

SO/ PARIS

A NEW
ADDRESS



© Jeremie Leon

TO KNOW
IN PARIS

From the banks of the Seine river, that seem to touch the sky, this new Parisian flagship, is a hub of art, fashion and The French spirit

A TRÈS PARISIAN HISTORY

At 17, boulevard Morland in Paris, anchored to the Seine river, a monumental building has stood since the mid-1960s. Located on the former île Louviers (Louviers Island), this former wood storage area for river trade in the time of the kings remains an emblem of modernism that seems to kiss the sky above Paris. The renovation by architects Albert Laprade, Pierre-Victoire Fournier and René Fontaine boasts 16 floors perched 50 meters high. Its exterior is made of stone and concrete, its look is minimalist, and its lines are clean and smooth. For nearly 50 years, the H-shaped building housed Paris' administrative and urban planning association the Cité administrative de Paris and the Direction de l'Urbanisme, an essential rite of passage for any Parisian architect.

A NEW IDENTITY

Since 2016, the Paris of tomorrow has been taking shape here. Winner of the Réinventer Paris (Reinventing Paris) urban design competition, the Morland Mixité Capitale project, recently renamed La Félicité, has been busy transforming the former municipal building into the new heart of Paris. Behind this metamorphosis is the talented David Chipperfield, the British architect responsible for many international projects - from the Jumex Museum in Mexico City to the Valentino boutique in New York to the America's Cup building in Valencia. In collaboration with CALQ Architecture for Emerige, he has created a bridge building set on concrete arches. This reinterpretation of the beautiful city of Paris opens onto a modern cloister and an airy garden designed by landscape architect Michel Desvigne.

Paris' good vibes now have a home here. The Terroirs d'Avenir fresh produce market offers Mother Nature's most bountiful gifts. L'Atlas, an art gallery, showcases the emerging talents of contemporary photography. On some floors, a vertical farm is home to flourishing urban agriculture... And there is even a hotel.

THE NEW PARISIAN FLAGSHIP

The SO/Paris collection has come to Paris for the first time ever. The new flagship of the Ennismore group's hotel collection, SO/Paris has a front row seat to the Seine. More than just a hotel, the new location is a journey along the water and a hub of creation, where fine art and fashion collide on every floor. The unique space includes: 162 rooms and suites, Bonnie (the hotel's restaurant, bar and club by Paris Society), the Maison CODAGE Spa, a fitness room and absolutely breathtaking views of the capital.

"This is SO/Paris, the new standard for an absolutely Parisian art of living, the creative and lifestyle signature of the hotel industry of tomorrow. - Stéfan Viard, Director of the SO/Paris hotel.



© Gaëlle Le Boulicaut

GOOD VIBES ONLY

The Seine river, the ripples in its waters, and the origins of Paris have inspired architecture, interior architecture and design agency RDAI. Founded by Rena Dumas in 1972, and known for its many international collaborations with Hermès, its high-end residential projects in Asia and the United States, and the restaurant and bar at Les Bains in Paris, the agency is now led by architects Denis Montel and Julia Capp who have staged a timelessly stylish décor, where materials, savoir-faire and technology come together in harmony.

"We drew our inspiration from the archives of Paris, the geography of the Île Louviers and the roots of the city to design this universal and timeless symbol, this drop of water that ripples out into infinite circles. At the SO/Paris hotel, concentric circles, ricochets, vibrations and good vibes emanate through all the decor. - Denis Montel.

Parading on either side of a brightly lit lobby, the cylinders of the large tulip columns indicate the extent of the exceptional flood of 1910, symbolizing a Paris submerged under water, but never sunk.



© Gaëlle Le Boulicaut



© Gaëlle Le Boulicaut

"Delicately and with the smallest details, Parisian history makes its way into the space, dressing the marble floor with a traditional peacock's tail paving. A marbled vein runs through the furniture. The walls of amber mirrors, revisit the geometry of Haussmannian facades with modern elegance and are covered with lunar topography." - Denis Montel.





