
INTRODUCTION

As part of the major urban development project of the *Place du Casino*, orchestrated by *Monte-Carlo Société des Bains de Mer*, the *Hôtel de Paris* is being restored and the *Sporting d'Hiver* will be replaced, in 2018, with three buildings, combining shops, upscale residences, offices and spaces for recreation and culture.

The realization of this project, in the heart of Monte Carlo, aims, among other things, to upgrade the site currently occupied by the *Sporting d'Hiver*, so that this exceptional site may retrieve its historic role in the economic, social and cultural development of the city.

For this purpose, *Monte-Carlo Société des Bains de Mer* wished to temporarily relocate the luxury boutiques therein to within the *Jardins des Boulingrins* for the duration of the construction period, which began in June 2013. This project integrates a respect for the environment and ensures the sustainability of the heritage flora of the area.

Thus the architect, Richard Martinet, has designed five pavilions of ephemeral architecture, capable of accommodating twenty boutiques - an ensemble located between the *avenue de la Costa* and the *place du Casino*.

The five pavilions of different sizes, ranging from 220 to 600 square metres each, reaching a maximum of 10 metres in height, will house, within the total surface of 2700m², the boutiques during the 4 years of construction. The structure of these round forms, cloaked in a faceted shell of white aluminium panels, consists of demountable cells.

At the time of construction of these modules, some of the existing trees in the *Jardins des Boulingrins* had to be moved. These subjects were transplanted and cared for in nurseries, before their definitive return to the garden.

These boutiques foreshadow the future ensemble which will renew the quarter into a place of animation and conviviality, exemplary in terms of green urbanism and sustainable development.

THE PAVILLONS *MONTE-CARLO OF MONACO*

THE ARCHITECTURAL AGENCY **AFFINE DESIGN**



Designed by architect Richard Martinet at the head of the agency AFFINE DESIGN, the five *Pavillons Monte-Carlo* house twenty-one luxury boutiques in the centre of Monaco. This construction is consecutive to major work in two historic buildings bordering the *place du Casino* where these prestigious brands were previously established: the *Hôtel de Paris* (1864), now restored and embellished by Richard Martinet, and the *Sporting d'Hiver* (1931), an art deco building which will house a luxury ensemble signed by British architect Richard Rogers.

At the request of the *Société des Bains de Mer*, master developer and owner of the *Jardins des Boulingrins*, Richard Martinet has designed these demountable modules on the principle of ephemeral architecture, working with the Monacan architect Chérif Jahlan, associated with project management.

Giant pebbles lain in leafy surrounds, the *Pavillons Monte-Carlo* host world-renowned labels and boutiques of fine jewellery. These shops will stay in place during the work carried out on the *Hôtel de Paris*, which will remain available to its privileged customers. The restoration of the famous *palace* will be conducted on an occupied site, a sensitive operation conducted by Richard Martinet, prime contractor for this project and interior designer.

Breaking with classical rationality and linear order, the curvaceous geometry of these pavilions is no stranger within the context of the site. At the heart of Monaco, the *Jardins des Boulingrins* lie alongside the gardens of *Petite Afrique*, where one can find rare species and high canopy trees that offer Monacans and the world verdant and sunny terraces.





This botanical universe is a contemporary art space in open air where, all year round, exhibits by various institutions, including the Guggenheim Foundation, may be found.

«This French garden instilled in me the desire to preserve the meandering trails, the paths and the two pools that underlie its harmony and spirit,” says Richard Martinet. “The idea of staying within the same vocabulary was indispensable for maintaining the paths, conserving the beautiful perspectives and making use of the location in order to respect this exceptional natural setting.»
The context has guided the form but not only.

The morphologies of the *Pavillons Monte-Carlo*, and consequently that of its spaces, respond to the intent of Richard Martinet to erase the architectural conflict that opposes the structure of a building to its interior and its standardized elements. The director of AFFINE DESIGN took the opportunity of utilising an ephemeral architecture to provide a blank page for boutiques to renew their spatial distribution in one single place.

If the ephemeral architecture is an opportunity for the prime contractor to provide a dose of oxygen in a constrained environment, it remains a delicate exercise to harmonise this territory with a contemporary insertion. The project is in the spirit of the times, such that its innovative concept has seduced the Principality and the *Société des Bains de Mer*, inspired to make Monaco a city of urban experimentation.

