





Photo : Xavier Miserachs, Salvador Dalí, 1958.
© Miserachs/ Fundació Gala-Salvador Dalí, Figueres, 2007.

Extraordinary...

Le Meurice... more than ever Le Meurice !

Once again Le Meurice embraces creativity and places the art of living even more firmly at the centre of its history. Since its creation, Le Meurice has nurtured intimate links with artists. From Rudyard Kipling to François Mauriac, from Arletty to Florence Gould, from Salvador Dalí to Viktor & Rolf, Le Meurice is the reflection for contemporary creation.

Of all the guests to have stayed at Le Meurice, Salvador Dalí is certainly the most extraordinary. For more than three decades he would spend one month a year at the hotel, leaving behind wonderful stories, all witness to his legendary extravagance, and innumerable sources of inspiration.

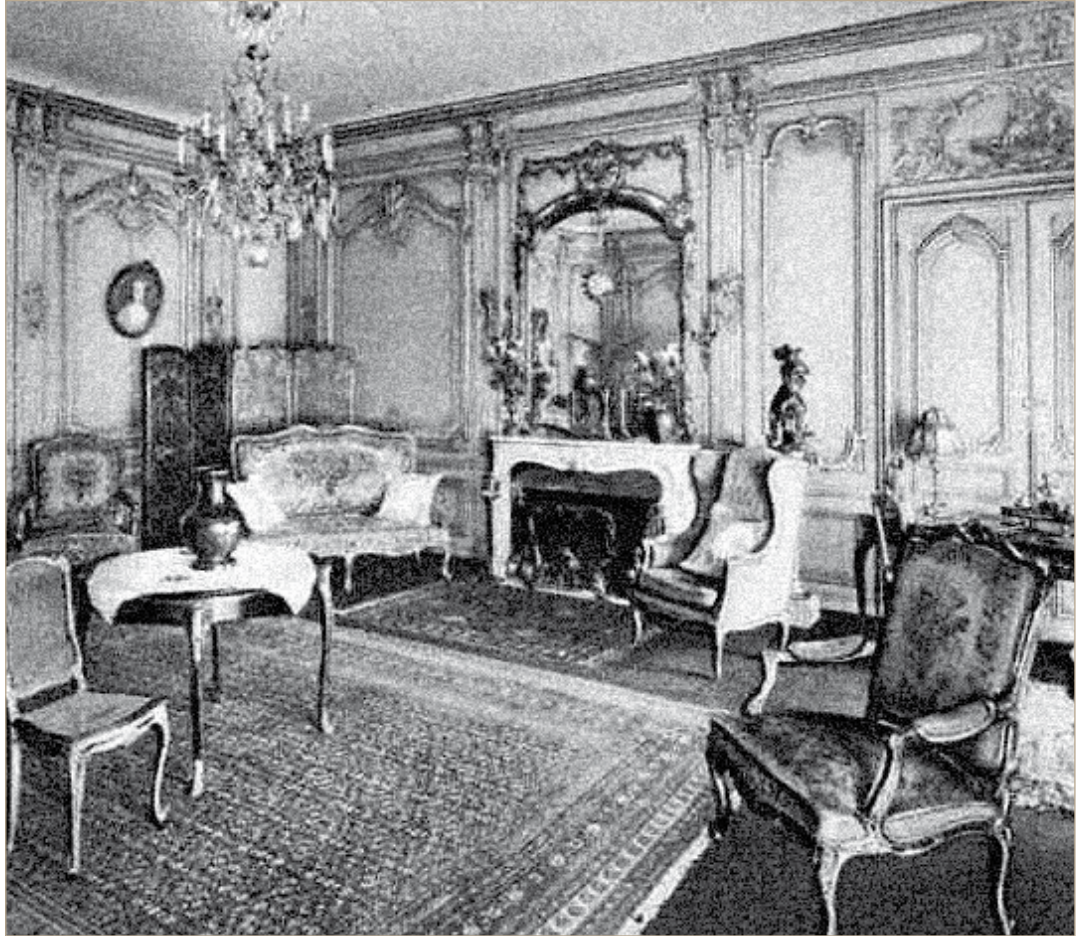
Now it is the turn of Philippe Starck and his team, Ara Starck, Yannick Alléno, Alejandra di Andia and numerous other artists to give us their vision of Le Meurice.

