

MAMA SHELTER
DESIGN PRESS KIT

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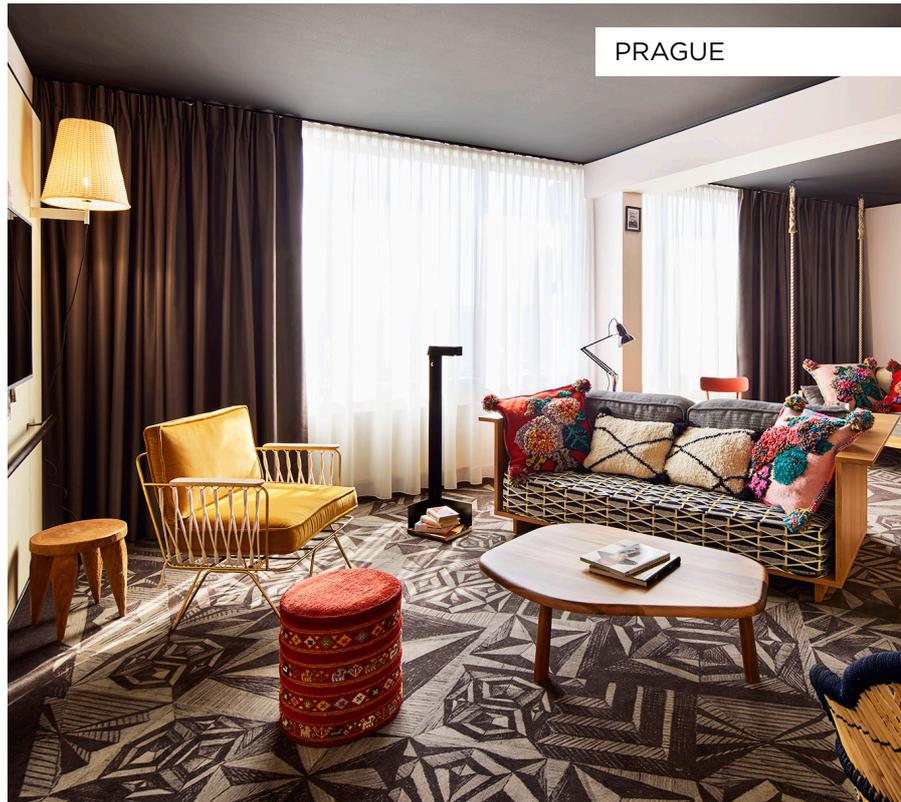
Introduction



Design is at the center of the Mama group. It is the very essence, the distinguishing feature and the visible manifestation of the Mama ideal. It's the primary tool used to communicate to visitors and guests Mama's fun, welcoming, friendly and cheeky personality when they step in Mama's universe. Every detail, down to the stitch, has been carefully chosen to make sure the message is relayed in the clearest and most uniform way.

This design kit gives insight on the different brilliant minds the group has collaborated with throughout the years and on how they each approached Mama's personality. From Philippe Starck to the Mama Design Studio, the evolution of design at Mama is clearly outlined.

This is to be an internal document. The histories and descriptions can be released to members of the press; however, the Q&A portions of the different categories are not to be shared, but rather used to feed the interview requests.





A History



Mama Shelter today has 13 hotels across 12 cities and 7 countries. Along the way, the group has had help from creative geniuses that have worked to bring the Mama vision to life.

The first architect Mama Shelter worked with was Philippe Starck. French native, École Camondo graduate and internationally renowned interior architect, he worked on the first four, in France: Mama Paris East (September 2008), Mama Marseille (April 2012), Mama Lyon (March 2013), Mama Bordeaux (October 2013). Starck worked hand-in-hand with the Trigano family to develop the Mama Shelter concept and brand.

After Starck came a number of remarkable architects: Thierry Gauguin, Dion & Arles and Jalil Amor.

Thierry Gauguin first joined the Mama Shelter group to work on the group's first North American establishment, Mama Los Angeles, which opened in July 2015, in the heart of Hollywood. He later gave life to Mama Toulouse, located right in his hometown. He has also been working on Mama Dubai, that is expected to open in 2021.

Maxime Dion & Florence Arles are a team of French interior designers that have collaborated with Mama on the ideation and creation of Mama London (September 2019) and Mama Paris West (December 2019).



