

PRESSE RELEASE

Monaco, June 23rd 2021



Monte-Carlo Société des Bains de Mer  
launch its second edition of *Swing Monte-Carlo!*

21 June is the start of summer, and it's this date that Monte-Carlo Société des Bains de Mer has chosen to launch the second edition of *Swing Monte-Carlo!* The Monte-Carlo summer programme combines shows, unique events, ideas for day trips or holidays throughout the Monte-Carlo Société des Bains de Mer Resort. This year's theme is "Marvellous Gardens" and was launched on a beautiful summer's night around Place du Casino. The boutiques on Promenade Monte-Carlo Shopping, the most stylish open-air shopping area, stayed open all hours for the occasion. The highlights of *Swing Monte-Carlo* 2021 are the Festival of the Sea on 23 June and the opening of *Mada Lounge*, the summer pop-up venue of Mada One in Place du Casino gardens, with a lounge ambiance on Thursday nights in particular.

***Swing Monte-Carlo!* launches on 21 June with a night of entertainment**

*Swing Monte-Carlo!* was launched last summer, after the very first phase of the pandemic, as a symbol of renewal and in reference to the hedonistic "Swinging Sixties" of London. The 2021 edition, with the "Marvellous Gardens" theme, proposes a great summer programme, launched on 21 June around Place du Casino, in association with the boutiques of Promenade Monte-Carlo Shopping, a hub of hedonism. All evening long, VIPs and the public strolled up and down this unique promenade that surrounds Place du Casino, discovering the seven forms of escape proposed as part of *Swing Monte-Carlo!* **Romantic Escape**, with a stand to make floral crowns, **Epicurean** with wine tasting from the cellars of Hôtel de Paris Monte-Carlo, **Chill-out**, with massages proposed by Thermes Marins Monte-Carlo, **Family**, with a carousel on Avenue de Monte-Carlo, **Gourmet** with the Roll'in Bar Ice Cream stand, **Well-Being** with Solstice Yoga on Terrasses du Soleil, and **Summer hit** with the photo booth close to Place du Casino, which will remain in place all summer.

***Swing Monte-Carlo!* for a summer full of light-heartedness and surprises to the rhythm of unique events**

After this event on 21 June, Monte-Carlo will be swinging all summer long, until the end of August, with events and entertainment designed to surprise customers seeking high spirits and escape and to continue to make Monte-Carlo Société des Bains de Mer the most exclusive destination in Europe. The highlights of *Swing Monte-Carlo!*

- The Festival of the Sea – Wednesday June 23rd

In line with the Fête de la Mer et des Littoraux (Festival of the Sea and Coastlines), initiated by the French government in 2019, to promote the discovery, protection and enhancement of marine and coastal heritage, Monte-Carlo Beach and Monte-Carlo Bay Hotel & Resort are joining forces on 23 June for their Festival of the Sea. On the programme: water activities in partnership with Team Nature, lounging on the sunbeds on the new beach at Monte-Carlo Beach Club or the lagoon at Monte-Carlo Bay Hotel & Resort, lunch and aperitif facing the sea. This event reflects the commitment of both establishments, certified Green Globe, to protect the environment and enhance marine heritage.



- **Mada Lounge in the Place du Casino gardens from 24 June to 28 August**

Near Place du Casino, Mada One is setting up "Mada Lounge" for the night of 21 June and will be reopening from 24 June. Every Thursday from 24 June to 28 August, lounge and musical nights will be held from 4.00pm to 10.30pm. In a chic Bohemian atmosphere, close to the fountain of Place du Casino gardens, children and adults alike will dream and have fun under the stars opposite the legendary Casino de Monte-Carlo. A pure moment of Dolce Vita, exactly as we love them on the Riviera.

*Practical information:*

*From 25 June to 11 July: open from Wednesday to Sunday inclusive.*

*From 12 July to 28 August: open 7/7*

*Opening times: 4.00pm to 9.30pm*

- **Promenade Monte-Carlo Shopping dressed up for "Marvellous Gardens"**

The boutiques on Promenade Monte-Carlo Shopping are dressing up in ephemeral decorations on the theme of "Marvellous Gardens" for this summer season. Shop windows and pop-up terraces will sport the colours of Swing Monte-Carlo! to the delight of all.

### **Get away from it all with *Swing Monte-Carlo!* for a day, a night or more**

Ways to escape have been concocted from breakfast to dinner on rich and varied themes.

For example, how about a "Gourmet" day? Breakfast at Café de Paris Monte-Carlo, the mythical brasserie and hub of Monegasque life for 150 ans. After window shopping on Promenade Monte-Carlo Shopping, have lunch at the Elsa restaurant and enjoy the cuisine of the new chef, Manon Fleury, in a haven of greenery at Monte-Carlo Beach. To kick the night off, enjoy an aperitif at the Blue Gin, the bar at Monte-Carlo Hotel & Resort, in a maritime ambiance thanks to its terrace with breath-taking view of the Mediterranean. After a moment of relaxation, head to the most prestigious restaurant in Monaco, Le Louis XV – Alain Ducasse à l'Hôtel de Paris, with its 3 Michelin stars. There you can discover a refined plant-based menu that will delight gourmets.

[All the information about \*Swing Monte-Carlo!\* here](#)

### **A stress-free summer with Monte-Carlo Cares**

For a stress-free summer, 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.

[Download pictures in HD here](#)

### **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, 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.

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