A behind-the-scenes tour of the creativity and trends now sweeping Le Meurice...




Le Meurice
Paris

Le Meurice, rue de Rivoli in 1840



the Dalí Suite 102-103

Photo : Huper International Presse. Salvador Dalí à l'Hotel Meurice de Paris, 1974.




Le Meurice
Paris

Dalí at Le Meurice

Photo : Eric Schaad. Salvador Dalí, 1936. Eric Schaad
© Fundació Gala-Salvador Dalí, Figueres, 2007.



creative genius...




Le Meurice
Paris

Creation

Franka Holtmann, General Manager of Le Meurice, has chosen Philippe Starck to restore Le Meurice's heritage to its rightful prominence, and in doing so exalt its riches and beauty. His response is an «invisible transformation» with considerations of colour and light, a new interpretation of furniture, a play on transparency and movement, while Ara Starck has painted a monumental canvas...



Franka Holtmann

The gates of the romantic Jardin des Tuileries are reflected in the glass doors of the doyen of Parisian palace hotels with its breathtaking Grand Siècle decor. We are in the grand foyer of Le Meurice, a diamond in the Dorchester Collection. Situated between Place de la Concorde and the Louvre, for decades this jewel of luxury and refinement has preserved its stunning interior while preparing to take on a touch of modernity. The spirit of the crowned heads of Europe and the world can still be felt among the precious furnishings and gilded panelling. Now innumerable personalities from all walks of life cross paths in the eternal and oh-so-chic charm of this hotel, nestled under the archways of Rue de Rivoli in the premier arrondissement where history and the contemporary combine. It's now the twenty-first century and a page has been turned as this prestigious hotel comes under the direction of a woman as sparkling as a glass of champagne: Franka Holtmann.

This dynamic and audacious manager began her hotel career in the 1980s as a student in Munich. She then left Germany for Paris where she spent five years as sales manager for Le Méridien Étoile before being appointed Sales Director in 1991. Between the two, she added to her experience as Commercial Director at Hôtel Westminster then at Jet Hôtel in Paris while studying marketing and finance at Cornell-Essec.

Franka Holtmann's career would take on a new dimension in 1995. Commercial Director at The Ritz for almost five years, in February 2000 she moved to Avenue Montaigne where she became second-in-command at the Plaza Athénée. After a summer session for managers at INSEAD business school in 2003, she took over the reins at Le Crillon as General Manager until June 2006 when François Delahaye, Director of Operations for the Dorchester Collection, appointed her at the head of Le Meurice. The hotel was caught in a deep slumber, waiting for the good fairy that would bring it back to life. Franka Holtmann knew not to rush headlong into change. Instead she patiently and carefully analysed the mood. Manage while encouraging initiatives, never lose sight of profitability while emphasising quality, synchronise services, activate networks, multiply partnerships and be creative... these were the essential ingredients if magic were to happen from the inside. This was the context in which Franka Holtmann commissioned Philippe Starck to imagine a new atmosphere, one that would exalt Le Meurice's rich past.





Philippe Starck

Philippe Starck constantly seeks ways to bring love and happiness into our lives with objects and environments that light up the everyday.

For more than 30 years, this polymorphous and unconventional designer who dreamed of being an astrophysicist or a composer has poured the same enthusiasm into caring for his tribe and «making poetic products and places» so that we, his family and his friends can enjoy a little bit of fantasy in our lives.

As a child, he spent hours under his father's drawing-board, sawing, cutting, gluing, sanding, dismantling toys, bikes, motorbikes and various other objects.

Hours spent taking apart and putting together, reinventing the world around him. His father, an inventor of airplanes, gave him the desire to create. His mother gave him a poetic vision of the world, an elegant approach to life that he calls panache. Indeed, it was on his mother's advice that he studied design at Nissim de Camondo in Paris.

Several years and several prototypes later, leading Italian firms were entrusting him with our furniture. François Mitterand asked him to change his life at the Elysée, Café Costes became the café. He made the Royalton in New York and the Delano in Miami, to name but two, the first classics of a new idea of hotels.

