

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER


HÔTEL de PARIS
MONTE - CARLO



PRESS KIT 2022

The Stage to Create Your Own Story

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Hôtel de Paris Monte-Carlo wrote a new page in its history

The world-renowned, iconic Hôtel de Paris Monte-Carlo wrote a new page in its history. In the centre of Monaco, the area around Place du Casino has undergone a huge transformation, giving rise to a new Monte-Carlo - with the Hôtel de Paris Monte-Carlo at its heart. A metamorphosis aimed at giving an even greater sense of definition to François Blanc's dream of **"a hotel that surpasses everything created up to now"** and of perpetuating the legend in the 21st century.

A magical hotel at the forefront of the luxury hotel sector

Hôtel de Paris Monte-Carlo was built in 1864 on the arid Plateau des Spélugues, when Monte-Carlo was barely taking shape. Thanks to support from Prince Charles III and Monte-Carlo Société des Bains de Mer et du Cercle des Etrangers, the billionaire François Blanc took a big gamble and decided to entirely change an area of the city covered in olive trees and lemon trees into a **decadent venue of gaming and luxury** – Casino de Monte-Carlo and Hôtel de Paris Monte-Carlo. For players travelling from all over Europe to discover the new face of the Principality, he had a hotel built on the model of the Grand Hôtel in Boulevard des Capucines in Paris. Affluence in all its splendour, the international elite rushed to stay - Kings, Princes, Heads of State, Ministers, the very best from governances, industry, science and the arts.

Hôtel de Paris Monte-Carlo, along with Casino de Monte-Carlo, established **the foundations of the "resort concept"**. Over the years, it has been modernised on numerous occasions to meet the demands of the international clientèle. In 1909, the hotel was entirely renovated, when the architectural style of the Belle Epoque was adopted in Monte-Carlo. From its renovation to its extraordinary history, its life has been marked by visits of countless VIPs, world-renowned artists and celebrities. From the Prince of Wales, the future Edward VII, Alexandre Dumas, Jacques Offenbach and Winston Churchill, to James Bond (where the cast of *Golden Eye* stayed) and artists and stars of the stage and screen including Sarah Bernhardt, Charlie Chaplin, Maria Callas and Salvador Dali. Errol Flynn also celebrated his marriage there in the Salle Empire.

During the 1950s, the world came to visit the Princely Couple, Prince Rainier III and Princess Grace, where the Hôtel de Paris Monte-Carlo soon became a favourite venue for the Princess.

Continuing the story: A metamorphosis starts in 2014

Hôtel de Paris Monte-Carlo continues to be admired by guests from all over the world and bears witness to a **lifestyle that harmoniously combines tradition and contemporaneity**. Now, it is writing a new page in its history, with the renovation of its interior spaces and bedrooms, the creation of two exceptional Suites and the launch of ÔMER- the new restaurant by Alain Ducasse. A multi-phase renovation (where the Rotunda and Alice wings were completed between October 2014 to May 2017, Beaux-Arts wing, Casino wing, Lobby and Bar Américain from May 2017 to December 2018) has allowed the new features to be exclusively revealed prior to the full reopening in December 2018.

Monte-Carlo is being reinvented for the 21st century and a new chapter began

Act I

An iconic palace

“There, there is nothing but order and beauty, luxury, calm and sensual pleasure”,
Charles Baudelaire

The first part of the metamorphosis of Hôtel de Paris Monte-Carlo was **its exalted architecture**, with a façade that regains its Belle Epoque spirit from 1909. The hotel’s timeless feeling is preserved and enhanced by a contemporary design by the architects, Richard Martinet and Gabriel Viora, who put themselves at the service of the building. A monumental porch now decorates the hotel’s entrance, along with a new lift, of which the decorative railing has been reused from an earlier lift in the Lobby, adding a touch of modernity, while giving a second life to historic features that capture the hotel’s soul.



