

PRESS RELEASE
illus illy presents

Flip the “Do Not Disturb” Sign to “Come Play With Us”

illus illy takes over Le Méridien Chiang Rai, turning an entire hotel into an art playground for “ARTEL by illus illy”

illus illy invites more than 45 artists to claim 13 rooms inside a landmark Chiang Rai hotel, turning every corner into a living gallery — complete with hands-on workshops, a craft market beneath a 120-year-old rain tree, and an irresistibly collectible Art Passport — running October 9–13, 2026, under the concept “Where Art Meets Hotel, and Stories Are Told.”

If you've ever hurried past a hotel room's “Please Do Not Disturb” sign, too shy to even make eye contact, this time we want you to knock — and open the door. illus illy, Chiang Rai's rising collective of illustrators, is about to flip the meaning of that sign for good. The group is bringing together more than 45 artists from a wide range of collectives and communities — including Hangpui Art Space, TheBubble Arts Group Space, DADSADA STUDIO, Error Smith, Khua Silapa, CERAMIC STORIES, and celebrated veteran artists such as Sa-ngiam Yarangsri and Little Man, among many others — to “occupy” all 13 rooms of Le Méridien Chiang Rai Resort, plus its common areas, transforming them into art galleries that go far beyond a pretty photo backdrop. Tucked into every corner of every room are stories, personalities, and playful ideas from each artist — illustrated narratives drawn from lived experience, social commentary, and cheeky, thought-provoking characters, all crafted to hold their own on an international stage. Le Méridien Chiang Rai has opened its doors as the playground for the takeover, running a full five days, 9:00 AM–6:00 PM, so both hotel guests and passersby can wander through rooms turned into artists' private studios, chat with the creators up close with no barriers, dive into hands-on workshops, and pick up genuinely generous take-home souvenirs — memories you can actually hold in your hands.

Don't miss the Art Passport — a stamp-collecting game that takes you room to room gathering stamps from each artist, with the fun ramping up the more you collect. Fill it up and trade it in for special discounts on dining, drinks, and spa treatments at the hotel.

And don't skip the Art & Craft Market, running Friday, October 9 through Sunday, October 11, 2026 — a lineup of handmade goods, sharp local design, and genuine local-artist storefronts, all gathered in one place under the shade of a giant rain tree that's stood for more than 120 years.

Highlights You Can't Miss

- Art Exhibition (*Oct 9–13 / 9:00 AM–6:00 PM*): Wander through 13 hotel rooms turned into galleries, each telling a local story with a global point of view.
- Art Passport & Exclusive Discounts: Collect stamps from artists throughout the event and trade them for discounts on dining, drinks, and spa.
- DIY Take-Home Souvenirs: Make your own, free of charge — walk away with both fun and a keepsake.
- Creative Workshops (*Oct 9–13*): Get hands-on with real artists, making real art.
- Art & Craft Market (*Oct 9–11*): Handmade goods, local design, and artist storefronts, all in one place.

“ARTEL by illus illy” is illus illy’s answer to a simple belief: art doesn’t have to live behind the clean white walls of a gallery. Sometimes it’s tucked behind an ordinary hotel room door, just waiting for someone brave enough to knock. We’re inviting everyone to discover that “Where Art Meets Hotel, and Stories Are Told” isn’t just a tagline — it’s exactly what will unfold over these five days in the heart of Chiang Rai. Join illus illy for an experience built on discovery and artistic inspiration. Book your stay and plan your visit to “ARTEL by illus illy at Le Méridien Chiang Rai” at www.lemeridienchiangrai.com or call +66 (0)53 603 333.

About illus illy

illus illy is a collective of up-and-coming illustrators from Chiang Rai, united by a love of storytelling through images — drawing on lived experience, social issues, and distinctive character design. The name blends “Illustration” with “illy” (from “easily”) and a nod to the northern Thai expression “เ็นเ็น” (roughly, “for real”), reflecting the group’s mission to make art approachable, fun, and genuine. illus illy originated and organizes ARTEL by illus illy, in collaboration with Khua Silapa (Artbridge) and a wide network of independent artists. Follow along on Instagram and Facebook: illus illy.

Media Contact

illus illy

Kittisinee Thanwarakkit (Prae) — Project Coordinator

Email: illusilly.cei@gmail.com

Phone: 090-806-0289