



**Over 150 days left to celebrate  
Monte-Carlo SBM's 150th anniversary.**

The feast of Senses continues with special offers and unique dates.



***Following the invitation of Prince Charles III, followed by Princess Caroline's inspiration, François Blanc creates a one of a kind company in 1863: the Société des Bains de Mer et du Cercle des Etrangers à Monaco (S.B.M.). An extraordinary adventure instigated by luxury and art de vivre visionary, inventor of the Resort concept and forever linked to the famous quote: « Here, we must present the dream ».***

*«This yearlong celebration is for the S.B.M., the opportunity to continue developing its high quality, unique and daring image in the luxury tourism industry. Monte-Carlo SBM draws its roots from the very heart of the Principality's history. A story intertwined with the commitment and vision of the Monaco Princely Family, who have always ensured the development of the Principality» Jean-Luc Biamonti – CEO of the Société des Bains de Mer.*

Set in the magnificent architectural heritage of Société des Bains de Mer, creators of excellence in the world of hotels, gastronomy, art, music and design, offer to perpetuate beyond the acclaim of « Week-end d'Exception » of July 5<sup>th</sup> and 6<sup>th</sup>, intense and unique moments, beyond any other.

**Fernando & Humberto Campana sublimates Monte-Carlo SBM spirit.**

A surprising alchemy, a balance between precious and natural, between technology and nature, the expertise that has made the beauty and heritage of the Société des Bains de Mer, is encompassed in « ***Dangerous Luxury*** », an exhibit created by **Fernando et Humberto Campana**, famous **Brazilian designers** whose quirky and exuberant creations are **designed by diverting and recycling objects**.



**Until July 20<sup>th</sup>**, members of the public can **discover their latest creations in a world premier**: extraordinary jewellery, tables, chairs, consoles and other pieces combining elements issued from Brazilian culture- coconut fibre and straw- to bronze decorations of European influence of Art Deco inspiration, echoing the architecture of the Sporting d'Hiver, hosting the exhibit in the majestic Salle des Arts.

## Monte-Carlo, eternal backdrop for mythical films, in a pop-up garden.

Monte-Carlo SBM establishments and in general the Principality of Monaco have served as a backdrop for many motion pictures: over 150!

For the entire summer, in front of the Monte-Carlo Opera, transformed by landscape architect Jean Mus into an open air cinema facing the sea, « **Monte-Carlo fait son cinéma** » is an original film, created using clips of films all shot in Monte-Carlo, created by the students at the Factory cinema school in Lyon. This journey back into Monaco's audio-visual history is screened every night throughout the summer. Sacha Guitry, Audrey Hepburn, Jeanne Moreau, Pierce Brosnan, Vanessa Paradis... follow one another in an audio-visual whirlwind, where eras and styles collide.



During the day, the **sound system** created by **Michel Redolfi**, songwriter-composer is an invitation to members of the public to daydream in a **magical musical garden**. An open space filled with large seats invites the visitor onto an acoustic and sensorial journey, within natural sounds of the Principality.

*All summer, from nightfall till 1am*

## A constellation of stars to prolong the dream.



**Monte-Carlo Sporting Summer Festival**, set in the extraordinary backdrop of the Salle des Etoiles of the Monte-Carlo Sporting, is a point of convergence for world-renowned international artists.

From August 6<sup>th</sup> to 19<sup>th</sup>, for an exceptional year, an exceptional and eclectic program, including appearances by **Rihanna, Rod Stewart, Barbara Hendricks, Carlos Santana, Roger Hodgson**, co-fondateur des **Supertramp**, and also **Michael Bolton, Bryan Ferry, Joe Cocker, Michel Sardou, Mika, Garou, Eros Ramazzotti, Biagio Antonacci, Claudio Baglioni, Roberto Alagna**, along with legendary groupes like **Deep Purple, Crosby, Stills & Nash, Elvis Costello & The Imposters**.

In a « Cabaret » spirit, great shows encompassing the greatest musical stage spectacles such as « **Spirit of the Dance** », based on tap dance techniques, « **The Monte-Carlo Rat Pack** » recreating with jubilatory spirit the famous shows of the 1960's by the greatest crooners of all times, Frank Sinatra, Sammy Davis Jr. and Dean Martin. « **Nuit de l'Orient** », will close the festival on August 19<sup>th</sup>, with the appearance of the most celebrated singer in the Middle-East, **Najwa Karam**, « The Sun of Lebanese Music ».

**Monte-Carlo Opera** perpetuates great lyrical tradition while supporting creation. The excellent acoustics of the Salle Garnier enables exceptional concerts, in the image of the **Monte-Carlo Jazz Festival**, which brings together Giants of Jazz every autumn.



Throughout the year, from Prince to Lionel Ritchie, including Patti Smith or Peter Doherty, many are the international stars that revelled in performing on such an magical and majestic stage...

## Intense and magnified seductions of the palate.

After having transformed **Casino Square** into a one of a kind pop-up garden for the « **Dinner on the Grass** », chef **Alain Ducasse** adds his own personal touch to the anniversary festivities and with the help of SBM group chefs, enterprises to astonish us yet again.

