



CHAMPS ÉLYSÉES MAC MAHON HOTEL

An exceptional boutique hotel at the foot of the Arc de Triomphe

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I. The Champs-Elysées Mac Mahon Hotel

An exceptional boutique hotel in the heart of Napoleon's Paris

After a year marked by the opening of several new establishments, Book Inn France inaugurated this autumn in Paris a new boutique hotel at the foot of the Arc de Triomphe: the Champs-Elysées Mac Mahon.

This new boutique hotel under the Book Inn France banner opened its doors on October 24th, 2011 just a short hop from the Place de l'Etoile and Arc de Triomphe monument. The Champs-Elysées Mac Mahon Hotel, soon to be awarded a 4-star rating, offers the finest amenities to a mixed clientele of tourists and business travelers in the capital.

In January 2011, the former Mac Mahon Hotel - a 3-star establishment in need of refurbishment, yet enjoying such an outstanding location - was closed to the public to prepare for what would be its complete transformation. Thanks to the collective imagination and talents of the **Paris Inn Group** and the **interior architect Alexandre Danan**, an elegant 4-star hotel was created after several months of renovation and remodeling, offering a capacity of 40 rooms, a sublime decor and a captivating view looking onto the **Arc de Triomphe**.

The Champs-Elysées Mac Mahon occupies the 6-story Haussmann building at number 3 on the avenue Mac Mahon, one of the twelve streets radiating from the **Place de l'Etoile** circle. Gold, copper and silver leaf design, marble, velvet draperies, Venetian chandeliers and mirrored ceilings adorn this establishment, conveying the luxury and splendor of the **Napoleonic period**. The hotel motif is Imperial, stylishly combined with the most modern materials and technologies.

To fully satisfy every wish of its guests, the Champs-Elysées Mac Mahon features 6 types of rooms, a **lounge and a street-side terrace with a view of the Arc de Triomphe**. Its 35 rooms (Superior, Deluxe or Executive) ranging from 15 to 25 m² and 5 suites (Junior, Prestige or Imperial) offering spaces of 28 to 40 m² have been designed for optimal comfort, including: **king-size beds, flat-screen satellite televisions, iPod docking stations, individual Nespresso machines, and separate Japanese-style heated toilets**. Each room has been decorated in invigorating hues (blue, deep purple, rust, crimson or an anthracite gray) and pays **homage to French painting** by showcasing an original piece of artwork. The bed heads are adorned by black and white silhouettes painted by **contemporary artist Vuk Vidor** with a graffiti-inspired composition. These motifs influenced by the famous works of **David, Ingres, Manet or Delacroix** serve to characterize each room and deftly introduce a subliminal connection between cultural heritage and modern appeal.

The Champs-Elysées Mac Mahon offers a totally unique experience, a space enriched by drawing from historical sources as well as benefiting from the most leading-edge technologies. This **third joint venture** initiated by Paris Inn Group and the firm European Design Office attests to the successful collaboration of high-end hospitality with state-of-the-art design, set amidst a premier Paris tourism destination.

¹ See Appendix 1: List of original paintings cited by Vuk Vidor in the hotel lobby and common areas.

II. The Place de l'Etoile and Arc de Triomphe monument

Where symbols meet

Book Inn France commissioned Alexandre Danan to oversee renovation work at the Champs-Elysées Mac Mahon Hotel. Just a few short strides from the Arc de Triomphe and the Champs-Elysées, the hotel pays tribute to a district emblematic of Paris and French history.

At the confines of the city's 8th, 16th and 17th arrondissements, the Champs-Elysées Mac Mahon Hotel is located in a district imbued with prestige, where the Arc de Triomphe and Champs-Elysées meet. Distinguished by such strong symbolism and stately building proportions, this area of Paris was built out during the 19th century by **Napoleon III and Baron Haussmann**, bequeathing to the city a consummate emblem for tourists and business travelers alike, in conveying the archetypal image of Paris and France.

Throughout the Middle Ages and even at the beginning of the 17th century, the Champs-Elysées had still not been built. This **natural thoroughfare**, stretching from the Tuileries Garden on the east side to the future site of the Arc de Triomphe at its western extremity, had nonetheless been traveled for centuries: the Capetian kings took this route whenever they headed out on a hunting expedition in the forest of Saint-Germain-en-Laye from their residence at the Louvre Palace.

Under the reign of **Henri IV**, the width of the future Champs-Elysées was extended at the request of Marie de Médicis (the path was renamed «the Queen's Route») and beautified by Le Nôtre while Louis XIV held the throne. A handsome avenue was taking shape bordered by fields, rows of elms and nice lawns right about where today's grand avenue now runs. Its names evolved over time, from «Grand-Cours» to «Grande allée du Roule», «avenue du Palais des Tuileries» and soon thereafter to «Champs-Elysées», in **reference to the paradise of Greek mythology Elysium**.

