

MONTE·CARLO
SOCIÉTÉ DES BAINS DE MER

PRESS KIT



THERMES MARINS
MONTE · CARLO

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Thermes Marins Monte-Carlo present
Their new setting for an unprecedented well-being experience

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Thermes Marins Monte-Carlo present Their new setting for an unprecedented well-being experience

As an introduction to the renovation programme of the Hôtel de Paris, the mythical palace of the Casino to which they are directly linked, Thermes Marins Monte-Carlo unveils new entirely re-imagined areas to offer their clients even more space, technology and serenity. Magnificent seaside, personalised treatments, outdoor jacuzzi, cryotherapy room - unique in Europe, Thermes Marins Monte-Carlo of the 3rd millennium keeps its promise: to allow everyone to live a completely exclusive experience of well-being and treatments.

I. An enhanced exceptional setting

Suspended between sky and sea, the pink marble establishment provides its guests with a feeling of suspended time, for an unforgettable re-energising trip. Facing the sea, each renovated venue exalts the beauty of the landscape, thanks to the enchanting light of the Mediterranean and its hues which evolves over the hours, from sapphire to turquoise, from navy blue to emerald. A spectacle to savour from the landscaped terrace of the solarium, the panoramic fitness room, outdoor jacuzzi or even the terrace of the “L’Hirondelle” restaurant. In keeping with this unique view, the dignified materials, oak, mahogany, engage with refined shades. In a pristine white décor, a design of silver mosaics forms rays of light around a large seawater pool, when the backlit bubbled glass, placed on the pilasters and the wall lights, spreads a delicate interplay of transparency, evocative of the reflections of the waves.

Composed in tune with this new setting, a signature woody scent and music invites you to continue to escape on an olfactory voyage. Bergamot and orange blossom bathed in sunlight, balsamic notes from the cypress, freshness of softwood pine, voluptuous jasmine, for their guests, Thermes Marins Monte-Carlo has been able to capture the Mediterranean essences, reproduced here and there into the designs of the bas-reliefs.

For decoration, *“the combination of silver and azure mosaic focuses, masters, shimmers, shines the light over the hours of the day. In the wet areas like the toilets, treatment booths and pool, white dominates, matte satin, shiny, powdered. It*

symbolises light, purity, it is the result of the combination of all the facets of the solar spectrum” states Olivier Antoine. *“Also, the vast majority of the floors in the dry areas, are covered in parquet, the wood brings a plant, natural, warm, comforting and almost sensual note. A multitude of wall lights and pilasters have been skilfully placed in strategic places, they are made of thousands of backlit bubbled glasses which symbolise, in context, oxygen. On the walls, in the corridors, oversized bas-reliefs in plaster have been hung representing bark or pine cones symbolising the Mediterranean flora. Particular attention has been paid to the study of light, never direct, always soft and muted. The interior of the pool is decorated with mosaics in a skilful gradation of colours to recreate the natural colour of sea water. ”*

“Monte-Carlo SBM wanted a beauty facelift of areas, as well as the enlargement of certain areas in order to respond to the evolution of expectations and needs of the clientèle. We worked together with Olivier Antoine in order to design a décor which corresponds to this unique setting and to the demands of the Group” Fabrice Notari, the project architect stated.



II. Innovation in heritage

The first SBM establishment, a pioneer of thalassotherapy, the Thermes Marins Monte-Carlo has been cultivating this quest for innovation since 1895. For this, the venue reinvented itself, always wanting to satisfy its customers who come looking for the latest technology, implemented for their well-being.

Since 1908, Thermes Marins Monte-Carlo has equipped itself with an avant-garde gym including contemporary fitness equipment, then a pool in 1949.

In 2014, the Thermes Marins Monte-Carlo made available a large panoramic fitness room including notably Huber machines and the latest high-tech equipment from the Technogym Artis range. With their cryotherapy facility, Thermes Marins Monte-Carlo confirms their position as pioneers: they are in fact the first and only establishment in Europe to offer this system with recognised benefits in physical medicine for sports recovery.



III. Offer the unique

Enlivened daily by the motto of François Blanc, the founder of SBM, “*We supply Dreams here*”, Thermes Marins Monte-Carlo placed at the heart of their renovation programme an ambition, to offer everyone an unforgettable journey. Guided by a team capable of anticipating needs and desires, the customer follows his/her own rhythm to rediscover the vital harmony of the body and mind.

