

CHEVAL BLANC PARIS FEATURES ON ITS FACADE AN ARTWORK BY JEAN-MICHEL OTHONIEL



Jean-Michel Othoniel was entrusted with the creation of an artwork on the facade of Cheval Blanc Paris. A *carte blanche* assignment for the artist, who drew inspiration from the Art Deco and Art Nouveau movements of the Samaritaine architectural complex to create "Les Fleurs de la Passion", a 17-meter-long bas-relief visible to all.

A TRIBUTE TO ART DECO & ART NOUVEAU

The work is in line with the culture of the Cheval Blanc Maisons, where contemporary art is one of the brand's signatures. Each destination gives pride of place to artists, both inside and out – as an invitation to the art of living.

Respecting a listed facade, the work has been designed in complete freedom by the artist. It uses the original materials: metal, glass, and gold. *"I was given total carte blanche."* explains Jean-Michel Othoniel, whose works are already on display in Cheval Blanc Courchevel and Cheval Blanc St-Barth. *"It's like a window that opened onto the facade, and I was given the freedom to express myself."* he adds.

Jean-Michel Othoniel drew inspiration for his open-air work from two eras: 1900 and 1930. By reinterpreting the Art Nouveau flowers of the Samaritaine's first buildings, he continues their history. *"What really appealed to me was how this floral motif, very present on the department store's 1900 facades, had evolved on the 1930 buildings, becoming more abstract. I wanted to keep this idea of the passion flower by stylizing it, turning it into a series of sunny eyes. These flowers echo the hustle and bustle of the building's life, both at the time of its construction and today."*

Set with Murano glass beads, gold-leafed cast aluminum flowers and intricate ironwork, Jean-Michel Othoniel's work weaves a link between two styles. Art Deco along the Seine, with the blond stone of its 1930s façade, tripartite metal frames and bow-windows integrated into the thickness of the wall, and Art Nouveau for the 1900s buildings on rue de la Monnaie, with their polychrome panels in enameled Volvic lava adorned with Passiflora's. *"I wanted to bring the flowers back to the foreground to create a kind of palimpsest. The flowers take up more space, and within them emerges a stately white horse."*

A SUNSET ENCOUNTER

Facing the Left Bank, the artwork plays with the sun's omnipresent rays at all hours. *“Behind this artistic gesture is something of a coat of arms.”* says Jean-Michel Othoniel. *“You have to imagine the sun setting in front of this facade. The gold will sparkle, and I think it will be very spectacular. Just long enough for the sun to set. To be there, on the Pont Neuf, and to see this facade and these passion flowers light up..”*

DISCRETION & POETRY

Like a dream, the horse at the center of the artwork seems ready to spring from these golden flowers, before vanishing into the streets of the city - or joining the other works of art that populate the corridors of Cheval Blanc Paris... *“The horse is like a discreet apparition in this forest of flowers.”* adds Jean-Michel Othoniel. *“Cheval Blanc Paris is a Maison imbued with poetry, where art and life mingle. It's a place that trusts artists and puts them forward too.”*

ART DE RECEVOIR

“I'm always looking to create links with history, as I did in place Colette with the Kiosque des Noctambules, where I recreated a kind of madness before the theater: the theater before the theater.” insists Jean-Michel Othoniel. *“Here too, this work on the facade of Cheval Blanc Paris is a public work, open to all: passers-by, strollers on the bridges of Paris.”*

CHEVAL BLANC PARIS

In 2021, the Cheval Blanc collection revealed its urban Maison in the heart of Paris. Overlooking the Seine, just a stone's throw from the Louvre and the Marais, Cheval Blanc Paris breathes new life into La Samaritaine's iconic Art Deco building a stone's throw away. Showcasing the French art de vivre and inspired by a bold, contemporary spirit, its 72 keys - 26 rooms and 46 suites - along with its living areas, restaurants and well-being facilities were imagined by architects Edouard François and Peter Marino. Chef Arnaud Donckele orchestrates a culinary symphony at the gastronomic restaurant Plénitude - a three-MICHELIN-starred restaurant, whilst Pastry Chef Maxime Frédéric oversees the Maison's entire gourmet composition. Completing the culinary offering, the 7th floor is home to a contemporary Parisian brasserie awarded one MICHELIN star, Le Tout-Paris, as well as an Italian restaurant, Langosteria, opening onto a spacious tree-lined terrace, embracing the most beautiful views of Paris. Hakuba, the new Japanese restaurant, is unveiled on the ground floor. At the heart of the Maison, a curved swimming pool adorned with mosaics is an invitation to a sensory escape. Not forgetting the exclusive Dior Spa Cheval Blanc Paris for a holistic immersion in the world of Maison Dior. Dreamt up for children by sailor Maud Fontenoy, Le Carrousel kids' club celebrates the family spirit and the importance of environmental awareness. Intuitively pre-empting every desire, the Ambassadeurs carefully carve out each detail, each gesture, each personal touch to ensure every stay is an unforgettable one. Cheval Blanc Paris: more than an address, it is a destination.

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