

Media Kit
May 2016



Le Meurice
Paris

Dorchester Collection



SPRING RENEWAL
AT LE MEURICE

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Contents

3	Introduction letter Franka Holtmann, General Manager of Le Meurice
4	Hôtel Le Meurice A Dialogue between Visionaries Vision Revisited
5	Restaurant le Meurice Alain Ducasse La Cuisine de l'Essentiel
6	Revitalised Décor
7	Restaurant Le Dalí A New Look
8	A New Menu
9	Bar 228 and Galerie Pompadour
10	Profiles Alain Ducasse Jocelyn Herland Philippe Starck
11	Establishment Details Hôtel Le Meurice le Meurice Alain Ducasse Le Dalí Le Bar 228
12	Contact
13	About de Dorchester Collection

~ Introduction letter



SPRING RENEWAL AT LE MEURICE

The definition of hospitality is the very foundation of Le Meurice and has always served the same objective: to give life to its history and share that life with others, while remaining true to its origins and by nurturing its identity.

— Franka Holtmann,
General Manager of Le Meurice

It is in this spirit that we have again called upon Philippe Starck to redesign our interiors so steeped in surrealism, as well as Alain Ducasse, whose cuisine nurtures the very soul of the premises. This project honours two visionaries who, while respecting the Le Meurice philosophy, boldly reach toward new horizons with finesse and beauty. These gentlemen, both undisputed masters in their fields, labour to satisfy our guests' desires, be they simple or sensational, to ensure all have a unique experience here. Tastes vary, opinions differ, beauty is subjective, but everything at Le Meurice has been designed to exude complete harmony, to delight all who pass through the revolving door to stay a few hours or a few days: **a subtle blend of styles designed to embrace a universal elegance.**

Together, this work forms a magnificent, balanced ensemble: **the reception creates comfort tending to bespoke, the luxury dovetails the poetry of works of art, all gilded with Parisian Palace service.**

Our motto is simple: to open ourselves to the world before opening our doors, whether it is to clients from across the globe or across the street. This diversity inspires us to dare to be different, to give the word "luxury" true meaning.

Le Meurice has always evolved from within, consistently guided by a subtle, inner strength. And that is where and why it is essential to remain true to its history, providing the firm foundation that is a springboard for touches of fun and folly that provides **a wonderful twist!**

The Dorchester Collection is defined by singularity and Le Meurice impeccably embodies the culture of its environment, as much in style as in heritage

and unique location. Dorchester Collection lets us evolve with time, perpetuating a view of hospitality and sincerity and bringing our passion to tangible life every day, buoyed by a group that is fervently committed to being among the best.

We cannot dictate the present nor predict the future, but we can continue to write our history while remaining in the now.

It is a point of honour for us to broaden our horizons, to allow our staff to discover the world around them. They are our most precious assets and we inspire the most talented individuals through the commitment and respect that forges a dynamic, inspired staff. We take great care with each of them, ensuring they have the communication skills and finesse our customers expect and that hospitality remains the central mission for all.

At Le Meurice, our desire to provide a unique experience is embodied by the discreet presence of an attentive, friendly, welcoming staff. We rise to the challenge of encouraging spontaneity under all circumstances, such that tact, elegance, and generosity are omnipresent and utterly without pretence. **What I am proudest of is to be able to say, every day, that our staff is the most charismatic in the Palace industry – and our customers say so themselves.**

To me, what is most important is feeling content and at ease even when one is away from home. Le Meurice has long been leaving its mark on history by creating a timeless cocoon, a beautiful bubble of well-being in which everything happens on the inside while one observes the world on the outside.



A DIALOGUE BETWEEN VISIONARIES

At the Hôtel Le Meurice, the genius loci nurtures such close ties with French design that it became a living being. Since 1835, the successive metamorphoses of one have been intimately linked with changes in the other. In the spring of 2016, this interchange of influence continues between Philippe Starck and Alain Ducasse.

In décor and in cuisine, both masters tread a high wire stretched between shared skill and aesthetic astonishment. The respective talents, given free rein, leave inimitable traces on the experience to be enjoyed in this Palace.

The spirit that reigns within these walls could indeed appropriate the words of Salvador Dalí, one of the establishment's most prestigious clients: "Everything alters me, but nothing changes me." That sentiment is both the beauty and the promise of an institution.



