



BOURGOGNE & MONTANA
PARIS

PRESS KIT
HÔTEL BOURGOGNE & MONTANA

Is it by chance that the 7th arrondissement of Paris seems to be cut in the shape of a diamond? Bourgogne & Montana****'s new Paris address is located at the heart of this Parisian jewel. The quarter, which some consider to be "the best-kept secret of Paris", is well-known for having rubbed shoulders with Serge Gainsbourg, Jean-Luc Godard, Simone Veil... among many other of the capital's artists and intellectuals; these include Auguste Rodin who established his studio there and whose celebrated eponymous museum can be found there today. Today, the ambassadors of "chic à la française" such as François Pinault or Karl Lagerfeld have chosen to live there.

The quarter is characterised by the class of its buildings and the affluence of its location. Preserved, it has retained that which many others have lost: its authenticity. Its buildings remember the vestiges of the pomp of the XVIIIth century when aristocratic houses flourished.

It is here that Bourgogne & Montana was built. Moreover, its building dates from 1791! The unique details which characterise these beautiful dwellings can thus be found here, which are particularly differentiated by their piani nobili and mezzanines. In May 2014, "the jewel of the 7th" opened its doors once again, in a very intimate style which cultivates this philosophy of the quarter's own rarity.

Having the look of a private mansion, the hotel offers an exclusive tour of the 7th arrondissement, between luxury and discretion, as seen in the photos of Eugène Atget. A subtle nod to the history of the quarter which can be found in the 31 rooms of Bourgogne & Montana****, with decor by Denis Doistau.



HOMMAGE TO THE 7TH ARRONDISSEMENT

A homage to the 7th arrondissement, Bourgogne & Montana is a "secret Paris" hotel. It truly embodies the authentic spirit of Faubourg Saint-Germain, the quintessence of Parisian refinement. This can also be recognized in its attention to detail. **Here, everything is designed with great care, given by architect Denis Doistau, orchestrator of this stunning establishment.** He is also known for his work on the Hôtel Madison* * * * (Paris 6), a project for which he received the Paris Shop & Design award in 2012.

« My aim was to capitalize on the quarter's history to give Bourgogne & Montana its original packaging, but in a modern version »
Denis Doistau

Hôtel Bourgogne & Montana**** fully assumes **its apparent simplicity, since its imagination goes far beyond appearance: it can be found with subtlety, in every corner.** It is this sterling work which helps to give this hotel its very unique charm: **the mouldings, with their perfect symmetry, the tailor-made atrium, the secret cornices... it is all of these elements which, together, create the magic.**

Is this real luxury? Pleasure for the eyes thanks to minute details? Bourgogne & Montana**** openly embodies this "discreet luxury" which is so beloved of the 7th arrondissement of Paris.

THE « SECRET PARIS » EXPERIENCE

Located right in the heart of Paris on Place du Palais Bourbon and opposite the celebrated Moulié floral house, Hôtel Bourgogne & Montana **** offers a **"rite of initiation" into the specificities of this "Parisian Paris"**. Denis Doistau's mission was thus essentially to play on the area's architectural appearance. It is worth pointing out that this beautiful dwelling, dating from the XVIIIth century, retains all the characteristics of the period.

The private mansions of this period had piani nobili, with very high ceilings, a characteristic which distinguished them from the top floor which, in contrast, was reserved for the staff. The first floor, on the mezzanine, most often served as a service area and played a major role in the conception of these beautiful residences.



« It is a question of offering an immersive experience at the heart of the history of the 7th arrondissement through a visit to Bourgogne & Montana »

Denis Doistau studied these legacies of the past in order **to preserve and enhance the very spirit of the place**, witness to an era and to a quarter. By respecting the spirit of the building and its history, the architect succeeded in giving a sense of timelessness to it all.