© Gaëlle Le Boulicaut



© Gaëlle Le Boulicaut

THE FINE ARTS

The hotel is bursting with life and light thanks to Neil Beloufa's contemporary work, *Le Phare de Paris*, a beautiful, luminous embodiment of the fragments of our daily lives.

Curated by the Emerige group, the artistic selection invites visitors to discover the works just like they would in a museum. With a quick QR Code scan, each work of art reveals its own fascinating history in addition to information about the artist and the vision for the particular piece.

122 works of art are scattered throughout the hotel. From special commissions by Neil Beloufa and Olafur Eliasson to works from flagship collections by Thomas Fougierol, Elsa Sahal and Alice Guittard, SO/Paris offers an exquisite immersion into contemporary and experiential art.



© Gaëlle Le Boulicaut

SO/PARIS AND FASHION

From the beginning, Ennismore has been rooted in fashion. Avant-garde and elegant, the SO/ hotel collection has embodied an innovative style, design and approach to luxury since 2011.

This fashion-forward spirit is infused in each of the group's destinations, through collaborations with local and international fashion designers. After Christian Lacroix, Karl Lagerfeld and Viktor & Rolf, the first SO/Paris hotel will feature French designer Guillaume Henry.

FASHION, FASHION, FASHION

Ennismore has developed an exclusive partnership with the world's leading local and international fashion designers and brands for each of the group's hotels. Every address is its own unique fashion statement. Each partnership is designed around the creation of a clothing collection ranging from evening gowns to traditional slippers, from loungewear and pajamas to bathroom accessories and decorative items.

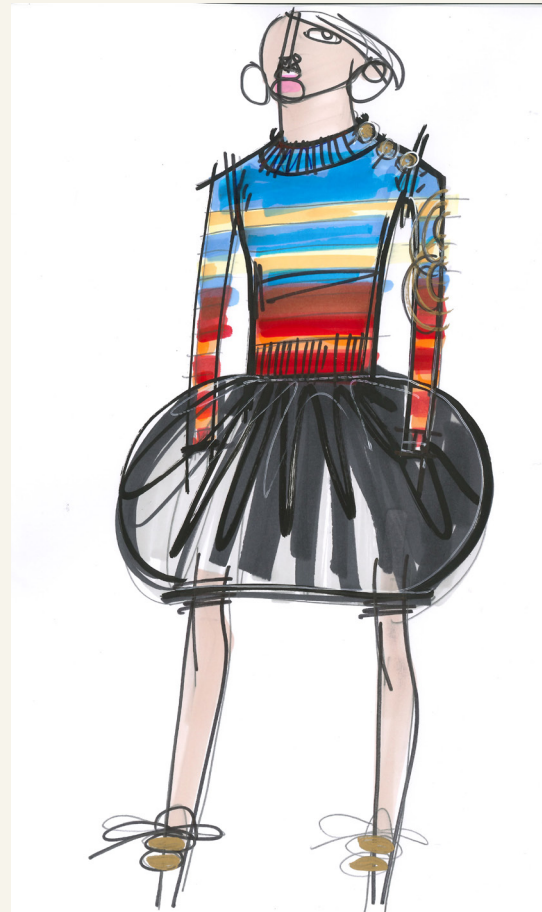
In addition to the collections, Ennismore's love of fashion is evident in the physical and digital boutique concepts within its hotels that offer a mix of apparel, beauty products, travel accessories and personal shopping and grooming services.

Each of the SO/ hotels is naturally open to major fashion events from hosting private dinners and soirées during Fashion Week to collection launches, talks, presentations and exhibitions. Plus, for each new season, campaigns focused on fashion and creativity infuse the hotels and exclusive editorial content is posted on SO/ hotels' social networks and at dedicated events.

GUILLAUME HENRY'S COUTURE SPIRIT

Acclaimed designer Guillaume Henry, Artistic Director of Patou, was inspired by the Paris Flagship and designed the wardrobe for the SO/Paris crew in collaboration with the Marcy Paris studio.