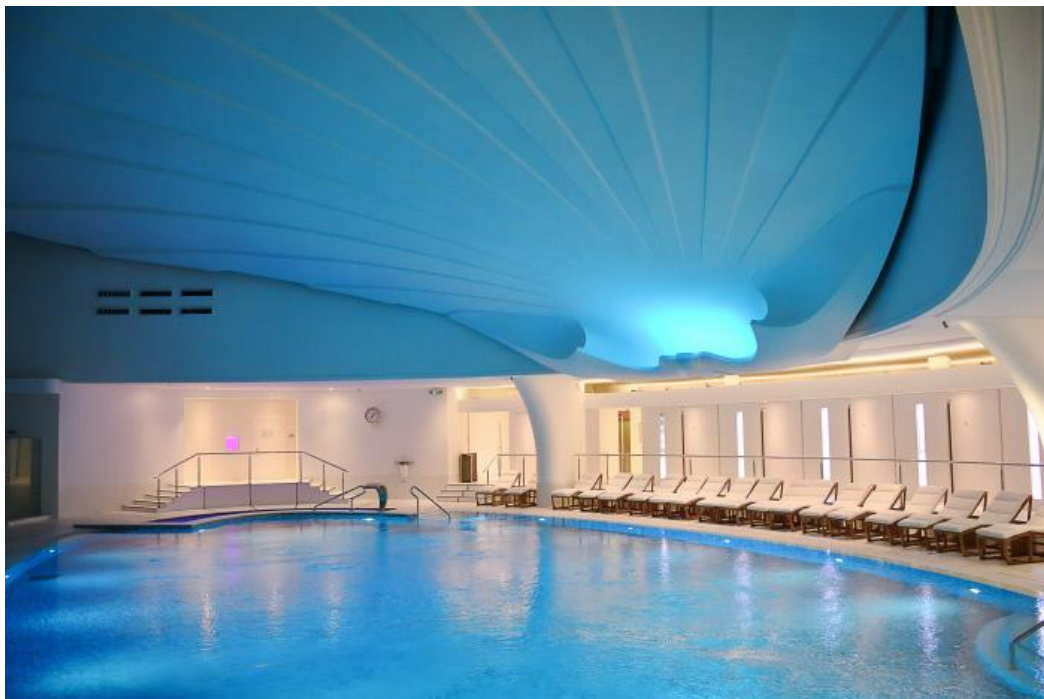
The areas unfold their vast and elegant volumes, inviting everyone to explore them before appropriating them, freely. An essential but often neglected area, the changing rooms multiply the details, signs of a new well-being experience. Spacious (300 m²), equipped with lockers on the same floor, it offers women real hair dressers offering the essential with generosity (high quality cotton, cosmetic products...) Not forgetting the high-performing hair dryers, which can also be found in the men’s changing room.

Surrounded by large glass windows overlooking the Mediterranean and with an iconic seashell ceiling, the majestic heated seawater pool is surrounded by seven private cabins, offering notably direct access to the clients of the Hôtel de Paris and the Hôtel Hermitage Not far away, a solarium nestled in a garden of Mediterranean essences invites release. A lovely exercise to repeat without fail in the large outdoor jacuzzi or let your mind wander in front of the infinite sea, while sipping a personalised detox cocktail or a glass of vintage champagne. To then go discover the benefits of the ice fountain or the hammams. Deliberately distinct, the one dedicated to women, neighbours a sentorium, while the hammam for men has an adjoining sauna, guaranteeing absolute relaxation.

An absolute which is inseparable from human and professional wealth since the establishment includes no less than 28 different professions: sports doctor and nutritionist, physiotherapists, spa practitioners, beauticians, sports coaches, hairdressers, but also a hygiene and quality manager, guaranteeing for all guests an excellent welcome and irreproachable hygiene. “*The choice of materials has been dictated primarily by two key elements: hygiene and maintenance*”, explains the decorator Olivier Antoine. “*All the toilets, changing rooms, showers, are entirely covered in white satin ceramics, from the floor to the ceiling, with no seal. These cutting-edge technology coatings must allow for the effective maintenance of the premises over time and obtain irreproachable hygiene.*”

Wanting to offer an exceptional service, which goes beyond the traditional criteria of a luxury spa, the establishment has implemented a significant training programme. Its theme, “Development of Welcome and Interpersonal Skills of the Thermes Marins teams”, reflects the real implication of Thermes Marins in terms of the quality of service - 750 training modules have also been conducted to all welcome participants lasting nearly two months. Objective: to offer each client a bespoke service.