The lines are pure, delicate. The curves of the walls follow the contours of the architecture, shaped around a central focus. **Once you have crossed the threshold, the hotel captivates the eye with its luminosity.** In full transparency, Denis Doistau has played on the depths which amplify this sensation of space: a magnificent floor of glossy black and white marble for the graphic aspect, walls of mirrors, a bay window... leading to that remarkable tailor-made atrium, a real well of light which enhances the pretty octagonal yard of the hotel and illuminates the bar.



This living area is also characterised by the delicacy of its wire weavings with gold highlights by Sophie Mallebranche. Intended for a buffet in the morning, it transforms into a lounge during the day, decorated with a beautiful black and white view of Paris covering one wall. Entirely open, the space extends all the way to the lobby, punctuated with colourful accents, dressing it in fantasy. Its soft sofas and fireplace instil an intimate atmosphere. A warm atmosphere which combines with the first class service of this 4 star establishment.

Bourgogne & Montana**** also has a stunning star vaulted cellar where Denis Doistau envisaged a wellbeing space with a sauna.

ATYPICAL ARCITECTURE FROM FLOOR TO FLOOR

Unfolding across 6 floors, the hotel covers four categories, divided into a total of 31 rooms. Each one bears an evocative name which reflects the personality of the room: **La Parisienne** (Classic), **La Séduisante** (Superior), **La Ravissante** (Executive), and **La Mondaine** (Exclusive).



Next to the spiral staircase we find the historic elevator, restored, echoing the origins of the premises. On the first floor, much like the top floor - actually the mezzanine - the rooms offer a sense of tranquillity, reminiscent of a cocoon. **The low ceilings, combined with the extraordinary floor level windows, offer a truly atypical experience.** On the walls, material with Piero Fornasetti's vaporous patterns replaces the paint. The tones are sombre, elegant, mixing grey and white in celestial sketches. On the 6th and last floor, **the unobstructed view of Paris, the Seine and the rooftops adds charm to the place.**

The visit continues on the 2nd and 3rd floors, the "piani nobili". Here, in contrast, the rooms have **the distinctive feature of having very high ceilings**. In order to underline this historic aspect, Denis Doistau has designed much more prestigious decor. The atmosphere here is more precious, heightened by the white walls and careful mouldings: the rugs, arranged around the bed, enhance the parquet flooring.



On the 4th and 5th floors, the rooms are adorned with pearl grey walls, awoken with noble colours such as the plum of the velour bedspread, the deep blue of the carpets or the gold of the satin curtains.

The photos of Eugène Atget are the common denominator across all the floors. The artist, known for his artistic and picturesque documentary photography of Paris, is displayed in each of the 31 rooms and invites guests to enter the "secret" quarter of the elite during the XIXth century.

Surprisingly, the walls of the black and white bathrooms, with their ultra-graphic look, are clad in Art Deco designs. Timeless, spacious, stunning, they know how to get noticed.

ABOUT

THE MAURICE HURAND HOTELS GROUP

- In the starred Maurice Hurand hotels family, choose... Buci's boudoir, the literary language of Madison or the pop design of the Artus in Saint Germain, the classical distinction of Bourgogne private mansion in the 7th arrondissement or the panoramic view from the Terrass hotel in Montmartre.
- Left bank, right bank, from 24 to 92 rooms, the same excellence welcomes you to the discreet comfort of the five exceptional addresses to enjoy a unique experience entwined with elegance and conviviality.

DENIS DOISTAU, interior designer



Born in 1953, a graduate of the Camondo school, Denis Doistau started his career as manager of the design creation office at Atéma in Paris. In 1983, he created his own furniture design and interior design agency. He works mainly in the renovation of high-class hotels.

Among his references: Terrass Hôtel, Hôtel Madison, Hôtel Regents Garden, Hôtel Jardin de Cluny, Hôtel du Vieux Saule, Hôtel Relais Médicis, Central Hôtel, etc.

In September 2012, he was awarded the Paris Shop & Design prize in the hotels category for the complete refurbishment of Hôtel Madison.