The vision of Richard Rogers has also nourished the conception of Richard Martinet. Drawing an imaginary line on the *place du Casino*, the British architect, currently at work on the location of the *Sporting d'Hiver*, affirms the mutation engaged on this legendary location. On the one hand persists the flamboyance of the architectural heritage of the Principality and on the other falls the urban face of the Monaco of tomorrow. A future already underway with the construction of the new *Yacht Club de Monaco*, directed by Norman Foster.

With their futuristic shapes, the five *Pavillons Monte-Carlo* engage in this princely determination to see Monaco achieve an affirmed architectural modernity.



THE RADIATION OF AFFINE DESIGN

The notoriety of AFFINE DESIGN is matched only by its skill. In the space of three decades, the agency has realised 450 hotel projects throughout the world and resurrected the spirit of fifteen international *palaces*. With The Peninsula Paris, AFFINE DESIGN proved, once again, its ability to awaken the treasures of an historic Parisian hotel, alongside artisans and art-houses, to imagine a contemporary scenic setting.

Each intervention of AFFINE DESIGN is a painstaking exercise in composition to re-establish the homogeneity of a building where the traces of the restored items converse simply, with neither opposition, nor ruptures, nor inappropriate stylistic addition. Encoded in the genes of the agency, this process has already honoured the memory of several prestigious hotel complexes which are joined, today, by two other distinguished institutions currently under construction – the *Hôtel de Crillon, place de la Concorde*, and the *Hôtel de Paris* in Monaco, for which AFFINE DESIGN is both the prime contractor and interior designer, two complementary disciplines that are inseparable in Richard's eyes.

The evolution of the French agency has followed the creation of hotel chains in the medium and high-end sectors on an international scale, supporting their strategy notably during two important stages in their development.

THE RECONQUEST OF **THE CENTRE VILLES**

In the 1980s, hotel chains such as Accor, Holiday Inn, or Pullman, situated in the outskirts of the cities, express the desire to gain a foothold in the heart of the protected sectors. The urban planning rules regarding local heritage require these hotel groups to rethink their standard concept to adapt to the new urban configurations. This area of expertise, not yet greatly explored at this time, mobilizes the energy of Richard Martinet who, first in line, revives the iconic hotels, not only in the historic heart of major European cities, but also in the Middle East and China where the new high-end chains are emerging, such as Meridian, Hyatt, Sheraton, Four Seasons ...

«I had set myself a rule to understand the operation and constraints of all the sectors of hospitality, which allowed me to discover, sometimes in the course of improbable tasks, the geopolitical situations and cultures of the countries in which we have built,» says Richard Martinet, who remains no less present in France, where he has signed several projects including the *Hôtel Mercure* on the threshold of the *Parc des Expositions* of the *Porte de Versailles* and the Sheraton at *Roissy Charles de Gaulle*.

THE RENAISSANCE OF THE PARISIAN PALACES

In the 1990s, European *palaces* are living their last hours of glory. Due to lack of investment sufficient to restore their souls and revive the images of their brands, Parisian *palaces* decay also, until the remarkable and exemplary restoration of the *George V*, near the *Champs Elysées*, opens the way.

Built in 1928, this legendary *palace* owes its survival to a powerful and intuitive man, the prince of Saudi Arabia who, in 1996, invested a fortune in the purchase of the *palace* and its repair. Interior designer Pierre-Yves Rochon was appointed to lead the work of decoration and architect Richard Martinet was chosen to head this unprecedented rescue operation, for which the *Direction du Patrimoine* of the Ministry of Culture got involved. «The *George V* was a real case study and a detonator for our agency,» says Richard Martinet, for whom the work on this prestigious site opened the book to others of similar historic scale.

Each time, his approach consists of carefully scrutinizing an edifice to identify its possibilities before any transformations take place. This work of historical exploration based on official documents, plans and supporting photographs is paralleled by a physical and technical investigation able to make the vestiges “talk”, slipping behind false ceilings to find the buried treasures of decorations or, by making chromatic analysis, tracing the original pigments.

These explorations are, in fact, no other than the preparation for the future of places whose destined to mutate towards new uses. «Our goal is not to restore old buildings, we are not conservation architects,» says Richard Martinet, “but we are working with pieces of heritage to do something else - it’s totally different.»

Amongst other things, that work is the creation of an atmosphere, nourished on intuitions, where the arrangement keeps within its equilibrium a staging and set design inspired by the spirit of the place. A universe, the scenery of which visitors will keep in mind like a palette of emotions.



The team of AFFINE DESIGN.

SPECIFICATION SHEET

The *Pavillons Monte-Carlo* represent 2700 square metres constructed.