The Thermes Marins Monte-Carlo has also obtained the Monaco Welcome Certified label awarded by the Economic Expansion Board of Monaco by virtue of the excellent welcome quality ensured within the establishment.



IV. A new treatments and well-being experience

In one day, alone or as a couple in a spa suite, or during a stay, Thermes Marins Monte-Carlo has a range of suggestions meeting and even anticipating the needs of all. Relaxation, anti-ageing, slimming, beauty, recovery... Integrated in accordance with needs and desires, the complete care transports the client into an enchanting interlude. Wellness Day, Initiation Day Spa, Exclusive Day Spa, Absolute Day Spa, the Days develop the (re)discovery of the establishment, the essence of its treatments and facilities.

A first for a French well-being establishment, the Thermes Marins Monte-Carlo cryotherapy room offers the benefits of the great cold, already largely used by high level sports persons for recovery and performance improvement. In less than 180 seconds, between -60° and -110° C, we talk in seconds -, one session contributes to the treatment of muscle and inflammation conditions, but also to the recovery of jet-lag, fighting against sleeping problems, feeling an anti-stress effect, not forgetting an anti-ageing effect popular in Nordic countries.



Rich in minerals and trace elements, seawater is the jewel of Thermes Marins Monte-Carlo. Beautified, the heated seawater pool has also gained technicality. In addition to the increased water level, the underwater jets with widened nozzles now dispense a

full body massage for a draining effect. Upstream swimming can stimulate the cardiovascular system, while the cold water pool energises the metabolism. Muscular tensions are released, physical relaxation brings mental calm. The ideal arrangement to take advantage of the benefits of combined PHYTOMER treatments combining surprising galenic and marine efficiency but also deeply regenerating hydrotherapy treatments like seaweed or mud wraps, sea or seaweed baths, jet showers, marine salt scrub and effusion massages.

Integrated into the personalised or menu selected programme, the treatment booths (ten are dedicated to water treatments, fourteen to massages) extend this timeless interlude. The purity of pure white furnishings meets a simple line of silver mosaics: the elegant simplicity invites well-being and tranquillity allowing the guest to appropriate the venue as he/she pleases. Cared for by a single therapist, he/she sees the treatments come to him, and not the other way around, in order to live a rare multi-sensory experience.

Fatigue, stress, weight gain, injury, the therapist listens to the client and targets the treatment in accordance with the body and needs. Pressure, light massage, smoothing, kneading is also adapted for the massages, which are completely manual. Genuine journeys throughout the world, the signature massages follow exclusive protocols developed by the therapists at Thermes Marins Monte-Carlo: traditional Thai massage on a futon to rebalance energy flow throughout the body, Swedish massage, guaranteed deep relaxation and stimulation of self-regulating functions, but also Japanese shiatsu, Pina Sweda, perfect to relieve back pains, or choose the bespoke Monte-Carlo massage, completely personalised.

Alongside the expert hand of the therapist, the very high technology of our faithful partners such as Human Tecar, Miha Body Tec and LPG, is available to the client to satisfy his/her needs by engaging in the results.

Developed with expert brands of high cosmetics such as La Prairie or Teoxane, the personalised beauty treatments by Thermes Marins Monte-Carlo participate in this divine sensation of well-being, where all the senses are deeply satisfied.

Shopping and reading have not been forgotten. Neighbouring the seawater pool, the Thermes Marins Monte-Carlo boutique reinvents temptation, between thick blue carpet and sparkling curves of silver mosaics. At its side, a library calls for the nourishment of the mind.



V. Four new themed bespoke stays.

Rich in expertise of more than one hundred and fifty years in health and well-being, Thermes Marins Monte-Carlo has developed four exclusive stays which resonate with the needs of today. Built around the main objectives, Wellness, Silhouette, Quality Ageing and Potential Boost, this new quartet accompanies those who are hoping to effectively integrate preventative healthcare into their daily life.

