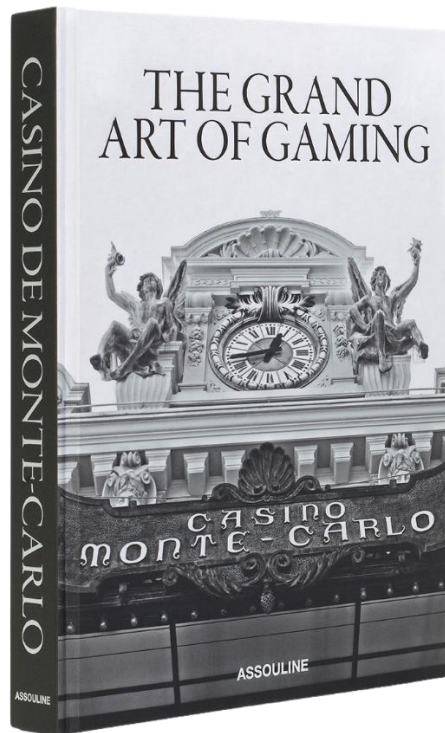




Assouline and Monte-Carlo Société des Bains de Mer unveil their new book « Casino de Monte-Carlo: The Grand Art of Gaming »

News Flash - Monaco, October 6, 2026 – More than just a gaming establishment, the Casino de Monte-Carlo is the birthplace of modern Monte-Carlo: an architectural masterpiece, a glittering social stage and a timeless symbol of Monegasque elegance. Conceived in the 19th century, the Casino helped transform this Mediterranean city into one of the world's most prestigious destinations. *Casino de Monte-Carlo: The Grand Art of Gaming*, published by Assouline, tells the story of this transformation and pays tribute to the visionaries who understood that the Casino's success would depend on far more than the simple chance of a roulette wheel. Under the impetus of businessman and real estate developer François Blanc, it opened the doors to a new art of living, surrounded by grand hotels and sumptuous gardens, and at the heart of the most memorable celebrations.

Written by Charlotte Lubert-Notari, Head of Heritage at Monte-Carlo Société des Bains de Mer, the book invites readers to explore the building's most remarkable spaces, from the monumental Atrium to the Salle Europe, via the Salon Rose, the Salle des Amériques, the Salle Blanche and many more. Each tells a different chapter in the Casino's history, shaped over generations by architects, artists, sculptors and decorators. Together, these spaces form an exceptionally rich interior that has continually evolved with the times and been immortalized on screen in films such as *Ocean's Twelve* (2004), as well as the James Bond classics *Never Say Never Again* (1983) and *GoldenEye* (1995).

Historic photographs from the Société des Bains de Mer archives capture the glamorous, cosmopolitan atmosphere that reigned in Monaco throughout the 20th century. Contemporary images carry the story through to the present day, revealing a landmark that continues to welcome visitors from around the world. *Casino de Monte-Carlo: The Grand Art of Gaming* celebrates the vision, beauty and sense of freedom that have made the Casino de Monte-Carlo legendary, as well as the role it continues to play in shaping Monaco's identity.

- . Available at the Casino de Monte-Carlo and Drugstore Monte-Carlo boutiques
- . Available on the Assouline website and in its boutiques: www.assouline.com
- . Orders can be placed by email: retail@sbm.mc
- . Price: 120 euros

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