Meanwhile, his architectural monsters sprung up around Japan to make him the leading exponent of expressionist architecture.

He has shaken up the traditions and culture of major cities around the world, for example with the Felix restaurant in Hong Kong, the Teatron in Mexico and more recently the Lan and the Volar Club in China, and the Bon in Moscow.

End 2006 saw the opening of the Katsuya in Los Angeles, the first in a series of Japanese restaurants which the American press has already singled out as «one of the most exciting restaurants of the past ten years.» Whether the Delano in Miami, the Mondrian in Los Angeles, the Hudson in New York or the Clift in San Francisco, his hotels have brought a new dimension to the American landscape. Over in Buenos Aires, the Faena was named Hotel of the Year while the Fasano, opened in Rio in July 2007, already has the makings of a future classic. In London, the Jean-Paul Gaultier Gallery meets the Sanderson and St Martin's Lane hotels. In Paris, he transformed what was once Marie-Laure de Noailles' private mansion into a dazzling crystal museum and a romantic, luxurious, audacious setting for Baccarat.

When Philippe Starck designs a hotel or restaurant, he pays as much attention to what isn't there as to what is, creating spaces which visitors, the «actors» of these places, will then inhabit and transform. These are spaces which will take the members of his «cultural tribe» out of themselves and, most importantly, towards something better. More architectural projects, currently under way in Europe, China, the Middle East, Mexico and the United States, will create new poles of attraction, pleasure and new encounters.

As well as creating living spaces, Philippe Starck develops his own brands including Starck Eyes with Alain Mikli, Starck Watches with Fossil and Starck Naked underwear with Puma. As artistic director for Virgin Galactic he is contributing to the conquest of space and to making space travel an affordable reality. This homo amphibius satisfies his love of the sea by designing boats, including a 120-metre superyacht with a revolutionary hull. Last September he unveiled his extension for Port Adriano in Palma de Majorca, as well as his Café Racer for Voxane, France's only motorbike manufacturer.

An honest and enthusiastic citizen, Philippe Starck considers it his duty to share his subversive vision for a fairer world, where each of us must contribute to the bigger picture.



Ara Starck

Ara Starck was born in Paris in 1978. After studying at the Ateliers de Sèvres then the École des Beaux Arts in Paris, she was accepted at Saint Martin's School of Fine Arts in London. She continued her studies at the Slade School of Fine Art, from which she graduated with a Bachelor of Arts degree in 2002. After a year in New York exploring and developing her style, Ara Starck returned to Paris where she lives and works.

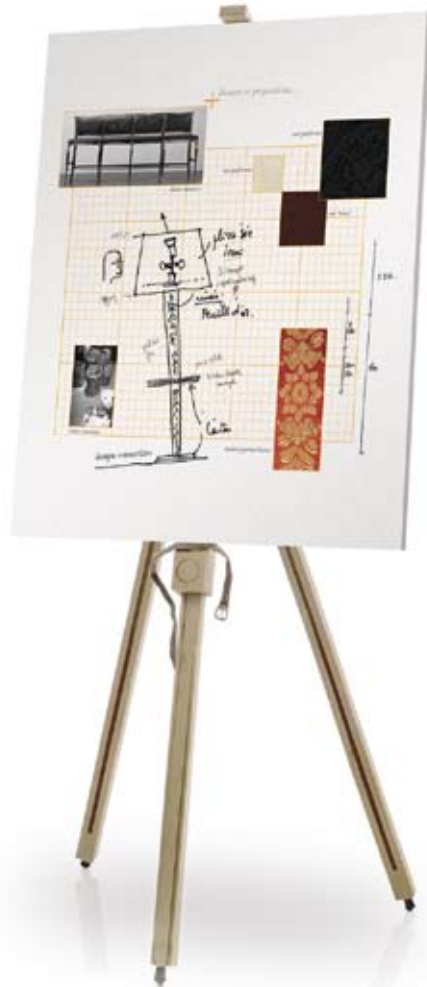
Ara has always looked beyond the usual confines in both the literal and figurative sense, and sees her preferred format of 4m x 3m canvases as a vital catalyst in her work: "To work within a framework, to detailed specifications, in search of the tiny crack that might just bring down imposed spatial limits to open up another mental space."

