

MONTE  
CARLO  
BEACH

MONTE-CARLO  
SOCIÉTÉ DES BAINS DE MER

## Press Kit 2020

*Sharing true moments is in our nature*



# MONTE CARLO BEACH

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*Sharing true moments is in our nature*

# MONTE CARLO BEACH

A luxury place of leisure connected to nature

*An iconic venue, a chic seaside location since the 1930s*



Set back from the hustle and bustle of Place du Casino, the Monte-Carlo Beach soon revealed that it was more than just a hotel: with its Olympic-sized swimming pool and its spa, it became a resort centred on sun and sea bathing, relaxation, wellness and water sports. The façade of the Monte-Carlo Beach, with its terra cotta curvature and stylistic sobriety, contrasts in all respects with the Beaux-Arts design of the buildings in the Place du Casino. Additionally, the beach cabins and the floating deck for sunning oneself propelled the Société des Bains de Mer into a new, modern era.

As the summer season got under way, Monte-Carlo Beach symbolised the cultural change of the 1920s. Customers were no longer fleeing the sun. The Société des Bains de Mer was at the forefront of this movement and began the development of a beach, a swimming pool and a hotel on the water's edge. American culture was also in vogue at the time, and Elsa Maxwell was tapped to launch the new resort. As a famous gossip columnist, author and organiser of high society parties, Elsa Maxwell was a renowned PR person before her time.

In 1928, the opening of Monte-Carlo beach was marked with a memorable inauguration. The event was documented in society pages around the world! Monte-Carlo Beach thus became the new venue for the artistic, musical and cultural elite.

In 1929, the work was completed by Roger Séassal. The hotel was designed in the style of Californian villas in a very pure Art Deco style. The curved shape of the Monte-Carlo Beach follows the coastline and places it in the shade of the pine forest. The simplicity of the lines makes it a place of intimate charm with discreet and elegant luxury.



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# MONTE CARLO BEACH

For its 80th anniversary, the Monte-Carlo Beach was refurbished and its contemporary make-over designed by India Mahdavi, who reinterpreted the hotel as an "ode to the Mediterranean". In addition, the pine forest linked up with the beach, creating a lush plant environment, imagined and designed by the landscape architect Jean Mus.

*A breath of air between the pine trees and the Mediterranean Sea in a lush natural environment*



Monte-Carlo Beach is a villa on the sea, a place for breathing deeply, taking time and indulging in a setting of inspiring beauty. Connected to the vibrant heart of Monaco, and yet far from the hustle and bustle, Monte-Carlo Beach is close to nature with spectacular sea views.

It offers customers a soothing breath of air, in perfect harmony with the Mediterranean Sea which extends far as the eye can see. Here, sun and relaxation are promised.

The interior design, created by India Mahdavi, is elegant, discreet and poetic: elegant curves, from the spaces to the furniture, including the mural paintings by Aurore de la Morinerie, which give each room its particularity.

But also the maritime poetry of colours and the interplay of shapes (stripes, diamonds, flowers, etc.), for a resolutely contemporary, chic and cosy atmosphere.



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# MONTE CARLO BEACH

*Natural luxury with priority for intense and authentic moments*

An essential stopover, both for club member customers and customers from all over the world. Monte-Carlo Beach Club has become the secondary residence for the Monegasque, with its private beach, solariums, tents, huts and bungalows and its water sports club.

With its 40 bedrooms and suites, its four restaurants including one 100% organic star-awarded restaurant, and its high-end services, Monte-Carlo Beach also attracts cosmopolitan customers seeking elegance and discretion.

Generations have followed each other to Monte-Carlo Beach. It is a special place where people come to meet every year with family or friends, both out of time and in the magic of shared moments and memories.

There is one principle at Monte-Carlo Beach: rich heritage to protect and pass on to future generations



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# MONTE CARLO BEACH

A timeless and modern art of living

*100% organic cuisine with 1 Star in Michelin Guide*

Elsa



For this new season 2020, Chef Benoît Witz has joined the team at Monte-Carlo Beach at the helm of the award-winning Elsa restaurant, dedicated to serving only the healthiest and most authentic Mediterranean cuisine, synonymous with this iconic setting.

