



H.S.H. Prince Albert II lays the foundation of a new Monte-Carlo District: “One Monte-Carlo”

Tuesday 5th July 2016 – During an official announcement ceremony, H.S.H. Prince Albert II laid the foundation stone for the new Société des Bains de Mer building complex and unveiled the name of the highly anticipated project - “One Monte-Carlo”. The new complex will contribute to the modernization of this new district in Monte-Carlo, and as previously announced, the main road passing through “One Monte-Carlo” will be called the “Promenade Princesse Charlène”.

Initiated in 2015 and signed by the both the highly reputable English architectural firm Rogers Stirk Harbour + Partners and the talented Monegasque architect Mr Alexandre Giraldi, this major urban project represents the vision of the Monte-Carlo of tomorrow.

The construction of “One Monte-Carlo” will be complete by the end of 2018. The ceremony revealed the magnitude of this new complex, which combines residential, retail, and public spaces in a manner that is respectful of the environment and reflects both history and modernity, as well as luxury and culture.

About the name “One Monte-Carlo”

The guardian of over 150 years of history, the Société des Bains de Mer is closely associated with the birth of the legend of Monte-Carlo.

The name “One Monte-Carlo” preserves this historical link - it underlines the unique and prestigious character of this luxury development neighbouring the Place du Casino, and conveys the international dimension of this new district.

About this ambitious building project

As mentioned by Deputy Chairman Mr Jean-Luc Biamonti, the Société des Bains de Mer is the project supervisor for the urbanisation and development of this new district in Monte-Carlo.

A combination of seven constructions developed with transparency and fluidity will contribute to the modern and timeless aesthetic of Monte-Carlo. This complex, partially pedestrian and surrounded by gardens, focuses on over 30 high-class apartments, 4.500 m² of luxury shops, 2.500 m² of office space, and an exhibition and congress centre. The leasing of these different spaces will, in the first instance, ensure the repayment of the contracted debt for the construction of this building complex, and then go on to complement the company’s revenues.

The implementation of this ambitious building project shows that the Société des Bains de Mer is adapting and modernizing in order to tackle worldwide competition and ensure economic growth.

Furthermore, sustainable development has been taken into account for every stage of the elaboration of “One Monte-Carlo”, and the actual construction work is respectful of the strictest environmental requirements to the omnipresent vegetation

#mymontecarlo
@montecarlosbm
montecarlosbm.com



Press Contact
presse@sbm.mc
T. +377 98 06 63 64
pressmontecarlosbm.com