and contemplative arts in the heart of each initiative to ensure the largest range of the established and upcoming artists.

**About Sid Lee Collective**

Sid Lee Collective is a creative incubator that helps fund, produce and exhibit passion projects of fearless, global artisans. No matter the day job, we believe everyone benefits from pursuing collaborative creative projects you love. That's why everyone at Sid Lee gives up to 10% of their time to make passion projects happen.

Instagram: @sidleecollective  
sidleecollective.com

**Contacts:****Fairmont The Queen Elizabeth**

Joanne Papineau  
[Joanne.papineau@fairmont.com](mailto:Joanne.papineau@fairmont.com)  
514 954-2208

**Ivanhoé Cambridge**

Public Affairs  
[media@ivanhoecambridge.com](mailto:media@ivanhoecambridge.com)  
+1.866.456.3342

**SID LEE Architecture**

Jacinthe De Guire  
[jdequire@sidleearchitecture.com](mailto:jdequire@sidleearchitecture.com)  
514.282.6834, ext. 1321

**MASSIVart**

Marie Létourneau  
[marie@marieletourneau.ca](mailto:marie@marieletourneau.ca)  
514 616-3549

**SID LEE**

Michael Di Staulo  
[mdstaulo@sidlee.com](mailto:mdstaulo@sidlee.com)  
514 282-2200, ext. 189