

MONTÉ-CARLO
SOCIÉTÉ DES BAINS DE MER

one
M O N T E
C A R L O



PRESS KIT 2020

One Monte-Carlo
The most exclusive place to live in the Riviera

Press contact

T. +377 98 06 64 14

presse@sbm.mc

pressmontecarlosbm.com

montecarlosbm.com

Contents

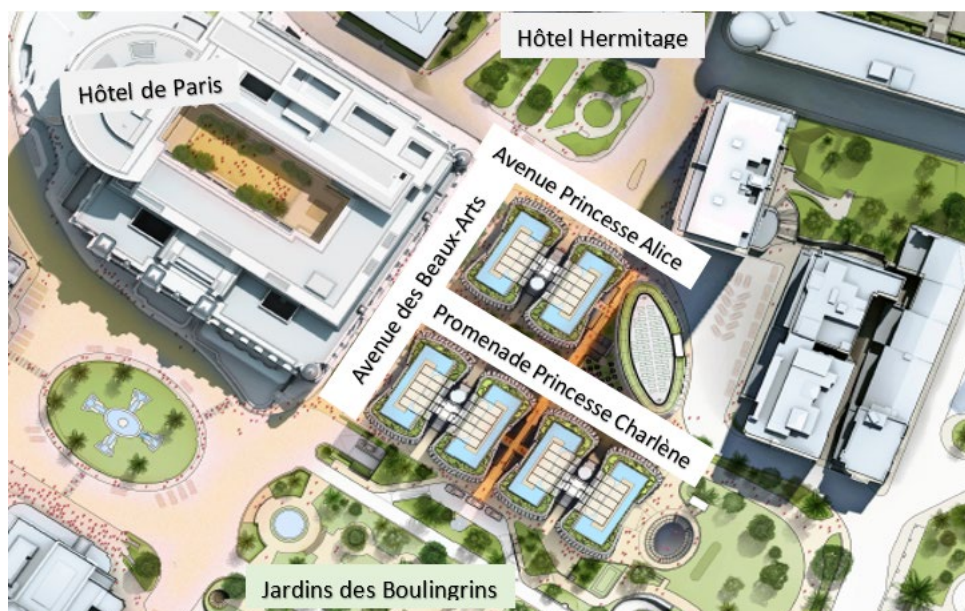
A major real estate and urban planning project	p 3
A comprehensive luxury experience	p 5
An exceptional place to live	p 6
The most exclusive shopping promenade in the Riviera	p 8
Mada One, the new restaurant concept by Michelin chef Marcel Ravin	p 9
A first-rate business destination	p 11
About Monte-Carlo Société des Bains de Mer	p 12

A major real estate and urban planning project



Pioneers of the resort concept 150 years ago, Monte-Carlo Société des Bains de Mer has kept ahead of industry trends and technologies since the beginning. One Monte-Carlo is latest project from the group, fully supporting the strategic vision: **to make Monte-Carlo Société des Bains de Mer the most exclusive destination in Europe.**

Launched in 2009, One Monte-Carlo is located nearby the famous Place du Casino, Hôtel de Paris Monte-Carlo and Hôtel Hermitage Monte-Carlo. **It simultaneously marks a new chapter in the history of Monte-Carlo Société des Bains de Mer**, while maintaining the historically significant landmarks including the Sporting d'Hiver and the Palais des Beaux-Arts located on the site.



The project was assigned to Rogers Stirk Harbour + Partners, a leading name in architecture and contemporary urban planning (designer with Renzo Piano of the Centre Georges Pompidou, Prix Pritzker 2007) and Monegasque architect **Alexandre Giraldi** who designed the Tour Odéon.

Starting in 2014, the development has been one of the principality's three biggest developments. On 5 July 2016, Prince Albert II laid the first stone of One Monte-Carlo in the presence of leading Monegasque figures. The total cost of the investment for the creation of One Monte-Carlo and the transformation of the Hôtel de Paris Monte-Carlo **has been estimated** at approximately €600M.

