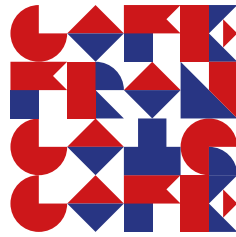


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March 2013: BEAUMARLY takes the Bastille with the opening of its **CAFÉ FRANÇAIS**

Latest creation and flagship of the BEAUMARLY group, the **CAFÉ FRANÇAIS** has put down roots in the Place de la Bastille where, in a part of town undergoing significant change, it embodies the contemporary brasserie. Backing onto the Marais and facing the Opéra, the **CAFÉ FRANÇAIS** dominates the scene, running from the Boulevard Henri IV to the Rue Saint Antoine and occupying virtually the entire block where, as of March 2013, it has become one Paris' largest establishments. From morning to evening, all facets of Parisian life are scripted into its amenity programme including a brasserie, a bar, a veranda and a terrace.

Trailblazers behind some of the hottest trends, venues and talents, **GILBERT** and **THIERRY COSTES** have pooled their know-how in order to blend the finest facets of classicism with the highly accentuated tones of modernity. They are in good company once again: Stationed in front of the kitchen range, chef **PASCAL LOGNON DUVAL** sets about creating the menu, drawing inspiration from the ideas of Gilbert and Thierry Costes under the benevolent eye of **JEAN-FRANÇOIS PIÈGE**. The menu will feature classic creations behind the success of the BEAUMARLY establishments, as well as French heritage dishes served at all times of day.

The Place de la Bastille is suffused with the historical sense of an invisible heritage and a highly contemporary republican symbolism. The very location of the **CAFÉ FRANÇAIS**, standing partly on the vestiges of the former prison, makes reference to history. In order to secure its existence on the square, the establishment had to be endowed with a powerful presence and visual identity. Artistic design was placed in the hands of **INDIA MAHDAVI** and the **M/M (PARIS)** studio, who have jointly imbued the **CAFÉ FRANÇAIS** with a graphic density articulated at different levels and permeating its different spaces, materials, furnishings and props. Primarily defined by its logo, it is deconstructed in order to pervade this radical and exclusive project.

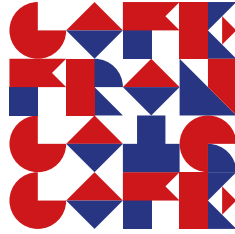
With its comforting symmetry of two rooms topped by the bright blue sky of an illuminating dome, the spaces are unified by a densely marbled and terrazzo inlay. The walls — their semi-circular arches and alcoves creating segmented spaces — are gilded with copper leaf and feature black marquina marble and brass finishing. A few handcrafted and antiqued mirrors reflect and accentuate the surroundings. Throughout, the radical geometry is toned down by the softness of the furniture and lush materials. France's three national colours blend in with a range of other tones and colours.

Following on from the two dining rooms, the veranda is the final step before the terrace and the view over the Genie. The glass roof reveals pieces of furniture decorated with burl inlays, wood and black rattan depicting a contemporary and graphic winter garden, with a discreet passage leading to the bar, also accessible through an entrance on the square. In contrast with the brasserie's sparkling city vibe, the bar is glamorous and muted, ideal for an evening drink after the opera or theatre. Skilled and seasoned bartenders serve up iced Champaign and cocktails. The brass counter creates a mellow and intimate atmosphere.

Finally, the sheltered and lushly planted terrace offers a haven of peace in the city centre, with a sunny view over the whole square and its genie.

CAFÉ FRANÇAIS, the much-awaited brasserie, looks forward to your visit.

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BEAUMARLY

Run by Gilbert and Thierry Costes, the Beaumarly establishments punctuate the capital with specialized and emblematic venues, spanning the city from Saint Germain to the Bastille and from Place de l'Étoile to the Opéra. Bold and discerning, their locations are imbued with a unique identity. This identity draws on the urban, artistic and cultural dimension of the chosen areas, as well as on their vision of a creative and original Paris. A few unmissable stops:

Brasserie Thoumieux, Café Beaubourg, Café Marly, Café Ruc, Caffé Burlot, Chez Julien, Corso, Café Germain, Georges, Hôtel Amour, Hôtel Thoumieux, Minimes, Restaurant Amour.

PASCAL LOGNON DUVAL

After mastering his craft in prestigious establishments such as the Bristol, Taillevent and Le Grand Véfour, this Quercy-born 41-year old lets his creativity shine through his elegant, refined and contemporary gourmet cooking. He has made an instrumental contribution to the strong identity of the **CAFÉ FRANÇAIS**, with dishes such as vol-au-vent, ravioles aux foies gras and Colbert whitening, expanding on the range of BEAUMARLY classics. A selection of the finest products, perfect cooking and beautifully prepared dishes that simply say: beautiful, perfect and delicious!

INDIA MAHDAVI

A trained architect and designer, India Mahdavi set up her IMH studio in Paris in 1999 and has since opened two show rooms in Rue Las Cases, where she exhibits exclusive accessory and furniture collections. Ranging from decoration and interior design to stage design and architecture, her projects tell a story, revealing a place's singularity. She was commissioned by Thierry Costes to design the Café Germain, the Germain Paradisio, the Jean-François Piège restaurant and the Hôtel Thoumieux in Paris. Revisiting the codes of luxury, she has worked on the Coburg Bar, the Hélène Darroze restaurant at the Connaught and on rooms at Claridges for the Mayborne Group, as well as on the Monte Carlo Beach Hotel for SBM.

Under Oetker's guidance, she is currently working with architect Joseph Dirand at the Apogée hotel in Courchevel. She also designs collections for prestigious fashion houses like Guerlain and Bernardaud, as well as stage sets for the Gagosian and Patrick Seguin galleries.

In November 2011 she published the first issue of "Home", a style guide in which she shares her key principles and little tricks for embellishing the home.

M/M (PARIS)

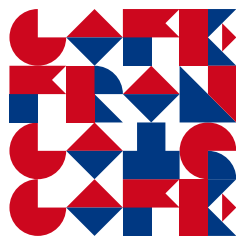
Mathias Augustyniak and Michaël Amzalag founded M/M (PARIS) in 1992. Artists, graphic designers and decorators, they perceive their craft as a strategy, placing it at the crossroads of art, music, fashion and design. They have been working with Thierry Costes since 2001, designing the Etienne Marcel café together with artists Pierre Huyghe and Philippe Parenno. Their work is showcased in collections at the Centre Pompidou/Musée National d'Art Moderne, Paris; the Design Museum, London; the Museum of Contemporary Art, Miami; MMK, Museum für Moderne Kunst, Frankfurt; Museum für Gestaltung, Zurich; Musée d'Art Moderne de la Ville de Paris, Paris; Stedelijk Museum, Amsterdam, and the Tate Modern, London. In January 2012, Mathias Augustyniak and Michaël Amzalag were made Chevaliers des Arts et des Lettres by the French Ministry of Culture. A 528-page monograph entitled "M/M (Paris)", celebrating their 20-year career, was published by Éditions de la Martinière in October 2012.

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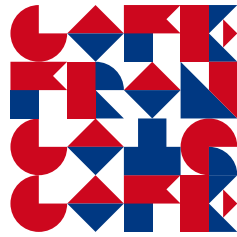


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