New societal challenges

Stress, pressure, pollution, the contemporary ultra-connected life styles generates a permanent race against the clock with pernicious consequences: fatigue, weight gain, hypertension, sleep problems, poor recovery and the threat of burn out. Devoted to their understanding of the age of great intensity and its consequences, a legacy of pioneers, Thermes Marins Monte-Carlo therefore offers to meet these new challenges by entering into a sustainable approach, under the sign of pleasure and tangible results.

The primary woman at the head of the establishment, Christine Zoliec has drawn from her double experience as a nutritionist, followed by twenty years with Thermes Marins, to identify with the teams the four areas of essential work: fitness, slimming, taking charge of your body and optimising physical and intellectual performance. Designed with the help of Dr Christophe Duhem, four bespoke programmes are part of a pioneering approach where the guest is a participant in his/her health, supported by his/her doctor turned coach.

Health coach doctor

“I didn’t have the time to have breakfast”, “I just ate something on the go”, “I absolutely have to answer this email during the meal”, ... These sentences illustrate more and more the daily life of the majority who eat quickly and poorly. A pioneer in the understanding of this phenomenon, Dr Christophe Duhem joined Thermes Marins Monte-Carlo in 1995. Since then, he hasn’t stopped combining micro-nutrition and thalassotherapy into the avant-garde programmes dedicated to health and well-being. Today, Dr Duhem puts all of his expertise - two decades dedicated to so-called civilisation diseases and numerous stays in the establishments throughout the world - into the services of the new needs of the time. For this, the medical and nutritional assessment is updated thanks to two questionnaires (QMS, DNS and QAF) to be filled out peacefully on the internet before the stay. Once in the Principality, each of the four programmes start with an exchange with Dr Christophe Duhem who establishes the key element, the bespoke diet rebalancing. If the person wishes, his/her medical assessment can be deepened thanks to very specialised partners of Thermes Marins

Monte-Carlo (IM2S, Centre Cardio-Thoracique, CHPG). Going forward Dr Duhem resumes contact once the results are in to present a detailed report via email telephone or Skype. Available at any time to adjust, encourage or simply take information, the doctor becomes a health coach in a genuine accompanying approach.

A qualified multidisciplinary team

So that each client takes a benefit and pleasure from his/her exclusive stay, Thermes Marins Monte-Carlo has a rare human expertise allowing for a multidisciplinary care for long term effectiveness with the doctor, nutritionist, sports coaches, physiotherapists, spa practitioners, etc. Whatever the duration and the nature of the treatments, manual or technical, each therapist puts his/her skills and smile into the service of his/her guest to contribute to the success of his/her objectives. Encouraged in the Wellness, Quality Ageing and Potential Boost stays, the Maxi-Mineral also offers the power of Dead Sea minerals. At all times, the hand of the therapist adapts, listening to the client and his/her body. Harmonised with essential oils of lemon and orange, the salt scrub prepares for the wrap with Dead Sea mud, a genuine regenerating cocoon whose benefits are extended with a virtuoso massage. The skin and mind instantly find a vitality which lasts, boosted by synergy with additional targeted treatments.

Cutting-edge technology

Since November 2014, the Thermes Marins Monte-Carlo extends to 7,000 m² entirely re-imagined and upgraded to meet the needs of local and international clients who are seeking exclusivity.

Cryotherapy

Unique in Europe, the Thermes Marins Monte-Carlo full body cryotherapy facility consists of two rooms at -60°C and -110°C. Offered in the four new exclusive themes, sessions of 180 seconds allow you to benefit from the vast therapeutic properties of the great cold. Cryotherapy promotes recovery and improvement of performance during the Potential Boost stay - promoted by high level athletes. It also acts on the quality of skin, at the heart of the Silhouette and Quality Ageing programmes. As well as health and sport, Thermes Marins Monte-Carlo cryotherapy revealed other exclusive benefits in the field of well-being, such as a relaxing effect or better quality of sleep.

