



Paris, 2018, September 25th

## **BRACH, A UNIQUE PLACE OF LIFE AND CULTURE, WHERE POETIC MYSTERIES AND FERTILE SURPRISES FEED THE IMAGINATION**

In the heart of the 16th arrondissement of Paris, BRACH is a place of life as much as of passage, an immersive and inspiring experience for visitors who discover the French capital, a new vision of the neighborhood life for residents and regulars. BRACH is a timeless address, a huge glass house that fits naturally to its neighborhood. It is the epicenter of an authentic story.

Brach was born from an immense 1970s mail sorting centre, a surface area of 7000 m<sup>2</sup> left free to the imagination of visionary creator Philippe Starck. Architecture of the 1930s meets Modernism and Bauhaus, the Dada and the Surrealists. Warm colors are combined with natural and raw materials including wood, leather, concrete, glass, marble and metal. Everywhere mysteries, unusual objects and a selection of artworks create a cozy atmosphere.

BRACH is refined, energetic, atypical, epicurean and aesthete. It is a cosmopolitan place that displays its originality and conviviality on the eight floors of this glass house. Thanks to its 59 rooms and suites with terraces with breathtaking views over the rooftops of Paris and the Eiffel Tower, its sports club and its swimming pools, its restaurant, its bar and its pastry shop, BRACH is a place of culture, of well-being that we can enjoy from morning to night.

### **THE HOTEL**

*“Brach is not a hotel, but a unique, place of life and culture where poetic mysteries and fertile surprises feed the imagination.*

*Sensual and rigorous, minimal and unconventional, Brach is reigned by raw and modernist romanticism, warmed by multicultural influences from Africa, Asia and South America. It is an unusual place that invites guests on a journey, on an exploration.”* Philippe Starck

The lobby is a truly intimate bubble in this open and welcoming place. Located on the first floor in a space reserved for hotel residents, it allows to discreetly welcome guests. The atmosphere is warm and eclectic, a tribe of totems, sculptures and poetic surprises come alive between the ceiling adorned with an original canvas by artist Ara Starck and the floor carpet that reflects it like a mirror.

In the rooms and suites, the 1930s furniture as well as natural and raw materials recall the modernist inspiration of the place.



BRACH is at the image of its guests: unique. Therefore each of the hotel's rooms and suites are different, adapted to the desires and needs of each individual.

From the first to the sixth floor: 52 bright rooms from 24 to 42 sqm. On the fifth and sixth floors of Brach: 7 suites from 60 to 200 sqm, opening on terraces with breathtaking views on Paris. All are equipped with a Norwegian bath, and one also has a Jacuzzi.

Brach guests have access to the sports club, swimming pools and collective classes. Access on the rooftop garden is reserved for their exclusive use.

## **THE SPORTS CLUB**

An essential element of BRACH, the sports club is spread over 1,000 sqm and takes care of the body in an atmosphere inspired by the boxing clubs of the 1930s. The 22-meter pool encourages the swimming of lengths when the thermal pool, sauna, steam room and Himalayas salt cave invite you to relax.

Individual or collective fitness classes, pilates, boxing, yoga or bodybuilding lessons, as well as aquatic courses such as aqua-maternity, aqua-yoga, aqua-boxing, aqua-pilates, and private swimming lessons are provided all day long.

For the members of the sports club and the residents of the hotel, comprehensive and tailor-made fitness and relaxation programs follow the prescriptions and actions of sports coaches, osteopaths, naturopaths, physiotherapists and dieticians. The care and preservation of the body above all, for an atmosphere that varies according to the time of day, very dynamic or relaxing.

## **THE RESTAURANT**

Located on the ground floor and accessible to all, the restaurant is a friendly and generous place where both hotel residents and locals will enjoy sitting and sharing.

The restaurant is a gateway to the world of BRACH. Imagined by Philippe Starck, warm, comfortable and timeless, it is a space between modernism and art brut where marble, metal, leather and wood mingle with harmony, where warm and elegant lights reveal unusual objects, surprises, sculptures and unexpected works of art. Ara Starck created the mural artwork as a surrealist ballade of poetic aberrations that run intertwining each other throughout the canvas in the manner of a rhyme to make a single loop.

Behind the impressive 20-meter-long counter opened on the kitchens, is a pastry shop, a cocktail bar, a delicatessen, fresh vegetable cabinet, and wine & cheese cellars.



