

## A UNIQUE MEETING AND INCENTIVE OFFERING

Closely associated with the birth of the Monaco legend, Monte-Carlo Société des Bains de Mer wishes to bring an unprecedented experience to the participants of meetings, incentives, conventions and exhibitions. A true precursor of trends, the group is focused on catering to the well-being and complete satisfaction of companies who come to Monaco, through visionary MICE offers. To this end, a major new project has been announced in the Place du Casino district: **“One Monte-Carlo,”** an incredible new development which will contribute to the modernisation of the Principality of Monaco. The name “One Monte-Carlo” retains a historical link with the destination, highlighting the unique and prestigious nature of the location while asserting its international positioning. Initiated in 2015, this major urban design project is being led by the highly reputable English architectural firm Rogers Stirk Harbour + Partners and the talented Monegasque architect Mr. Alexandre Giraldi. Comprised of seven structures designed in transparency and fluidity in mind, the construction of “One Monte-Carlo” will be completed by the end of 2018. This district, surrounded by gardens and pedestrian walkways, will include apartments, shops, offices **as well as meeting rooms, banquet halls, and exhibition galleries**, providing a unique perspective as well as an additional dimension to the Monte-Carlo Société des Bains de Mer meeting and incentive offerings.



As Monaco’s leading force in hospitality, the Monte-Carlo Société des Bains de Mer group does not only invest and innovate in order to shape its future, it also consistently renews and builds upon its current range of products in order to cater to the needs of international guests. Accordingly, the **Blue Gin** bar, situated in the Monte-Carlo Bay Hotel & Resort, has just added to its offering a new covered terrace overlooking the sea which, with its lounge spaces, makes an ideal location for pre or post dinner cocktails within the framework of a privatised or semi-

privatised event. Among the essentials of the Principality, **La Rascasse** bar has also started to offer a privatised setting on its first floor for a cocktail or festive buffet with live music and DJ (complete privatisation of the venue is also possible). In addition, the **Buddha Bar Monte-Carlo** can welcome groups in an ideal semi-privatised restaurant format (on the first floor), or the entire venue can be completely privatised for cocktails or sit-down dinners with Asian flavours in a trendy, musical atmosphere. Finally, the Société des Bains de Mer provides the opportunity to organise stylish casual seaside events, with **La Pizzeria**, the 100% organic restaurant at Monte-Carlo Beach, with a prime beachfront location lending itself to the organisation of beautiful outdoor events on sunny days.



New Blue Gin terrace @montecarlobay

**Practical information:**

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**About Monte-Carlo Société des Bains de Mer**

*Monte-Carlo Société des Bains de Mer delivers a unique experience combining luxury, well-being and gastronomy and offers its customers a world-unique resort: 4 hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), 45 banqueting and conference rooms for up to 950 people, 33 restaurants, 4 of them gathering a total of 6 stars in prestigious Michelin Guide, and 4 casinos, including the mythical Casino de Monte-Carlo. Monte-Carlo Société des Bains de Mer is a hub of night-life, with an amazing choice of bars and concert rooms. The Group, which is a talent scout and committed supporter of artistic creation, programs musical events with daring artistic choices at the Monte-Carlo Sporting Summer Festival, at the Monte-Carlo Jazz Festival, at La Rascasse or at the Buddha-Bar Monte-Carlo. Its Jimmy'z Sporting Monte-Carlo nightclub has been one of the most famous in Europe for over 40 years.*