PARIS WEST



LONDRES

Jalil Amor marked the beginning of a transition to an in-house design team. He had studied under Philippe Starck and continued the work that had to be done. He led a number of projects around the world, including Mama Rio de Janeiro, in his native country. He also worked on Belgrade (March 2018), Prague (June 2018) and Lille (August 2019). Benjamin El Doghaïli, close associate and pupil of Amor, took over the in-house team and currently leads the department.

The Mama Design Studio is one of Mama's most prized assets. A team of dedicated and passionate creatives pour their hearts in their work to produce unique Mama Shelters around the world. With each new hotel, they keep innovating, without ever compromising on the Mama identity that is so dear to the group.



Thierry Gaugain



Gaugain Design Company has been in the design industry since 2003. At that time its creator, Thierry Gaugain, was also a key collaborator to designer Philippe Starck. Since then, Gaugain Design was involved in luxurious and prestigious projects and thinks about design evolutions. Thierry Gaugain has not limited his capacity with a certain frame, thus he is now able to design an object from a spoon to a mega yacht.

In favor of his open-minded perspective, Gaugain Design has revolutionized its projects through time. Gaugain Design's idea is now beyond the concept of simply "designing". New projects are born by combining engineering, design and art, with a view over the future. The design is not anymore what it was at its industrial origin.

Within this new perspective, Thierry Gaugain has driven forward the use of "light" as a fundamental material of luxury. It brings an incredible new dimension to upcoming design's creations. If you look for an essential notion that connects all Gaugain's creations such as mega yachts, plane customizations and deluxe hotels. As a futuristic design company, Gaugain Design delivers innovative projects by adapting all the varying needs and pleasures of the clients, which is not an easy task.

Upper luxury and elegance are never obvious. The rapid development of technologies set a high bar for expectations. Therefore, for a designer, now it is a must to integrate these opportunities into projects for a long-term sustainability. There is no conflict between sustainability and high luxury design. It is just not visible, that's all. Concerning Gaugain's creations, the initial step is a long consideration process before stepping into a business. Think of Gaugain Design as a nest, where he tries to keep the right temperature.





Dion et Arles



The team first met in 2004 and opened their studio 2014. They have since worked on a number of projects, both personal and in collaboration with other designers, including Philippe Starck.

Florence Arles is a graduate from the LISAA Idea school of interior design. In the duo, she is the space layout specialist and spearheads projects by supervising the progress, from both a macro and micro viewpoint.

Maxime Dion attended the Paris Belleville University of Architecture before working for famous designers. He is the creative eye of the partnership. His incredibly evocative drawings bring to life his unique and singular concepts.



Beriloys



Benjamin Saillard, or Beniloys, is a French native from Chartres. Very early, he understood the power of an image to transcend frontiers and reach large audiences. He pursued studies in applied arts and, more specifically, graphism. By playing with imagery, paint, drawing and graphism, he created a career for himself, and has been a graphic artist and freelance artist for over ten years now.





1. What is the Mama Design Studio?

80% of the Mama Shelter projects are managed internally by the Mama Design Studio. The rest are allocated to outside designers. A Mama Shelter can take anywhere from 9 months to two years and a half to reach completion.

The Mama Design Studio draw the entire Mama Shelter: the interior, the rooms and the common areas. They carry out the work of both an interior architect and interior designer. What cannot be drawn and manufactured is purchased. For instance, chairs are very complex objects, that must be put through a number of tests. Because of this time-consuming production process, chairs will be acquired from suppliers.

The Studio starts working on a project as soon as the Project Management team receives a tender offer or a direct order. They intervene even before the tender offer is confirmed, as they must verify that a Mama Shelter can be built within the space proposed. The blueprints must show room for all the key Mama Shelter identifiers, such as large common areas, as well as room for innovative additions.

For example, Rome's property's surface area is so large, Roman baths are to be built on the lower ground. There is also room for two food outlets, one of which will be an osteria.

Their missions thus include suggestions for the F&B offer, that is then approved by the F&B team. The responsibilities of the Design Studio go well beyond interior decoration. The Studio constantly works to be agile enough to adapt to new imperatives and contexts.

2. Who is Benjamin El Doghaïli?

French native and originally from Toulouse, Benjamin El Doghaïli is an architect and interior designer.

He moved from his hometown to Paris to pursue interior design studies at Penninghen. Not fully pleased with this curriculum, he decided to transfer to the École Normale Supérieure d'Architecture de Versailles, pursuing an architecture cursus, before integrating École Normale Supérieure d'Architecture de Paris Malaquais, which is within the Beaux Arts of Paris.