The Rotunda of Hôtel de Paris Monte-Carlo

Scene 1: The transformation of the indoor spaces

With the addition of **more contemporary and greener spaces** (including gardens and planted alcoves), Hôtel de Paris Monte-Carlo now offers its guests the opportunity to relax in a garden setting in the heart of the city. **The new Lobby**, which was revealed in December 2018, has direct access to the new open-air inner courtyard called Le Patio. The large central bouquet continues to delight customers and visitors from all over the world, along with the statue of Louis XIV on horse-back. Guests can spot his shiny knee due to the continuing tradition of touching the horse's paw for luck.



Lobby

Patio

A new **rooftop Wellness space “Wellness Sky Club”** opened exclusively for guests of the hotel, with 370 sq.m. of indoor spaces and 490 sq.m. of outdoor spaces, a terrace, swimming pool and loungers, steam room, sauna, fitness room and bar/lounge area. The new space complements the Thermes Marins Monte-Carlo offer, accessible directly from the hotel.



Wellness Sky Club

Scene 2: Rooms to continue the legend

Hôtel de Paris Monte-Carlo has reinvented itself with a new type of bedroom, which is larger (a minimum of 34m²), more open and modern. There will be 209 rooms of which 60% are suites, 90% are bedrooms with a balcony or terrace and with a modern or classical design, and 43 are adjoining rooms. Precious materials have been used including Tussar silk for mattresses; chandeliers and lamps in Murano glass; floors in white Calacatta marble and leather from luxury Italian brand, Elite – who comply with very strict environmental standards. The bed linen from Italian company, Quagliotti is woven in Pima cotton or “Silk of the Andes”, a healthy and biological material. The bathroom products are supplied by Guerlain. Lastly, the fruity and captivating notes of Dr. Vranjes’ fragrances contribute to the elegant and refined atmosphere of Hôtel de Paris Monte-Carlo. The new bedrooms have superb and varied views including the new tree-planted inner Patio, over the Principality, the Place du Casino, the port of Monaco or across the sea.

The **rooms are contemporary, light, with modern decoration, and soft shades.** Expect furniture with sleek lines in precious wood, with inserts of gilded or patinated brass or glass. Leather, antique mirror, bronze and gold are also included, with a few coloured decorative items and the golden and warm tones of artists’ works add harmony to the whole look. The result is a warm and welcoming ambience, allowing guests to feel at ease.

The classically decorated room offer a more colourful atmosphere. The furniture is timeless, paired with Louis XVI style pieces for a touch of classicism. Bronze fabrics add a shimmer in the bedrooms and lounges while antique mirror, brass in the mini bars, velvet additions and decorative cushions in precious fabrics add refinement and additional comfort. The luxurious, soft and smooth materials create a room full of light and contrasts, delicately designed with the guest in mind.



