

MONTE•CARLO
SOCIÉTÉ DES BAINS DE MER



PRESS KIT

MONTÉ-CARLO
SOCIÉTÉ DES BAINS DE MER

BAL DE LA ROSE 2022

Under the High Patronage of
H.S.H. Prince Albert II of Monaco

Presided by and in the Presence of
H.R.H. The Princess of Hanover

Artistic Direction by Christian Louboutin

**A CHARITY EVENT FOR THE BENEFIT OF
THE PRINCESS GRACE FOUNDATION**

With the participation of
Stéphane Bern

Friday 8 July 2022
Salle des Etoiles,
Sporting Monte-Carlo

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1. THE ROSE BALL 2022



The Rose Ball is given in aid of the Princess Grace Foundation.

H.R.H. The Princess of Hanover, President of the Princess Grace Foundation, and Christian Louboutin chose the theme for Le Bal de la Rose 2022 together: Bal de la Rose, The Roaring Twenties: the Return.

2. THE DECOR

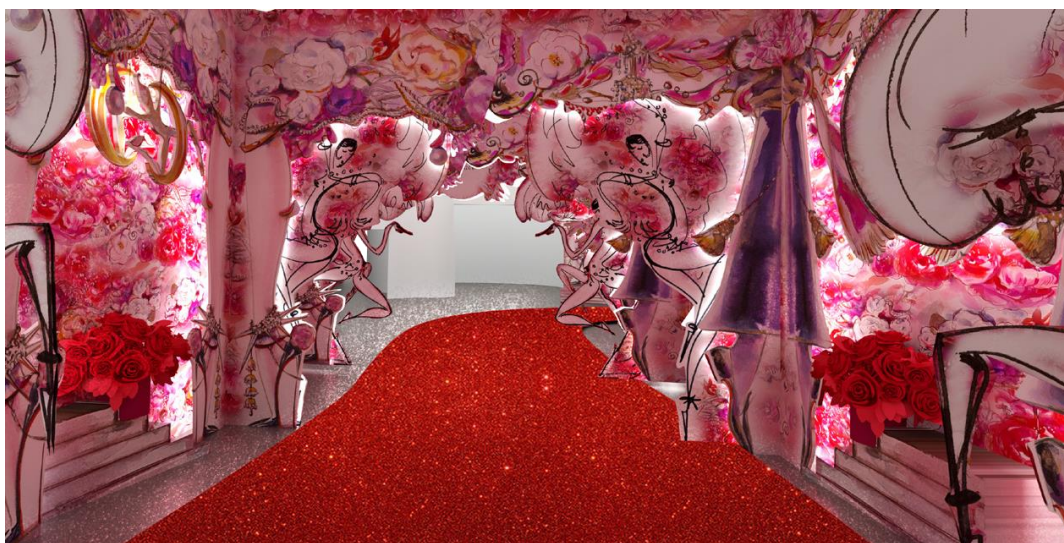
DECORS DESIGNED BY CHRISTIAN LOUBOUTIN

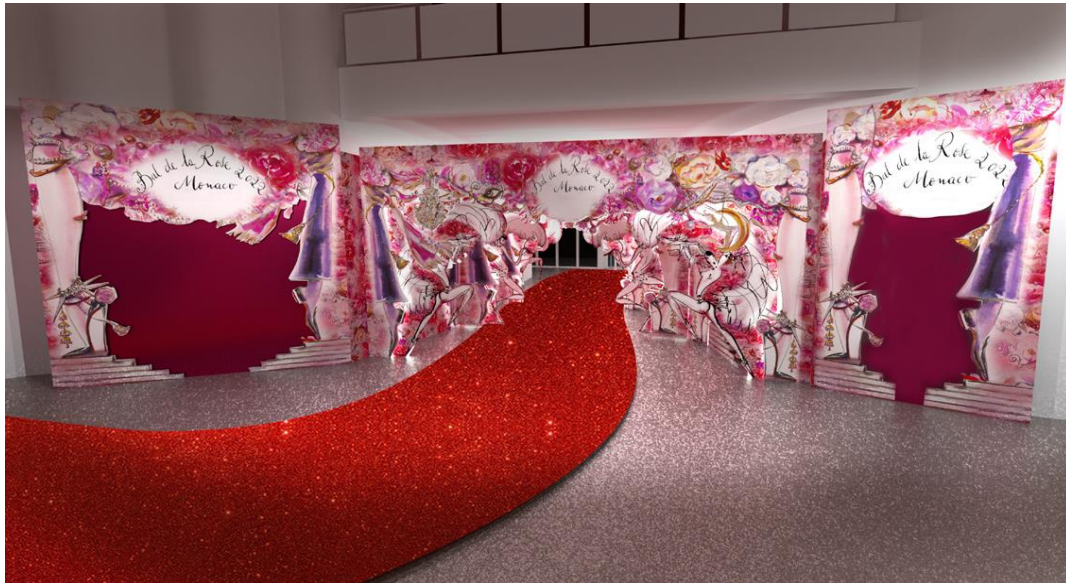
A century after the 20s, we find the madness of a cabaret. Between Hollywood and Paris, at nightfall, the stage is transformed to reveal extravagant characters and decor that evolve until dawn with elegance.