As the first 100% organic Michelin-starred restaurant, as certified by Ecocert, Elsa will be improving the selection of local food and wine producers to showcase even more seasonal produce, refocussing its supply chain on nearby farms and vineyards.



Two locations in particular will be supplying the restaurant with its vegetables:

- o The Jardin des Antipodes in Menton for aromatic herbs and fruit.

- o Virgilio Ferrari's Domaine d'Agerbol in Roquebrune Cap Martin, whose organic produce will be supplying Elsa directly from farm to fork.

All the products on Elsa restaurant menu are wholly organic and are AB certified. This label guarantees that the food is free from pesticides, fertilisers, GMOs and artificial colouring.



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# MONTE CARLO BEACH

New “signature” dishes on the *à la carte* menu include; *Bagna Cauda*, fresh vegetables and wild flowers, avocado mandarin, a delicious local speciality on a bed of crisp seasonal vegetables and anchoïade, Alpilles Lamb, almond milk and baby fava beans. On the seafood menu, guests can find freshly caught local fish, sweet courgettes and Cap Martin citrus fruit, or Shellfish, calamari and crustaceans, pasta with squid ink and rock samphire.



*Shellfish, calamari and crustaceans, pasta with squid ink and rock samphire*

Elsa 2020 will be celebrating the people behind the restaurant by promoting restaurant service professions to strengthen team synergy, under the watchful and benevolent eye of the Restaurant Manager, Pierre-Jean Ricardoni. Chef Sommelier Cécile Lemonnier will be sharing her passion for natural wine and introducing diners to the best organic vintages that Monte-Carlo Beach has to offer.



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# MONTE CARLO BEACH

## Le Deck

Under the aegis of Chef Pascal Garrigues, the prestigious poolside brasserie by the large and legendary Olympic-sized pool at the Monte-Carlo Beach, Le Deck is a great place for a casual, healthy lunch. Inspired by nature, the chef offers a tasty and gourmet seasonal menu.

Every Sunday, an amazing Sunday Brunch, a gourmet stroll from one stall to the next, in true Provençal manner. A good opportunity to get together to taste and share regional products.



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# MONTE CARLO BEACH

## La Vigie Lounge & Restaurant



Well-known place for its exceptional location, with one of the most breathtaking view on Mediterranean Sea, La Vigie Lounge & Restaurant come back for this new season still offering lounge and restaurant experience.

Its joyful ambiance is set against a backdrop of cicadas, a musical trio and the DJ, depending on the moment... Natural materials have been used, such as bamboo, teak and rope, in addition to plants, with a Mediterranean garden overlooking the sea. The patterns of light and shade, created by the movement of the shade sails, shift over the course of the day.

At the helm of the open kitchen, complete with a fresh fish counter and shellfish tank, provides a dining experience that features shared dishes, cocktails, rums and cigars.

Nestled in the heart of a pine forest, on an outcrop overlooking nothing but the Mediterranean, La Vigie is a little corner of paradise.



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# MONTE CARLO BEACH

*Wellness experiences to reconnect with ourselves and with nature*

## Le Tigre Monte-Carlo

Revealed in March 2019, Tigre Monte-Carlo is back for an inspiring and reinvigorating 2nd season. A haven of well-being between the pine forest and the Mediterranean, ideal for reconnecting with oneself and with nature.



Le Tigre Monte-Carlo offers a re-energising interlude in a unique setting on the French Riviera, where the warm-coloured stone is in perfect harmony with its environment. Harmony with oneself, with others and with nature is the philosophy of Le Tigre Monte-Carlo: this becomes particularly meaningful in a setting connected to the elements, where the heat of the Mediterranean sun, the authenticity of its land and its fragrant pine forest, the spectacular beauty of its blue water and the gentle climate create the perfect environment to fully reconnect.