Diamond Suite at Hôtel de Paris Monte-Carlo

Scene 3: The most exceptional Suites on the Riviera

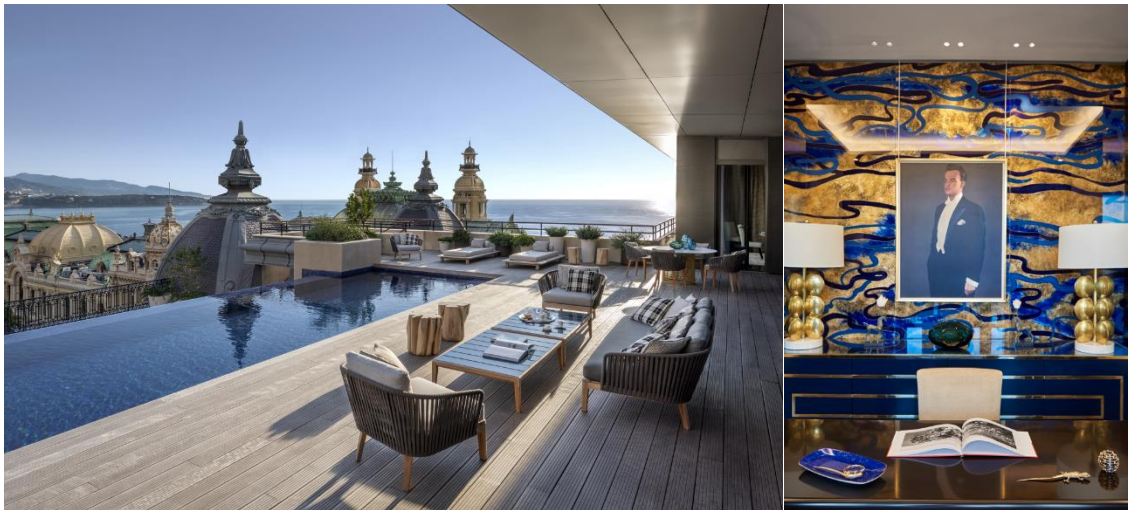
The new Princess Grace Suite is the most exclusive and exceptional setting on the Riviera to date. Inspired by the timeless elegance and delicate refinement of Princess Grace of Monaco, this 910 sq.m. Suite is spread over two floors (7th and 8th), including 440 sq.m. of outdoor space – offering a rare, ultra-private experience like no other.



Suite Princesse Grace

Thanks to its spectacular outdoor space, guests of the Princess Grace Suite can experience sublime views from its terraces over the Mediterranean and the Prince's Palace. A heated infinity pool awaits opening onto an adjoining outdoor lounge and a rare granite jacuzzi. Not only does the suite offer excellent outdoor space, but plenty of room to relax. On the 7th floor, guests will find a bedroom, a bathroom with bath tub, steam shower and sauna, desk, two walk-in wardrobes and a lounge. On the 8th floor there is another bedroom, a bathroom with bath tub and shower, a living room and a dining room – perfect for groups of friends or families. Along with the exceptional interiors are the luxury services; a private Meet & Greet service at the airport or heliport, a private wine cellar and open bar with top-quality products, a dedicated private room at the Thermes Marins Monte-Carlo spa in winter and a tent at the Monte-Carlo Beach hotel's private beach during the summer.

In February 2019, Hôtel de Paris Monte-Carlo has announced a new addition with the opening of a second **exclusive 525 sq.m. suite, the Prince Rainier III Suite**. The largest suite in Hôtel de Paris Monte-Carlo, it has more indoor space than any other room with two bedrooms and the possibility to extend to 600 sq.m. with a third adjoining room - all of which overlooks Place du Casino. Guests can experience their own steam shower and sauna, private bar in the lounge, an office space and a superb 135 sq.m. terrace with an infinity pool with wave system.



Suite Prince Rainier III

Lastly, the **Monte-Carlo Suite** is exclusively dedicated to the biggest players in the game and offers an **ultra-exclusive gaming experience**: a 115 sq.m. suite reserved for the top customers of Casino de Monte-Carlo, with an English Roulette table and a Punto Banco or Black Jack table - which can welcome up to 10 people. An initiative that strengthens the historic ties between the Hôtel de Paris Monte-Carlo and the Casino de Monte-Carlo.



