

# 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  
Presided by  
H.R.H. The Princess of Hanover



Designed by  
Karl Lagerfeld

**A CHARITY EVENT FOR THE BENEFIT  
THE PRINCESS GRACE FOUNDATION**

Saturday, 18th March 2017  
Salle des Etoiles, Sporting Monte-Carlo

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# **1. LE BAL DE LA ROSE 2017**

H.R.H. The Princess of Hanover, President of the Princess Grace Foundation, asked her friend Karl Lagerfeld to design the 2017 Bal de la Rose. Together, they created a world inspired by a very famous artistic movement: the Vienna Secession.

An artistic movement founded in Vienna in April 1897, it developed mainly in the form of an association called "Secessionsstil" which brought together architects and visual artists such as Josef Maria Olbrich, Josef Hoffmann and even Gustav Klimt. By convention and retrospectively, this movement was linked to the "Jugendstil" styles, a very broad artistic movement which inspired the renewal of artistic shapes, known throughout the Western world at the end of the 19th century. The Vienna Secession nevertheless possessed its own characteristics, manifestos, exhibitions and artists. Its aim was to unite the creative forces of Austria, to establish contact with foreign artists, to promote an international exchange of ideas, to renew the applied arts, and to create total art. In order to achieve their goals, the founders of the movement created their own exhibition space, the Secession Building, an authentic architectural manifesto built according to the plans of Josef Maria Olbrich, on the façade of which the motto of the Secessionist movement is written: "To every age its art, to every art its freedom".

Thus the whole décor of the latest Bal de la Rose pays tribute to and celebrates the main characteristics of this movement in the form of a mixture of graphic languages taken from illustrations, decorations and typography.

## **THE VIENNA SECESSION**

At the end of the 19th century, the desire for an erosion of the frontiers between the higher and lesser arts spread throughout Europe. A new, sober and refined style in furniture and silverware and fabrics appeared and had a considerable influence on the younger generation of artists and architects ; Oskar Kokoschka, Egon Schiele, Josef Maria Olbrich and Le Corbusier were trained in these famous arts and crafts workshops, inspired by the "Arts and Crafts" movement . The Stoclet Palace in Brussels by Josef Hoffman, the famous Secession Building by Josef Maria Olbrich in Vienna and Gustav Klimt's "Beethoven Frieze" which was painted in the Secession Building for the 1902 exhibition, were all hugely successful.

Gustav Klimt, one of the founders with Joseph Hoffmann of the Wiener Werkstätte (Vienna Workshops) was undoubtedly the most emblematic figure of the Vienna Secession; provocative and iconoclastic, he seduced a whole generation of young artists. Klimt, Kokoschka and Schiele made it clear to their contemporaries that painting now had something else to express; that it was no longer merely decorative work intended to depict history, or simply to adorn the walls of buildings. It is in Vienna, with these artists, that the Modern Art movement began in the last quarter of the 19th century.

## 2. THE DECOR

A few figures are sufficient to demonstrate the extent of the means used to enchant the guests and generous donors of this exceptional evening.

- 14 000 roses
- 600 m<sup>2</sup> of large-area digital prints, of which 100m<sup>2</sup> are digital prints enhanced with gold leaf.
- 1 350 m<sup>2</sup> of tablecloths
- 1 900 flower pots covered in printed paper, arranged on the tables.
- 1 000 glasses

### THE HALL - THE ENTRANCE OF PRINCES



From the entrance, guests are immersed in a setting directly inspired by the Wiener Werkstätte. This Viennese workshop brought together architects, artists and designers whose primary commitment was to put aesthetics within everyone's reach, reconciling craftsmanship and the major arts.

This décor evokes the impression of the incredible unprecedented modernist spirit that invaded Europe at that time. Here you can find the proper codes of the Vienna Secession whose artists expressed themselves through aesthetics based on a geometric ideal.

### THE DECOR OF THE SALLE DES ETOILES – INSPIRATION



The décor of the main room is inspired by the Stoclet Palace, a building that illustrates in a most emblematic way the concept of total art work, where the exterior and interior decoration, the furniture, everyday objects and the gardens form an indivisible whole. You can actually feel the influence of Gustav Klimt and Fernand Khnopff.

