

PRESS RELEASE

Monaco, February 25<sup>th</sup>, 2019



*TT.SS.HH. Prince Albert II and Princess Charlène, accompanied by Crown Prince Jacques and Princess Gabriella next to Pierre Casiraghi, Michael Wittstock, Jean-Luc Biamonti, Daniel Lambrecht, Ivan Harbour, Alexandre Giraldi*

### *Official inauguration of One Monte-Carlo*

#### The most exclusive residential area of the French Riviera opens to the public

A major urban planning and real estate project, One Monte-Carlo is opening a new chapter for the centre of Monaco by offering a comprehensive luxury experience very close to the legendary Place du Casino. Combining top quality housing with shops, gastronomy, culture and business, this ultra-modern district is located around the Promenade Princesse Charlène, a new pedestrian area lined with trees and 7 buildings where transparency and vegetation are given pride of place. Inaugurated on 22 February 2019 by TT.SS.HH. Prince Albert II and Princess Charlène, accompanied by Crown Prince Jacques and Princess Gabriella, in the presence of Mr Pierre Casiraghi, Mr Michael Wittstock, this 'concept building' includes 37 apartments, 24 luxury boutiques and 9 floors of offices. A new snacking concept from the Michelin-starred chef Marcel Ravin, Mada One, as well as a brand new conference and events centre will also be revealed in spring 2019.

#### An exclusive and comprehensive luxury experience

After 4 years of construction, the One Monte-Carlo district today reveals its light, fluid lines, its monumental panes of glass, its plant-covered façades and its tree-lined streets. One Monte-Carlo embodies the best of the Monte-Carlo Société des Bains de Mer's expertise, which aims to become the most exclusive destination in Europe.

*“I feel sure that One Monte-Carlo will be a key driver in the development of our core activities – gaming, hospitality and fine dining. Not only through the residents of One Monte-Carlo, but also and above all, as a result of the valuable contribution it will make in securing Monaco’s position as one of the most sought after destinations for all lovers of gaming and l’art de vivre”,* says Jean-Luc Biamonti CEO Monte-Carlo Société des Bains de Mer.

One Monte-Carlo comprises 6 top quality residential buildings with between 5 and 13 floors, including a mezzanine floor, a large conference and events centre and an art gallery. The district will also include a 7th oval-shaped building that includes offices and a ground floor restaurant.

One Monte-Carlo is also a brand new fashion district, with 24 luxury boutiques, along the new Promenade Princesse Charlène and Avenue Princesse Alice - six additional boutiques can be found on the neighbouring Avenue des Beaux-Arts. Fully pedestrianised, the area is a unique window onto the world where four of the most prestigious luxury goods stores can be found side by side: Cartier, Louis Vuitton, Chanel and Fendi.

#### **The major luxury goods stores at One Monte-Carlo**

Akris	Chanel Jewellery	Lanvin
Art in Time	Czarina	Louis Vuitton
Balenciaga (April 2019)	Fendi	Prada Menswear
Boucheron	Fred	Ralph & Russo
Céline	Gianvito Rossi	Saint Laurent
Chanel	HRH Jewels	Sonia Rykiel

And on the Avenue des Beaux-Arts: Dior, Piaget, Alexander McQueen, Bulgari, Prada and Cartier.

#### **An exceptional place of residence in Monaco**

A unique address on the Place du Casino, One Monte-Carlo is a real haven of peace for residents. This new residential area, unique in Monaco, offers international clients an exceptional living space set over 37 prestigious apartments. These apartments offer surface areas of between 60m<sup>2</sup> and 800m<sup>2</sup>, six of them covering three floors with private swimming pools on the upper storeys of the buildings and up to six bedrooms. They are luxuriously finished with unique facilities and 5-star service.

Bruno Moinard and Claire Betaille, interior designers with the 4BI & Associés agency, chose to pay tribute to Monaco and the French Riviera, connecting residents to the surrounding elements. With incredible attention to detail, regionally-sourced materials have been used throughout the spaces by French and Italian artisans.

#### **A plant-covered, sustainable district**

Designed by Rogers Stirk Harbour + Partners, a prestigious name in contemporary architecture and urban planning (designer, with Renzo Piano, of the Georges Pompidou Centre, Pritzker prizewinner in 2007) and by the Monaco architect Alexandre Giraldi. One Monte-Carlo conforms to the strictest environmental requirements, obtained the European BREEAM label, the roof integrating the latest generation solar panels. The outdoor areas were an important part of the project, creating a breath of fresh air in the heart of the city, encouraging residents and visitors alike to walk around the beautifully designed area. The pedestrianised areas have been designed by landscape architect, Jean Mus.



*The new Promenade Princesse Charlène*

To be discovered in spring 2019

In spring, One Monte-Carlo will reveal a chic new snacking concept on the Promenade Princesse Charlène. A unique concept dreamed up by the Michelin-starred chef Marcel Ravin, Mada One is a café, a bistro and a bakery all at the same time, with dishes highlighting good, natural ingredients and combinations of flavours.

Finally, One Monte-Carlo will open a brand new conference and events centre, which, along with the Hôtel de Paris Monte-Carlo and the Hôtel Hermitage Monte-Carlo, will create a new business tourism hub with a multitude of possibilities around the legendary Place du Casino: seminars, conferences, product launches, events, etc.

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#### About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, dedicated to well-being and preventive health, 30 restaurants including five that together have seven Michelin Guide stars. A hub of night-life, the Group offers an incredible selection of events, including the Monte-Carlo Sporting Summer Festival and the Monte-Carlo Jazz Festival. At the end of 2018, Monte-Carlo Société des Bains de Mer is completing four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo, with luxury accommodation, shops, restaurants and a conference centre. The vision of Groupe Monte-Carlo Société des Bains de Mer for 2020 is to make Monte-Carlo the most exclusive experience in Europe.

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