Suite Monte-Carlo

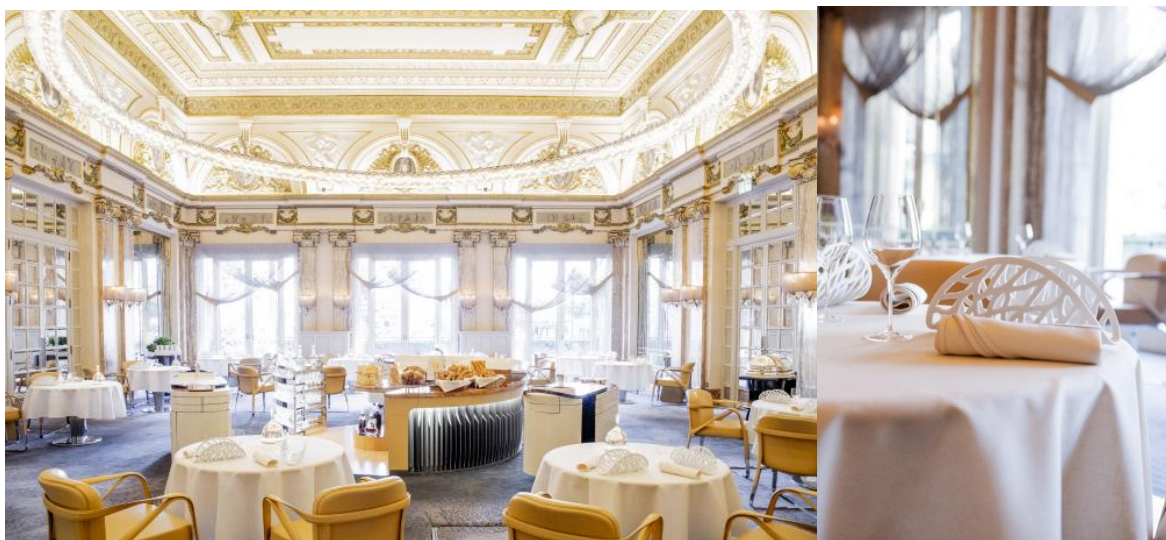
A unique culinary repertoire

“Cooking is a love story: you have to fall in love with the products and the people who make them”

Alain Ducasse

Scene 1: Le Louis XV – Alain Ducasse à l’Hôtel de Paris, the Table of excellence

At restaurant Alain Ducasse, Monte-Carlo Société des Bains de Mer has opted for excellence, which led to Hôtel de Paris Monte-Carlo becoming **the first palace in the world to be awarded 3* in the Michelin guide** in 1990. Set inside Hôtel de Paris Monte-Carlo, “Le Louis XV-Alain Ducasse à l’Hôtel de Paris” surprises and charms guests with Mediterranean haute cuisine. Alain Ducasse and his Executive Chef Emmanuel Pilon develop “essential cooking” at the restaurant, paying homage to the product and endeavouring to release its perfumes and flavours. Up to 50 guests can choose from an unforgettable menu with an impressive wine list which reflects the destination and Hôtel de Paris Monte-Carlo - with a cellar containing over 350,000 bottles, showcasing France's best wines from its most prestigious vineyards. On warmer summer days, the restaurant opens out onto an elegant ground-level terrace which overlooks Place du Casino. Like Salle Empire, it regularly takes part in the most grandiose celebrations of the culinary world.



Le Louis XV – Alain Ducasse Hôtel de Paris

Le Louis XV – Alain Ducasse à l’Hôtel de Paris

Lunch: 12.00pm - 1.15pm Saturday & Sunday

Dinner: 7.30pm - 9.15pm from Thursday to Monday inclusive

Inside capacity: 50 seats

Terrace capacity: 15 seats

- Riviera Lunch: €190 (excluding beverages)
- A la carte from €200 (excluding beverages)

Scene 2: Le Grill, an iconic address in the Principality

One of the most elegant and lively venues in the Principality of Monaco, Le Grill is on the 8th floor of Hôtel de Paris Monte-Carlo. With breath-taking views of the Mediterranean and the Principality, the restaurant features marine-inspired décor, high-quality cuisine and a roof that can disappear to offer guests the magical experience of dining under the stars.



Le Grill restaurant on the 8th floor of Hôtel de Paris Monte-Carlo

A voyage of the senses based on the pleasures of the Riviera, between **tradition and modernity**, that's the vision of new executive chef, **Dominique Lory** of the Hôtel de Paris Monte-Carlo, and chef **Patrick Laine**, who manages this exceptional restaurant. A menu filled with **sunshine, elevating local, seasonal produce**, from skewer-grilled meats to seafood. A culinary invitation marked by signature dishes, such as king prawns from the Gulf of Genoa, free-range herbed young chicken, or the must-try Grand Marnier soufflé.