In 1806, **Napoleon Bonaparte** ordered construction of a **Triumphal Arch** («Arc de Triomphe») at the western end of the avenue. The monument was to replicate the style of Roman arches and honor the Empire's soldiers and generals: «The path back to your homes passes underneath the arches of victory», the Emperor announced to his troops upon their return from the Battle of Austerlitz. The initial idea was for the arch to serve as the starting point for a **triumphal avenue crossing Paris via the Louvre and extending to the Place de la Bastille**.

Actual construction of the Arch was, all the way until its inauguration, replete with pitfalls: the **Architect Chalgrin** died in 1811, and works had to be suspended. Work stoppages were also necessary following Napoleon's defeats and during the Restoration. The monument was finally completed under **Louis-Philippe the First** in 1836. During the 20th century, the symbolism associated with the Arc de Triomphe favored use as a site for both commemoration and celebration. Who hasn't heard of the **tomb of the unknown soldier**, where an eternal flame burns day and night? In addition to hosting annual July 14th parades and used as the backdrop for aviation feats (several attempts have been made to fly through the Arch opening), the spectacular parade orchestrated in 1989 by Jean-Paul Goude for the occasion of the **bicentennial of the French Revolution** created lasting images. For young people, the scene of a victorious French team in the 1998 Football World Cup remains imprinted in the minds of many.

At the foot of this very monument with such highly-charged symbolism and history is where **Book Inn France** opted to locate its new boutique hotel.

III. Design and Architecture

Contemporary look and Empire-period style

Behind its stately Haussmann facade, the Champs-Elysées Mac Mahon holds a trove of features evoking both contemporary design and references to the Imperial style.

THE BUILDING

Located at number 3 on avenue Mac Mahon in the inner circle of the place de l'Etoile geometry, the Champs-Elysées Mac Mahon Hotel is installed inside a magnificent 6-storey **Haussmann building** erected in 1896. Just a couple strides from the **Place Charles-de-Gaulle**, the **avenue des Champs-Elysées** and the **Elysée Palace**, the hotel welcomes its guests in a sumptuous decor composed of marble, stucco, mirrors and precious metals.



THE LOUNGE / TERRACE

On the ground floor, the breakfast room is open to hotel patrons in a cozy setting that extends onto an **enclosed street-side terrace with a direct view of the Arc de Triomphe**. In the evening, the environment transforms into an elegant **lounge**, to enjoy a moment of relaxation after a busy day in the city. A service offering champagne and a platter of tasty treats is also available upon request, either in the lounge or brought up to the room, operating between noon and midnight.

Capacity: 15 seats inside / 15 seats on the terrace.

THE ROOMS

5 moods decorated in a rich color scheme (blue, deep purple, rust, crimson and an anthracite gray) have been created on the hotel's 6 floors, encompassing **35 rooms and 5 suites**.

The **room categories** are broken down by their dimensions into **Superior, Deluxe and Executive**. They have been laid out with floor area plans ranging between 14 and 25 m² and look out onto either the rue Tilsitt, the avenue Mac Mahon or the calm of the hotel's interior courtyard. All rooms have been fitted with **king-size beds, minimum 32» LCD televisions, a docking station for digital music devices, a Nespresso machine to make coffee and tea and a wet bar**. The bathroom is equipped with an walk-in shower and Japanese-style heated toilets to ensure maximum comfort.



The **Junior, Prestige and Imperial suites** feature floor areas of 28, 32 and 40 m² respectively and offer views of the Arc de Triomphe, the rue Tilsitt or the avenue Mac Mahon. Their amenities are unrivaled: double king-size bed, additional two-person sleeping accommodation a 40-inch LCD television, docking station for digital music devices, a Nespresso machine for coffee and/or tea, **walk-in shower and individual Japanese-style heated toilets.**

In the **Junior Suite**, a bull's eye window connects the bathroom to the bedroom. The **Imperial Suite**, the prized accommodation of this hotel with its gold-leaf offsets, contains a **two-person 'Turkish bath' style shower, a Jacuzzi bathtub designed for chromotherapy sessions and a double vanity.**

THE ARCHITECTURAL DESIGN

Spawned from the imagination of interior architect **Alexandre Danan**, the Champs-Elysées Mac Mahon decoration boldly harkens back to Napoleonic times by mixing **Empire touches and contemporary accents.** With velvet draperies with colored carpet patterns, including mirrored ceilings, Murano glass chandelier creations and the use of gold, silver and copper leaf motifs lining the corridors, this design strives to enhance well-being and a feeling of delight.

The reason for this hotel's widespread **references to the 19th century** in its decorations was motivated by this period of history's deep-rooted influence on the district's physical appearance. Moreover, a **tribute to the century's French painting** is depicted throughout hotel furnishings, in the silhouettes inspired from historical paintings showcased in each room by the contemporary artist **Vuk Vidor**, displayed in graffiti style.



IV. Paris Inn Group

Leading independent hotel operator

Paris Inn Group is a company specialized in investment consulting and hotel asset management. Founded in 2000, the company presided by Jean-Bernard and Céline FALCO is rooted in the hotel business as the fruit of a four-generation family pursuit.

