

LES BAINS

1885 1978 2015



THE SPIRIT, THE PLACE, THE ARTS AND THE TALENTS.

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THE SPIRIT OF
LES BAINS



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Introduction

« Attitude is a little thing that makes a big difference. »

Winston Churchill

Les Bains: its name alone conjures a world of vivid inspirations and offbeat experiences, avant-garde eccentricities and iconic pioneers. Marcel Proust submerged in a sulfur bath, Joy Division live album recordings, Warhol and Basquiat sweating Saturday night fever, Saint Laurent spinning after-show dinners, Guetta blossoming as an undiscovered resident DJ, de Niro fixing the entire world in the back office, an impromptu performance by Prince... To grasp the true spirit of Les Bains one must turn back time, embracing each era's moments, up until our own.

In 1978 two friends rented the venue, brought in the young Philippe Starck to help decorate, and Les Bains Douches was born. It became an institution, a concert hall, disco, restaurant, fashion temple, and a rallying point for artists such as Depeche Mode, Brian Ferry, Simple Minds, Keith Haring, Johnny Depp, Karl Lagerfeld, Catherine Deneuve, Sean Penn, and many others.

When breathing new life into a legend, one must listen to the ghosts of the past. Renovated with total respect for the spirit of its history, the new Les Bains presents many faces but one soul, unifying its residences, hotel, bar, club, restaurant, stage, and more. The man who directed its rebirth, Jean-Pierre Marois, puts it this way: "Our only aim was to build a nest for creative people where they are able to invent, develop, and present new trends in a fertile haven." Here, one eye is always looking to the future, while the other is acknowledging its rich past.

Ever-present as the presiding pride of the building's Haussmannian facade is a sculpture of the antique Bacchus. This cheeky, untamable god of pleasure, wine and dance, has been the privileged witness of one hundred and thirty years of vibrant history. As an everlasting symbol of indulgence and infinite freedom, it now serves as the omniscient emblem of Les Bains.

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Édouard Manet, Au Café Guerbois. 1869

GRANDS BAINS GUERBOIS

3, rue Bourg-l'Abbé. 3

Lorsque l'on a visité les Grands Bains Guerbois, et que l'on se reporte aux anciens établissements de ce genre qui existaient dans l'ancien Paris, l'on est émerveillé du luxe et du confort qu'on y rencontre.

Autrefois, il existait une corporation des *estuveurs* ou baigneurs, qui habitaient dans la rue des Vieilles-Etuves. Ces derniers avaient l'habitude de faire crier le matin de très bonne heure, quand leurs étuves étaient chaudes; mais cet usage fut supprimé à cause des Révolution, inconvéniens graves que cela présentait, car ils amenaient ainsi chez eux des hommes et des femmes de mauvaise vie, attardés dans les rues.

Il était défendu aux gens de ce métier de chauffer leurs étuves les dimanches, fêtes et jours de foires. La corporation des *estuveurs* fut ensuite réunie à celle des barbiers-perruquiers.

Quand on a vu l'aspect de la rue des Vieilles-Etuves, appelée aussi rue Geoffroy-des-Bains ou des Etuves, que Guillot de Paris signale au XII^e siècle :

« De la rue Geoffroi l'Angevin
En la rue des Estuves vin. »

l'on est fixé sur le luxe et le confort qui présidaient aux soins de la toilette intime de nos ancêtres.

Tout est changé aujourd'hui dans les mœurs et les choses.

La rue Bourg-l'Abbé, elle-même, dans laquelle nous nous trouvons, n'a conservé d'autrefois que le nom. Elle était à l'extrême limite du Paris de Philippe-Auguste, c'est-à-dire au centre de ce qu'on appelait « la Bourg-l'Abbé »; elle rasait l'ancienne enceinte.

De belles et grandes maisons s'élèvent là aujourd'hui; et, parmi elles, une construction toute récente portant le numéro 3, entièrement affectée aux services des Grands Bains Guerbois.

La maison fut construite en 1885 en vue de l'établissement actuel, par M. Guerbois, dont il porte le nom, c'est-à-dire que dès les fondations et, sur plans, on a prévu un aménagement grandiose et sans défauts.

Les Romains, pour qui les bains étaient le passe-temps favori, qui aimaient le luxe, le faste et les commodités matérielles, n'ont rien prévu de ce qui constitue nos établissements modernes.