## THE SCENE - INSPIRATION



The scene evokes for its part all the elegance of the reception room of the Austrian pavilion of the Werkbund exhibition in Cologne in 1914. The stage curtain shows the ex libris Emma Bacher designed by Carl Otto Czeschka in 1909.

## THE TABLES



Assiette de présentation noire pour les tables d'honneur.



Verre à eau.



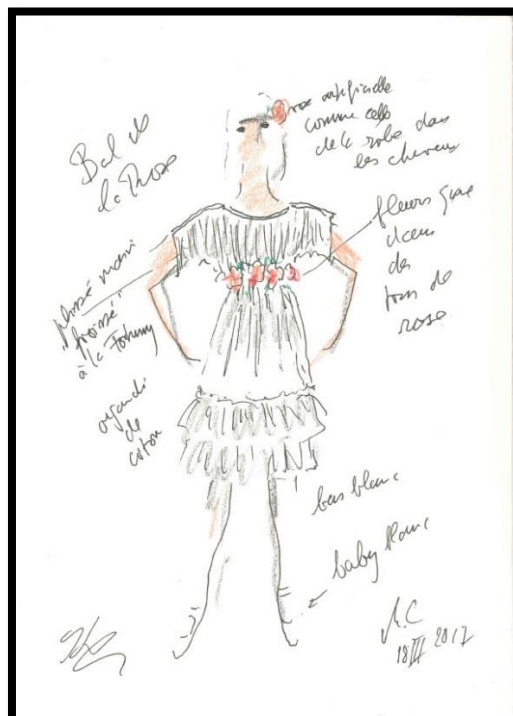
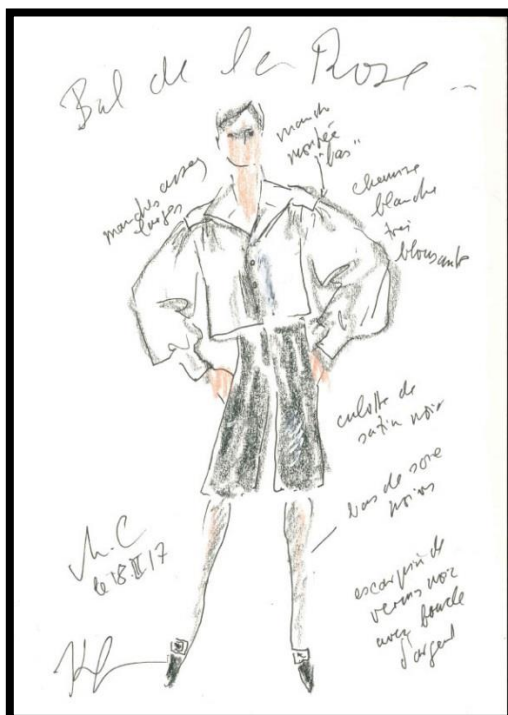
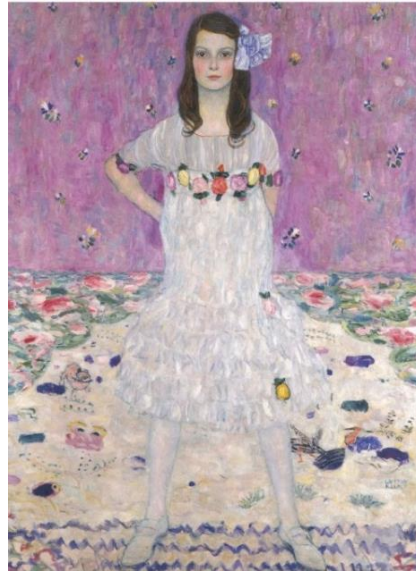
Centres de table composés de caches pots en papier imprimé.

Created especially for the Bal de la Rose, the tablecloths depict the floral motif entitled "Bellflower" designed by Josef Hoffman to create one of the carpets of the Stoclet Palace. Many varieties of coloured roses will be arranged in elegant containers decorated with graphic motifs characteristic of the period, and directly inspired by a series of patterns, such as patterns for wallpaper, curtains or patterns of fabrics designed by Josef Hoffman, which are striking because of their modernity or bi-colour style.