The metamorphosis towards the aurora borealis with its acidulous colors leads all the guests during a « soirée Folle ».



THE ENTRANCE DECOR





THE STAGE DECOR



Few figures are sufficient to demonstrate the extent of the means used to enchant the guests and generous donors of this exceptional evening:

- 14 000 roses ;
- 900 chaises Napoléon III golden chairs ;
- 500 white glass casings ;
- 400 tealight holders and candlelights ;
- 1 000 colorful vases ;
- 1 700 linear meters of tablecloth.



3. THE SHOW

The artists' collective House of Drama has imagined with Christian Louboutin a show that takes us back in time. It takes us on a colourful journey through the century from Bauhaus to Art Deco to Disco.



House of Drama is a Parisian collective composed of stylists, designers, performers, dancers, choreographers and makeup artists expressing themselves in the form of models “live scenography”.

They intervene on the staging and the creation of different characters. Throughout the year, they work with fashion designers, contemporary and musical artists.

The collective is composed of 5 artists:

Aymeric Bergada du Cadet, Igor Dewe, Ylva Falk, Amélie Poulain and Dyna Dagger.

The concept is to mix different influences through sort of daydreams taken from famous paintings, historical scenes or modern fantasies interpreted and staged with elegance, energy and off-beatness in the straight line of New York's HOUSES.



THE MCS



Isadora Gamberetti was born from the froth on the beach at the Venice Lido on 13 April 1912. A singer, dancer and designer of costumes in her Parisian workshop called “les corsets de Montmartre”, said to have the smallest waist in the world. If her nose had been shorter, her face would have been changed.



Lola, transgenerational artist, delights Parisian nights with her elegant and somewhat disillusioned presence. Atypical character of the Cabaret Madame Arthur where she remakes with joy the songs of the French repertoire.



THE ARTISTS



Charly Voodoo, pianist-composer, performer and cabaret artist, started in the classical world between recitals and chamber music.

Permanent pianist at the Madame Arthur cabaret in Pigalle since 2015, Charly Voodoo develops many projects, in collaboration or otherwise, whether in performance, composition or musical creation.





Dita Von Teese is the world's biggest name in burlesque, credited with bringing the art of striptease back into the spotlight with a new sense of elegance and sophistication. Taking audiences on a journey into fantasy and spectacle, she is renowned for her ornate sets and dazzling haute-couture performance costumes, lavishly adorned with Swarovski crystal.

Often imitated but never duplicated, Dita's signature champagne glass act has been showcased at high-profile events for Louis Vuitton, Cartier, Chopard, Bulgari, and countless prestigious parties around the world. This fall, she is featured in the highly-anticipated film *Don't Worry Darling*, alongside Olivia Wilde and Harry Styles. Dita's touring revues are the most lavish in history, gracing the world's most glamorous stages, including Opera Garnier, Folies Bergère, London Palladium and Vienna's State Theatre.



Amélie Poulain is a choreographer and dancer specialized in Waacking dance, a culture coming from California which claims extravagance and transformism. She takes us into a cinematographic and graphic universe.

Her latest creation: *Jeu de Dames* is a shift between several realities where the Queen evolves as she wishes on a moving set.

She presents act 2 where she becomes the queen of the game on a musical conception of Frank 2 Louise.



Marawa was inducted into the Guinness world records Hall of Fame in 2022. She has 12 world records, half of them for feats in high heeled roller skates.

She has graced stages all over the world with her signature hooping and skating style.