The restaurant room can accommodate up to 180 guests divided between the counter, the communal tables and more intimate tables some of which are set on the covered terrace of the restaurant.

The restaurant serves Mediterranean cuisine of chef Adam Bentalha; a simple and tasty cooking based on products, spices and smells of these terroirs bathed in sun, selected from responsible producers.

Adam Bentalha was trained in the greatest Parisian kitchens, the Ritz, the Shangri-La, the Royal Monceau or the Prince of Wales. At BRACH, he becomes Executive Chef of the kitchens of the establishment. His philosophy is simple: cooking can be healthy and balanced without losing taste. Cooking is a story of encounters: those between producers and gourmets, between well-being and well-eating.

*"I do not know if it's the cuisine of today or of tomorrow, it's just the cuisine I want to do now."* Adam Bentalha

## **THE PASTRY SHOP**

Welcoming and gourmet, the pastry shop is conceived as a charming neighborhood store open to all. It is left free to the imagination of pastry chef Yann Brys - Meilleur Ouvrier de France - who proposes traditional desserts as well as his dashing and colorful original creations that resonate with the Mediterranean inspirations of Chef Bentalha's cuisine.

## **THE BAR**

Like BRACH, its restaurant and its pastry shop, the bar is a journey to the discovery of poetic mysteries, surprising flavors and unusual tastes. The original cocktail menu is developed by Simon Quentin - Best Apprentice for France in the Barman category. Inspired by the Mediterranean terroirs, he works with fresh and seasonal products: prepared-at-the-minute condiments and spices, cold-extracted juices and homemade syrups.

A tapas menu accompanies the cocktails.

## **THE ROOFTOP GARDEN**

The countryside air takes over the 16th arrondissement of Paris, and the roof of BRACH is transformed into an urban vegetable garden, with henhouse and views of the Eiffel Tower.



Preserved, as it is reserved for residents of the hotel's suites and for private events, you can relax with a homemade cocktail or a barbecue meal, while watching the aromatic herbs, fruits and vegetables grow.

Far from the tumult of the city, green workshops are organized. Supervised by the gardener, guests of all ages can work the land, grow fruits and vegetables, and collect the fresh eggs of the BRACH hens

## **THE EVENTS**

BRACH is open to all and offers to privatize suites, terraces and vegetable garden for professional or private events, product launches, filming, meetings, birthdays, etc.

BRACH imagines with you tailor-made events: gastronomic workshops with chefs, mixologists and sommeliers, sports activities with the sports club coaches, as well as creative activities such as pottery or street art classes with professionals selected by BRACH teams.

At BRACH, people are close to nature and innovation, culture and poetry. It's a living patchwork, surprising and benevolent, for a savoir-vivre to the measure of each dream. BRACH is a place to balance, between well-being, culture, art and lifestyle.

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## **PRACTICAL INFO & CONTACTS**

BRACH

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## ABOUT

### EVOK HOTELS COLLECTION

EVOK, a creator of lifestyles, was formed in 2014 by its 3 co-founders: owner Pierre Bastid, and designers & developers Romain Yzerman and Emmanuel Sauvage, who are responsible for the general management. Classic French luxury at the Nolinski, the Restaurant du Palais Royal, an air of exclusivity at Hameau de la Volière and the Cour des Vosges a relaxed atmosphere at Brach, and a quirky element at Sinner. In response to the different tastes and different worlds of our guests: a lifestyle in a luxury style, a central theme that defines each of the group's spaces. A collection that expands beyond borders. Different, enriching projects. Diving straight into the atmosphere of a town, a neighbourhood, experiencing every pulse. Discovering its traditions and style. That's the Evok spirit. Starting again from scratch to create new emotions. Finding a special place, rediscovering it, and offering it a second lease of life at the hands of designers such as: Starck, Auer, Deniot, Tollemer, Lecoadic & Scotto...

Each hotel, with its own ambition, universe and quality of life inspired by the ground it stands on.

[www.evokhotels.com](http://www.evokhotels.com)

### PHILIPPE STARCK

The worldwide fame and multifaceted inventiveness of Philippe Starck has always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This is why he is one of the pioneers and one of the central figures of the concept of "democratic design".

By applying his prolific work to all domains, products of our daily life (furniture, lemon squeezer, electric bikes, individual wind turbine), architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private spatial tourism), he has continually pushed forward the limits and criteria of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in "middles of nowhere".

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