Le Tigre Monte-Carlo proposes open-air yoga and unique treatments in a spa covering 80m<sup>2</sup>:

- three treatment and massage booths offering signature treatments such as the Massage du Tigre, an effective and beneficial treatment to restore balance and energy and to perfectly ground the body and mind in the present with the exclusive line of 100% organic cosmetic products by TATA HARPER;
- Yoga, meditation and Pilates classes in three spaces close to the elements: on the water and to the sound of the lapping sea on the pontoon of Monte-Carlo Beach Club; between the sea and the pine forest on the mooring terrace of La Vigie restaurant; and in a covered space for a more personal experience;
- An organic juice bar proposes home-made recipes.

The Tigre Yoga Monte-Carlo team will consist of seven yoga instructors and certified therapists. Private coaching sessions are also proposed.



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# MONTE CARLO BEACH

*A 100% organic & green approach and commitment*



A policy that is increasingly committed to protecting biodiversity, with two major changes in 2020

At Monte-Carlo Beach, selfcare and care for the environment have become a natural part of everyday life. In tune with nature, certified Green Globe Gold standard, the hotel has chosen to implement a policy aimed at protecting biodiversity, through:

- The creation of a **positive biodiversity reef dyke**. Located under the water 100 metres from the shore, this dyke has been designed to protect the beach and allow the development of marine life in a protected area. The new space that has been created is like a lagoon, with a sandy beach surrounded by Posidonia and rocks, suitable for cautious swimmers, who are respectful of the sea water.
- The classification of Pointe de la Vigie and its superb pine forest as an LPO (Ligue pour la Protection des Oiseaux) **bird protection refuge**. The latest wildlife inventory listed no fewer than 20 species of birds, including 10 nesting species and 15 protected species. This site at Monte-Carlo Beach is becoming an essential refuge for local biodiversity.



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# MONTE CARLO BEACH

The restaurant Elsa at the Monte-Carlo Beach is the first gourmet restaurant in the PACA region to have obtained the “organic” certification in the strictest category: category 3 by the certifying body Ecocert. A 100% organic and locally produced cuisine in the Elsa restaurant. The products - rigorously organic - chosen for their taste and nutritional qualities and cooked to preserve all of their properties.

Starred Restaurant for 7 years, 7 years Green Globe Certification, 7 years organic



The Monte-Carlo Beach is passionately and sincerely committed to showcasing organic products to protect our planet while enhancing the flavour of food and taking care of our health.

Since 2017, the Monte-Carlo Beach joined the movement ‘Monaco against food waste’ initiated by the Mayor of Monaco and the MC2D association in 2013. On the strength of this movement, gourmet boxes are now proposed and available in all restaurants.

## Collection and recycling

To complete this responsible approach, our restaurants use the peelings and other waste from the kitchen as compost for the vegetable garden of the Elsa restaurant.

Organic waste is dried and recycled by a specialist company.



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# MONTE CARLO BEACH

## Transport policy

In terms of clean transport, the Monte-Carlo Beach has electric vehicles as well as a private electric bicycle station.



Three electric charging stations have been installed in the car park at the Monte-Carlo Beach, two of which are reserved for Tesla cars only. Charging is free.

## Stakeholder involvement

The hotel raises awareness and informs its teams (forums, e-news and internal blog), clients (press releases, environmental charter and flyers in hotel rooms) and partners, who receive an ethical charter to respect.

A partnership has been set up with the Route du Goût association.



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# MONTE CARLO BEACH

## A prestigious hotel and services

Unique and timeless, the Monte-Carlo Beach Relais & Châteaux perpetuates the elegance of the Riviera and the art of welcoming guests by Monte-Carlo Société des Bains de Mer. Entirely redesigned by the architect designer India Mahdavi, the Monte-Carlo Beach is an ode to the Mediterranean.