The love of the produce, a taste for sharing, **the desire to transmit an emotion with respect for the natural resources and the environment** are all values that bind the chefs and producers, farmers and fishermen of the region. Such treasures are showcased to the great delight of diners who love delicate, subtle dishes.

An exceptional wine selection: A legendary wine cellar, known to be one of the best in the world, cannot fail to be an immense source of inspiration for Patrice Frank, head sommelier, who dedicates his expertise and passion to the subtlety of the perfect wine-food pairing.

A timeless sight: With its timeless décor that pays homage to the Mediterranean, of a bewitching blue with clean, bold lines, Le Grill is an experience that transcends time and space, suspended between sky and sea. From the terrace, take in a **breath-taking view of the Mediterranean all the way to Corsica**. At night, the sea twinkles with the lights from the coasts of Monaco, France and Italy, bouncing here and there with the lights of boats anchored in the bay. The Mediterranean flows from food to design as it was also the inspiration for the marine pattern on the blue carpet. The **Salon Winston Churchill**, with capacity for up to 18 guests, can be fully privatised. The “Cigare” on the dessert menu is a reference to Churchill’s illustrious character.

Le Grill

Open: 7 days a week

Lunch: 12.15pm - 3.00pm

Evening: 7.00pm - 11pm

Restaurant capacity: 80 seats

- 3-course lunch (excluding holidays)
- 3-course lunch + 2 glasses of wine, water (excluding holidays)
- 4-course Tradition: €170

Scene 3: Em Sherif Monte-Carlo, when Lebanon meets Mediterranean Sea in the most prestigious palace of Monaco

Em Sherif, a renowned restaurant group born in Beirut in 2011, has set up residence in Monte-Carlo on 2 April 2022 for the season. Following on from Harrods in London, Hôtel de Paris Monte-Carlo welcomes Em Sherif in Europe with a unique concept combining Em Sherif Restaurant, Em Sherif Café and Em Sherif Sea Café. Founded by Mireille Hayek in 2011 to celebrate the authenticity, generosity and refinement of Lebanese cuisine and culture, Em Sherif takes up residence in Monaco under the leadership of Yasmina Hayek, the daughter's founder and chef trained at the Paul Bocuse Institute. The family business joins the eminent history of the Principality to the greatest delight of those who love cuisine that comes from the heart



Em Sherif Monte-Carlo

A gastronomic concept that showcases Lebanese hospitality.

The three versions of the concept are offered in an original way: Em Sherif Restaurant, Em Sherif Café, Em Sherif Sea Café. The menu proposes the iconic dishes of Em Sherif restaurants with products originating in France, as well as specials that pay homage to seafood. Inspired by oriental traditions, the tableware features messages written in calligraphy. The “Signature” dishes created especially for Monaco include:

- *Samke Beyroutiyeh* - Bass fillet, beyroutiyeh sauce (hot mezze)
- *Fattet Kraydis* - Crispy sautéed prawns, yoghurt (cold mezze)
- *Siyyadiyeh* - Steamed whole bass stuffed with rice caramelised with onions, aromatic herbs (main course)
- *Moghrabieh Hrisse* - Creamy bulgar wheat with meat juice and seasonal mushrooms (main course)

A brand new Chicha Lounge Bar with sea view

The journey of the senses would not be complete without the spectacular setting offered by Hôtel de Paris Monte-Carlo: lush décor around a Mediterranean garden with the exquisite scents of lemon trees, kumquat and wild sage; a breathtaking view of the sea and a shaded terrace to delight in the fine weather. Here in this stylish ambiance conducive to relaxation, Em Sherif Monte-Carlo opened a Chicha Lounge Bar in the afternoons and evenings.