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1 night from €180
Buffet breakfast > €18

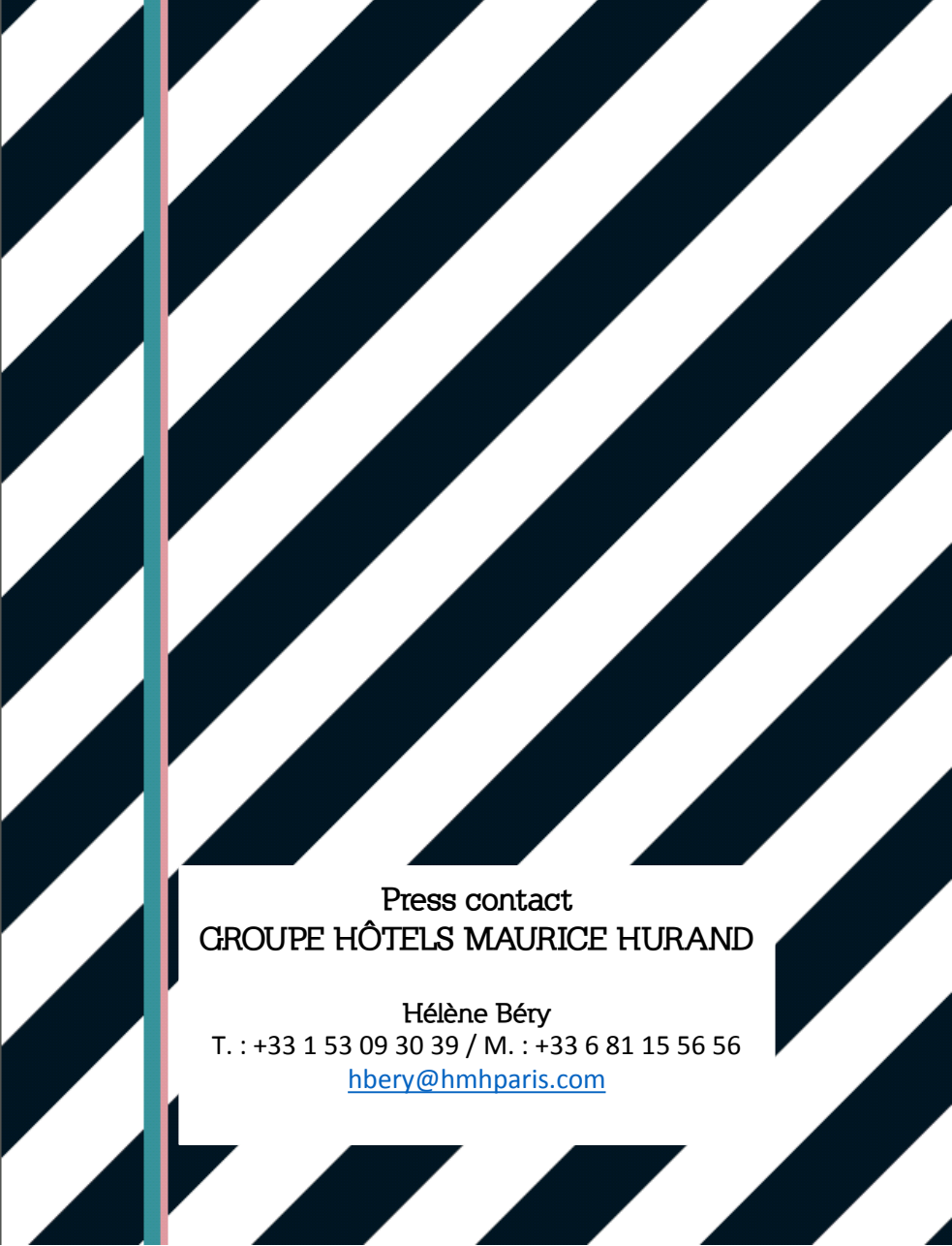
The hotel has a private bar and a lounge which can be booked for up to 20 people, fully equipped (Wi-Fi, video projector, screen, etc.)

Wellbeing area with sauna, free access for all hotel guests

Business corner

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