The furniture was largely designed by India Mahdavi. "For Monte-Carlo Beach, I imagined a romance, a sentimental story unaffected by the passing of time, nourished by the imagery of the Riviera and the spirit of the great era of the 1930s in order to revive this mythical place with modernity and elegance.

The 40 rooms and suites are in harmony although all different. The sea and the light are omnipresent, creating a feeling of space and lightness.



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# MONTE CARLO BEACH

The facilities of the Monte-Carlo Beach are not only elegant but also surprisingly innovative. State-of-the-art technology is combined with a touch of all things romantic. How can anyone remain insensitive to the wall frescos exuding so much grace? Painted by Aurore de la Morinerie, these reminiscences of Matisse respond with lightness to the style of the rooms which are all stripes, diamonds and colours.



Monte-Carlo Société des Bains de Mer wanted one of the most renowned architect designers to recreate Monte-Carlo Beach's timeless elegance. Architect by training, scenographer, and designer, India Mahdavi never ceases to expose the beauty of places, to extract their uniqueness.



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# MONTE CARLO BEACH

## *Diamond Suite Sunshine*



In keeping with its prestigious offers, Monte-Carlo Beach proposes the *Diamond Suite Sunshine*: 200 square metres, including a 100-square-metre roof terrace with jacuzzi to bask in the warmth of the Mediterranean sun. Able to welcome up to five guests with two bedrooms and a separate private lounge area, the suite offers a breath-taking view of both the sea and the mountains. This Diamond Suite benefits from all of the exceptional services specific to the Group's Diamond Suites (return transfer in limousine from Nice airport, personalised check-in, housekeeper, etc.).

*40 rooms including 5 junior suites, 7 suites, 1 double suite and 1 Diamond Suite with terrace*

***Spa: Le Tigre Monte-Carlo proposes yoga sessions, treatments and massages to restore harmony and balance***

*Lobby-bar on the terrace.*

*Restaurants: Le Deck, La Vigie Lounge & Restaurant and the Elsa starred gastronomic restaurant*

*The Eileen Gray conference room*

*Water sports and heated sea water Olympic-sized swimming pool*

*Cabins in the pine forest*

*Seaside tents*



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# MONTE CARLO BEACH

## *Monte-Carlo Beach Club*

With the fine weather, the desire for leisure and al fresco lunches grows stronger and stronger. That alone is a good reason for making the most of the heavenly Beach Club and its Olympic-sized sea water pool heated to 26°C. In this dreamlike setting, the private beach with its chic stripy cabanas awaits you with open arms. No need to look anywhere else: the Beach Club has everything for maximum relaxation.

Let yourself be tempted and make the most of the beneficial effects of the heated sea water while also ensuring real relaxation for youngsters and adults. Water sport fans can choose from swimming, jet skiing, wake boarding, para-sailing, flyfish tubing and flyboard at the Monte-Carlo Beach Club.



Here, children are treated like royalty and 3 to 8 year olds can participate in Club Marmorata activities in July and August. Under the supervision of professionals, they take part in daily themed activities and have the option to enjoy their lunch and afternoon snack here.

An environmental book and video library has been created especially for them.



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## Awards and Distinctions

The Monte-Carlo Beach joined the closed circle of Relais & Châteaux in 2009. Monte-Carlo Société des Bains de Mer saw in this distinction the recognition of the fundamental values and priorities to which each of its hotels adheres. The hotel was then awarded a fifth star in 2010, thus achieving one of the most envied statuses, a genuine guarantee of excellence and a sign of a level of services in line with the highest international standards.

A series of awards that reward the overall commitment of Monte-Carlo Société des Bains de Mer to its customers and its efforts to keep the Monte-Carlo Beach at the top of its game.