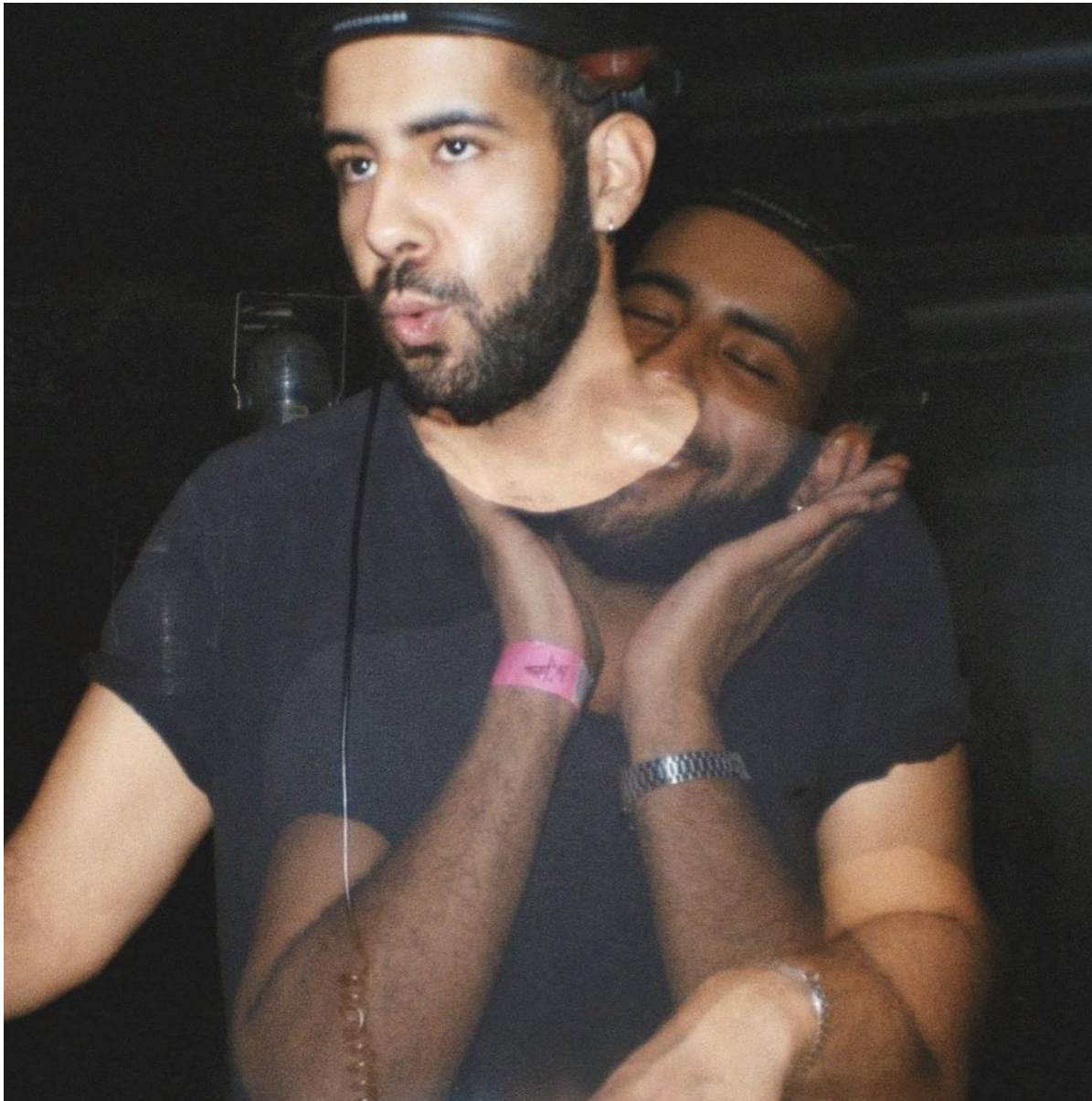
Corine is a glowing disco diva with a peroxide mane and glittery eyelids.

A sort of Philippe Katerine in the feminine, who breaks codes and disturbs. From Paris to Angoulême, children love her, old people adore her and luxury brands, such as Rykiel or Chanel, snatch her up.

Corine advocates living together. Especially if it consists in dancing with arms raised, the chest glistening with sweat, on a small square meter of dancefloor.

Corine has released her first album! A record that transports you in another dimension, spatial, temporal and musical.





Amina has done her training by exploring the most wild nights of the queer and underground Paris.

Activist of the parties Menergy, Rosa Bonheur, C.C and formerly Peripate, Flash Cocotte, Possession, Thursday OK, he has the art and the way to raise the crowds, passing with brilliance of the house garage, the disco, or to the most raunchy pop.

