



Press release
March 17th, 2014

The [Hôtel de Paris Monte-Carlo](#) embarks on its re-creation

6 October 2014 will be one of the outstanding dates in the 150-year history of the [l'Hôtel de Paris](#), star hotel of the [Monte-Carlo SBM](#) group, with the launch of a vast program of renovation and restructuring that is scheduled to last for 4 years and will, when completed, add a new dimension to the dream of François Blanc, of "a hotel that transcends anything so far created".

This is an enormous challenge for all concerned, since the hotel will continue to operate throughout this period on a reduced scale. Nevertheless, in order to enable guests to be welcomed in the best possible conditions, a short two-month phase of preparatory work will be necessary, leading to a total closure from 6 October to mid-December 2014.

The hotel will reopen in mid-December for the Christmas period, until 18 January 2015, when the first main phase of work will begin.

Complete reopening of the [Hôtel de Paris](#) is scheduled for September 2018.

An exhibition presenting images of the renovation program is set in the "Sporting d'Hiver".

Reminder:

Renovation will concern the whole of the establishment, with restructuring both of public areas and of service facilities. Total capacity will remain similar to the present figure, while the surface of rooms and suites will be greater and the proportion of suites increased. Major innovations include the creation of a garden courtyard in the centre of the establishment and enhanced use of the roof space with the installation there of a new fitness, spa and pool area, superlative suites, and a "rooftop villa" with its own private pool and garden. These renovations and creations will ensure that the [Hôtel de Paris](#) continues to satisfy the ever-more demanding requirements of the luxury hotel clientele.

The hotel's historic facade opposite the Café de Paris will remain intact. Its legendary Lobby and Cellar, and its emblematic establishments such as the American Bar, the Salle Empire, the Louis XV and the Grill, will all continue to exist.

In line with S.B.M.'s commitments to sustainable development, the project will comply with BREEAM standards (Building Research Establishment Environmental Assessment Method).

Architects Richard Martinet and Gabriel Viora have been given the task of perpetuating and sublimating the spirit of the Hôtel de Paris as it inspired their predecessors Jules Laurent Dutrou and Edouard-Jean Niermans, while giving it new roots in the 21st century so that its legend may live on.

[Concerning Monte-Carlo SBM :](#)

Ever since it was founded in 1863, the Monte-Carlo SBM group has established, in the world of luxury tourism, an image of absolute quality with a style that is pioneering, inimitable and audacious. Monte-Carlo SBM sets out to preserve a certain classicism, with its glamour and elegance, while at the same time tirelessly seeking novelty in fashion, taste and technology. During its hundred and fifty years of excellence the name of Monte-Carlo has acquired a rich patina of culture and history. Today, Monte-Carlo SBM is a luxury brand with expertise that is expressed through its 4 Casinos, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants including Le Louis

XV-Alain Ducasse.

Its activities range from culture and entertainment, with several venues including the Sporting Monte-Carlo and the Salle Garnier of the Opera House for outstanding concerts and festivals, to well-being and preventive health-care with the Thermes Marins Monte-Carlo. It is also a major player on the night-life scene with the discotheque Jimmy'z, La Rascasse and Le Buddha-Bar, and in sport, with an 18-hole golf course and a tennis club. Monte-Carlo SBM is a brand that stands for a sophisticated, dazzling and unique experience based on strong values: Excellence, Generosity, Daring, Inventiveness, Passion. Monte-Carlo SBM strives every day to keep alive the immortal words of its founder, François Blanc: "Here we make a gift of dreams".

Images of the project :



[Facade of Hôtel de Paris-© DR](#)



[Garden Courtyard © DR](#)

Find us on  and 

Contact Service de Presse Monte-Carlo S.B.M.:

phone: +377 98 06 63 61

presse@sbm.mc

www.pressmontecarlosbm.com