VISION REVISITED

In 2106, nine years after redesigning the public areas of the Hôtel Le Meurice, **Philippe Starck has conducted a selective reinvention of the premises.** "The objective of this new project is to explore – more deeply and from many more angles – the surrealist world that is the life, structure and soul of Le Meurice. If God is in the details, the devil of surrealism is, too. Every shadow, every corner of this place is bursting with the potential to surprise its inhabitants. Le Meurice is a space for the mind, where everything is poetry, allusion, reference, reflection and diffraction. Where the air thrums like some mysterious, mesmerising, benevolent music. And, like any mind, Le Meurice is unique," says the designer.

By weaving the rhythm, melody and harmonies of this music, he brings out its lively, dynamic and cohesive qualities. Though subtle in the reception and lobby areas, his alterations are more pronounced in the restaurants of le Meurice Alain Ducasse and Le Dalí. **The work thus remains aligned with the concepts that Alain Ducasse has developed, and the arrival of Executive Chef Jocelyn Herland.** The renovated décor also finds substantial expression in the opening of Bar 228 on the Galerie Pompadour, now adding its own terrain to this legendary meeting place.



— Alain Ducasse



— Philippe Starck



~ Restaurant le Meurice Alain Ducasse



LA CUISINE DE L'ESSENTIEL

"The excellence of ingredients and technical mastery form the foundations of this cuisine I cherish, la cuisine de l'essentiel. Today, I want to release its energy so that its flavours may vibrate in unison with the times."

— Alain Ducasse

For the gourmet restaurant at the Hôtel Le Meurice, the multi-Michelin-starred chef is crafting a menu that celebrates his culinary philosophy, guided by the watchwords of excellence, elegance and experience.

The chef is a messenger who takes care to preserve the authentic flavours of exceptional ingredients and transport them from the kitchen to the table. Each dish expresses the truth of the ingredient around which it is designed. The yellow, purple and orange carrots, artichoke and Chioggia beetroot in the vegetable casserole come from Créance in Normandy, where they were grown with assiduous respect for organic agriculture. The caviar served with the bonito is Schrencki, from sturgeons in the waters of China's Amur River, with a beautiful amber tint that bewitches the eye before its mellow, silky taste enchants the palate.

For the diner to experience true pleasure, the technical intervention of the chef must be imperceptible. Yet, with Jocelyn Herland and his staff, technical mastery is there indeed! It is found in traditional nods to French Haute Cuisine, for example, with the guinea fowl pie in a delicate shortcrust. Or in the savvily mastered complexity of the bonito fillet that is first very lightly seared for hold, then smoked with birch wood before being marinated for twenty-four hours in a seasoned jus. But the diner will know nothing of this extensive process: elegance is only ensured when the technique modestly fades into the background.

For Alain Ducasse, "A successful meal is an unforgettable moment of happiness." It means contrast on the palate that renders every mouthful truly memorable. These surprises start with the amuse-bouche in the form of a quail egg: the egg is poached, rolled in a blend of lime peel and grated horseradish, then arranged in a thin buckwheat crêpe and topped with an exquisite caviar quenelle.

Dublin Bay prawns also offer a culinary experience of great subtlety, combining the rounded character

of the cream from the cooked claws and the potency of the jus from the roasted heads. Or the turbot fillet cooked on a slice of bread: the bread serves to concentrate the flavours of both the fish and the sauce of truffles, spring onions and turnip tops that were cooked with it, soaking up an incredible aromatic symphony.

The same perfectly mastered, yet unexpected tastes are found in the meats. The salmis sauce and turnip-horseradish condiment served with the pigeon en crapaudine add delightful vigour. More astounding still: the veal medallion, a down-to-earth dish if ever there was one, is larded with marinated anchovies and served with a fresh seaweed infusion and an oyster condiment that are redolent of the sea.

La cuisine de l'essentiel remains ever faithful to the truth of the ingredient and honest, interpretable dishes. But freely reinterpreted to provide new impetus, gain new momentum.

The essential expressed in pastry, for Executive Pastry Chef Cédric Grolet, means shaking off the excess sugar and fat that suffocates flavour – and the appetite! But also limiting the number of ingredients to make tastes lighter and more easily recognised.