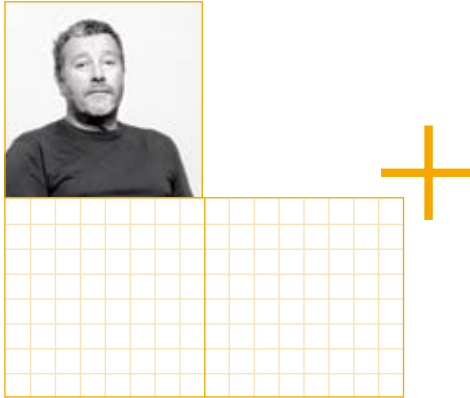
To extend the boundaries of the canvas into a place where the imagination has no limits.” Through this desire to defy confinements and frameworks, applied to new technologies such as lenticular plastic, Ara gives expression to what she sees as the most complex and poetic subject, which she places at the heart of her work: mankind. Using the artist’s traditional tools of oils, brushes and turpentine, Ara Starck creates works of encounter. Her objective is to produce a third matter: an alchemy of the painting that is unique to the artist and the observer.

Ara Starck’s work for Le Meurice springs from a rich human encounter between the artist and Franka Holtmann, General Manager of Le Meurice. Seduced by an exceptional personality and by this legendary Parisian hotel, Ara wished to revive the great French tradition of incorporating a work of art into a living environment. Her ceiling-hung canvas for the most French of Parisian palace hotels follows in the tradition of Chagall and Cocteau. Man is at the heart of this exclusive and unique work, brought to life in four acts. Four imagined and imaginary places behind enigmatic curtains that open onto passing figures. A veritable game in which sienna effigies move like phantasmagoria through a world of gold, a sign of wealth and all that is sacred. White signifies the intangible, an invitation to dream.

And so Ara’s work reflects the rich life of a space redesigned by her father, Philippe Starck. Beyond this father-daughter dialogue, the spectator will be caught up in this enchanted world played out above their head, while the most perspicacious and curious will be drawn in to become part of it.







Le Meurice + Starck

And so Philippe Starck has ventured into the land of fairy tales:

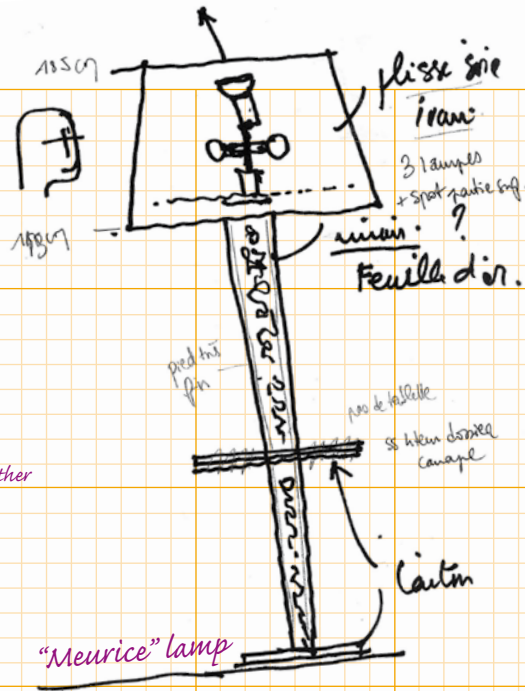
“Le Meurice is like Sleeping Beauty,
Beautiful, elegant, romantic, classic, timeless,
But caught in slumber.

A not-quite-charming prince has kissed her
And suddenly she springs to life.

An extravagant life, thrilling, luminous, sexy, bubbling and unique.
Stone becomes fire, wood becomes flesh, waiters are knights in shining armour,
Chambermaids fairies and the chefs ogres...