He knows better than anyone that the night is 100 times more beautiful during the day.

RAFFLE FOR THE BENEFIT OF THE PRINCESS GRACE FOUNDATION

The tombola, hosted by Stéphane Bern
is endowed with numerous exceptional prizes
donated by the luxury houses present in Monaco.

Partners whose unwavering loyalty and generosity
and generosity in favour of the Princess Grace Foundation deserve to be praised.

Prize n°1



Necklace in 18 carat yellow gold, diamonds,
2 tourmalines and 10 malachites

offered by

CHANEL
JOAILLERIE

Prize n°2



A two-hour private flight
on board a medium-cabin aircraft
medium-cabin aircraft

offered by

FLEXJET

Prize n° 3



Elisa Mini" bag and
Kate Sling Strass 85" pumps
Christian Louboutin in suede,
leather and rhinestones, Maritime colour
*(Size of the pumps: 39, possible change of size
possible change of size in shop)*

offered by



Prize n°4



A 2-night stay for 2 people
at the Hotel de Paris Monte-Carlo
and a dinner at the Pavillon Monte-Carlo,
a restaurant of Yannick Alléno

offered by

MONTÉ-CARLO
SOCIÉTÉ DES BAINS DE MER

Prize n°5



A 3-night stay for 2 people
at the Monte-Carlo Beach
and a dinner at the Elsa restaurant

offered by

MONTÉ-CARLO
SOCIÉTÉ DES BAINS DE MER

Prize n°6



Lady D-lite bag, embroidered with
cotton canes and wide
embroidered shoulder strap

offered by
Christian Dior

Prize n°7



The Cushion Bag
in black lambskin,
embossed with the Monogram motif

offered by
LOUIS VUITTON

Prize n°8



12 bottles
Cuvée Belle Époque Rosé 2010

offered by
PERRIER-JOUËT



The illustrations are by Helene Tran

4. THE PRINCESS GRACE FOUNDATION



Created in 1964 by Princess Grace, the Foundation provides direct aid each year, not only to humanitarian actions for children, but also to cultural projects for students. When Princess Grace died in 1982, Prince Rainier III entrusted presidency of the Foundation to H.R.H the Princess of Hanover. This brochure will help you understand what we have been doing every day for nearly 60 years, which your support will help us to continue.

The “Bal de la Rose”, which takes place every spring, is an essential financial resource for the Foundation (€442,249 in 2017), as well as donations (€202,449 in 2017).

The Foundation has always dedicated 100% of the donations it receives each year to humanitarian action for children.

We would like to thank our generous donors who have continued to support us in 2020 and 2021 despite the cancellation of the Ball due to the pandemic, allowing us to continue our humanitarian actions.

LA FONDATION PRINCESSE GRACE de la Principauté de Monaco
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Tél. +377 97 70 86 86 - Fax +377 97 70 79 99 - fpg@monaco.mc
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CFM Indosuez Wealth
11, boulevard Albert-Ier - 98000 Monaco
IBAN : MC49 1273 9000 7001 2497 4000 X02 – BIC : CFMOMCMXXXX

20 YEARS IN A FEW NUMBERS

Thanks to its generous donors, over €28 million in humanitarian and cultural aid have been distributed since 2000, of which:

- €5,392,000 to help over 25,000 children in 62 French hospitals;
- €1,042,000 to fund activities for hospitalized children;
- €401,000 to fit out and equip pediatric wards;
- €1,603,000 to contribute to building 17 hospital parents' houses;
- €6,700,000 to help pediatric medical research;
- €3,200,000 for cultural activities in Monaco.

Finally, €3,170,000 have been promised to equip the pediatric ward of the new Monaco hospital.

HUMANITARIAN WORK

The primary aim of the Foundation is to help children in hospital and their families. It helps numerous paediatric units throughout French hospitals, in particular in the purchase of equipment necessary for the treatment of young patients.

The Foundation helps by providing assistance for the entertainment of sick children by bringing clowns to their bedside, by setting up cultural or artistic activities or indeed in the organization of holidays.

The Foundation also takes an interest in the children's parents. It helps them by paying part of their stay by their children's bedsides in hospital and contributes financially to the construction, renovation and upkeep of "Parents' Houses".

The Foundation also provides additional help to local associations, especially at Christmas time.

Finally, the Foundation gives its support to pediatric medical research. It currently supports three renowned French medical laboratories in their work.