The essential in the realm of wines means a wine menu that is designed, first and foremost, to bring the taste of a terroir into the glass. With expert guidance from Gérard Margeon, Executive Head Sommelier for the Alain Ducasse restaurants, and Damien Azemar, the restaurant's Head Sommelier, the great French classics courteously share the cellar with the finest oenological discoveries of today.

Lastly, the essential must be incarnate in the service, as well: it means having a profound understanding of hospitality, spiced by today's pacing and energy. Frédéric Rouen, the Restaurant Manager, says, "What is ultimately the most difficult is doing things simply, with just the right gesture, just the right word."

~ Restaurant le Meurice Alain Ducasse



REVITALISED DÉCOR

La cuisine de l'essentiel championed by Alain Ducasse seeks to express the truth of the ingredient in honest, interpretable dishes, which does not, however, exclude freely revisiting the repertoire to translate the energy of the era. Philippe Starck has made this possible through his choice of new decorative elements.

To the pomp of the Versailles-inspired dining room he adds modern touches that underscore its magic. Dispensing with aesthetic duplicity, he sweeps away the solemn sacredness that so cramps true pleasure. The red carpet at the dining room's entrance paves the way to a moment that must be joyous to be memorable: it is bedecked with humorous aphorisms drawn from the Code Gourmand written in 1828 by Horace Raison. This spiritual nod plays off the design of the two screens set at each end of the room. Described as precursors to an exquisite corpse, they provide a framework for messages, photos, sketches, and more, all tributes to the art of conversation and imagination.

Philippe Starck creates a stimulating stylistic dialogue, as well. The archetypal Louis XV seating

is replaced by the iconic Eero Saarinen Tulip chair. The ceiling's fresco of 18th-century inspiration communicates with the enormous carpet custom-made for this space. A scallop-shaped basin hosts an original sculpture by Murano artist Aristide Najean capturing the suspended movement of water.

But the foundation of Starck's impact is almost imperceptible, yet utterly conspicuous. It is found in the atmosphere of the dining room. The rosy copper used on various furnishings creates a singular atmosphere. It unfolds and undulates in sleek, gleaming lines, reducing objects to their functions. The final element in this striking staging is the light and its relationship to the materials around it. Bouncing off the copper, it is diffracted by the crystals in the imposing chandeliers, filtered, by day, through the blinds on the immense picture windows and softened, come evening, in the warm wall lights, glinting from within the hanging polymer droplet of each.

Here, the essential is the very essence of the space, as well as the soul of the cuisine of Alain Ducasse.



~ Le Dalí Restaurant



A NEW LOOK

Le Dalí is a unique place, one in which a singular, elegant and relaxed spirit reigns supreme. A very Parisian place where people like seeing and being seen, as well as a cosy, welcoming hideaway. Philippe Starck already left his mark here in 2007 and has now initiated a second aesthetic exploration. As if to answer Dalí himself, who said “my entire life is determined by two conflicting ideas: the top and the bottom”, the designer plunges into the space’s depths, both vertically and horizontally. The new carpet designed by his daughter, Ara, echoes her immense earlier canvas stretched across the ceiling. Both works distort reality: the ceiling soars and the ground sinks into the winding ways of a crypt, like the convolutions of the brain.

At the back of the room, a huge, slightly tilted mirror creates an unexpected escape from view. The lighting on the sixteen columns surrounding the space introduces a vertical luminescence that stretches the room. Crafted of copper, topped with lampshades in light-coloured natural silk, they all boast a large polymer droplet that captures the light. This verticality is answered by the horizontal glow of the tables. Their fine Arabescato marble tops, white veined with grey, are backlit, generating a glowing magic all their own. They offer islets of light and privacy around the room, echoing the service table, “the table of the four seasons”, which is backlit, as well.

Through a few carefully scattered hints, Philippe Starck also builds an aesthetic bridge between Le Dalí and the surrounding spaces. The pink copper element in the centre of the room acts as a symbolic mirror, a nod to the neighbouring gourmet restaurant in which this material is extensively used. Likewise, the distressed brass encircling the “table of the four seasons” presages the mirrors of the Galerie Pompadour.