In a few months the new Le Meurice will open the doors
Of its enchanted interior,
To leave us enchanted.”

silver leaf "Swan" chair



black velvet



silver satin



grained black leather



russet satin



lemon satin



emerald satin



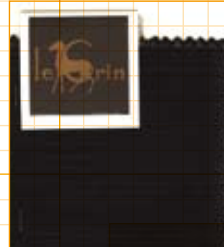
orange pony skin (Le Dali)



"Meurice" lamp



"Daliesque" lamp



black horsehair



ivory raw silk (Le Dali)

considerations of colour and light



+ a new interpretation of furniture



"Meurice sofa" (Le 228)

quilted black leather (Le 228)



"tobacco" leather (Le 228)

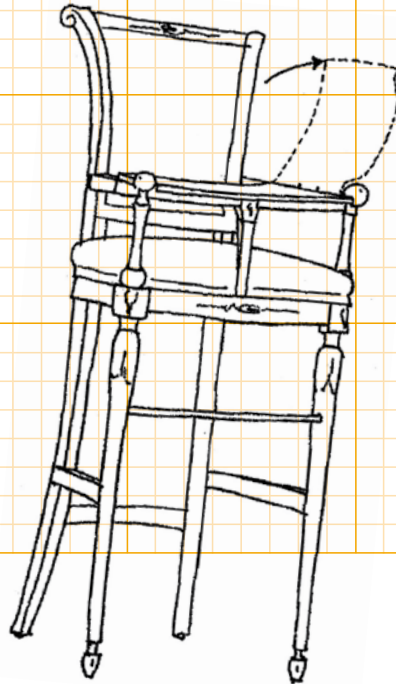
white leather
(grand foyer)



welcome chair



high chair



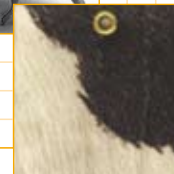
black and gold horsehair (grand foyer)



dolphin chair



black and white cowprint
(Le Dali)



petrified wood chair

1 350 .

250
100-
150

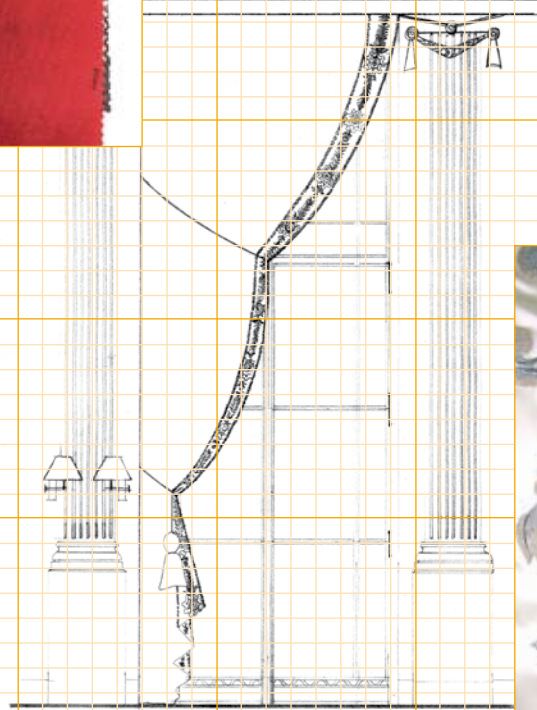
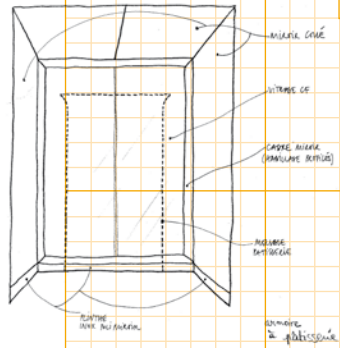
680

le Meurice gastronomic restaurant

unique tiebacks...



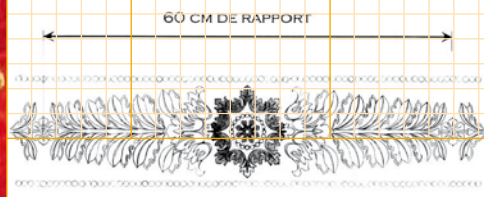
cake cupboard



embroidery (Le Dali)



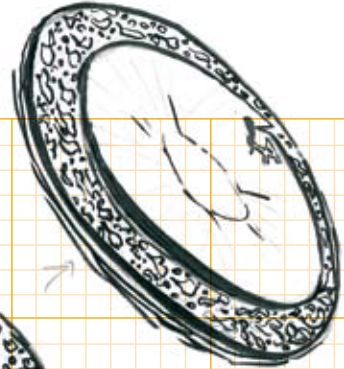
embroidery (le Meurice)



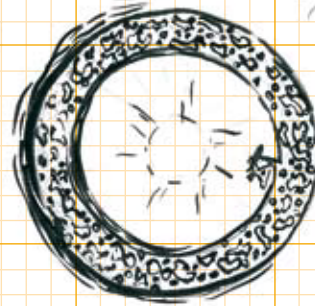
+ a play on transparency



beauty all around...