## THE COSTUMES

The students of the Princess Grace Dance Academy will be dressed in costumes designed by Karl Lagerfeld, tailor-made and inspired by Klimt's "Portrait of Mada Primavesi".



### 3. THE SHOW

For this new edition of the Bal de la Rose, a meticulous selection of renowned artists has been made, who will perform in the spirit of the event. On this evening, several talented performers will take to the stage successively and plunge the guests into a transcendental atmosphere with their contemporary sounds.

#### THE SOLOISTS OF MONTE-CARLO



Integrating perfectly into the concept of total art work, The Soloists of Monte-Carlo will merge with the décor inspired by the Stoclet Palace. Since their inception in 1976, The Soloists of Monte-Carlo have participated in numerous private and public events, during which a wide and varied repertoire ranging from classical music to entertainment has been performed. Orchestrated by Jean-Louis Dedieu, their founder, The Soloists of Monte-Carlo are known for accompanying prestigious artists such as Maxime Vengerov, Roberto Alagna and even Andrea Bocelli.

Through the quality of their work and the exemplary nature of their performances, The Soloists of Monte-Carlo participate in the cultural life of the Principality as well as its influence abroad.

Directed by: Jean-Louis DEDIEU

## IMANY



© Barron Claiborne

Imany will appear on stage, imposing her style made up of a mix of soul, folk, blues and pop, melancholic tunes accompanied by strong lyrics based on her life experiences. Lyrics from a young woman who chose a stage name which means “Faith” in Swahili. Her unique voice expressed in her songs gives away her spirited view of the world without blinders, which has attributed to her success.

Her lyrics challenge the nature of man and question the woman she is. Songs that shed some truths about love, and all the stories that go with it: Strong melodies, meaningful lyrics that tell real stories about herself or others. “Save our soul”, for example, is a call for love against violence.



## HOLLYSIZ



© Dimitri Coste

Then Hollysiz will appear on stage and will sing a number of songs, culminating with the unforgettable “Come Back To Me”, with its sharp glam intro and its fighting energy. Heads will start bopping, but then its gluttonous minimalism and the synthesiser sounds, will draw the guests on to the dance floor, right up to its last retreating beats. Unstoppable.

Behind this fiery and catchy very-English sounding name, is not a group but a young talented woman: Cécile Cassel. As a child dancer, it was American musical comedies, choreographies and hip-hop that first inspired her. With time she was able to build up a more unique, solid and autobiographical discography. With these different backgrounds, she uses emotion and the strength of her voice, but also its defects and accidents.

The woman who admits growing up with Michael Jackson’s pop music and the sounds of the 80s, attributes this to some of the success of her album “My Name Is”. One of the first things that strikes you when listening to it is the intensity and depth in each of the songs. Mutant songs, where organic and synthetic sounds blur the tracks but go hand in hand to reveal the pop music of today. Sometimes it is a beat that summons you to the dance floor and sometimes it is the sound of haunted guitars, sometimes a mix of instruments that are getting ready to take off or dive.

She is working on her second album due to be released in the autumn of 2017.

## DJette JOJA



By now all the guests should be on the dance floor and Viennese DJ Johanna Mayr-Keber, better known as DJette JOJA, will make her entrance and encourage all the guests to dance until the end of the night.

Joja is an up-and-coming Viennese DJette with creative expressions. Since 2000, she has been DJing in Vienna, Linz, Graz, then London, Istanbul, Bratislava and even Marrakesh. In 2008 she started working for a radio station and hosted her own weekly show until 2012. Once a month, since the summer of 2016, Joja has been presenting the programme La Boum de Luxe on Radio FM4.

Johanna studied architecture at the Technical University of Vienna. On top of her career as a DJ, Johanna also works as a full-time architect. In 2013, she founded V ARE, an association that supports the local music scene.

## 4. THE RAFFLE FOR THE BENEFIT OF THE PRINCESS GRACE FOUNDATION

Mademoiselle Agnès hosts the raffle with numerous exceptional prizes offered by the prestigious luxury houses present in Monaco. Partners whose loyalty has never failed and the generosity seen at the Bal de la Rose and the Princess Grace Foundation deserve a special mention.