Sustainable development was taken into account at every stage of the construction of One Monte-Carlo, which complies with the highest environmental standards, including the thermal regulation RT2012 (building energy efficiency, building energy consumption, summer comfort). The roof of the office building has also been equipped with the latest solar panels. The project has been awarded the European BREEAM label by the Building Research Establishment (BRE), an industry equivalent to the French HQE and Bâtiments durables méditerranéens certifications.



A comprehensive luxury experience

One Monte-Carlo offers a luxury experience **combining residences, shopping, cuisine, culture and business**. This new, ultra-modern district offering 60,000m² of space, including 35,000m² of underground parking, is set out around a new tree-lined pedestrian street bordered by seven buildings that blend seamlessly with their environment.



A key concept in the building of One Monte Carlo was the focus on light – the design is fluid and ethereal, with glazing up to 7m50 on the ground floor, a monumental technical feat. One Monte-Carlo comprises of six luxury residential buildings with 37 apartments on 5 to 13 floors, a vast conference, events centre and an art gallery. This light and transparent gallery space covers will host cultural events throughout the year. The district has an oval-shaped building containing offices with a restaurant on the ground floor- a new concept by Michelin chef Marcel Ravin. The space will also be home to a promenade **with 23 luxury stores**.

The fully pedestrianised outdoor spaces are an important part of the project, designed to create a breath of fresh air in the heart of the city. Under the responsibility of landscape architect Jean Mus, One Monte-Carlo is a heavily planted district, with 30% additional green spaces accessible to the public, showcasing a mix of native and exotic plant species.

An exceptional place to live

A unique residential location on Place du Casino, One Monte-Carlo is a genuine haven of peace and a great place to live, work and amble. This all-new residential site with 37 luxury apartments, the first of its kind in Monaco, offers international clients an extraordinary space. Bruno Moinard and Claire Betaille, interior designers from 4BI & Associés, have paid tribute to the Riviera with their design by playing with light and shadow, varied textures and astonishing vistas.



The One Monte-Carlo apartments range in size from **60m² to 800m²**, with mostly large duplex and triplex apartments (300m² to 800m²) on the upper floors of the buildings offering up to six bedrooms and private swimming pools. The apartments all have luxury finishes, including parquet flooring with the simple herringbone pattern in marble or wood, marble bathrooms, fully fitted kitchens, and curtains and window nets to create a unified, harmonious feel.

One Monte-Carlo also boasts a five-star service:

- Concierge service 24 hours a day, 7 days a week
- Valet parking 24 hours a day, 7 days a week
- Secure parking
- Access to the heated seawater pool, hammam, sauna, solarium, outdoor jacuzzi and the gym at the Thermes Marins Monte-Carlo

Optional services:

- Room service from the Hôtel de Paris Monte-Carlo (a tunnel links the hotel with One Monte-Carlo).
- Laundry service and housekeeping.
- Take away service from the restaurant Mada One from 8:00 to 20:00.

Access:

The residents' entrance will be on the future pedestrianised Promenade Princesse Charlène, linking Square Saint-James with Avenue des Beaux-Arts and the entrance to the Hôtel de Paris Monte-Carlo.

The most exclusive shopping promenade in the Riviera

One Monte-Carlo is also an all new fashion district with **24 luxury stores**, 17 inside the actual buildings on the new **Promenade Princesse Charlène** and on Avenue Princesse Alice, and six others on Avenue des Beaux-Arts. Fully pedestrianised and a global first in the district, four of the most prestigious luxury fashion brands can be found side by side: Cartier, Louis Vuitton, Chanel and Fendi.