Em Sherif Monte-Carlo

Opened from Thursday to Monday from 5:00 PM to 11:00 PM (last order)

Chicha Lounge Bar from 5:00 PM to 1:00 AM

Reservations: +377 98 06 88 75 - EMSHERIFMC@SBM.MC

Moments for eternity

"Beauty cannot be summed up"

Paul Valéry

Scene 1: Le Patio, the new ultra-exclusive setting for high end jewellers

The new tree-lined Le Patio offers an ultra-exclusive setting for leading fine jewellery houses from December 2018, such as Graff, Harry Winston, Stardust Monte-Carlo and Omega. Le Patio offer direct access to the Avenue des Beaux-Arts, opening onto the new One Monte-Carlo shopping area and its beautiful promenade. Surrounded by a covered walkway, with mosaic flooring using motifs found in the Lobby's central cupola, and the marble-clad façades using the distinctive dark black Saint Laurent marble with strands of red and yellow, the central Patio area will be cobbled and decorated with palm trees and Mediterranean trees - creating a calming green space at the heart of the hotel.



Patio of Hôtel de Paris Monte-Carlo

Scene 2: Le Bar Américain, a myth reinvented

The legendary Bar Américain unveiled its new look in summer 2018. With new interiors created by David Collins Studio, the design elegantly combines the bar's traditional features with new elements that revive its personality. The walls are lined with amber and burgundy-coloured silk, subtly framed by rosewood, with new leather furniture in tones to match the walls creating an immediately welcoming environment. A marble floor mosaic and deep-pile rugs create a cosy and calming atmosphere, providing a glamorous daytime and night-time setting, thanks to soft, warm lighting.



Le Bar Américain of Hôtel de Paris Monte-Carlo

With its central location in the city, both locals and international guests mix to experience live music and entertainment provided every evening by a group of musicians. The new terrace offers remarkable views of the sea, the Casino and Place du Casino. Lastly, Le Bar Américain has a humidor, which is offered to prestigious guests, who have the privilege of having their cigars kept in personal boxes.

In March 2019, Le Bar Américain has been named “Best Hotel Bar of the year” by European Hotel Awards.

Le Bar Américain

Open: 7 days a week, from 10.30am to 2.00am

Inside capacity: 120 seats

Terrace capacity: 40 seats

Scene 3: La Salle Empire, the centre stage of the unmissable Place du Casino

For the 2018 festive season, the Salle Empire has also been given a fresh look with a restoration of its paintwork and gilding, and cleaning of its legendary frescoes. A new carpet has replaced the old but has retained its original pattern, the technical equipment has been modernised and the back of house areas have been redeveloped. Still used as *the* destination for the most wonderful evening events of the Principality, the listed Salle Empire is the perfect setting for private dinners which can host to 350 guests, as well as concerts and shows for a carefully selected audience. This one-of-a-kind venue in Monte-Carlo has played host to some of the world's most spectacular and prestigious parties including weddings, ceremony, international meetings, numerous charity galas and memorable celebrations.