<b>LOT N°1</b>

Ensemble de la collection Nérée composé de boucles d'oreilles et d'une bague en or blanc pavées de diamants offert par
<b>REPOSSI</b>

<b>LOT N°2</b>	
	Un vol privé aller-retour pour Venise et 2 nuits au Baglioni Hotel Luna offerts par <b>NETJETS</b> et  <b>BAGLIONI HOTEL LUNA VENICE</b>

<b>LOT N°3</b>

Un ensemble à choisir à la boutique Chanel offert par
<b>CHANEL</b>

<b>LOT N°4</b>

3 nuits en chambre double à l'Hôtel Hermitage avec soins aux Thermes Marins Monte-Carlo offert par
<b>MONTE-CARLO</b> SOCIÉTÉ DES BAINS DE MER

<b>LOT N°5</b>

2 nuits en chambre double et un dîner pour 2 personnes au Restaurant Elsa, au Monte-Carlo Beach Hôtel offert par
<b>MONTE-CARLO</b> SOCIÉTÉ DES BAINS DE MER

LOT N°6

Sac Lady Dior avec le cannage à clous dorés offert par
Christian Dior

LOT N°7

Sac Twist Mechanical Flowers en cuir Epi offert par
LOUIS VUITTON

LOT N°8

Sac Tri-Fold en veau grainé noir offert par
CÉLINE

LOT N°9

12 bouteilles Cuvée Belle Époque Rosé 2006 offert par
PERRIER-JOUËT

Chanel will be offering its perfumes to guests, "N°5 L'Eau" for women and "Allure" for men. Perrier-Jouët, meanwhile, will be providing all the champagne served at dinner.



## 5. THE PRINCESS GRACE FOUNDATION



La Fondation  
Princesse Grace

UNE MISSION  
AU SERVICE  
DES ENFANTS

A mission to serve children

**V**otre soutien va nous aider à mener à bien notre mission. Créée en 1964 par la Princesse Grace, la Fondation apporte annuellement une aide importante à des projets humanitaires au profit des enfants, et culturels vers les étudiants. Au décès de la Princesse Grace en 1982, le Prince Rainier a confié la présidence à S.A.R. la Princesse de Hanovre. Cette brochure vous permettra de mieux connaître notre travail au quotidien depuis plus de 50 ans.

**Y**our support will help us to complete our mission. Founded in 1964 by Princess Grace, the Foundation annually contributes considerable help to humanitarian projects which benefit children and also helps students through cultural projects. On the death of Princess Grace in 1982, Prince Rainier conferred the Presidency of the Foundation on H.R.H. The Princess of Hanover. This brochure will allow you to become better acquainted with our day-to-day work for more than 50 years.

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IBAN: MC49 1273 9000 7001 2497 4000 X02  
BIC: CFMOMCMXXX



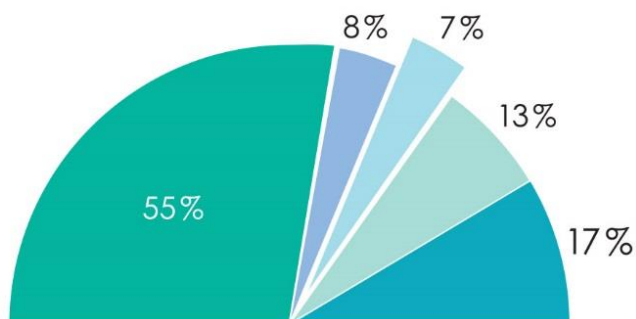
# Des comptes significatifs

## *Significant accounts*

Le "Bal de la Rose" a lieu chaque printemps, il est une ressource financière capitale pour la fondation (259 904 €), ainsi que les donations (303 293 €).