La lumière électrique éclaire extérieurement et intérieurement l'établissement Guerbois. Toutes les salles sont chauffées à la

vapeur. Une machine de 25 chevaux alimente l'établissement d'une eau à température égale et à pression constante.

Il existe de grands bains de vapeur en étuve commune et une très vaste piscine, ainsi que des salons de sudation à 50° et 70° étuve (lumière électrique); des salles de frictions et de massage :



Grands bains Guerbois.

des salles d'hydrothérapie, avec les appareils les plus nouveaux, et des salons particuliers pour hommes et dames avec bains de vapeur russes, turcs, etc.

Enfin, on a très heureusement disposé des grandes salles de restaurant et de repos, où le public trouve, après son bain, des reconfortants de premier choix.

Malgré cette profusion de commodités et de luxe, un bain de vapeur en étuve commune ne coûte qu'un franc, linge compris, (peignoir ou cotte).

On trouve dans cet établissement toutes sortes de bains : barèges Vichy, Plombières, de pieds, siège, etc., ainsi que tous les produits généralement employés ou ordonnés.

Toutes les lignes d'omnibus conduisent aux Grands Bains Guerbois et s'arrêtent à deux pas, au carrefour Turbigo et

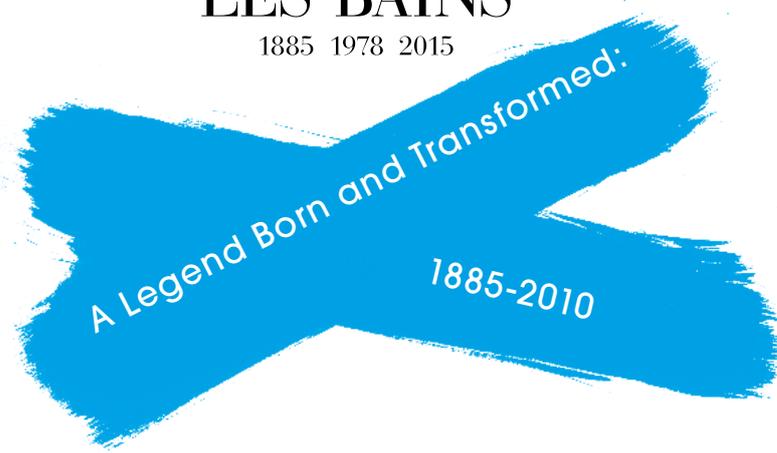


Rue du Bourg l'Abbé

42937

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« How can we forget things that happened? »

The building itself is an architectural masterpiece marked by a legacy both rich and diverse. First created in 1885, Les Bains Guerbois fast became the most renowned and prestigious private bathhouse in Paris. Prior to this, owner and founder François Auguste Guerbois had already established himself as a major player in Paris society with his infamous Café Guerbois, a veritable mecca for the capital's artists and intellectuals. With the opening of Les Bains Guerbois, François cemented his position as Paris' leading host – his bathhouse attracting writers and artists such as Zola and Manet, alongside Bohemians, philosophers and the glitterati of the Belle Époque.



THE CLUB

In 1978, the iconic landmark underwent a revolutionary transformation into a nightclub, restaurant and rock 'n' roll venue. More than just a venue, Les Bains Douches heralded in a new golden age as a cultural

phenomenon set in central Paris. Les Bains Douches manifested itself as the spiritual home for a global community of hedonists and thrill-seekers, drawn in by its unparalleled sense of decadence and freedom. The club played host to the *crème de la crème* of international celebrity, the likes of supermodels Kate Moss and Naomi Campbell rubbing shoulders with David Bowie, Jack Nicholson and Mick Jagger. Until its closure in 2010, Les Bains Douches reigned supreme as a temple of beauty and art, an urban paradise of feast and fashion, and the beating heart of Parisian nightlife.