THE CONSTRAINTS

The plot of the *Jardins des Boulingrins* is located on a seismic zone, it covers parking and its declination is 8%. This topology has necessitated the transfer of complex loads, tested on the first prototypes in collaboration with the research offices TESS and SETEC, and led to extend the winding paths to facilitate the passage of persons of reduced mobility and of strollers.



THE LEADING THREAD OF THE PROJECT **THE COURSE**

The project preserves footpaths around the five pavilions that draw the walkways in meandering paths.

The restoration of the *Hôtel de Paris* provides for an interior patio connected to the city by a set of covered walkways. It will facilitate pedestrian traffic to the *Jardins des Boulingrins*, passing through the central avenue of residences realised by Richard Rogers in place of the former *Sporting d'Hiver*.



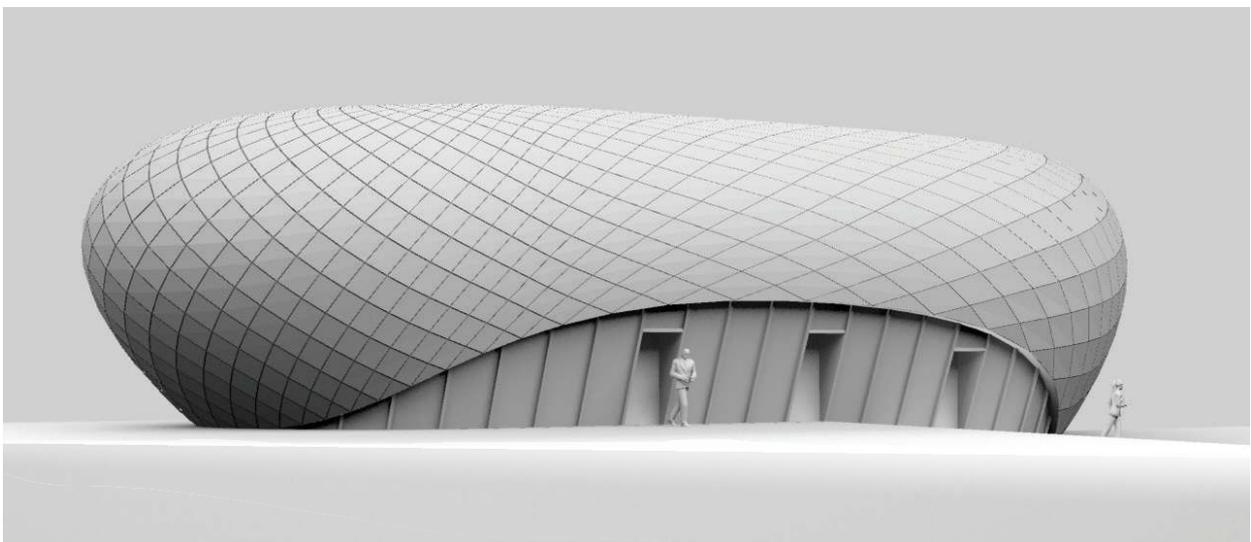
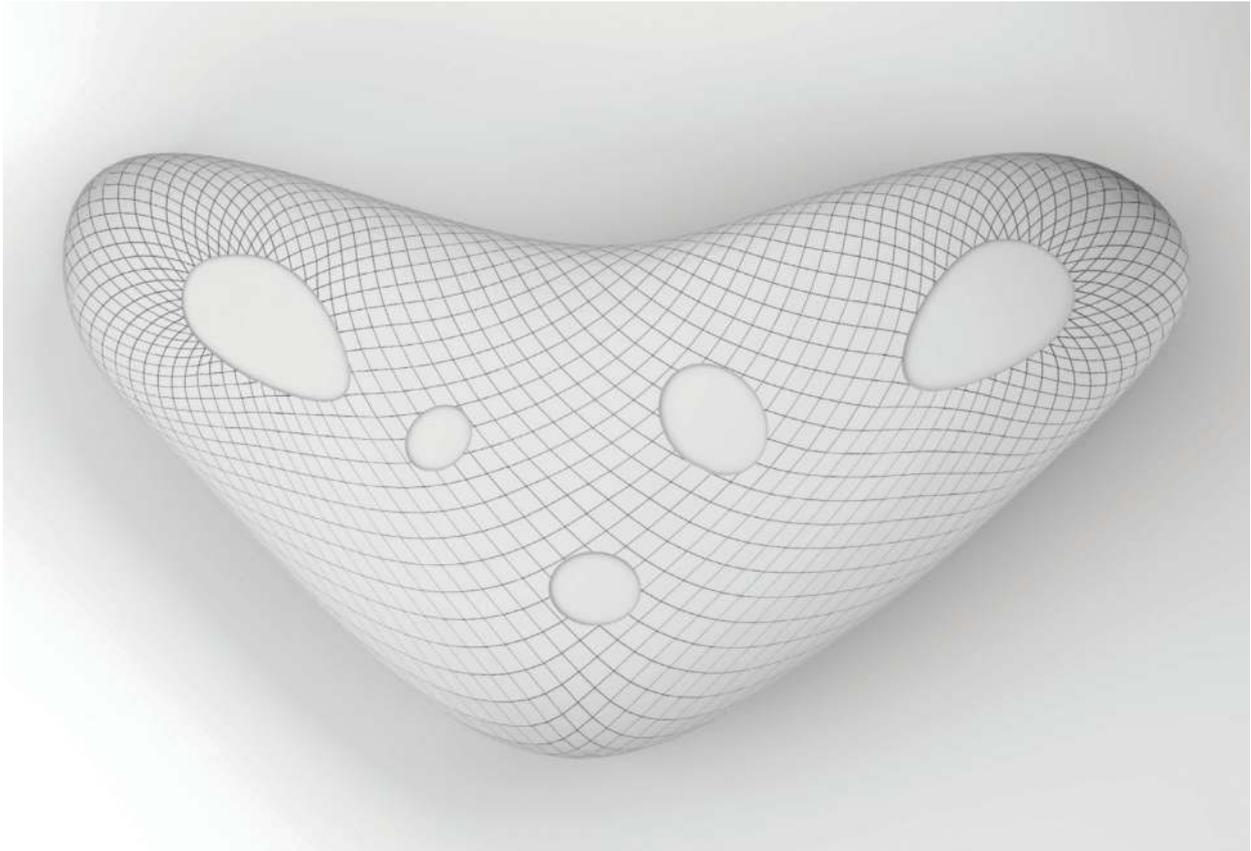
LANDSCAPE PARTITION