*The "Bal de la Rose" takes place every spring and is the main financial resource for the foundation (€259,904), as well as donations (€303,293).*

Répartition des dépenses en 2015



- Action humanitaire / Humanitarian work
- Action culturelle / Cultural charity
- Frais administratifs / Administration costs
- Princess Grace Irish library
- Boutiques du Rocher

# Les chiffres The Figures

588 494 €

versés pour aider 2 069 enfants dans  
56 hôpitaux pédiatriques en France

*Allocated to help 2,069 children in  
56 paediatric hospitals throughout France*



1 228 292 €

Investis pour la construction et la rénovation  
des Maisons des parents en 12 ans

*invested in the construction and renovation  
of "Parents Houses" over the past 12 years*

3 170 000 €

consacrés à l'équipement du nouveau service  
de pédiatrie de l'hôpital de Monaco

*pledged to the purchase of equipment for the  
pediatric department of the Monaco Hospital*



341 490 €

pour l'aide à 4 laboratoires de recherche  
médicale pédiatrique

*To help 4 laboratories de recherche  
medical research*

26 500 €

offerts à des associations humanitaires  
locales à l'occasion de Noël

*presented to local humanitarian  
associations as a Christmas gift*



55 200 €

accordés aux actions humanitaires  
internationales de la Fondation

*granted to the international humanitarian  
work of the foundation*

111 135 €

Bourses allouées aux jeunes danseurs  
et musiciens et aux étudiants

*Grants given to young Dancers  
and musicians and to students*



24 000 €

décernés aux artistes récompensés  
par la Fondation Prince-Pierre

*awarded to the winning artists by the Prince Pierre Foundation*

236 000 €

Consacrés au fonctionnement de la  
Bibliothèque Irlandaise Princesse-Grace

*devoted to the running of the Princess Grace Irish Library*



## **6. PRACTICAL INFORMATION**

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

The doors of the Salle des Etoiles open at 20h00.  
Black tie - evening gown  
Price per person: 800 Euros

### **Press contact Monte-Carlo Société des Bains de Mer**

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### **Press department Paris**

Françoise Dumas, Anne Roustang and Associates  
dumas.roustang.rp@wanadoo.fr

### **Artistic organisation and coordination**

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T. +33 1 42 67 61 63

### **Executive Production**

Marcadé Event  
17, Rue du Chemin Vert, 92400 Courbevoie, France  
T. +33 1 49 05 05 49

In collaboration with artistic, technical and banqueting teams  
of the Monte-Carlo Société des Bains de Mer Group

## **7. LE BAL DE LA ROSE, HISTORY OF AN EVENT**

### **LINKED TO THE INTERNATIONAL REPUTATION OF MONACO**

Le Bal de la Rose was established in 1954 to launch the party season in the Principality of Monaco. Starting in 1957, Princess Grace gave this Ball a very special international flair. Assisted, in particular, by decorator André Levasseur, she had the idea of connecting the event each year with a Rose, a Show and a Country and then mirroring this theme in the décor, the colours and symbols.

Once the Princess Grace Foundation was created in 1964, the Princess decided to also make Le Bal de la Rose a charity event whose profits from the evening would be donated to the Foundation that bears her name.

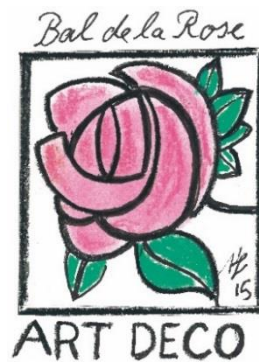
Hosted by Monte-Carlo Société des Bains de Mer, this Spring Spectacular has become a not-to-be-missed event over the years. Since 1983, appointed by Prince Rainier III, H.S.H., the Princess of Hanover has presided over the Princess Grace Foundation and Le Bal de la Rose. Under her leadership, the Foundation started getting involved in different sectors.

In 1994, with the idea of giving it a new, more contemporary spirit, the Princess of Hanover asked Françoise Dumas and Anne Roustang in collaboration with François Marcadé, to work closely with her. Thus a real collaboration was started 23 years ago for both the Foundation and for the hosting of Le Bal de la Rose. Together they choose the themes and artists, shake up traditions, change up routines, make the whole event an ephemeral moment of exception, an artistic approach routed in the spirit of the Principality which has always been able to welcome all forms of talent.