A high-tech platform

Used as an extension of the therapist's expert hand, the highly advanced technology selected by Thermes Marins Monte-Carlo rests upon the devoted partners invested in the results. The Cellu M6 by LPG sessions of the Silhouette stay also act in synergy with the other Slimming treatments. Personalised to cellulite, diffuse, aqueous or

concentrated, a lipo-massage through mechanic palpate and roll revives blood and lymphatic flow, all while reactivating the production of elastin and collagen. Directly inspired by the care of fighter pilots, the Human Tecar massage procedure of the Potential Boost programme acts on the damaged tissue on the entire body to promote a phenomenon of biological self-repair. Here again, the therapist adjusts the radiofrequency to the specific needs of the client, in terms of accumulated fatigue and stress.

An exceptional setting

Suspended between the sea and the sky, the Thermes Marins Monte-Carlo preserves Eugène Blanc motto: "We supply Dreams here". Indeed, during these four days of the bespoke programme, time stops. Stretching out towards the Mediterranean, each venue exalts the beauty of the landscape which galvanises all the activities: coaching in the Technogym panoramic fitness room (Silhouette, Quality Ageing and Potential Boost stays), aquatic coaching in the majestic heated seawater pool lined with immense glass windows overlooking the Great Blue. Swimming upstream to stimulate your cardio-vascular system becomes a pleasure, just like the 16°C cold water pool which energises the metabolism. Nestled in a garden of Mediterranean essences, the solarium helps you to reconnect with yourself by sipping a beneficial drink made from fresh fruit or satiating plants, at least a release in the outdoor jacuzzi facing the sea.

5 questions for Dr Christophe Duhem

Why do we fill out these questionnaires in advance?

The act of answering them calmly in front of your computer or tablet, without me intervening with often leading questions, counts a lot in the quality of information given. Linking the two questionnaires, QMS* and QAF* shows the impact of diet on the clinical medical indicators. We can also repeat them later and see the development.

And what about additional analysis?

If the person wishes, we can request laboratory work-ups of blood, urine, but also look at the status of fatty acids or the hormonal assessment. Thermes sees to the centralisation of the appointments. The blood tests for example are carried out in the hotel room. There is no medical pressure of a clinic with lab coats. You can have a balanced diet but the blood test shows that there are imbalances for various reasons: poorly digested food, overconsumption linked to chronic inflammation, intestinal hyperpermeability. As for the effort test with oxygen consumption, it verifies that there

is no contra-indication for resuming a physical and sporting activity. Above all, it individualises sporting activity by giving information on the intensity at which the person must practise in order to burn the most fat during the activity.

What is the role of nutrition?

It is vital for our balance. Properly nourishing yourself brings all the necessary supplies to our microbiota which is the starting point of digestion, absorption and immune defences. We work with Chef Jean-Claude Brugel to develop balanced menus by concentrating on intestinal flora.

4 days, isn't that a bit short?

It is enough to establish food rebalancing. Whatever the theme of the stay, it is important, in order to properly recover, to age well, to be in shape and perform well. Then, depending on the results, you can adjust by increasing or reducing one food or another. If there are laboratory work-ups, I receive the results three weeks later. I then create an overall report which allows me to call for a follow-up. I can then stay in contact if someone wishes.

How to perpetuate the results and avoid the famous relapse which makes people feel guilty? There can be obstacles to motivation and to the support of motivation but they are discovered through the questionnaires and the assessment. It is for us to detect them and to remove them.

*QMS: Questionnaire Médical Santé (Medical Health Questionnaire)

*QAF: Questionnaire Alimentaire Fonctionnel (Functional Nutrition Questionnaire)

Technical sheets of the 4 bespoke programmes

Wellness Stay - 4 days including 8.5 hours of treatments

Medical reports with impedance, nutrition and micro-nutrition

- 2 bespoke massages 60'
- 4 full body cryotherapy sessions
- 5 marine treatments (selection: seaweed or mud wrap, bath, massage, affusion, jet shower)
- 1 Maxi-Mineral treatment 90'
- 1 La Prairie 60' facial treatment

Silhouette Stay - 4 days including 11 hours of treatments

Medical reports with impedance, nutrition, micro-nutrition and morpho-aesthetic

- 1 individual fitness coaching session 60'
- 6 technological targeted slimming treatments (mesoporation, radiofrequency, ultrasound slimming, cryolipolysis, LPG CelluM6)
- 4 full body cryotherapy sessions
- 1 Oligomer Silhouette treatment 60'
- 3 seaweed or mud wraps
- 1 La Prairie 60' facial treatment