Specialist in Mediterranean gardens, notably in Monaco, Jean Mus oversaw the technical aspect of the landscaping project and the aisles of processed aggregate concrete. The majority of the trees planted in the garden were kept on the site. The subjects delocalised during the construction period have all been replanted (see press release *Monte-Carlo Société des Bains de Mer*).



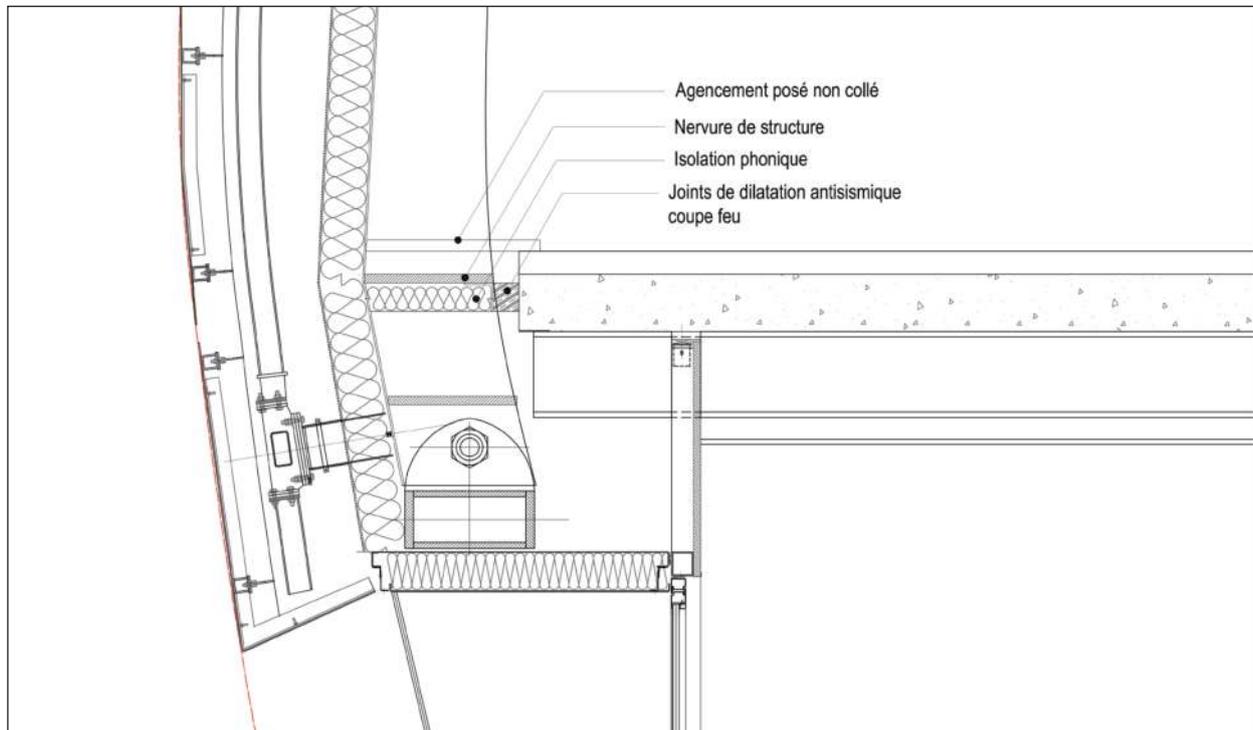
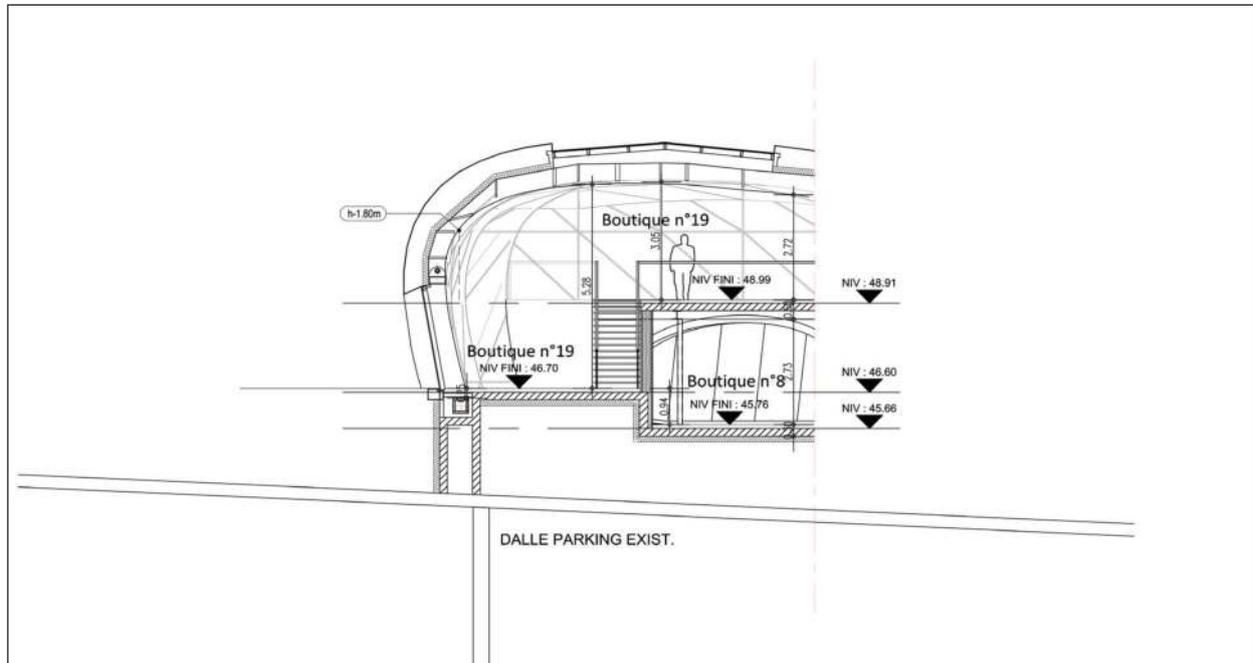
THE MORPHOLOGY OF THE PAVILLONS

From this walkway was born the primary morphology of the pavilions. The joint work of AFFINE DESIGN with the engineering offices TESS and SETEC determined precisely, by iterative approaches, the definitive form, the structure and design of the shell of each pavilion. The passage of natural light from the skylight of the roof to the aperture of the facades reveals the interior form and its relation to the geometry of the cladding.



THE CONSTRUCTIVE ELEMENTS

Each module contains two independent shells. One follows a structural sense, the other a formal logic. The first consists of the metal structure of triangles, a sort of origami visible from the inside - it is waterproof and thermally insulated. The second is a web of rigid scales, fixed to the first by means of a transition structure. The points of attachment of the scales are adjustable in three dimensions.



Profile sketch: Detail of slab nose.

FABRICATION

The technical development and quality control of the fastening systems and coverage were made in the Acieroid workshops in Barcelona.



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