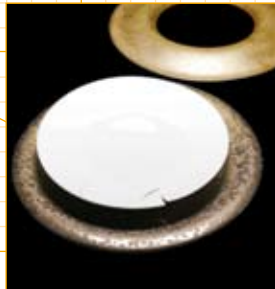
sketch by Yannick Alléno



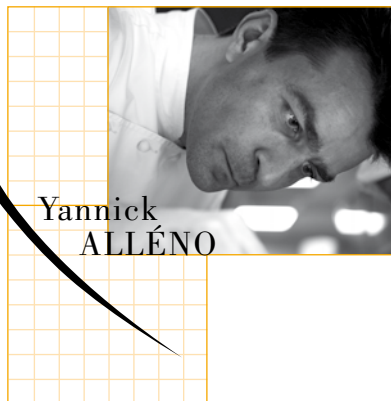
a plate in two parts



Ondes® in situ



a centre and a detachable ring



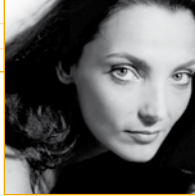
Ondes[®]

At just 38, Yannick Alléno entered the elite circle of the world's greatest chefs when he received his third star for his gastronomic restaurant at Le Meurice. He took the helm of Le Meurice's kitchens in 2003, describing the hotel as the dream setting in which to exercise his passion. It is here, in this exceptional environment, that his expertise comes truly to the fore. At the head of a brigade of 74, this ambitious and visionary chef, whose dream is to reinvent gastronomic cuisine, continues to perfect his talent and creativity to take the hotel's restaurant to the summit of its reputation.

Yannick Alléno wished to create a new form of plate that would answer certain of his concerns. "I wanted to fill the empty space before the customer when their plate is taken away." With his thoughts focused on the constant movement of plates as courses are served, Yannick Alléno looked for ways to bring interest to an empty table, as plates are whisked away, and to create fluidity and continuity, a perpetual motion, in the service.

His wishes were the starting point for the Ondes[®] collection whose founding concept is a plate that can be separated from its contour: a detachable centre inside a decorative ring that remains with you throughout the meal.

Alejandra di Andia.



Uniforms

Franka Holtmann turned to the most Chilean of Parisians to design and create new uniforms for the female staff of the restaurant Le Dalí.

Alejandra di Andia has imagined a sleek and chic dress in harmony with Philippe Starck's new decor, combining professional musts with modern styling: an additional touch to the glamour now sweeping through the legendary hotel that is Le Meurice. Alongside the ultra-chic bespoke creations she makes for her international customers in her Paris studio, for six years Alejandra di Andia has proposed a line of original and exclusive clothes in her image.

- Knee-length dress in masculine black wool with a faux corset clinching the waist in charcoal grey striped wool, edged with grey velvet ribbon.
- Le Meurice coat of arms embroidered on the pocket.
- Slim-fitting cut with gores in the back for flare, three-quarter length sleeves and tailored collar with ribbon detail.
- Invisible front zip fastener and grey lining.

And for the men's uniforms, Le Meurice has called on two other renowned couturiers: Emmanuel Ungaro and Georges Feghaly.



striped wool, velvet...

model for Le Dalt



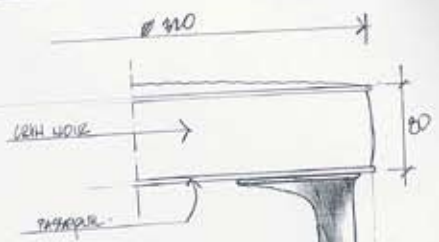

Le Meurice
Paris



The grand foyer

Your eyes open on a harmony of beige lifted with red and black, on an association of wood, glass and metal, on scattered touches of velvet, satin and leather. A historic yet totally timeless space.