"This wardrobe was inspired by the Flagship, its relationship to the Seine, the sea and movement. The outfits radiate freshness and encapsulate a marine spirit with emblematic striped sweaters, coats, jackets, ponchos, buttoning details, right down to the sailor's beret pom-pom found among baggage handlers and receptionists. This is fashion with a team spirit, where the beautiful concentric SO/Paris logo is a sign of distinction." - Guillaume Henry.



© Guillaume Henry

Designed to be fitted and comfortable, the wardrobe features light knits, denim pants and jackets and beautiful, easy-to-wear materials. The collection is authentic from head-to-toe with French sneakers and vibrant, wearable colors that are symbols of the friendly, convivial spirit of the hotel.

The designer specifically designed the SO/Paris wardrobe to focus on function rather than hierarchical position within the hotel, his way of highlighting each personality, each character without any particular divide.

At night, at Bonnie's, the look oozes with sensuality from straightforward epaulets to satin and velvety materials that add an extra touch of elegance. Bow ties are worn both around the necks as well as on the heels of the servers. Shades of gray, black, pink and purple are ideal for the evening light.

© Guillaume Henry





ROOMS WITH VIEWS

The elevators and corridors lit just right with luminous rings lead the way to the 162 spacious rooms and suites of the hotel. Each floor features the same scene: A screen of light. A parade of Parisian wonders. Unlimited dreams.

Inside, guests can see paintings of the Seine and life along the river where the bridges and the roofs of Paris are depicted in perfect detail. Other art portrays more mythical, original, romantic views where the most beautiful monuments are displayed as stars from the Pantheon to Sacré Coeur, Bastille, the Eiffel Tower, Notre-Dame and panoramic views of the Paris skyline. These are atypical views from the Cavalry of France's National Guard to the shores of the Ile de la Cité...



© Gaëlle Le Boulicaut



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THE ART OF TRAVEL

The ambiance is joyful, inspired by the colors and the brick and terracotta shades of the roofs of Paris. The parquet floor in the suites envelope the entire surface of the rooms on certain floors and the graphic carpeting frames the bed, spreading comforting, relaxing colors everywhere. The custom-made sofas, Fritz Hansen armchairs and headboards follow the same chromatic dynamic. At nightfall, the curtains turn midnight blue and soft and amber tones are reflected everywhere in perfect harmony with the sunset outside. The lamps with their concentric circles and the cushions borrowed from Sonia Delaunay's work echo a bed of water.

Designed for well-being and created for the art of travel, each room offers visitors Nespresso machines and Aerobull speakers, and the Compagnie Française de l'Orient et de la Chine provides the most beautiful accessories. In a nod to designer Guillaume Henry's fashion, the room's candy boxes are adorned with sailor's beret-like lids and red ribbons.

COFFEE AT THE COUNTER BAR OR A CHIC DINNER IN THE ROOM

Guests can head to the counter bar of the SO/Paris adorned in marble ribbon for a complimentary coffee, best enjoyed on the cloister's promenade, in the shade of the gardens in bloom, on the retro yellow and blue armchairs designed by Pierre Paulin.

At SO/Paris, the room service menu has been designed by Bonnie, the restaurant created by Paris Society, perched on the hotel's 15th floor. Breakfast is served in the rooms from 7am to noon. The menu offers a choice of 3 prix-fixe options: La Parisienne, L'Américaine and La Tropicaine. And Bonnie's must-try delicacies like linguine with Langoustines, roast chicken, cheeseburger, lobster, duck foie gras can all be enjoyed right from bed



© Gaëlle Le Boulicaut

22 SUITES

The suites of SO/Paris span the 8th to the 14th floor.

