

PRESS RELEASE

Monaco, March 29<sup>th</sup> 2021



H.S.H PRINCE ALBERT II WITH MRS MAYU WITTOUCK, MR. OLIVIER WENDEN AND MR JEAN-LUC BIAMONTI

## ***Cherry Blossom* at Hôtel de Paris Monte-Carlo Celebrate spring in the Japanese tradition from 25 March to 10 April 2021**

In Japan, the arrival of spring is celebrated with the tradition of Hanami, the contemplation of the sakura (cherry blossoms), symbolising the fleeting nature of life, with wishes and offerings to the spirits. From 25 March to 10 April, Monte-Carlo Société des Bains de Mer and The Highlife Monaco foundation invite us on a journey to discover this tradition, with *Cherry Blossom*, a charity event proposed in the Patio of Hôtel de Paris Monte-Carlo, supporting the Fondation Prince Albert II de Monaco. *Cherry Blossom* was opened on 25 March in the presence of H.S.H Prince Albert II of Monaco, Mayu Wittouck, founder of The High Life Monaco, Olivier Wenden, Vice-President and Chief Executive of the Fondation Prince Albert II de Monaco and Jean-Luc Biamonti, Deputy Chairman of Monte-Carlo Société des Bains de Mer. This invitation to travel is proposed to the public until 10 April. The meeting place is the Patio of Hôtel de Paris Monte-Carlo, which has been transformed into a Japanese garden, with creative and cultural workshops based on Japanese traditions, the opportunity to taste Japanese gastronomy, make a wish with Ema, or have your fortune told with Omikuji.

***Cherry Blossom* was inaugurated on 25 March in the patio of Hôtel de Paris Monte-Carlo**

The opening ceremony took place on 25 March in the Patio of Hôtel de Paris Monte-Carlo, in the presence of H.S.H Prince Albert II, in a décor inspired by a Japanese garden, to the music of Duo Koto. Guests were initiated in the Japanese tradition of making wishes, addressed to the spirits to receive their blessing, by way of an Ema (little wooden plaque). Once written in calligraphy, the wishes were hung on the traditional wish shrine placed in the patio (in Japan, this would be at the entrance to the temples). The Omikuji (little fortune papers) delivered their first predictions.

Ema and Omikuji are available to the public until 10 April. Profits from their sale will be donated to the Fondation Albert II de Monaco. When *Cherry Blossom* closes, the Ema will be blessed by a Kannushi (priest) in a traditional Japanese ceremony, in the courtyard of the Fondation Albert II de Monaco.

***Cherry Blossom*, a journey to the heart of Japanese traditions**

*Cherry Blossom* is an invitation to travel, initiated by Mayu Wittouck, founder of The High Life Monaco, proposed for 15 days through creative workshops to learn the art of origami, ikebana and calligraphy. Children can discover the art of Japanese story-telling with Kamishibai workshops. Let's not forget gastronomy, with culinary workshops

by Chef Philippe Joannès and his teams, on the theme of Japan, the presence of a sushi master from 11.30am to 3pm every day for an open-air Japanese lunch, and delicious sweet treats to take away from the Monte-Carlo Catering boutique.

### **Cherry Blossom, an event for a great cause: protecting the ocean**

The funds collected within the framework of *Cherry Blossom* will be donated to the Fondation Prince Albert II de Monaco, for its action in support of the ocean, in particular through “Beyond Plastic Med”, an initiative launched in 2015 for a plastic-free Mediterranean Sea. To raise their awareness of this great cause, children are invited to take part in fun events in the greenhouse of the Fondation Prince Albert II de Monaco on Wednesdays, Saturdays and Sundays.

### **Stress-free event with Monte-Carlo Cares**

For a stress-free Chery Blossom, Monte-Carlo Société des Bains de Mer has rolled out the Monte-Carlo Cares programme for the safety of its clients and employees. Certified by Bureau Veritas, this health plan ensures that Europe’s most exclusive destination is also the safest.

### **Practical information:**

. Open every day from 10am to 6pm

. Creative and cultural workshops: subject to booking, from Wednesday to Saturday, in the central greenhouse

Information and bookings: +377 98 06 71 71

. Open-air lunch: from 11.30am to 3pm - Call +377 98 06 88 99 to book

. Monte-Carlo Catering boutique: Japanese sweet treats to take away.

Information & orders on +377 98 06 71 71 or [montecarlo catering@sbm.mc](mailto:montecarlo catering@sbm.mc)

<https://www.montecarlosbm.com/en/agenda/cherry-blossom-patio-hotel-de-paris-monte-carlo>

### **[Download high-resolution pictures here](#)**

### **About The High Life Monaco foundation**

Mayu Wittouck is the founder and CEO of The High Life Monaco, which focuses on charity and awareness-raising actions. With its “100% donation” policy, The High Life Monaco bridges the gap between Monaco and Japan.

### **About the Fondation Prince Albert II de Monaco**

Created in 2006 at the initiative of the Sovereign Prince, the Fondation Prince Albert II de Monaco works on a local and global scale to fight against the effects of climate change, loss of biodiversity and desertification. In 15 years, the Fondation has supported close to 600 projects in priority action zones consisting of the Mediterranean basin, the Polar Regions and less advanced countries highly affected by environmental damage.

### **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 casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, and Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, 30 restaurants including five that together have seven Michelin Guide stars. A hub of nightlife, the Group offers an incredible selection of events. The metamorphose of Hôtel de Paris Monte-Carlo, the creation of a new district around Place du Casino, One Monte-Carlo (luxury accommodation, shops, restaurants and a conference centre), the new Place du Casino contribute to make Monte-Carlo the most exclusive experience in Europe.

### **Press contacts:**

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