BEULE PATINE





Le Dalí

The spirit of Dalí still reigns supreme over a place where your most surreal dreams become reality, where Yannick Alléno undresses French cuisine and Ara Starck proposes a monumental canvas, the keystone of the project. A place for encounters and a moment to savour.


Le Meurice
Paris

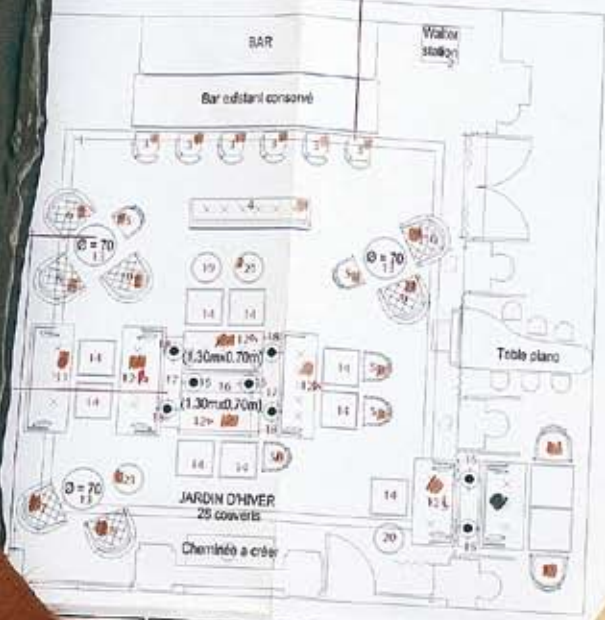


Le 228

Prepare to rethink your habits, infused with the atmosphere of the bar that is subtly warmed by the crackling glow of tobacco shades and highlighted by the sparkle of rare crystal decanters, to be filled at leisure. An exceptional moment to share.

Lampes

→ @ N°4 petite lampe sur ventouse
@ comme ? couleur rouge? no price!
coulage placo



- 5 Service d'appoint
- 6 table à 2 pers
- 7 table à 2 pers
- 8 table à 2 pers
- 9 table à 2 pers
- 10 table à 2 pers



RAFFIN

Le Meurice
by STARCK





VUE DE DESUS
EAU VS°

CRISTAL TAURÉ

3

TAURÉ
1950

CRISTAL
TAURÉ





le Meurice

Your palate delights in new culinary creations, signed Yannick Alléno, each a poetry of flavours, contrasts and textures that are a taste of Paris. Your eyes follow the curved form of the Ondes® plate before gazing out across the Jardin des Tuileries. A visual and gustative feast.


Le Meurice
Paris




Le Meurice
Paris



Audacity and Generosity

It took Philippe Starck and his team barely ten months to recreate a 500 square-metre decor, imagine more than 600 different items of furniture and give a more creative dimension to the grand foyer, Le Dalí , Le 228 and the le Meurice gastronomic restaurant, building a bridge between past and present.



reveal the riches...





give back Le Meurice's soul...







Ocre jaune
1

Ocre rouge
1

plâs Ombre Nat
30

Kaolin chalcopne

Sépiine Naturock
4

Sépiine Naturock
1/2

vert marine

Sépiine Naturock pure
(peinture)

[brushstroke]

Ombre Naturock pure
(colorant)

[brushstroke]

Ombre Calixine pure
(colorant)

[brushstroke]

Ocre rouge pure
(peinture)

[brushstroke]

Ocre jaune pure
(peinture)

[brushstroke]

Ocre jaune
(colorant)

[brushstroke]




Le Meurice
Paris

Keystone

Ara Starck hangs a monumental canvas under the restaurant's glass dome, in perfect harmony with the surroundings. Gold evokes the very history of Le Meurice, red epitomises all that is human and white is for dreams. Red and gold curtains are swept aside to reveal four scenes on a white background. Even the extravagant dimensions - 145 square meters – are a reminder of the room's surrealist past.

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Photo credits: J.B. Mondino / F. Maréchal / DR

to be continued...