After his graduation in 2013, he begins working for Vincent Darré, an important figure of the French design scene. El Doghaïli then wanted to work for Starck, who introduced El Doghaïli to Jalil Amor, who was his mentor in design. The rest is history!





3. Who is part of the MDS? What are their roles?

In addition to El Doghaïli, there are four other designers that work hand in hand with him, and act as project managers. If El Doghaïli is not available for an issue in a project, they have decision-making authority. Each are responsible for one or more project. They work on all the ideation/ conception and realization of all sketches, drawings and production of each item in a Mama Shelter. There is also a sixth team member that is responsible for FF&E (furniture, fixtures and equipment) and OS&E (operating supplies and equipment). This team member completes the vision for the project by sourcing all the missing elements.

4. What is the studio's process?

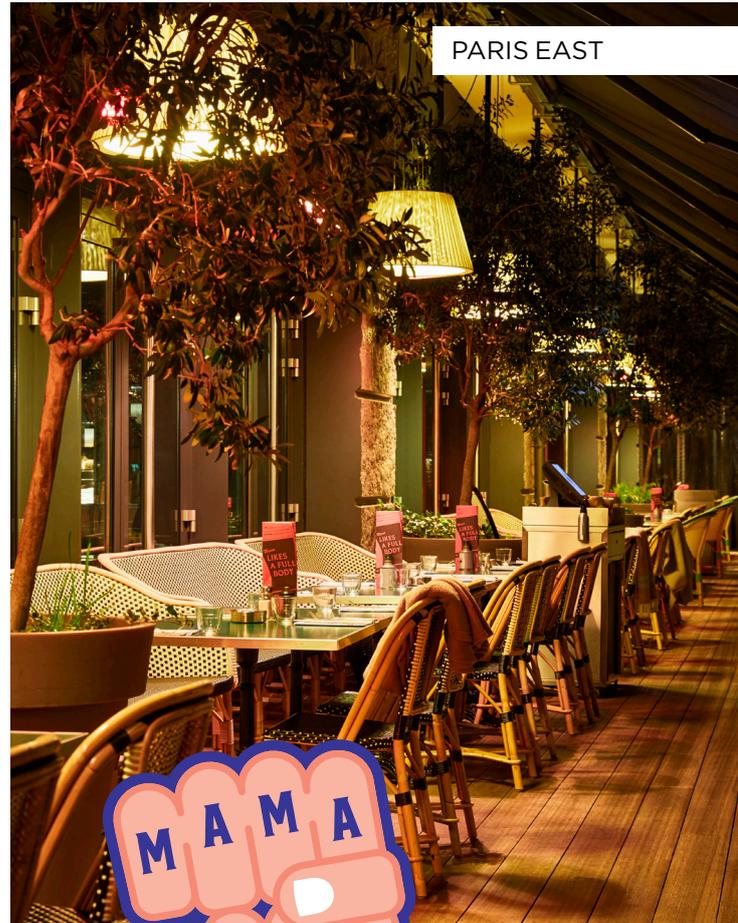
Le groupe s'engage dans un nouveau projet de l'une des deux façons suivantes : soit par un appel direct au groupe de la part d'un tiers intéressé, soit par une offre d'achat. Dans les deux cas, le studio procède d'abord à ce que l'on appelle communément un "zonage" - une analyse initiale du bâtiment proposé pour voir si toutes les caractéristiques importantes de Mama peuvent s'intégrer dans la structure. Il s'agit notamment d'un grand espace pour le restaurant, l'island bar et le hall d'entrée.

The group will engage in a new project in one of two ways: either a direct call to the group from an interested third party or through a tender offer. In both cases, the Studio first moves forward with what is commonly referred to as a "Zoning" - an initial analysis of the proposed building to see if all of the important features of Mama can fit into the structure. These include a large area for the restaurant, the island bar and the lobby.

If these are feasible, the team will start working on a Mock-Up Room, which includes the bathroom (MUR) and the mock-up corridor. These will be used to showcase different design elements and be honed as the project evolves.

Once the MUR have been approved, the team will move on to the communal areas of the hotels., which are the very essence of a Mama Shelter. These are the lobby, restaurant, bar etc... This is the longest phase of the development as everything must be drawn and chosen: from the what appears on the walls, called the fit-out, to the most incongruous detail, like a lamp that is to appear in a bookcase.

The designs are shared with local architects, that carry out a survey of the property. They make sure to notify the MDS should there be any unforeseen constraint as well as make



PARIS EAST



BORDEAUX