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Photos: Foc Khan



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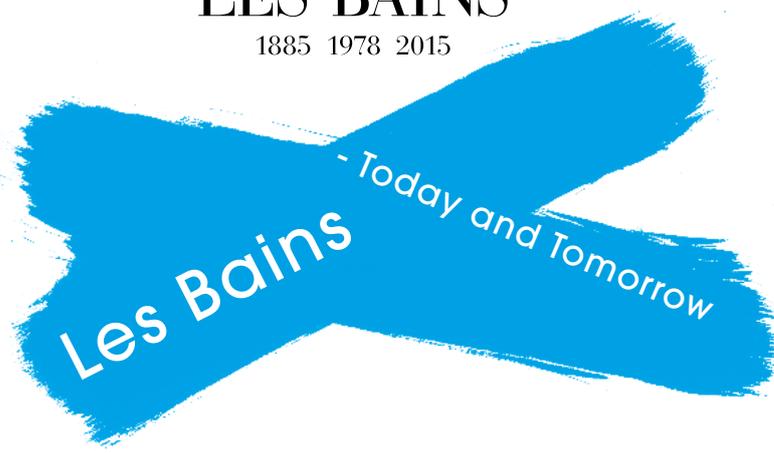
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THE PLACE



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Re-imagined yet faithful to its roots, today's Les Bains has risen thanks to the collaborative efforts of architects and designers Vincent Bastie, Tristan Auer and Denis Montel - RDAI shaped by Marois' overarching vision. The Haussmannian masterpiece's design is firmly stamped by the past heritage whilst capturing the zeitgeist of 21st century Paris. Now shining as a vibrant, connected, international clubhouse, the property includes a restaurant, bars, private lounge, legendary club and stage, as well as guest rooms, and suites.

Today Les Bains is both the same as ever, yet completely transformed, with rooms and suites to linger a little longer. More than a luxury hotel and more than an international hotspot Parisian club, Les Bains merges a cultural institution with a place to live, eat, sleep and create. It provides a new concept of living and a meeting point for trendsetters, influencers and creatives who feast on life's banquet. Hybrid-chic, transcultural, and historical in nature, the welcoming venue is a place of social immersion – a cult club, a legendary bar, a gastronomical destination, and so much more.

Renovation & Architecture

When the 7 rue du Bourg l'Abbé building, with its spectacular double-sided entrance and bronze figurines, debuted in 1885, it was the first spa in Paris. The evolution of Les Bains has been guided by looking to the future, while maintaining a meaningful connection to its rich past through careful preservation. Striking the balance between old and new was of particular importance when reimagining the iconic nightclub, as Marois notes, "Everybody will be delighted to find the legendary black-and-white dance floor created by Philippe Starck."

Les Bains is located within an architectural Haussmannian masterpiece created by Eugène Ewald, which meant that careful consideration was required when appointing an architect to create the spaces that define the new Les Bains. Enter Vincent Bastie, the award-winning architect who has designed some 80 hotels in Paris. Bastie used his wealth of professional knowledge and deep respect of the building's cultural heritage to rethink the space in a provocative and innovative manner. The result is a radical reconfiguring of the building's structure, amplifying both natural light and overall capacity, while conserving the untouched façade. The interiors of Les Bains' 39 guestrooms and suites were entrusted to designer Tristan Auer (recently named "one of ten best contemporary interior designers, stars of tomorrow" by US Architectural Digest). Denis Montel, RDAI known for his chic designs for Hermès boutiques worldwide, is responsible for the aesthetics of the enigmatic ground floor restaurant.

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The Rooms and Suites

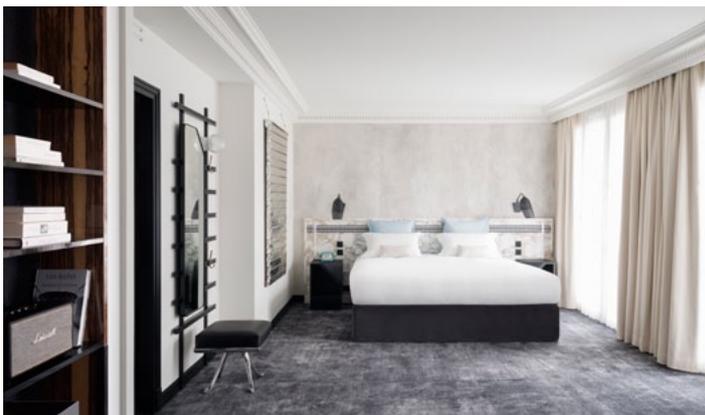


Less in the spirit of a traditional hotel, and more akin to a residence, Les Bains' 39 spacious rooms and suites are each stamped with their own unique personality. Custom-crafted furniture sits amongst white marble, precious woods, *Gainsbourienne* carpets and replica sofas from Andy Warhol's Factory. Rock 'n' roll whimsy permeates the rooms: from Joy Division album covers, playfully sexy 'do not disturb' signs, to beauty boxes of little luxuries, the whole is a package that transcends style. Each of the five junior and two suites come equipped with private hammams.