The rooms epitomize Parisian style, with parquet flooring and a subtle view of Paris and generous surface areas everywhere (between 43 and 57 m²). The Studios offer peace and quiet with their courtyard and garden views. The Studio Panorama offers 3 large windows, with a bathtub and a view of the Seine, the Eiffel Tower and the most beautiful monuments in Paris. With a front row seat for a sunset, from the Ile de la Cité to La Défense, the Studio Balcony offers a new perspective on Paris. The Atelier Suites overlook the rooftops of Paris, reminiscent of the glass roofs of the artists' studios of Montmartre. The Atelier Seine is a panoramic corner suite with a view of the Seine. Everywhere, separate Japanese toilets add a much-appreciated touch of luxury.

Finally, the SO/Paris SO/Paris Panoramic Suite located on the 14th floor is a true gem, offering a large space (85m²), a king bed and two balconies with a view of the Seine, the Eiffel Tower and the monuments of Paris. A dining room allows is perfect for entertaining and a back door allows guests to enjoy an additional bedroom offering a total surface of 128m².



© Gaëlle Le Boulcaut

SALLES DE BAIN PARISIENNES



© Gaëlle Le Boulcaut

A nod to Paris' past, the bathrooms and dressing rooms adorned with openwork wood are a throwback to the history of the Île Louviers. A marine, amber and bronze mosaic complements the natural and terracotta color palette for a warm and inviting ambiance. The rooms have showers or bathtubs with a direct view of Paris. The hotel's symbolic infinite wave has inspired the layout of the mirrors. In all the rooms, guests will find beautiful eco-responsible bottles from Maison Codage and the hotel bans the use of plastic materials.

Bathrobes and slippers are everywhere. And in the suites, steamers, dumbbells and yoga mats transform the trip into a chic and relaxing escape.



© Gaëlle Le Boulicaut

PARIS IN PHOTOGRAM FORM

Master of the photogram technique, the photographer Thomas Fougierol exhibits his wanderings along the Seine in each room, from the Sully Morland district to the streets around Trocadero. These colorful works offer a topographic portrait of the capital with SO/Paris as the new epicenter.

THE ART OF MOBILITY

The RDAI agency has dreamed up rooms designed for modern life. Each room has been inspired by nomadism and mobility. On the long metal rods hang reading lights, light buttons, leather cases and bags that can hold a newspaper, tablet or smartphone.

In the 22 suites, a trolley counter, made of openwork wood and covered in leather, serves cocktail essentials, beautiful glassware and bottles. An unusual console table transforms into a breakfast or aperitif tray in bed. A mini-bar adds a selection of useful refreshments, including complimentary soft drinks. And the TV screen, equipped with Chromecast TV technology allows guests to connect to their favorite apps.



© Thomas Fougierol

BUSINESS & COCOONING

On the 7th floor of SO/Paris is a more than 200m² space dedicated to working divided into 4 lounges, a foyer and a media room. The flexible space is open to collaboration, co-working, and all types of reflection, all bathed in natural light.

RDAI has designed this space in a rainbow of colors, those used throughout the hotel, playing with permanent interactivity. Here, every thought and good idea can be written on the walls. The media room has a line of colored sofas and connected TV areas. A ceramic-embossed kitchen offers the essentials to stimulate creativity.



© Gaëlle Le Boulicaut



© Gaëlle Le Boulicaut

BONNIE : LE RESTAURANT

Elle est belle et son prénom, c'est Bonnie (She is beautiful and her name is Bonnie.) – ring the lyrics to the popular Serge Gainsbourg song Bonnie and Clyde that the French singer famously sang with Brigitte Bardot. The latest restaurant from the Paris Society hospitality group, Bonnie pays homage to the sounds of 1968, Bonnie and Clyde, Bardot and Gainsbourg. It has the look of a star, a similarly free and sultry vibe and a name that will never be forgotten.



© Romain Ricard

THE WORK OF OLAFUR ELIASSON

See you on the 15th floor of SO/Paris.

Danish-Icelandic atmospheric artist, renowned worldwide for his sensory and nature-inspired works, Olafur Eliasson and Sebastian Behmann via the Studio Other Spaces has wrapped Bonnie in a new creation, The Seeing City. The immersive work is deployed in the restaurant and club of SO/Paris, designed to capture the beauty of the ephemeral, a veritable kaleidoscope of mirrors where the Seine, the Ile de la Cité and the Ile de Saint-Louis, the rooftops and the sky of Paris are reflected at 360°.