Quality Ageing Stay - 4 days including 12.5 hours of treatments

Medical reports with impedance, nutrition and micro-nutrition and aesthetic

- 1 individual fitness coaching session
- 4 anti-ageing beauty treatments for face and body (La Prairie and Teoxane)
- 3 technical anti-ageing treatments for face and body (radiofrequency, mesoporation, LPG CelluM6, Electrolift)
- 4 full body cryotherapy sessions
- 1 Phytomer Oligomer Monte-Carlo treatment 90'
- 1 bespoke Synergy treatment 60'

Potential Boost Stay - 4 days including 13 hours of treatments

Medical reports with impedance and nutrition

- Detoxing Hammam
- Aquatic Passage Coaching
- 1 individual fitness coaching session 60'
- 1 bespoke massage 60'
- 2 Human Tecar treatments
- 4 Huber 360 coaching sessions
- 4 full body cryotherapy sessions
- 1 Maxi-Mineral treatment 90'
- 3 marine treatments (selection: baths, seaweed or mud wrap, jet shower, affusion massage)

VI. When nutrition is synonymous with gastronomy

At the start of the XXth century, Thermes Marins Monte-Carlo were already popular for their nutritional expertise. The mineral water bar of the French health resorts - served at source temperatures - has not decreased - its fruit and vegetable juice cocktails are also celebrated.

Created together with the treatments, the cuisine at the “L’Hirondelle” restaurant is part of this story, today synonymous with the new well-being experience. Redesigned in a chic and understated style, the table art offers piped sets, white porcelain highlighted with platinum edging and geometric bubbles on the water glasses. More than ever, the Chef Meilleur Ouvrier de France 1996, Jean-Claude Brugel, enchants the senses: poetry of the technicality of the presentation, exquisite aromas of fresh products which promise exalted flavours, without infringing on the nutritional balance. It is rooted on the principle that we can control our diet and enjoy it. For this, fresh and flavoursome products are chosen which represent the local and seasonal production. The Chef explains: *“I’m inspired by Mediterranean cuisine where you find a lot of vegetables, very little fat and high quality nutritious proteins”*.

The reasons for this beautiful harmony lie strongly in its menu and its generous and flavoursome dishes, which are also pleasing to the eye, such as the plate of fresh fruit, but mostly in the personality of the Chef and his teams who welcome you with good spirits which comes across instantly. Dominating the Mediterranean Sea, the large windows of the L’Hirondelle have a magnificent panorama over the Port and the Prince’s Palace. This setting, serene and luminous, also offers in an atmosphere of casualness, a culinary experience firmly in keeping with the times which also attracts a business clientèle.

The restaurant proposes a “Market Menu” and a “Healthy Menu” for 58 euros as well as an assortment of dishes which are gluten-free, vegetarian or with detoxifying virtues. The restaurant is open exclusively at midday and serves until three pm.

In April 2016, Les Thermes Marin Monte-Carlo began supporting the Fondation Prince Albert II de Monaco to promote responsible consumption of sea products with L’Hirondelle restaurant now being a partner of the Mr. Goodfish programme.



VII. Christine Zoliec, General Manager of Thermes Marins Monte-Carlo



The notion of harmony and balance has always been a passion for Christine Zoliec. Originally from Guérande, well-being has long been a part of her daily life: an independent nutritionist for 10 years, she then worked in thalassotherapy in La Baule, before moving to Monte-Carlo.

The thing the General Manager of Thermes Marins defends is the idea that we can be a participant in our health by becoming aware of ourselves, our bodies and our needs. In the pursuit of serenity and the right balance between body and mind, she suggests the development of a bespoke fitness programme, aimed at adopting a healthy lifestyle.

Ready to help, the team of experts accompanies the client in this approach, with a close relationship based on exchange. Christine Zoliec reveals *“At Thermes Marins Monte-Carlo we have the option of providing an individualised response to all our clients in order to accompany them in their search.”* She adds *“Doctor, nutritionist, physiotherapists, beauticians, relaxologists, spa practitioners, sports coaches form the multidisciplinary bedrock in the personalised care of everyone.”*

The team puts their savoir-faire into practice to achieve and maintain an optimal physical and intellectual quality of life. Human means are supplemented by cutting-edge technology which enhances the preventative healthcare and well-being offer. Slimming, beauty, cellular regeneration or performance, the avant-garde equipment such as Human Tecar Bodyreset, Huber 360 LPG or even Human Tecar Revita provide innovative and targeted treatments.