Ranging from 23-50 sqm, six room categories (Classic, Superior, Deluxe, Executive, Junior Suite and Suite), boast queen and king size beds, balconies on request (based on

availability), in-room climate control, and state-of-the art tech accoutrements. A sleek and sophisticated color palette of grey, white and black unites the rooms, while the hotel's artistic essence is reflected by a constantly rotating curation of art. The result of various residencies, these works will be displayed throughout the hotel, and are available for purchase.

The signature 'rockstar' Les Bains Suite is available for those genuinely accredited, or looking for a taste of the lifestyle. At 75 sqm this suite leaves nothing to be desired. A steam bath, hammam, bathtub, and an oversized king size bed satisfies any superstar fantasies. Taken together, each of the one-of-kind spaces is an extension of the legendary location.



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La Salle à Manger

Although *La Salle à Manger* is now characterized by neo-brasserie chic, the space has retained some of Les Bains Douches' charm, most notably in the form of Philippe Starck's original 1978 black-and-white-checked dancefloor. This pixelated *objet d'art* has been fully restored, nearly two million tiles have been intricately hand-laid. Stalactite pillars borrow inspiration from natural shapes formed by water, with bulbous, droplet-like shapes hanging below the undulating red ceiling domes and rotundas. The red lacquered verticals columns are complemented by mahogany tables and the nineteenth century floral arabesque pattern of the entrance floor.

World flavors are revisited with French culinary technique, under the expert instruction of two-starred Master consultant chef Philippe Labbé, chef Michael Riss, and pastry chef Jeff Mouroux. The menu consists mainly of seasonal products which are sourced directly from producers, with the highest quality at the forefront of the kitchen's efforts. No detail is spared, and all dishes, garnishes and accompaniments are home-crafted: even the honey comes straight from the rooftop, where the bees buzz between the hives of Les Bains.

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Le Reservoir

A former water tank which was used to supply Les Bains Guerbois bath house, *Le Reservoir* has been converted into a bijoux private dining area. The 15-meter-high room has the capacity for 12 people and is a part of the building that has never been previously open to the public.

Le Club

The concert hall is set to transgress musical boundaries as its search for new trends in France and beyond promises private concerts and DJ sets. At 200 sqm, this 250-person capacity event space is bookable for parties of all types.

Le Salon Chinois

A cozy boudoir serving teas, pastries and speciality coffees as well as an honesty bar, *Le Salon Chinois* is reserved exclusively for guests residing at Les Bains. The salon has a unique atmosphere thanks to the pearlescent lights and stained glass windows, and the original nineteenth century *chinoiserie*'s restored colors radiate the age-old charm of Les Bains.

Le Salon Secret

With its own entrance served by a private lift, this delightful apartment is escapism at its most stylish. Complete with an adaptable layout, two boudoirs, two bedrooms (and adjoining bathrooms), and a kitchen/bar complete with a W La Cornue stove by Jean Michel Wilmotte, *Le Salon Secret* embodies the elegant spirit which pervades Les Bains.

La Penthouse Suite - Les Bains Suite

Perched on the top floor, the penthouse *Les Bains Suite* opens onto a large terrace, offering guests a picturesque view of Parisian roof tops. When joined with a second suite, each features a private hammam, a fully equipped American kitchen, and the option of a private chef. The floor can be rented in its entirety with stair access and secure elevators, allowing a generous 310 sqm space comprised of two adjoining suites, three private bedrooms and 60 sqm roof terrace.

Les Bains Guerbois

Les Bains Guerbois has been transformed into a 21st century spa which adjoins the club. Home to the legendary pool of *Les Bains Douches*, the exact replica includes a hammam as well as the famous frosted white and blue earthenware basin which echoes the history of the building. Whether regenerated by a swim against the current or rejuvenated by the massage jets, bubbles and warm rain, one is sure to find tranquillity in the unique atmosphere of inimitable Parisian charm.