A 60'S SPIRIT AND FREEDOM

Paris Society has entrusted architect Jordane Arrivet, founder of the architecture and design agency Notoire, with the task of sublimating Bonnie. The former artistic director of the Costes group, who now leads hotel and restaurant projects, was inspired by the building's origins and celebrates the chic and sexy vibes of the 1960s with complete freedom.

“Bonnie's decorations are the result of a common, free work, the fruit of David Chipperfield's feminine architecture, Olafur Eliasson's spatial and kaleidoscopic work, and Paris Society's elegant and festive spirit. The 1960s, when the building was built, inspired our story. It was a time of women's glory and emancipation, and an echo of Cardin's style, his immoderate love of curves, the charm of transparency and desire for the future. - Jordane Arrivet



© Romain Ricard

At Bonnie's, the décor is enveloped in the magical glow of Paris. The chrome sconces are from the Maison Charles archives. On the colorful printed carpet, the furniture, tables and benches, signed by the duo of designers Garnier and Linker, add soft and rounded forms.

With a few pearls of rhythm'n blues, soul and a mix of yéyé songs, Bonnie is très Parisian and very refined complete with a menu that conveys the elegance of French cuisine.

Always changing with the seasons, the menu features some French classics like Veal chop, foie gras and a croque-monsieur with truffles. Traditional Brasserie essentials are all there too from roast chicken to filet of sea bream. The Strawberry Pistachio tart and the Napoleon are the perfect pastries for dessert. Bonnie's roots also extend across the Atlantic from a 'Lobster Rolls' to Bonnie's Brookie. And don't skip the cheesecake, served Bonnie-style.

Bonnie: the restaurant serves breakfast, lunch and dinner daily indoors and on its outdoor terrace. Each space seats up to 110 people.

BONNIE : THE BAR & THE CLUB

Walk down the hallways, follow the spacey neon sculpture. Go up one floor. Here, a new world awaits. And so do memorable nights à la Bonnie.



© Romain Ricard

Bastille view: the Bonnie Bar

The bar's library of mirrors, black stone bar and a marbled counter reflect all the beauty around. On the floor, stripes alternate with a midnight blue carpet like the Seine at midnight. Long sofas and curly woolen armchairs meander gracefully and offer the most beautiful views of Paris.

With their heads in the clouds, against a backdrop of soul funk, groovy hits and a few Latina songs, guests come together to celebrate life with champagne, a glass of wine or a cocktail. Influenced by Paris and New York, the cocktail menu pays tribute to the recipes of the 60s and 70s with iconic spirits from French distilleries and forgotten treasures. Bourbon, Tequila and Eaux de vie are brought up to date. The Bloody Bonnie, a bar specialty, brings to life the origins of the French cocktail and the sultry life of Bonnie Parker.

Seine view : the Bonnie Club

Facing the Seine, Club Bonnie is wrapped in soft leather, clay-colored sofas, bubble lamps, chrome tables and a backlit glass bar. Inspired by the swaying atmosphere of the "Body & Soul" parties, the disco-house and soul selection puts guests in the mood to groove in style. The best champagnes and house cocktails are served here. A candy pink smoking room makes for the ideal Instagram break and the bathrooms offer a masterful view of the capital.

Fashion shows and parties

Bonnie's bar and club can be privatized for the most memorable evenings complete with an outdoor terrace and Olafur Eliasson's mirror work. It is the ideal catwalk for fashion week or a perfect setting for cocktails and champagne.

Bonnie : the bar is open everyday from 11am to midnight and the club from 10:30pm to 2pm from wednesday to saturday





CODAGE PARIS

CODAGE PARIS is a French cosmetics house created in 2010 by Julien and Amandine Azencott, a brother and sister duo who grew up in a family of doctors, pharmacists and dermatologists.

