



## LEGENDARY HOTEL DE PARIS MONTE-CARLO FURNITURE AUCTION

- 25, 26, 27, 28 JANUARY 2015 -

Monaco, Thursday October 2<sup>nd</sup> 2014 – As part of the Hotel de Paris renovation project, Monte-Carlo Société des Bains de Mer will auction off part of the establishment's furniture. The task will be entrusted to Artcurial, prestigious world-renowned French auction house. The exceptional event will be held within the hotel from January 25<sup>th</sup> to 28<sup>th</sup> 2015 and will be preceded by a four day exhibition. « *This exclusive sale heralds the first stage of our renovation project, involved in a vast revalorisation program of Casino Square. Our commitment to Hotel de Paris legendary history is unwavering, which is why we wish to share it with our customers during this emotional event* » explains Luca Allegri Hotel de Paris' General Manager.

« *The sale of Monte-Carlo's most legendary Palace's furniture is obviously an event! Monaco is synonymous with Palace, History, Prestige and Art-de-vivre: as many reasons for art fans from around the world to join together for this exceptional sale and to appropriate some of Monte-Carlo's magic* » says François Tajan, Artcurial's co-president.

Over 3 000 lots will be put up for auction:

- Furniture from selected public areas and from restaurants;
- The furniture from 130 suites et rooms, including the famous Winston Churchill suite;
- 400 tableware articles;
- Bath linens embroidered with the hotel's monogram.

The auction presents a unique opportunity to acquire a piece of the one hundred and fifty year old Palace's history. The Hotel de Paris was inaugurated shortly after the magnificent Monte-Carlo Casino, imagined by Francois Blanc, the founder of the Société des Bains de Mer. He imagined a luxurious establishment that will become the essential luxury and gaming setting. Guests flock from all across Europe to stay in the « *hotel that goes beyond anything that has been seen until now* », as stated by the founder. Eroll Flynn invites Hollywood's elite to celebrate his wedding; Winston Churchill resides in a 210m<sup>2</sup> suite, while James Bond visits in Golden Eye. Up to today, members of the Gotha regularity appear: kings, heads of state, artist and internationally acclaimed stars...

Stéphane Aubert, auctioneer and managing partner of Artcurial, adds: « *Artcurial continues its history with Palaces, this time on the Riviera with the sale of Monaco's Hotel de Paris furniture. Monte-Carlo Société des Bains de Mer's choice illustrates Artcurial expertise in the development and promotion of this calibre sales event.* »

François Tajan and Stéphane Aubert who already held the hammer for these famous sales will lead Artcurial's team. The exhibition will showcase the furniture for sale in a journey through various rooms in the Hotel. The auction will be held in the iconic Salle Empire.

The catalogue will be available starting from December 2014 on [www.artcurial.com](http://www.artcurial.com).



*About Artcurial* – Founded in 2002, Artcurial consolidates its position as first French auction house with 123 sales held within 20 specialty departments in 2013. The auction house totals 178.1 million euros in sales in 2013, or a 24% evolution of its turnover compared to 2012, including in particular the third highest French bid of the year with *La Rivière*, a sculpture by Aristide Maillol, at over EUR 6.1 million. It then confirms its comic strip leadership in Europe, automobile collection in continental Europe, jewellery and watches in France and Monaco, and ancient paintings in Paris. In 2013, Artcurial is leader in France for Palace and luxury hotel sales with over 7.3 million euros of sales volume. After the Trianon palace, or more recently the Hotel de Crillon and the Plaza Athénée, a new page is being written in the legend of hotel sales. In 2014, Artcurial continues its development by strengthening its 20th century offer with photography, Limited Editions and Tribal Art departments. Resolutely turned towards International, Artcurial asserts its presence abroad with offices in Milan, Brussels, Vienna and China, and travelling exhibitions in the United States and Asia.

*About Monte-Carlo Société des Bains de Mer*

*Since its creation in 1863, the group Monte-Carlo Société des Bains de Mer has imposed a high quality, pioneering, inimitable and audacious image in the luxury tourism industry. Monte-Carlo Société des Bains de Mer aims to be the guardian of a certain classicism, glamour and elegance, while simultaneously the tireless seeker of new trends, tastes and technologies. During one hundred and fifty years of excellence, a veritable cultural and historical patina has left its mark on the name of Monte-Carlo. Today, Monte-Carlo Société des Bains de Mer is a luxury brand whose expertise is expressed in its 4 Casinos, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort) and 33 restaurants including the Louis XV-Alain Ducasse). Monte-Carlo Société des Bains de Mer is the brand of a sophisticated amazing, unique experience built around core values: Excellence, Generosity, Audacity, Ingenuity, and Passion. Monte-Carlo Société des Bains de Mer strives daily to embody the immortal words of François Blanc, its founder: " here, we must give the dream..."*

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