2020 KEY FIGURES



396 200 €

Pour alder 1695 enfants dans 62 hôpitaux
pédiatriques français

*To help 1.695 children in 62 paediatric hospitals
throughout France*



300 000 €

Aide aux laboratoires de
recherche médicale pédiatrique

To help medical research laboratories



1600 292 € (en 20 ans)

Pour construire et rénover 17 maisons
des parents hospitalières

Construction and renovation of 17 parents houses



26 000 €

À des associations humanitaires locales
à l'occasion de Noël

*Presented to local humanitarian associations
as a Christmas gift*



132 980 €

Bourses allouées aux jeunes artistes
étudiants

Grants given to young artists and students



18 000 €

Décernés aux artistes récompensés
par la Fondation Prince-Pierre

*Awarded to the winning artists by
the Prince Pierre Foundation*



235 870 €

Consacrés au fonctionnement de
la Princess Grace Irish Library

*Devoted to the running of the
Princess Grace Irish Library*



252 209 €

Consacrés au fonctionnement
des Boutiques du Rocher

Devoted to the running of the Boutiques

5. PRACTICAL INFORMATION

Reservations

T. +377 98 06 63 41 - baldelarose2022@sbm.mc

The doors of the Salle des Etoiles open at 20:00.

Black tie - evening gown

Price per person: 850 euros

Press contact Monte-Carlo Société des Bains de Mer

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Press Department Paris

Françoise Dumas, Anne Roustang & Associates
dumas.roustang.rp@wanadoo.fr

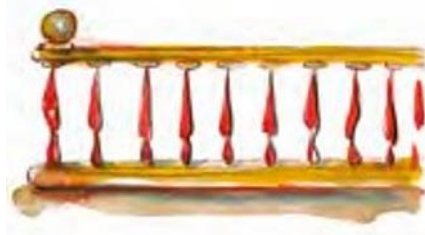
General Organisation

Françoise Dumas, Anne Roustang & Associates
Artistic direction: William Lambourg
T. +33 1 42 67 61 63 - dumas.roustang.rp@wanadoo.fr

Executive Production

Marcadé
T. +33 1 49 05 05 49 - info@marcade-event.com

In collaboration with artistic, technical and banqueting teams
of the Monte-Carlo Société des Bains de Mer Group



About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering an exclusive lifestyle in a world-unique Resort with the Monaco 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, and 30 restaurants, including four with a total of seven Michelin stars. A hub of night-life, the Group offers a wonderful range of events. The metamorphosis of Hôtel de Paris Monte-Carlo, the creation of One Monte-Carlo (luxury residences, shopping, restaurant, conference centre), and the new Place du Casino contribute to make Monte-Carlo the most exclusive experience in Europe.

6. LE BAL DE LA ROSE, THE HISTORY OF AN EVENT LINKED TO THE INTERNATIONAL REPUTATION OF MONACO

Le Bal de la Rose was established in 1954 to launch the party season in the Principality of Monaco. Starting in 1957, Princess Grace gave a particular international dimension to this event. Assisted, in particular, by decorator André Levasseur, she had the idea of connecting the event each year with a Rose, a Show and a Country and then mirroring this theme in the décor, the colours and symbols.

When the Princess Grace Foundation was created in 1964, the Princess decided to also make Le Bal de la Rose a charity event, of which the profits would be donated to the Foundation bearing her name.

Hosted by Monte-Carlo Société des Bains de Mer, this Spring Spectacular has become a not-to-be-missed event over the years. Since 1983, appointed by Prince Rainier III, H.S.H., the Princess of Hanover has presided over the Princess Grace Foundation and Le Bal de la Rose. Under her leadership, the Foundation has developed in new sectors.

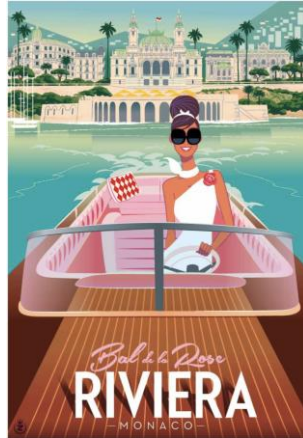
In 1994, with the idea of giving it a new, more contemporary spirit, the Princess of Hanover asked Françoise Dumas and Anne Roustang, in collaboration with François Marcadé, to work closely with her.

Thus a real collaboration was started 25 years ago for both the Foundation and for the hosting of Le Bal de la Rose. Together they choose the themes and artists, shake up traditions, change codes to create an exceptional one-off moment, an assertive artistic approach in the spirit of the Principality, which has always welcomes every kind of talent.