#### **2016 : BAL DE LA ROSE VISITS CUBA**

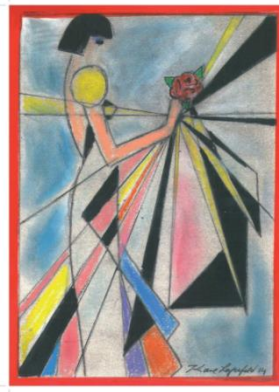
Le Bal de la Rose 2016 made a stopover in Cuba and celebrated the energy, optimism and hope of a changing Cuban society. It was decorated in green colours to represent sugar cane fields, turquoise blue to represent the Caribbean Sea and ochre for the Viñales Valley, providing an overall impressive explosion of colours and emotions. Cuban music, the result of a rich and complex mix, also accompanied the event. It was to the rhythm of the inescapable claves that the guests took to salsa dancing and filled the dance floor for a night *muy caliente*.



#### **2015: ART DECO BAL DE LA ROSE**

This ball celebrated one of the most elegant artistic and architectural movements of the Golden Twenties. Intimately linked with the universe of luxury, the Art Déco style embodies a delicate alchemy between art and handicraft. Karl Lagerfeld took inspiration from the décor of the authentic Salle des Arts in the Sporting d'Hiver to display the legendary and sumptuous glamour of Monaco through the marriage of noble textures, refined colours, symmetrical lines and geometric patterns. In a "music-hall" spirit, the attractions and songs came one after another at a brisk pace with Faada Freddy, Lily Allen, William & Wilson Doppelgänger.





#### **2014: CONSTRUCTIVIST BAL DE LA ROSE**

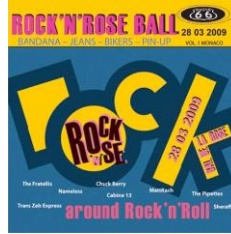
This ball paid homage to the work of Kazimir Malevich, the main inspirer of this artistic and architectural movement, born in Russia at the start of the 20th century. Karl Lagerfeld used the themes of Constructivism, playing with the "over-dimensional" aspect and creating a décor consisting of clashes between geometric figures and blocks of colour. The "Constructivist" Bal de la Rose was a genuine forerunner and revived the wealth of this period, one year before the "Year of Russia in Monaco" celebrations, which marked the cultural ties sustained between these two countries for over a century. An invitation to travel through a musical ambiance, where Stravinsky's searches for harmony with soloists from the Philharmonic Orchestra of Monte-Carlo echoed the formal solutions of Malevich and then gave way to Mika and DJ Dasha Malygina.



#### **2013: BAL DE LA ROSE ON THE ROCK**

"Let's create a Belle and Pop Ball", was the first reaction from Karl Lagerfeld when H.R.H The Princess of Hanover asked him to conceive a Bal de La Rose evoking 150 years of the Société des Bains de Mer. Karl Lagerfeld's idea was to design a strong contrast between a classic "Belle Epoque" ball, a nod to all the codes in play at the time Société des Bains de Mer was created, and a resolutely "Pop" end to the evening! ". A palette of artists made this event timeless: Prague Concert Philharmonic, Rita Ora, The Ophilus London and DJ Caroline de Maigret.

## 2012: SWINGING LONDON BAL DE LA ROSE



#### 2009: ROCK 'N' ROLL BAL DE LA ROSE

Turned into a temple of rock, the traditional red carpet took on the look of route 66. 1950s' atmosphere guaranteed with bikers, pin-ups, juke box, etc. The legendary Chuck Berry and the talents of the new Rock generation paid vibrant homage to rock 'n' roll, which has always reinvented itself by shaking up routines to remain alive.



#### 2008: MOVIDA BAL DE LA ROSE

"Movida" is an artistic current born in the 1980s in Spain. It made people forget decades of repression. The Salle des Etoiles evoked an exuberant and colourful atmosphere, in the presence of Pedro Almodóvar and Luz Casal, Rossy de Palma, Blanca Li, etc.



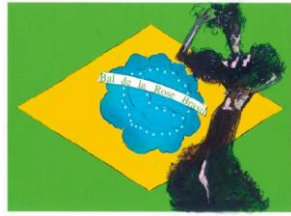
#### 2007: GYPSY BAL DE LA ROSE

A gypsy camp on the stage, with caravans, camp fires, etc. Gypsy fiddles, energetic guitars, goblet drums and cimbaloms sounded out thanks to Biréli Lagrène, Chico et les Gypsies, Norig, etc., brought together and produced with Tony Gatlif.



