

Pavillons Monte-Carlo inauguration, a unique luxury shopping experience



Monaco, Friday October 3rd 2014 - Société des Bains de Mer is pleased to inaugurate the five magnificent and much anticipated Pavillons Monte-Carlo, heralding the era of a new and exclusive shopping experience in the very heart of Monte-Carlo.

The Group Société des Bains de Mer entrusted the unique tailor-made project to architect Richard Martinet. Working with Monegasque architect Chérif Jahlan, an exceptional futuristic temporary creation has been designed, accommodating 20 boutiques in round shaped pop-up structures, inspired by the pebbles found on Riviera beaches. The rounded edifices, sheathed in panels of off-white aluminium, are composed of mobile units.

The gardens housing the now open temporary boutiques are named “Boulingrins” Gardens, a Francization of « *bowling green* », the typical British game, whose elegance is reminiscent of Monte-Carlo in the 1930’s. Using the words « *bowling green* » as a theme, the inaugural evening was full of surprises (butterfly release, fragrance promenade of Jasmin or a typical English brass quartet) for the most prestigious guests. The event was an opportunity to discover and relive the atmosphere of a bowling green party in a quirky retro-chic setting, staged by a dozen of English actors.

Bowling green is also a version of « *bowling* », joyful and fun, and especially of « *green* », or the inescapable reflection of the Société des Bains de Mer group’s commitment towards ecology and sustainable development. The preservation of gardens and trees is one of Société des Bains de Mer’s priorities, which preserves an important expanse of green spaces and flora. Accordingly, landscape architect Jean Mus successfully integrated the Pavillons Monte-Carlo in Monaco’s urban landscape by designing a lush botanical universe, merging with the Jardins de la Petite Afrique.

The boutiques herald a future ensemble, one that will reshape the Monte-Carlo vicinity into a place of animation and conviviality, while remaining focused on its commitment to innovative ecological

urbanism. At the forefront of fashions and trends, these ephemeral constructions will house the most prestigious brands, previously located on Avenue des Beaux-Arts for the next four years.

Links to download pictures:

http://images.montecarloresort.com/photos/pavillonsMC/martinet_mus.jpg

<http://images.montecarloresort.com/photos/pavillonsMC/Pavillonsmc2.jpg>

<http://images.montecarloresort.com/photos/pavillonsMC/pavillonsmc3.jpg>

<http://images.montecarloresort.com/photos/pavillonsMC/pavillonsmc4.jpg>

<http://images.montecarloresort.com/photos/pavillonsMC/pavillonsmc5.jpg>

http://images.montecarloresort.com/photos/pavillonsMC/architectes_biamonti.jpg

Useful information:

Pavillons Monte-Carlo
Place du Casino
98 000 Monte-Carlo

T. +377 98 06 25 25
resort@sbm.mc
montecarlosbm.com



Press Contact
presse@sbm.mc
T. +377 98 06 63 61
pressmontecarlosbm.com