Convinced that everyone's skin is unique and deserves special treatment, they have created tailor-made formulas through a vision of contemporary apothecary based on listening, advice and service. Inspired by the Periodic Table of the Elements, the CODAGE PARIS cocktails of active ingredients act in synergy to provide the skin with all the nutrients essential to its functioning.



© Gaëlle Le Boulicaut

LE MAISON CODAGE SPA AT SO/PARIS



© Gaëlle Le Boulicaut

With a nod to the history of the Île Louviers, the décor by RDAI adorns the reception area and the two treatment rooms (which can be turned into a duo room) with layers of wood that let the light in. The atmosphere is soothing. The shapes undulate. The colors inspire softness. Molded in its mosaic, the Turkish hammam has a central massage table.

The treatment rooms are an ode to women. The sculpture by Elsa Sahal, a work from the series Pole Dance, pays tribute to the dancer Isadora Duncan, the panels in marble marquetry polychrome created by the artist Alice Guittard represent the female

Couture treatments

Maison Codage SO/Paris offers exceptional face and body treatments. From the Haute Couture Experience to the Travel-Detox and Morning Booster treatments, Maison Codage awakens, rebalances and transforms the skin. A list of targeted treatments for the face (advanced peeling, pro-aging expert, radiance boost...), body (draining and slimming, relaxing, exfoliating...) and complementary treatments (moisturizing boost, body scrub, back massage...) complete the beauty experience.

SWIMMING IN THE POOL

At SO/Paris, access to the 20-meter long, 5-meter wide pool allows for all types of swimming.

FITNESS

Each resident at the SO/Paris hotel has access to the Ô Zenhit sports and fitness club, a gym and weight training room equipped with Freemotion equipment for the first time in France. The 1700m2 space is dedicated to well-being and body maintenance complete with a hammam, a sauna and four studios for yoga, HIIT and indoor cycling. Fitness trainers are also available on request.



© Gaëlle Le Boulicaut



© Gaëlle Le Boulicaut



SO/ PARIS

About SO/ : About SO/: A new lifestyle brand from the Ennismore hotel group, in joint venture with Accor, SO/ combines art and fashion with the luxury hotel experience by inviting some of the biggest names from world of architecture, design and fashion – Christian Lacroix, Karl Lagerfeld, Viktor & Rolf, Guillaume Henry – to add their signature visual and creative worlds to the spaces. Now present in the world's most vibrant destinations – Bangkok, Singapore, Auckland, St. Petersburg, Berlin, Vienna, Havana, Sotogrande – SO/ has just inaugurated a flagship hotel in Paris.

About Ennismore : A leading player in the lifestyle hotel industry, the London-based Ennismore Group, founded in 2011 by Sharan Pasricha, brings together 14 hotel and co-working brands as well as Mama Shelter, Mondrian, The Hoxton, Delano, 25hours, Tribe and SLS as well as a collection of more than 150 restaurants and hotspot nightlife venues. As of October 4, 2021, Accor is a majority shareholder of Ennismore.

About Paris Society : Founded in 2008 by Laurent de Gourcuff, the Paris Society group is a key player in the hospitality industry in France. With an ambition to reinvent the art of entertaining, the group brings together exceptional venues in France and abroad, including Gigi, Le Piaf, Bambini, Perruche, Maison Russe, Girafe, Monsieur Bleu, Apicius and Villa M. All of their locations are driven by a sense of celebration, generosity and a healthy dose of audacity.

About La Félicité Paris I Sully-Morland (Paris 4) : La Félicité Paris I Sully-Morland will open in June 2022 and is located between the Marais and Bastille districts. It will be a new heart of the Parisian district, with a 44,000 sq. m. building offering a wide range of functions: offices, housing, shops, and local services, including a covered market, a nursery, a swimming pool, a 5-star hotel, a circular economy relay, a youth hostel and restaurants. La Félicité Paris I Sully-Morland, mainly owned by Nuveen Real Estate, redefines the codes of the city of tomorrow.

SO/

PARIS

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