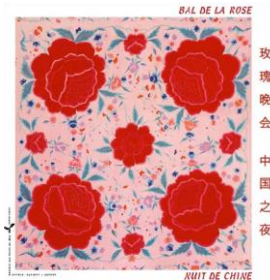
#### 2006: REGGAE BAL DE LA ROSE

A plot of Jamaica thanks to walls decorated and tagged in cult reggae colours with, from the outset, a reggae festival with Jimmy Cliff, the Wailers, Alpha Blondi, etc.



#### **2005: BRAZIL BAL DE LA ROSE**

From the Amazon to Copacabana, from Rio carnival to street performances, including Bossa Nova and Cabaret. A party, rhythm and colour with Gilberto Gil, Jorge Ben, etc.



#### **2004: CHINA BAL DE LA ROSE**

A vibrant homage to China, from the Forbidden City to the skyscrapers of Shanghai. The show was a colourful musical fresco, alternating between transition and modernity, in a red and gold atmosphere to symbolise happiness and prosperity.



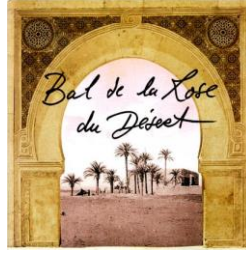
#### **2003: AFRICA BAL DE LA ROSE**

Reproducing over-dimensioned ethnic motifs, the show focussed on the tale of "the drummer monkey" with artists from Circus Baobab and Waldemar Bastos, Momo Wandel Soumah, Angelique Kidjo, Miriam Makeba, etc.



#### **2002: POP BAL DE LA ROSE**

A bright and fun ball in a resolutely Pop atmosphere. In a frenzy of light and colour, the show, like a musical show, combined dancers and musicians around Ringo Starr, Marianne Faithfull, etc.



#### **2001: DESERT BAL DE LA ROSE**

Stylised, refined and delicate ethnic tones. A cinematographic and musical fresco, including Rai and African chanting with Ishtar, Faudel, Khaled, etc.



#### **2000: BAL DE LA ROSE 2000**

Homage to Fernando Botero. In his reconstituted workshop, his paintings were projected and his sculptures displayed. "Botero-like" characters came to life in a South African musical enchantment with Célia Cruz, Willy Deville, etc.



#### **1999: JUBILEE BAL DE LA ROSE**

Homage to 50 years of the reign of Prince Rainier. In the atmosphere of a photo studio, "50 years of Monte-Carlo in images" conceived by Karl Lagerfeld, with Marianne Faithfull, Grace Jones, Line Renaud, Gloria Gaynor, Shirley Bassey, etc.



#### **1998: BAINS DE MER BAL DE LA ROSE**

Evocation of the golden ambiance of Monte-Carlo in the 1950s. Frescoes in the style of Bérard. "Y'a de la joie aux Bains de Mer" produced by Jérôme Savary with music by Charles Trenet.





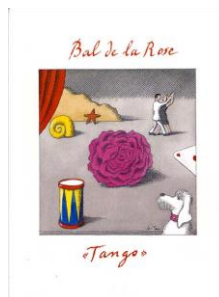
#### 1997: GRIMALDI BAL DE LA ROSE

Homage to 700 years of the Principality. In an enchanted garden, the legendary "Grimaldi Rose" blooms. "Le Tigre et la Rose" produced by Daniel Mesguich with Annie Fratellini.



#### 1996: CARIBBEAN BAL DE LA ROSE

A square from Havana, a colourful atmosphere in the shade of coconut palms. "Cabarets coconuts" produced by Alfredo Arias.



#### 1995: TANGO BAL DE LA ROSE

With the collaboration of Alfredo Arias. Ambiance of an Argentine cabaret "Monte-Carlo Buenos- Aires".



#### 1994: UNIQUE BAL DE LA ROSE

Evocation of the Rose Pavilion of Pavlovsk Palace and the private gardens of the Empress Maria Fedorovna, with the participation of Dmitri Hvorostovsky.