



Glow Up, Pop-Up, World Cup: Origami takes over Place du Casino

Press Release - Monaco, 10th of July 2026 – After the giant flowers that decorated Monte-Carlo Société des Bains de Mer hotels and restaurants in 2025, the Glow Up Monte-Carlo campaign returns for the spring and summer 2026 season. This year, delicate origami birds and butterflies adorn the façades and lobbies of the Group's iconic establishments. Poetic works to admire from one of the summer pop-ups, which are also making their grand return within the Resort.

Glow Up: the brilliance of spring and the vitality of summer intertwine

« *A living paper book, not to be leafed through, but to be walked through* », this is Monte-Carlo's new look for the spring/summer 2026 season. With the renewal of its Glow Up campaign, the Monte-Carlo Société des Bains de Mer Resort is being transformed, adorning the façades and interiors of its iconic establishments with giant origami. Since 9 June, the Casino de Monte-Carlo, Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Bay Hotel & Resort, Monte-Carlo Beach and Casino Café de Paris have been decorated with giant bird and butterfly figures, created by Christine Marchal, founder of the Madame Ernest agency, and Céline Pagès, an artist with a degree in Arts & Scenography from Pavillon Bosio in Monaco. This creative duo, already behind the Glow Up campaigns in 2025 and Rose des Vents in 2022, has once again joined forces in 2026 for this new edition of Glow Monte-Carlo.

Created by a French workshop from a technical fiber paper suitable for outdoor use and hand-painted, with Japanese woodblock prints as inspiration, these origami pieces are true works of art, which can also be admired at night, when their wings light up in soft colors.

The summer pop-ups are back

In Monaco, the return of summer means the return of pop-ups. Once again this year, Monte-Carlo Société des Bains de Mer is partnering with Pernod-Ricard to offer two exclusive experiences within its Resort.

The Jardin Belle Epoque by Perrier-Jouët

Set in the lush surroundings of Square Beaumarchais, located opposite the Hôtel Hermitage Monte-Carlo, Maison Perrier-Jouët and Monte-Carlo Société des Bains de Mer are reinventing champagne tasting for the second year running. Building on the success of the first edition, Jardin Belle Epoque has been back since April 4 and is open every day until October.

Imagined as an immersive space echoing the Champagne landscape and Chardonnay, the signature grape variety of Maison Perrier-Jouët, Jardin Belle Epoque is expanding its offer this year with a unique culinary experience. To best complement Maison Perrier-Jouët's cuvées, a food-and-champagne pairing menu has been created by Laurent Piolti, Head Chef of the Hôtel Hermitage Monte-Carlo, and Sébastien Morellon, Executive Chef of Maison Belle Epoque.

Several dishes have therefore been imagined: *The lobster brioche*, the *Veal Gribiche*, the *Beef Sando* or the *Gravelax Salmon*, accompanied by the delicate notes of Blanc de Blancs or Blason Rosé champagnes from Perrier-Jouët, to be enjoyed under the

Art Nouveau-inspired kiosk, facing the Tree of Flutes, created by Dutch artist Tord Boontje. A true journey, fully in keeping with the DNA of the Hôtel Hermitage Monte-Carlo, the Hotel of Connoisseurs.

Jardin Belle Époque, open Monday to Friday from 2 p.m. to 8 p.m. and Saturday to Sunday from 12 p.m. to 8 p.m.

Information: +377 98 06 98 99 / [Le Jardin Belle Époque by Perrier Jouët at the Hôtel Hermitage Monte-Carlo](#)

Las Brisas welcomes Château Sainte Marguerite

Maison Château Sainte Marguerite and Monte-Carlo Société des Bains de Mer are also signing a second season, at the heart of the Monte-Carlo Bay Hotel & Resort. From 1^{er} July, and until next August 30, the summer restaurant Las Brisas reinterprets Provençal recipes.

This is where Chef Marcel Ravin offers food and wine pairings, blending his summer cuisine with Château Sainte Marguerite cuvées, characterized by their finesse, freshness and complex aromatic palette, and part of the 18 Cru Classé estates of the Côtes-de-Provence. For example, there will be the *François Blanc Salad* (artichoke, lobster, soft-boiled egg, beetroot, romaine lettuce and truffle), the *Maccheroncini with eggplant chokha* or even the *Free-range spring chicken spit-roasted, jus with preserved lemon*, with a Château Sainte Marguerite, Fantastique Rosé 2025 Cru Classé Côtes de Provence, or a Château Sainte Marguerite, Fantastique Blanc 2024 Cru Classé Côtes de Provence. For dessert, we fall for the *Frozen coconut* or the *Fresh Fruit Plate*.

And for the very first time, the Las Brisas restaurant is also opening its doors in the evening, from July 10 to August 23. At sunset, the place takes on a more intimate and musical atmosphere. The new dinner menu with Creole flavors can thus be enjoyed with family or friends, in a true spirit of conviviality and sharing: *Méchoui of spiced lamb shoulder, chickpeas, pomegranate, peanut, coriander, mint & yogurt* and more *Tuna, coconut milk, lime and crunchy vegetables* will delight gourmets. And let's not forget the desserts: *Coconut blancmange with vanilla-lime*, the *Sweet potato flan tart with herbs* or even the *Banana-Misu, ground pistachio*.

Las Brisas, open every day from 12:30 pm to 3:30 pm and from Friday to Monday from 7:30 pm to 10:00 pm.

Musical lunches every Sunday starting July 5. Magician present every Friday and Saturday, as well as Sunday with a live music concert. Information and reservations: +377 98 06 00 30 / [Las Brisas Monaco - Summer restaurant](#)

The best spots to follow the FIFA World Cup 2026™

After enjoying the rhythm of the Monaco Grand Prix, and since last June 11, the Monte-Carlo Société des Bains de Mer establishments have been tuning in to the FIFA World Cup 2026™. Around a drink or a dinner, the sporting spirit will be heightened in the Principality, until July 19:

- . **Em Sherif Monte-Carlo**, Hôtel de Paris Monte-Carlo: [The World Cup live at Em Sherif Monte-Carlo!](#)
- . **Blue Gin**, Monte-Carlo Bay Hotel & Resort : [The World Cup live at Blue Gin!](#)
- . **Café de Paris Monte-Carlo**, Casino Square: [The World Cup live at Café de Paris Monte-Carlo!](#)
- . **Marlow**, Princess Gabriella Square: [The World Cup live at Marlow!](#)
- . **La Rascasse**, 1 Quai Antoine 1^{er} : [The World Cup live at La Rascasse!](#)
- . **Amazónico Monte-Carlo**, Casino Square: [The World Cup live at Amazónico Monte-Carlo!](#)
- . **Buddha-Bar Monte-Carlo**, Casino Square: [The World Cup live at Buddha-Bar Monte-Carlo!](#)
- . **Casino de Monte-Carlo and Casino Café de Paris**, Casino Square: [Live football matches in the casinos of Monaco](#)

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About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, "haute couture" experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a topflight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The number 1 private employer in the Principality of Monaco, in 2023 the Group launched its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

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