Le Bal de la Rose 2020 and 2021 did not take place due to the Covid-19 pandemic.



NB The pictures of the invitations of previous editions are available in HD upon request.



2019: RIVIERA BAL DE LA ROSE

Le Bal de la Rose 2019 was under the sign of “dolce vita” and the hip-swaying rhythms of the 1950s, transporting us to another time. For this journey through time, the illustrator and graphic designer Mr Z bathed the landscapes of the Principality in a warm, unique light, creating a universe where the enthusiasm, elegance, gentle lifestyle of the Riviera and the international fame of Monaco came together to mingle and radiate.



2018: MANHATTAN BAL DE LA ROSE

Le Bal de la Rose 2018 made a stopover in New York, and more precisely Manhattan. Its famous Sky Line was the first thing that came to mind. New York, global music capital and birthplace of jazz and blues, cultivates astonishing eclecticism. To celebrate the “Big Apple”, Karl Lagerfeld decided to use the talent of Sempé, known throughout the world for his front pages of the New Yorker. The New York Bluesman Taj Mahal was the star of this unique edition.



2017: VIENNA SECESSION BAL DE LA ROSE

Le Bal de la Rose 2017 was inspired by Art Nouveau, celebrating one of the most elegant artistic and architectural movements: the Vienna Secession. The Salle des Etoiles was decorated with motifs and architectural lines inspired by the Wiener Werkstätte and the Gustave Klimt workshop. Solo performers, followed by soul, folk, blues by Imany and pop by Hollysiz, illuminated the setting inspired by the movement which initiated the adventure of Modern Art.



2016: BAL DE LA ROSE VISITS CUBA

Le Bal de la Rose 2016 made a stopover in Cuba and celebrated the energy, optimism and hope of a changing Cuban society. It was decorated in green colours to represent sugar cane fields, turquoise blue to represent the Caribbean Sea and ochre for the Viñales Valley, providing an overall impressive explosion of colours and emotions. Cuban music, the result of a rich and complex mix, also accompanied the event. It was to the rhythm of the inescapable claves that the guests took to salsa dancing and filled the dance floor for a night *muy caliente*.



2015: ART DECO BAL DE LA ROSE

This ball celebrated one of the most elegant artistic and architectural movements of the Golden Twenties. Intimately linked with the universe of luxury, the Art Déco style embodies a delicate alchemy between art and handicraft. Karl Lagerfeld took inspiration from the décor of the authentic Salle des Arts in the Sporting d'Hiver to display the legendary and sumptuous glamour of Monaco through the marriage of noble textures, refined colours, symmetrical lines and geometric patterns. In a "music-hall" spirit, the attractions and songs came one after another at a brisk pace with Faada Freddy, Lily Allen, William & Wilson Doppelgänger.



2014: CONSTRUCTIVIST BAL DE LA ROSE

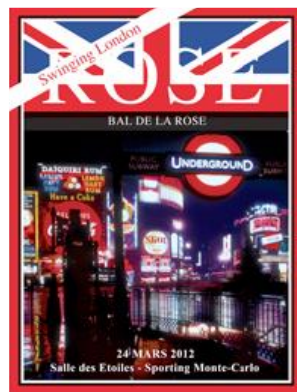
This ball paid homage to the work of Kazimir Malevich, the main inspirer of this artistic and architectural movement, born in Russia at the start of the 20th century. Karl Lagerfeld used the themes of Constructivism, playing with the "over-dimensional" aspect and creating a décor consisting of clashes between geometric figures and blocks of colour. The "Constructivist" Bal de la Rose was a genuine forerunner and revived the wealth of this

period, one year before the "Year of Russia in Monaco" celebrations, which marked the cultural ties sustained between these two countries for over a century. An invitation to travel through a musical ambiance, where Stravinsky's searches for harmony with soloists from the Philharmonic Orchestra of Monte-Carlo echoed the formal solutions of Malevich and then gave way to Mika and DJ Dasha Malygina.



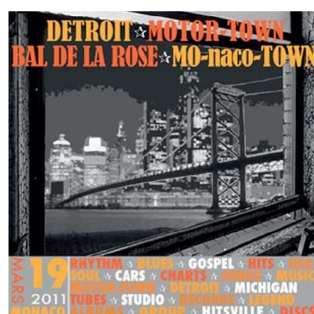
2013: BAL DE LA ROSE ON THE ROCK

"Let's create a Belle and Pop Ball", was the first reaction from Karl Lagerfeld when H.R.H The Princess of Hanover asked him to conceive a Bal de La Rose evoking 150 years of the Société des Bains de Mer. Karl Lagerfeld's idea was to design a strong contrast between a classic "Belle Epoque" ball, a nod to all the codes in play at the time Société des Bains de Mer was created, and a resolutely "Pop" end to the evening! ". A palette of artists made this event timeless: Prague Concert Philharmonic, Rita Ora, The Ophilus London and DJ Caroline de Maigret.