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« The best about finishing an illustrious night at Les Bains
is to start a glorious day and still beeing there. »
Alexander Kellas, Director of Visual Identity





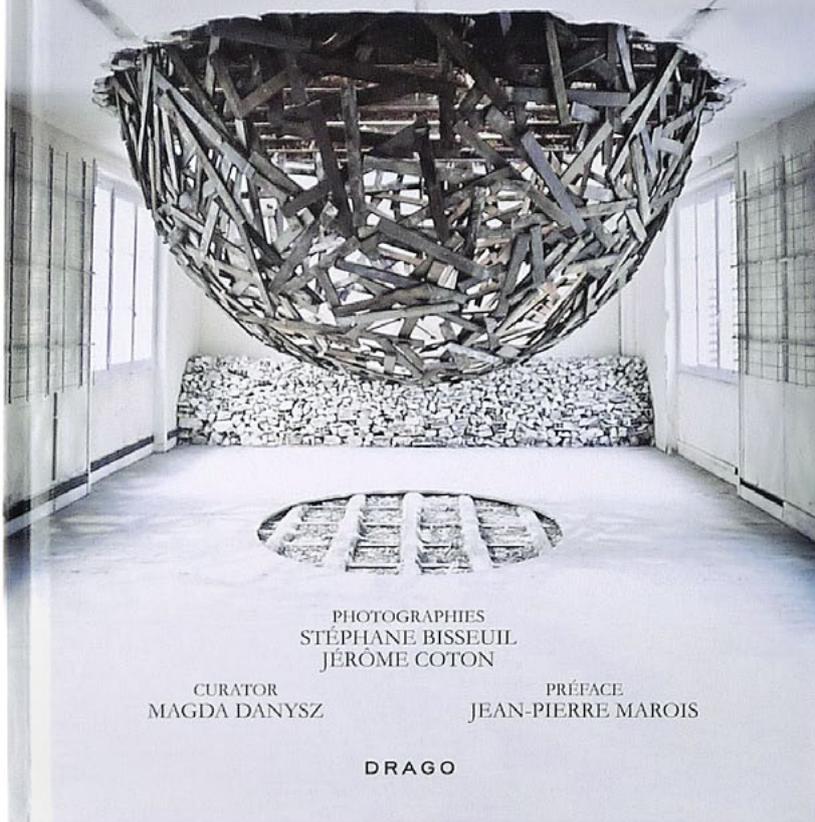
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THE ARTS

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RÉSIDENCE D'ARTISTES



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CURATOR
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PRÉFACE
JEAN-PIERRE MAROIS

DRAGO

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LA RÉSIDENCE D'ARTISTES

“Carte blanche to the artists before the phoenix rises again,”
Jean-Pierre Marois

With the aim of breathing new life into the Parisian institution, “*La Société des Bains*” was created in 2011, by Jean-Pierre Marois, whose family had owned the former bathhouse the previous five decades.

January 2013 saw Les Bains’ international return to the scene with ‘*La Résidence D’Artistes*’, an homage to the artistic DNA of the building. For three months prior to the building’s reinvention, the landmark was offered-up as a vast 3000 sqm canvas for an ephemeral residency where over 60 world-renowned street artists collaborated.



Initiated by Marois and curated by Parisian gallerist Magda Danysz, blank walls and empty rooms were reawakened by the creative visions of artists spanning four generations. The residency was host to street artists ranging from Portuguese painter VHILS to legendary octogenarian Jacques Villeglé, as well as multimedia artists Ash, Mr Brainwash and Sten Lex, to name but a few.

Following ‘*La Résidence D’Artistes*’, spring 2013 further ushered in the building’s re-birth and artistic metamorphosis. Amongst the dust of yesteryear and bright neon

industrial lights, a series of events and collaborations took place. Theatre, photo shoots, book signings and concerts have all been held under the storied ceilings, inspiring the new bold spirit of Les Bains.



Though fleeting, the many artistic projects bridge the past and future, leaving an indelible mark not only on Les Bains’ walls, but also its soul.



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THE TALENTS



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Originals

Jean-Pierre Marois - Instigator and *Original*

In 2011, in order to save and breathe new life into this old gem, "La Société des Bains" was born thanks to filmmaker Jean-Pierre Marois, whose family has owned the building since the late 1960s. "The building has a powerful aura, a mix of glamor and raw spirit," Marois explains of his motivation to revive this address. "Les Bains pays tribute to the heritage of a Parisian icon while projecting it into the future. It is a hotel unlike any other, and so much more."