- Green Globe Gold Standard Certification, 2019 (6 consecutive years)
- Prix Villégiature “Best hotel swimming pool in Europe”, 2017
- Prix Villégiature “Best hotel group in Europe”, 2017
- Green Globe Certification since 2014  
A Green Team of 20 employees is made up of teams from the hotel, restaurants and the beach. It has contributed to the renewal of the Green Globe certification for six years.
- Orlane Relais Châteaux Environmental prize, 2015
- Elsa Gourmet restaurant - 1 star in the Michelin Guide, 2014
- Certification Bio by Ecocert awarded to the Elsa restaurant (category 3): renewed every year between 2013 and 2019
- “Silver Standard Certification” award by “Welcome Chinese”, 2013
- Certificate of Excellence TripAdvisor 2013
- Prix Villégiature 2012 “Best Interior Hotel Architecture in Europe”
- Prix Villégiature 2010 “Grand Prize of the Best Charming Hotel in Europe”
- Silver Adrian Award 2010 from Hotel Sales & Marketing Association International



# MONTE CARLO BEACH

## About Monte-Carlo Société des Bains de Mer

A reference in luxury tourism in Europe, Monte-Carlo Société des Bains de Mer owns the most prestigious establishments in Monaco:

- **Four casinos**, including the mythical Casino de Monte-Carlo,
- **Four hotels**: Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort,
- 33 restaurants, **five of which combine seven prestigious Guide Michelin stars**: Le Louis XV-Alain Ducasse and Le Grill in Hôtel de Paris Monte-Carlo, Le Vistamar, the Blue Bay and Elsa,
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: **Jimmy'z Monte-Carlo**,
- The **Thermes Marins Monte-Carlo**, Europe's largest spa, equipped with state-of-the-art technology and a health and wellness restaurant (L'Hirondelle),
- Le Tigre Monte-Carlo (yoga, Pilates and meditation classes...)
- **Sports clubs** (Monte-Carlo Country Club, Monte-Carlo Golf Club, Beach Club),
- Lastly, the Group brings together around **50 of some of the most prestigious luxury goods companies** in the world around Place du Casino.

The inventor of the "Resort" concept, Monte-Carlo Société des Bains de Mer has been keeping up with consumer and technological developments since its creation, remaining true to its founding vocation: "This is where we offer dreams" (François Blanc, April 1867). **150 years of history have thus forged an image of excellence and an international reputation** in the areas of gaming and entertainment, gastronomy and prestigious hotels, luxury shopping, well-being and real estate.

**The ambition of the Group** is to make Monaco the most exclusive luxury destination in Europe. Today, the heart of the Resort around the mythical Place du Casino is completing its metamorphosis:

- Hôtel de Paris Monte-Carlo, **a world-renowned iconic palace**, is writing a new page in its history today with the metamorphosis of its indoor spaces and its bedrooms, the creation of **two exceptional Suites and a renewed gastronomic offer in partnership with Alain Ducasse**. Latest developments are gradually being revealed on an exclusive basis, leading up to the full reopening, scheduled for December 2018
- Casino de Monte-Carlo, **a symbol of luxury gaming and a key venue for the best players in the world**, has been undergoing a metamorphosis since 2016 to attract new audiences by proposing an all-encompassing and exclusive experience, combining the thrills of gaming, events, luxury hotels, star-awarded gastronomy and shopping. Casino de Monte-Carlo is now a creator of original experiences and is showcasing a new image of gaming in Europe.



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# MONTE CARLO BEACH

- **One Monte-Carlo**, a major real estate and urban planning project, **will be opening a new chapter for the beating heart of Monaco in 2019**, with an ultra-modern district offering a full luxury experience, combining high-end accommodation, shopping, gastronomy, culture and businesses in an exceptional setting. A haven of peace with emphasis on green spaces, where living, working or just ambling along is a joy!
- A talent spotter and **committed sponsor of artistic creation** (Opera, Sporting Summer Festival, Monte-Carlo Jazz Festival, Ballets de Monte-Carlo, Orchestre Philharmonique de Monte-Carlo, Printemps des Arts, Monte-Carlo Dance Forum, etc.), the Group also **partners major sports competitions in the Principality**: Monte-Carlo Rolex Masters, Formula 1 Grand Prix, Monte Carlo Rally

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