In its multifaceted capacity as **hotel manager, investor and owner**, the Paris Inn Group has acquired a reputation and expertise highly regarded in the Paris hotel industry. Its operational expertise encompasses project development (preparatory audit and technical assistance), **hotel management** (operational, financial and information system management, human resources, legal counseling) and **marketing** (rate-setting, online marketing, Web referencing). Paris Inn Group handles all managerial and marketing tasks on behalf of its client establishments under the brand name **Book Inn France**.

Over the last several years, the Group has undergone major changes and considerably expanded the number of hotels under management. In order to address the problems encountered by independent hotel operators, Paris Inn Group proposes its clients **customized contracts** in order to highlight and realize the full potential of each individual establishment.

Thanks to its solid footing in the industry and a proven track record, Paris Inn Group is today intent on pursuing an ambitious objective: becoming a market reference in the French independent hotel trade within the segment of medium to upscale establishments.

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V. Alexandre Danan and European Design Office Consulting

Interior architecture services for a luxury hotel clientele

The Champs-Elysées Mac Mahon Hotel is, first and foremost, the happy outcome of a meeting between the interior architect Alexandre Danan and the specialist of independent hotel management, the Paris Inn Group.

Aided by their respective expertise in the sector of high-end hotels, **Paris Inn Group** and **European Design Office Consulting** decided to combine their talents for the first time in 2009. They added to the Paris hotel scene a one-of-a-kind boutique hotel with a distinctive feminine flavor and references to the most precious of jewels: the BEST WESTERN PREMIER Opera Diamond. In spring 2011, the two partners repeated their collaborative success in developing a modern design hotel complex at the new «Centre del Mon» district built in the southern city of Perpignan. The **Champs-Elysées Mac Mahon Hotel** and its Empire focus opened a few months later, just a couple short steps from the Arc de Triomphe.

For this latest project, the challenge consisted of creating a hotel with a flawless reputation **combining state-of-the-art innovations** in international design with the **sophistication of a luxury hotel operation**.

Alexandre Danan's talents are on full display here by perfectly blending the elements of this multifaceted theme in the heart of Napoleon's Paris.

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Apendix

List of original paintings cited in the hotel areas

Artist	Title FR / Title EN / year	Room #
Boucher François (1703 - 1770)	Diane sortant du bain / Diana leaving her Bath (1742)	104 / 306 / 502
Boucher François (1703 - 1770)	L'odalisque blonde / Marie-Louise O'Murphy (1752)	302 / 602
Boucher François (1703 - 1770)	Marie-Louise O'Murphy (1737)	302 / 602
Delacroix Eugène (1798 - 1863)	Jeune orpheline au cimetière (1824)	208
Delacroix Eugène (1798 - 1863)	La liberté guidant le peuple (1830)	106 / 201
Delaroche Paul (1797 - 1856)	Bonaparte franchissant les alpes / Bonaparte Crossing the Alps (1848)	102
Fragonard Jean-Honoré (1732 - 1806)	La liseuse / A Young Girl Reading (1776)	506
Gravure Anonyme	Buste de Napoleon	101 / 205 / 503
Ingres Jean-Auguste-Dominique (1780 - 1867)	Œdipe et le Sphinx / Oedipus and the Sphinx (1808)	304
Ingres Jean-Auguste-Dominique (1780 - 1867)	La Grande Odalisque (1814)	207 / 505
Ingres Jean-Auguste-Dominique (1780 - 1867)	La Baigneuse de Valpinçon / The Valpinçon Bather (1808)	406
Ingres Jean-Auguste-Dominique (1780 - 1867)	La Source / the Spring (1856)	206
Jacques-Louis David (1748 -1825)	Madame Récamier (1800)	107 / 404
Jacques-Louis David (1748 -1825)	Patrocles / Patroclus (1780)	504
Jacques-Louis David (1748 -1825)	Bonaparte franchissant le Grand-Saint-Bernard / Napoleon at the Saint-Bernard Pass (1800-1803)	105 / 401
Jacques-Louis David (1748 -1825)	Napoleon dans son cabinet de travail / The Emperor Napoleon in His Study at the Tuileries (1812)	301
Jean Cousin le Père (the Elder)	Eva Prima Pandora (1550)	405
Manet Edouard (1832 - 1883)	Le joueur de guitare / Guitar player (1860)	402
Manet Edouard (1832 - 1883)	Déjeuner sur l'herbe / The Luncheon on the Grass (1862)	103/ 204 / 303
Manet Edouard (1832 - 1883)	Olympia (1863) La domestique et le chat noir	209 / 501
Manet Edouard (1832 - 1883)	Le Fifre / Young Flautist (1866)	108 / 403
Seurat Georges (1859 - 1891)	L'homme assis / Seating boy with a straw hat (1883)	202
Watteau Antoine (1684 - 1721)	La gamme d'amour / The love song (1717)	109 / 305
Watteau Antoine (1684 - 1721)	Le joueur de guitare	203
Room without painting		407/408/601/

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