

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER

BAL DE LA ROSE 2017

Under the High Patronage of
H.S.H. Prince Albert II of Monaco
and
Under the Presidency of
H.R.H. Princess of Hanover



Designed by Karl Lagerfeld

**The 63rd edition of 2017 Bal de la Rose will benefit
the Princess Grace Foundation and will be held on Saturday 18th March,
at Salle des Etoiles, Sporting Monte-Carlo**

H.R.H. the Princess of Hanover, President of the Princess Grace Foundation, asked her friend Karl Lagerfeld to design and conceive the 2017 Bal de la Rose. Together, they composed an Art Nouveau universe, celebrating one of the most elegant artistic and architectural movements: The Vienna Succession.

This new refined style blossomed in Austria then all over Europe between 1892 and 1906. Pioneering artists marked this period with their perfect lines: Joseph Olbrich and his Succession Palace, the architecture of Otto Wagner, Koloman Moser and of course Gustave Klimt. The emblematic profile of Mela Koehler, a young designer and student of the graphic designer Moser, is here represented with this *sketch for a Wiener Werkstätte postcard* signed in 1914.

Promising to be realistic, infused with references and reflecting the renowned and sumptuous glamour of Monegasque events, the decoration is inspired by the architectural footprints of Josef Hoffmann and the unmissable Viennese workshop: *Wiener Werkstätte*.

THE HALL - THE PRINCES' ENTRANCE



Crossing the hall, the guests are transported to a time gone by, the entrance of the Wiener Werkstätte exposition which presented its work to the public for the first time in October 1904, has been brought to life, timed for the 25th anniversary of the Maison des Arts décoratifs. The Wiener Werkstätte, a furniture fabrication workshop, was the meeting place for applied Viennese art. The architects, artists and designers were united by a primary commitment to make aesthetics available to everyone, by accommodating artisans and major art.

THE DECORATION OF THE SALLE DES ETOILES - INSPIRATION



The Salle des Etoiles exalts the harmonious beauty of motifs and architectural traits, inspired by the creation of the music salon at the Stoclet Palace, designed originally by Josef Hoffman, the most representative work of the Wiener Werkstätte. The guests find themselves immersed in a world where light plays with architectural volumes, colouring the walls of the motifs and bringing them to life. The ceiling is dressed with “chandeliers” giving the opportunity to admire the graphic world which marked height of the artistic movement. The

tables are adorned with an array of dazzling colours inspired by the sketch of the carpet “Fleurs en clochette” woven for the Stoclet and Gustav Klimt’s workshop.

THE STAGE - INSPIRATION



The stage elegantly emulates the reception room of the Austrian pavilion of the Werkbund Exposition in Cologne in 1914. In a set of golden lights and transparencies, motifs taken from the ex-libris designed by Carl Otto Czeschka elevates the décor. The stage is then decorated with monumental scenic elements still inspired by the ex-libris and bathed in lights.

The Bal de la Rose Vienna Secession promotes a rich musical programme, with increasing emotions throughout the evening.

Reservations
T. +377 98 06 63 41
b.fabry@sbm.mc

Doors open to the Salle des Etoiles at 20 o'clock
Black Tie - Evening Gown

Price per Person: €800

Press contact for Monte-Carlo Société des Bains de Mer
Eric Bessone
T. +377 98 06 63 62
e.bessone@sbm.mc
montecarlosbm.com