With One Monte-Carlo, Monte-Carlo Société des Bains de Mer **has expanded** its shopping experience **with 52 luxury stores in spring 2019**. These stores will be set out around Place du Casino, the Hôtel Hermitage Monte-Carlo, at the centre of the new patio of the Hôtel de Paris Monte-Carlo and the Casino de Monte-Carlo. **The Group aims to offer around sixty luxury brands by the end of 2020.**

The stores at One Monte-Carlo range from 60m² to 500m², such as the Louis Vuitton store which will be spread out over three floors.

The major luxury fashion brands at One Monte-Carlo

Akris	Chanel Joaillerie	Lanvin
Art in Time	Czarina	Louis Vuitton
Balenciaga (April 2019)	Fendi	Prada Homme
Boucheron	Fred	Ralph & Russo
Céline	Gianvito Rossi	Saint Laurent
Chanel	HRH Jewels	Sonia Rykiel

And on Avenue des Beaux-Arts: Dior, Piaget, Alexander McQueen, Bulgari, Prada and Cartier.

Mada One: The new concept from Michelin Chef Marcel Ravin

From March 2019, One Monte-Carlo offers an all-new restaurant concept at the centre of Promenade Princesse Charlène. A concept created by Michelin chef Marcel Ravin, exclusively for the residents and visitors of One Monte-Carlo.



Called Mada One, short for Madame and as a tribute to the former name given to Martinique, Madinina, meaning "mythical island", this new restaurant concept is a blend of a café, bistro and patisserie offering stylish and varied snacks all day long.

Whether it be a healthy breakfast, a relaxed lunch or a tasty shopping break, Mada One offers something for everyone, within a relaxed setting, the perfect place to get together and share food. The restaurant also includes a bakery-patisserie counter, open selectively throughout the day. Visitors and residents alike can enjoy "apero-therapy" between the hours of 17:30 and 20:30 - a moment of pleasure after work to enjoy a cocktail or glass of wine with an assortment of delicious sweet and savoury aperitifs. Oils, spices and other products used in the Mada One recipes, along with souvenirs such as aprons and tableware will also be available to purchase.

True to his philosophy of a cuisine that focuses on the feminine, quality ingredients and blending flavours, Marcel Ravin has put together an exciting menu that has something for all tastes and desires, from day to night, which is served on bento trays. Customers can indulge in the chef's signature creations such as the gâteau de voyage, a subtle mix of brioche and panettone in the principality's colours: white and red. These dishes are a reinterpretation of Mediterranean flavours inspired by Marcel's adopted country - a Monegasque French fry is also in the pipeline.

Mada One's menu

Mad'Matin from 8:00 to 11:30

- A large selection of patisseries, and hot and cold drinks
- The Wellness fruit juice of the day, with two fruits, two vegetables, one spice and one herb
- A gluten-free corner with breads, viennoiseries, and plant milks
- A selection of savoury toasts and sandwiches
- Dishes of fruit and fromage blanc with a variety of flavours (maca powder, super fruits, multigrains, etc.)

Mad'Midi from 11:30 to 15:00

- From creative starters such as beetroot salad with Comté cheese, a slice of savoury cake and apple vinegar, salmon gravlax and fresh palm heart with orange and Timur pepper, or the "bresaola aceto balsamico" salad with sugar cane syrup
- A delicious selection of pasta dishes
- Quick and delicious dishes such as green blanquette, broccoli, black rice and pistachio, steamed salmon, combava and sweet potato, confit of cod, asparagus with goji berries, beef kofta with bulgur wheat and avocado, or lamb colombo with curry and coconut milk, and flower vegetables

Mad'Aprem from 15:00 to 17:30

With the Mada Champagne High Tea, comprises a one-hour unlimited flute of brut champagne, a tea of your choosing, two scones with jam and Devonshire clotted cream, along with a selection of sandwiches and patisseries.

Mad'Apéro from 17:30 to 20:00

A time and place for relaxation and sharing around a wide selection of cocktails and wines accompanied by sweet and savoury nibbles.