The supervision from Doctor Duhem, the referring doctor, continues post-stay for visible and lasting improvement of the results obtained.

Thermes Marins Monte-Carlo positions itself as the excellence health coach, who reveals to everyone the methods and resources necessary to their thriving through the accomplishment of their personal challenges.

VIII. Technical sheet

- 30 booths including 2 double booths
- Heated seawater pool with jets and a cold bath area
- 2 cryotherapy rooms (-60°C and -110°C)
- Outdoor jacuzzi
- Solarium
- Sauna
- Sentorium
- Female and male hammam
- Ice fountain
- “L’Hirondelle” restaurant: Chef Jean-Claude Brugel

The team:

- Michel Dotta: Deputy Chairman
- Dr Yves Treguer: Cardiologist. Creator of Thermes Marins Monte-Carlo
- Christine Zoliec: General Manager
- Doctor Christophe DUHEM
C.E.S of Functional Re-education and Rehabilitation
C.E.S of Sports Biology and Medicine
D.U of Sports Traumatology
D.I.U Food Health and Micro-Nutrition



IX. About Monte-Carlo Société des Bains de Mer

Since its creation, the Monte-Carlo Société des Bains de Mer brand has portrayed the image of a premium quality, pioneering, unrivalled and daring label in the world of luxury tourism. The Monte-Carlo Société des Bains de Mer wishes to be the keeper of a certain classicism, glamour and elegance at the same time as being a tireless searcher of innovations in terms of trends, tastes and technology. In one hundred and fifty years of excellence, it is a genuine cultural and historic patina which has built up the name of Monte-Carlo. Today, Monte-Carlo SBM is a luxury brand whose savoir-faire is shown in 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.

The range of its services extends to the field of culture and entertainment with several performance venues including Sporting Monte-Carlo, the Opéra's Salle Garnier for concerts and unique, well-being and preventative healthcare festivals with Thermes Marins Monte-Carlo. It also wants to be a major player in night life with the Jimmy's night club, La Rascasse, Le Buddha-Bar and sport with an 18 hole golf course and a tennis club. Monte-Carlo SBM, it is the brand of a sophisticated, surprising, singular experience based around strong values: Excellence, Generosity, Audaciousness, Inventiveness, Passion. Monte-Carlo SBM strives daily to bring to life the immortal statement of François Blanc, its founder: *"we supply Dreams here..."*



X. About the architect, Fabrice Notari

The Monegasque architect, Fabrice Notari has been in this business since 1986 in the family practice which he definitively took over in 1998. Practising his art mainly in the Principality for the public sector but also the private sector, he has been involved in numerous projects for Monte-Carlo SBM such as the renovation of the various Casino gaming rooms, the Buddha Bar, Moods and the Cabaret.

He has also participated in the renovation of certain areas of the Café de Paris, the Hôtel de Paris and the Hermitage. Perfectly understanding the needs and demands of SBM, Fabrice Notari reviewed the technical aspect of the project of the new Thermes Marins Monte-Carlo and put the general facilities of the site back into a good condition.

XI. About the decorator, Olivier Antoine

Since 1996 Olivier Antoine has signed projects alternating between modernity and classicism. He endeavours to highlight all his passion, his precision, his perfectionism, the demands he places on himself and his teams to carry out his business.

He redesigned and restructured the interior spaces. The corridors are fluid, the volumes are balanced and harmonious. They are then dressed and furnished with dignified materials. Following each order, a number of bespoke decorating and furnishing elements are created by his design office. The lighting following each case is routinely subject to a study supported by the advice of a lighting engineer. He likes to accompany his decorations with natural or mineral materials like alabaster, quartz, amethyst, glass, ceramics, metals in all their richness. His wood of choice is French walnut, rosewood, scrubbed oak and numbers of exotic wood. Finally, for the floor and wet rooms, he regularly uses marble from the quarries of Carrara. He has the secret to creating unique, muted, warm and timeless atmospheres where comfort and luxury are the result of meticulous work while never being ostentatious.

XII. Practical information

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