Vincent Bastie - Architect

As an inspired urban architect, Vincent Bastie has been on the Parisian hotel scene for over 20 years, and has already lent his hand to over 80 hotel projects, many of which help to shape Paris' skyline today, including Hotel Marignan, Le Burgundy and Apostrophe Hotel. As well as proving his abilities in reinventing spaces with both taste and originality, each project has shown his eye for reinventing lifestyle. Vincent Bastie has greatly contributed to the renewal of the image of the International Paris Hotel, and his creations are now an inspiration to many worldwide.

Denis Montel, RDAI - Architect and Interior Designer

Denis Montel has made a name for himself in the field of architecture, landscaping, set design and interior architecture. His experiences have led him to erudition in the cross-disciplinary fields of architecture and urban design. Montel has worked on many inspiring projects including the opening of several Hermès shops worldwide. While preserving the historical influences of the building, Denis Montel's innovative ideas have proven to be invaluable in the spectacular project of the Les Bains restaurant.

Tristan Auer - Designer

Since Tristan Auer opened up his own agency in 2002, the interior designer has been involved in several prestigious hospitality projects including the charming Parisian Hotel Jules, as well as La Sivolière, Courchevel 1850 and the current renovation of The Hôtel de Crillon. Auer's selection of materials and his attention to detail and finishes has played an essential role in the design process of Les Bains.



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Colombe de La Taille - Communications Director

Communication strategist, artistic director and event producer, Colombe de La Taille is the founder of PR agency ADL Conseil. Versatile and multi-faceted with experience ranging from luxury to humanitarian to contemporary art, she oversees brands, institutions and NGOs in their design, staging, and production processes using new languages both real and virtual.

Jérôme Pauchant - Resident Curator

In 2014, after more than 15 years of experience in some of the most important galleries in Paris – including a 10 year stint as director of the Jérôme de Noirmont Gallery – Jérôme Pauchant opened his own gallery at 61 rue Notre-Dame-de-Nazareth in the 3rd arrondissement of Paris.

Philippe Labbé - Consultant Chef

Having accrued 3 Michelin stars in two establishments – the Shangri-La in Paris and the Alsatian restaurant L'Arnsbourg – the “chief consultant” virtuoso was involved in the design of the kitchens and restaurant as well as in the development of Les Bains' menu.

Michael Riss - Chef de Cuisine

Before turning thirty, Michael Riss has worked in some of the finest kitchens in Europe, including Le Meurice with Yannick Alléno, The Connaught in London with Hélène Darroze, and the Shangri-La Hotel Paris. It was at the Shangri-La that Riss came to the attention of Philippe Labbé, who invited him to run the brigade at Les Bains. A talented and accomplished chef, Riss is living proof that age is just a number.

Jean-Louis Corruble - Developer and Operator of Boutique Hotels

Jean-Louis Corruble has developed and managed numerous boutique hotels including Hotel Le Notre Dame and the new Hotel du Continent, both decorated by Christian Lacroix. He also accompanied Jean-Pierre Marois into the project of the Hotel Gabriel Paris Marais.

Alexander Kellas - Director of Visual Identity

As brand creative director and designer, Kellas has worked on the visual identity of several prestigious hotels including LA's Chateau Marmont, Hôtel Americano in New York and Chiltern Firehouse in London.



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Lars Krueger - Music Curator

Along with Jean-Pierre Marois, Lars Krueger (former Musical Director of famous Paris, NY and London night clubs Le Baron) is responsible for the musical side of Les Bains, from playlists to DJ sets, concerts and other musical events.

Thomas Erber - Lifestyle Curator

As an editor and writer, Thomas Erber has worked for the likes of Le Monde, Vogue International and L'Officiel Voyage, and is currently travelling the world with his *Cabinet of Curiosities*. Renowned for his ability to decipher the most advanced trends in the world of fashion, luxury, travel and culture, Erber assists Jean-Pierre Marois with the curated collections at Les Bains.

Pierre Maheo - Creative Director of Menswear

Creative director of Parisian menswear label Officine Generale, Pierre Maheo is responsible for the men's uniform at Les Bains, which are defined by a relaxed elegance.

Julie Sauvage - Creative Director of Womenswear

As Women's Studio Coordinator at Lanvin, Julie has focused her creativity to twist subtle outfits for the women's team of Les Bains in a glamorous and sexy chic style.

Dorothee Piot - The Nose

The premier 'nose' of French perfumery has worked with brands such as Yohji Yamamoto and Diptyque. She is responsible for the original scent identity for Les Bains and Les Bains Guerbois.



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... To be continued!



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COMMUNICATION / PRESS

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