2012: SWINGING LONDON BAL DE LA ROSE

In memory of the cultural movement born in London in the 1960s, the Salle des Etoiles became a kaleidoscope of striking, colourful and graphic images evoking the psychedelic and thrilling atmosphere of these years in London. Miles Kane, Imelda May, Peter Doherty, The Hype and Mark Ronson, all from the new British generation, paid homage to bands from this era, which are now cult: The Beatles, The Kinks, The Rolling Stones, etc.



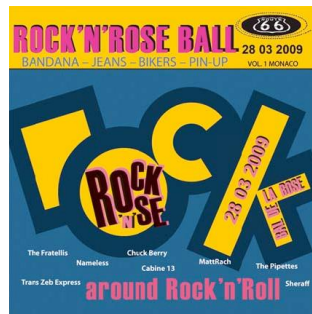
2011: MO naco TOWN BAL DE LA ROSE

A reproduction of the characteristic mood of Detroit, its abandoned factories, its broken windows and walls of brick and metal. All stylised in black and white, in contrast with the glamour of the tables, glittery table cloths and delicate flowers in vases evoking building architecture. The Commodores, V.V. Brown, Sly Johnson and the Jr Walkers Allstar Band paid homage to Motown.



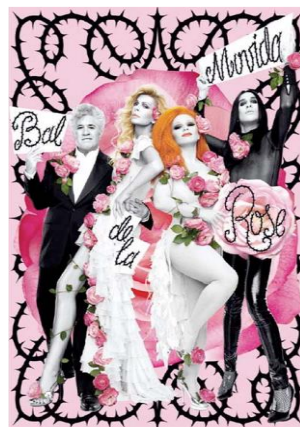
2010: MOROCCO BAL DE LA ROSE

The magic of the décor, inspired by oriental architecture and zellige tiles, turned the room into a large Moroccan hotel from the 1930s. In a refined, other-worldly atmosphere, the show took traditional and contemporary oriental performing arts to their height with Rachid Taha, Band of Gnawa, the Orchestre National de Barbès, DJ Ramdane, etc.



2009: ROCK 'N' ROLL BAL DE LA ROSE

Turned into a temple of rock, the traditional red carpet took on the look of route 66. 1950s' atmosphere guaranteed with bikers, pin-ups, juke box, etc. The legendary Chuck Berry and the talents of the new Rock generation paid vibrant homage to rock 'n' roll, which has always reinvented itself by shaking up routines to remain alive.



2008: MOVIDA BAL DE LA ROSE

"Movida" is an artistic current born in the 1980s in Spain. It made people forget decades of repression. The Salle des Etoiles evoked an exuberant and colourful atmosphere, in the presence of Pedro Almodóvar and Luz Casal, Rossy de Palma, Blanca Li, etc.



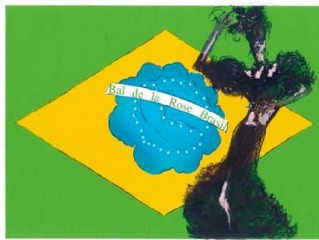
2007: GYPSY BAL DE LA ROSE

A gypsy camp on the stage, with caravans, camp fires, etc. Gypsy fiddles, energetic guitars, goblet drums and cimbaloms sounded out thanks to Biréli Lagrène, Chico et les Gypsies, Norig, etc., brought together and produced with Tony Gatlif.



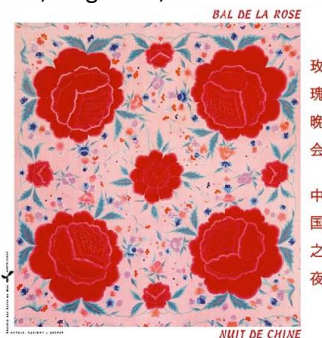
2006: REGGAE BAL DE LA ROSE

A plot of Jamaica thanks to walls decorated and tagged in cult reggae colours with, from the outset, a reggae festival with Jimmy Cliff, the Wailers, Alpha Blondi, etc.



