



Welcome to the  
**Smurf Family Room**



  
**Hilton**  
BRUSSELS GRAND PLACE





Hilton Brussels Grand Place is delighted to announce the creation of the Smurf Family Room in partnership with IMPS (the Smurf mother company in Belgium).

Situated right in the historic center of Brussels between the MOOF (Museum Of Original Figurines) and the life-sized Smurfs Village fresco, Hilton Brussels Grand Place has rolled out the blue carpet for Belgium's favorite comic strip heroes.

The Smurf Family Room has been designed for the pleasure of all comic book fans of every age visiting the capital city of comic strips: Brussels.

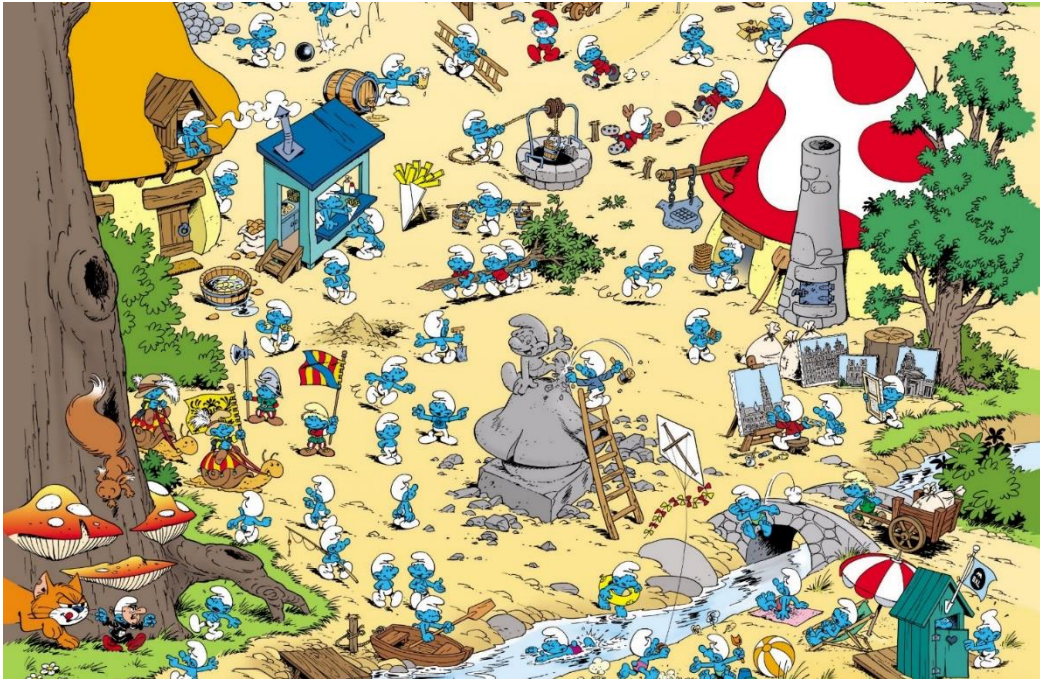
The Smurf-inspired room, located within the luxurious hotel, provides the ideal base for anyone wishing to set off on an adventure in the footsteps of our little Belgian blue icons. With the Smurf inspired décor, the adventure begins before guests even step out of the building!





# Our Story

To view the fresco of our gallery, just exit the hotel, walk to your right and heads up for our Blue friends!



At Hilton Brussels Grand Place, we have pledged to embrace the local culture.

With great enthusiasm, we have contributed to the city-wide celebration of the 60th anniversary in 2018 of the famous Belgian icon, the Smurfs. Born in 1958, our little blue friends were created by the Belgian cartoonist Pierre Culliford, nicknamed “Peyo”. Despite their age, they continue to maintain their unique and innate youthfulness. We have since then partnered with the Smurf Mother Company, IMPS, and the City of Brussels to commission a 200sqm fresco on the ceiling of our gallery which connects the heart of the city to our property as well as the Brussels Central Train Station.

The City of Brussels also holds a special place in its heart for the comic books which began right in its streets.

Since the early 90s, Brussels has paid tribute to the characters and authors of the Franco-Belgian comics on the walls in the Pentagon and Laeken with uniquely commissioned Comic Book walls throughout the city. More recently, we have been proud to announce that the Smurf Fresco has been added to the Comic Book Walls Tour of Brussels!

At Hilton Brussels Grand Place, we also honor our blue friends by offering the “Smurf Coffee Break” for our Meetings and Events which include smurfilicious sweets, treats, and unique Smurf decorations for the guests who organize an event at our hotel.

Stay tuned for more smurfing collaborations in 2020:

- Smurf Yoga Day
- Participation to the Smurf Sustainable Development Goals
- Smurf Cleaning Day

## Reservations

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**For digitised pictures of the Smurf Family Room, visit**

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“ We hope you have a smurfing time in Brussels!

- Hilton Brussels Grand Place ”