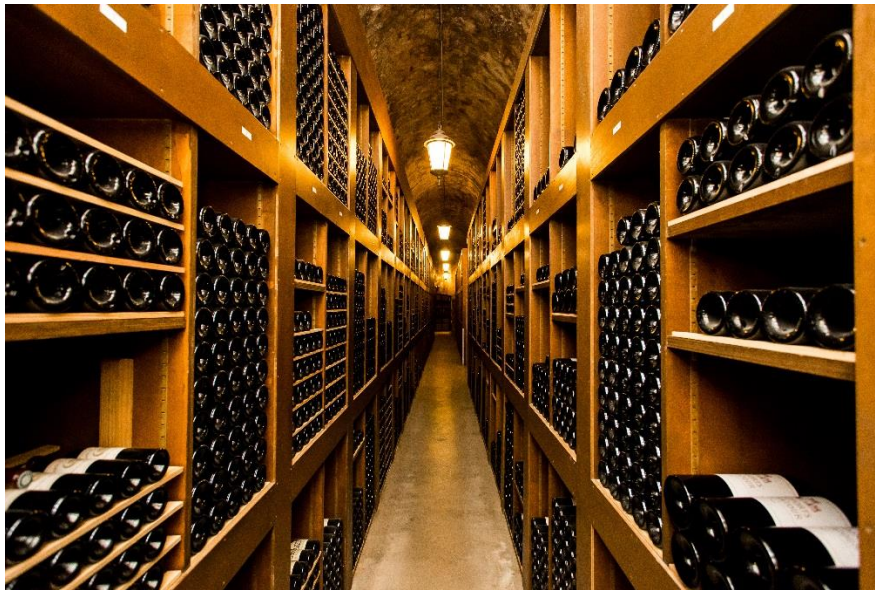


Salle Empire - Hôtel de Paris Monte-Carlo

February 2022 – end of June 2023: The Salle Empire welcomes The Café de Paris Monte-Carlo during renovation works of the Casino Square's famous brasserie.

Scene 4: The Hôtel de Paris Monte-Carlo Wine cellars

Hôtel de Paris Monte-Carlo also owes its reputation to its cellars, which were built behind the palace in 1874 based on the model of a Bordeaux winery. These cellars supply every establishment of the Monte-Carlo Société des Bains de Mer resort. Today, the cellars of Hôtel de Paris Monte-Carlo are exceptional thanks to their large 1,500 sq.m. surface area with over 350,000 bottles stored in over 1.5 kilometres of racks and 3,700 wine references. It is undoubtedly the biggest hotel and restaurant cellar in the world, showcasing rare wines and famous liqueurs in optimal storage conditions. Much older, ancient vintages cannot be sold and instead are stored in the Réserve Marie-Blanc, which was built on site in 1990. Guests can experience a one-of-a-kind dining experience in Hôtel de Paris Monte-Carlo's cellars in a reception room for up to 40 people. Available on request only, this wonderful opportunity was popular also with H.S.H Prince Rainier and H.S.H Princess Grace, as they celebrated their 20th wedding anniversary here in 1976.



Cave de l'Hôtel de Paris Monte-Carlo

✧ *Epilogue* ✧

Every guest has their own story at Hôtel de Paris Monte-Carlo

With its Belle Epoque architecture and grand steps, the melody in the entrance, the perfumes in the lounges and the sunning spectacle of Place du Casino, people come to see and be seen. Hôtel de Paris Monte-Carlo offers each guest the chance to experience a story like no other.

Unlike other hotels, Hôtel de Paris Monte-Carlo has a unique sense of service, where every guest plays the lead role in their own stay. The doormen, housekeeping staff, chefs and maître d's all strive to personalise each guest's experience to make it unforgettable. Whether British, Russian, Middle Eastern, Italian, American, French, Brazilian, Chinese and so on, with each visit, hotel guests rediscover that everlasting aspect of Monaco, the magic of renewed rituals and the spectacle, day and night, of the Place du Casino. These precious moments and sensations create a deep connection between the hotel and its guests, creating their own story.

The individuality of Hôtel de Paris Monte-Carlo brings together a range of activities all under one roof, to delight an international clientele with high expectations:

- Visit Casino de Monte-Carlo, a jewel in the Principality, for a high-end gaming experience
- The Thermes Marins Monte-Carlo, Europe's largest spa, is equipped with state-of-the-art technology and a health and wellness restaurant (L'Hirondelle)
- The Opéra de Monte-Carlo (Salle Garnier)
- One Monte-Carlo – a brand new home to luxury boutiques, both inside the hotel or just steps away outside on the promenade
- The beach at the Monte-Carlo Beach hotel, accessible by shuttle from Hôtel de Paris
- A wide range of varying restaurants and bars with divine ambiances

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**:

- 2 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, Yannick Alléno à l'Hôtel Hermitage Monte-Carlo (ex-Vistamar), the Blue Bay and Elsa 100% organic,
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: Jimmy's 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.