2005: BRAZIL BAL DE LA ROSE

From the Amazon to Copacabana, from Rio carnival to street performances, including Bossa Nova and Cabaret. A party, rhythm and colour with Gilberto Gil, Jorge Ben, etc.



2004: CHINA BAL DE LA ROSE

A vibrant homage to China, from the Forbidden City to the skyscrapers of Shanghai. The show was a colourful musical fresco, alternating between transition and modernity, in a red and gold atmosphere to symbolise happiness and prosperity.



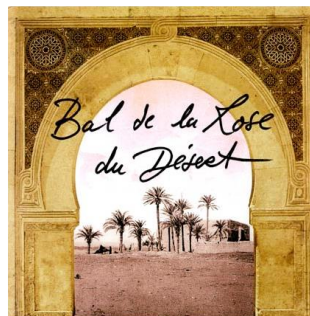
2003: AFRICA BAL DE LA ROSE A

Reproducing over-dimensioned ethnic motifs, the show focussed on the tale of "the drummer monkey" with artists from Circus Baobab and Waldemar Bastos, Momo Wandel Soumah, Angelique Kidjo, Miriam Makeba, etc.



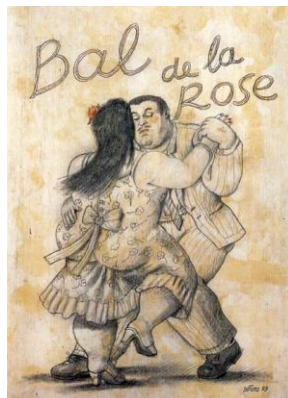
2002: POP BAL DE LA ROSE

A bright and fun ball in a resolutely Pop atmosphere. In a frenzy of light and colour, the show, like a musical show, combined dancers and musicians around Ringo Starr, Marianne Faithfull, etc.



2001: DESERT BAL DE LA ROSE

Stylised, refined and delicate ethnic tones. A cinematographic and musical fresco, including Rai and African chanting with Ishtar, Faudel, Khaled, etc.



2000: BAL DE LA ROSE 2000

Homage to Fernando Botero. In his reconstituted workshop, his paintings were projected and his sculptures displayed. "Botero-like" characters came to life in a South African musical enchantment with Célia Cruz, Willy Deville, etc



1999: JUBILEE BAL DE LA ROSE

Homage to 50 years of the reign of Prince Rainier. In the atmosphere of a photo studio, "50 years of Monte-Carlo in images" conceived by Karl Lagerfeld, with Marianne Faithfull, Grace Jones, Line Renaud, Gloria Gaynor, Shirley Bassey, etc.



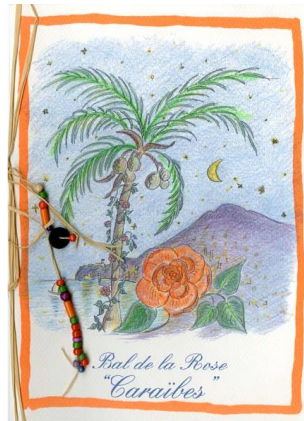
1998: BAINS DE MER BAL DE LA ROSE

Evocation of the golden ambiance of Monte-Carlo in the 1950s. Frescoes in the style of Bérard. "Y'a de la joie aux Bains de Mer" produced by Jérôme Savary with music by Charles Trenet.



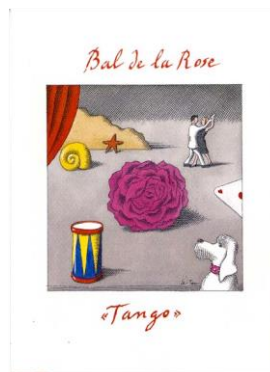
1997: GRIMALDI BAL DE LA ROSE

Homage to 700 years of the Principality. In an enchanted garden, the legendary "Grimaldi Rose" blooms. "Le Tigre et la Rose" produced by Daniel Mesguich with Annie Fratellini.



1996: CARIBBEAN BAL DE LA ROSE

A square from Havana, a colourful atmosphere in the shade of coconut palms. "Cabarets coconuts" produced by Alfredo Arias.



1995: TANGO BAL DE LA ROSE

With the collaboration of Alfredo Arias. Ambiance of an Argentine cabaret "Monte-Carlo Buenos- Aires".



1994: UNIQUE BAL DE LA ROSE

Evocation of the Rose Pavilion of Pavlovsk Palace and the private gardens of the Empress Maria Fedorovna, with the participation of Dmitri Hvorostovsky.