For a unique occasion, unique stimulation, with exceptional **oenological discoveries** made available with a selection of **150 Bordeaux Grands Crus**, to experience by the glass.

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**At the Grill**, in the fabulous top floor setting of the Hotel de Paris, under the retractable roof displaying a 180° panoramic view of the Mediterranean, the **Menu des 150 ans** highlights the restaurants signature dishes at the exceptional price of 150 euros per person, drinks not included:

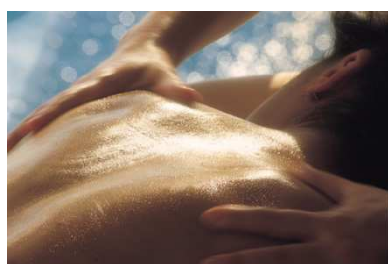
[http://www.montecarlosbm.com/wp-content/uploads/Menu\\_Grill\\_150\\_ans.pdf](http://www.montecarlosbm.com/wp-content/uploads/Menu_Grill_150_ans.pdf)

A competition between bartenders, judged on preparation criteria (showmanship, gesture, composition), appearance, taste, name and story, helped select the winner, a signature cocktail named « **Celebration** », which takes place of prominence on menus of the bars and restaurants throughout the 20 establishments SBM for the entire anniversary year.

## Pleasure and well-being remain the anniversary priority.



Since its creation, Monte-Carlo SBM has imposed an image of the highest quality, inimitable and daring. This Signature is embodied throughout the year with two exclusive special offers « 150 years and 2 nights » and “Monte-Carlo Legend Experience”. Suites with a sea view, gifts, personal touches, well-being and shape, culture and music, as many proposals that will delight all lovers of classic art-de-vivre in the most luxurious and unforgettable setting, the SBM Resort concept.



In the spirit of this **Signature**, the **Thermes Marins Monte-Carlo** is at the service of preventive health and well being. Using the benefits of seawater, outfitted with high-tech equipment from the Technogym range, and relying on prestigious partnerships, they offer to their clients **bespoke care programs and customized support**. The Yvo Pitanguy **signature 150 years** treatment is provided exceptionally, and completed by a personal gift from Beauty by Clinica Yvo Pitanguy.

## Remembering beautiful things

The **Société des Bains de Mer** and **Bernardaud**, two establishments sharing the same constantly renewed values of excellence, high standards, quality and precision, are both celebrating their 150<sup>th</sup> anniversary this year.

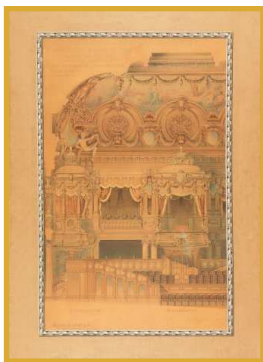


To mark this occasion, they are delighted to partner with internationally renowned contemporary artists.

**Sophie Calle, Mickael Lin, David Lynch, Jeff Koons, Sarkis, Prune Nourry et JR**, the Campana Brothers create a collection of limited edition plates.

Throughout the summer, these artists' tables will be used at the Blue Bay, restaurant at the Monte-Carlo Bay Hotel & Resort and can be purchased in the Resort boutiques. Chef Marcel Ravin adds his own personal touch with a dessert created especially for the decors offered by Prune Nourry et JR.





Created by the Nouveau Musée National de Monaco (NMNM), the **Monacopolis** exhibit retraced the various urbanisation stages of a legendary city, entirely dedicated to pleasure and entertainment.

Villa Sauber is at the historical hub of the exhibit, concentrating on the genesis, of the emblematic neighbourhood of Monte-Carlo, influenced Charles Garnier. 600 historical sketches, mostly sourced from Monte-Carlo SBM archives, highlight the perpetual renewal of the territory.

150 years, is also the **Monte-Carlo Casino anniversary**, the cornerstone of the creation of Monte-Carlo SBM. To mark this historical date, Bourgogne et Grasset are reissuing the very first gaming chip produced in 1927, synthetic with mother-of-pearl inlay.

For the 150<sup>th</sup> anniversary of the casino, this « **vintage** » anniversary issue has been produced in a limited edition of 500, as a gift to the greatest personalities, partners and VIP clients of both the Casino and the Directors board of Société des Bains de Mer.

A gaming chip and a commemorative key chain have been created and can be purchased in the SBM boutique (drugstore).



There cannot be a celebration without a **commemorative book**, « **150 ans Monte Carlo SBM** », created as a « **concept-book** » in limited edition, a history book made to dream. The volume describes the great figures who have passed through Monte-Carlo, including legendary patrons and heritage in a broader sense: arts, music and in particular, the silver screen.

**In 2013, Monte Carlo SBM continues to gaze to the future, anticipating new trends and new...dreams.**

**For more information :** <http://www.montecarlosbm.com> / [www.montecarlolegend.com](http://www.montecarlolegend.com)

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