Practical information

Open from Monday to Saturday, 8am to 8pm

Mada One – One Monte-Carlo – MC 98000 Principauté de Monaco

Tel: +377 98 06 68 68

A new Monte-Carlo business tourism centre

Since 4th June 2019, Monte-Carlo Société des Bains de Mer offered, at the centre of Place du Casino, an **all-new conference and events centre, One Monte-Carlo**, which, combined with the Hôtel de Paris Monte-Carlo and the Hôtel Hermitage Monte-Carlo, create a **new business tourism centre** with multiple possibilities: seminars, conventions, product launches, events... All within easy reach.

Covering a total area of 1,445m², the One Monte-Carlo conference and events centre **comprise**:



- A 301m² plenary hall in the Art Deco style, identical to the Salle des Arts of the former Sporting d'Hiver in memory of its architecture. A unique room that can host up to 300 people for all types of events.
- A 178m² multipurpose hall attached to the Salle des Arts.
- A 154m² auditorium that can host 80 people.
- Three 96m²-conference rooms that can be divided in half.
- A large multipurpose hall of more than 500m².
- Created on the site of the former Palais des Beaux-Arts, several of the rooms will be named after artists who have left their mark on the history of Monaco.
- All the necessary equipment, including a two-ton goods lift, to help with the exhibition of cars during launches and events.

With this new conference and events centre, Monte-Carlo Société des Bains de Mer **doubled** the spaces dedicated to business tourism around Place du Casino, currently composed of the Hôtel de Paris Monte-Carlo and the Hôtel Hermitage Monte-Carlo:

- **Hôtel de Paris Monte-Carlo, an iconic palace:** 209 bedrooms, eight meeting and banquet rooms, one bar, three restaurants, including the Louis XV – Alain Ducasse at the Hôtel de Paris, a three-star Michelin restaurant, and the one-star Michelin Grill, along with a listed reception room: La Salle Empire.

- **Hôtel Hermitage Monte-Carlo, a five-star hotel of timeless elegance:** 278 bedrooms, 14 meeting and banquet rooms measuring between 14m² and 430m², with for example a conference room that can host up to 310 people, along with a listed reception room: the Salle Belle Epoque.

The advantages of this new Monte-Carlo business tourism hub:

- **An entire destination at your fingertips**, combining accommodation, conference & banqueting rooms, bars & restaurants, sporting and cultural activities such as the Opéra de Monte Carlo.
- **A location that is conducive to proximity and simplicity**: everything is accessible on foot.
- **Places with an additional touch of soul**, enriched by their long history, capable of consistent reinvention to make the experience, whatever it may be, unforgettable.
- **Strong commitment in the field of the environment and sustainable development** is guaranteed by the Monte-Carlo Société des Bains de Mer Group, with a BREEAM labelled building and an offer that can better control the ecological footprint of meetings, conventions and professional events.

Practical information: One Monte-Carlo – Place du Casino – MC 98000 Monaco

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: the Louis XV-Alain Ducasse à l'Hôtel de Paris Monte-Carlo, the Grill, the Vistamar, the Blue Bay and Elsa 100% organic,
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: Jimmy'z Monte-Carlo,
- The Thermes Marins Monte-Carlo, equipped with state-of-the-art technology and a health and wellness restaurant (L'Hirondelle),
- Sports clubs (Country Club, 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 heart of the Resort around the mythical Place du Casino has completed its metamorphosis in 2019 and the vision of Monte-Carlo Société des Bains de Mer making Monte-Carlo the most exclusive experience in Europe.

- **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 a "remarkable" experience combining the thrill of gaming, entertainment, hospitality (restaurants, Bar de La Rotonde) and shopping with the new Casino boutique. Casino de Monte-Carlo is now a creator of original experiences and is showcasing a new image of gaming in Europe.
- **Hôtel de Paris Monte-Carlo, a world-renowned iconic palace, was writing a new page in its history** and unveils a fully renewed experience in 2019 following the metamorphosis of the mythical interior and rooms.
- **The One Monte-Carlo major real estate and urban planning project opened 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 committed to 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.