The designer also took care to preserve the subtle ties with the spirit of Salvador Dalí that permeates the place: the Swan chair and rocking chair, for example, are still there. But classics also merit reinvention: Philippe Starck has designed chairs with canvas backs printed with drawings by Ara Starck.

~ Le Dalí Restaurant



NEW MENU

For the reopening of Le Dalí, Alain Ducasse creates a dialogue between the traditional Parisian brasserie and the Mediterranean cuisine. Under the talented direction of Executive Chef Jocelyn Herland, the new menu is a celebration of the Ducasse vision of contemporary cuisine – sincere, flavourful and made to share – with dishes designed to be enjoyed with others, or served in half-portions for light aperitif eating.

For many years, from the French Riviera to the Catalan coastline, from Liguria to the shores of North Africa, the multi-Michelin-starred chef has made Mediterranean culinary culture his personal terroir of the spirit.

Indeed, at Le Dalí, there is no shortage of Mediterranean flavour. Giving credit where credit is due, the journey upon which guests embark begins with the Catalan lands of Salvador Dalí, with specialties such as stuffed pimiento del piquillo with romesco sauce or black rice, baby squid and shellfish.

The voyage then continues in Italy through some of that country's finest foods, like black pork culatello from Massimo Spigaroli, straight from Emilia-Romagna. But also home-style cooking – slow-simmered and colourful – like aubergine caviar, a Provence-style vegetable caponata or minestrone broth and vegetables with garlic-basil condiment.

Guests can also sample patatas bravas with an authentic tasca taste and enjoy down-to-earth specialties like salt cod, aioli and coco beans as might be enjoyed from Valence to the County of Nice, served here with Catalan accents. Mediterranean cuisine can also be delicate and sophisticated, as in this seared gilthead bream, violin courgette and stuffed zucchini flower, or in the landlubber's version with cannon of lamb studded with savory and roasted artichokes.

In the "Timeless" selection, the restaurant is faithful to the best of Parisian brasserie cooking, dishes that have been the bedrock of Le Dalí's popularity across several generations. These classics include Grenoble-style sole with croutons

and cubed lemon and the light and creamy free-range chicken fricassee.

Another legendary signature dish is the Dalí Salad with artichoke heart, quail egg and piquillo peppers – a delicious tip of the hat to the master of surrealism. It competes with another artistic reference, the Pop Art burger, inspired by the recent Andy Warhol exhibition at the Musée d'Art Moderne de la Ville de Paris. Alain Ducasse serves a tasty interpretation of this fast-food symbol with a delightfully soft bun and beef sirloin that has been marinated 24 hours, seared and then very thinly sliced on a potent mustard-and-onion seasoning.

Smaller appetites will succumb to the green asparagus from Piolenc currently on the menu, or the celebrated Hansen & Lydersen Norwegian smoked salmon.

Desserts earn their stars, as well, thanks to Pastry Chef Cédric Grolet and his pâtisserie cuisinée, new interpretations of France's most respected pastry classics: the Saint-Honoré, the Paris-Brest, the Soufflé, the Éclair and the Tart, presented in a collection of irresistible creations, like this lemon trompe l'oeil, with a startlingly realistic shell encasing an incredibly light blend of lemon marmalade and mousse with a tinge of fresh mint.

This colourful and exhilarating culinary experience is naturally accompanied by the best wine pairings available under the expert eye of the Executive Head Sommelier of the Alain Ducasse restaurants, Gérard Margeon, and the warm and charming hospitality of Restaurant Manager Souhade Chikhaoui.



~ Bar 228 and Galerie Pompadour



BAR 228 AND GALERIE POMPADOUR

Bar 228 is another emblematic establishment within Le Meurice. The bar, adjacent to the Le Dalí restaurant, also benefited from Philippe Starck's renovation plans. Here again, it was not a matter of the designer attempting to radically transform the place, but amplifying a guest's experience within it. To achieve this, he reworked one of the bar's signature features, the counter, as well as a more intuitive extension of the bar toward the adjoining Galerie Pompadour.

At the 228, regular customers will find the familiar English club atmosphere replete with the nods to 18th-century France that give the place such charm. Gleaming decanters in rare crystal, deep leather armchairs, dark wood panelling, as well as the immense Lavalley frescoes created in 1907 from depictions of garden parties at the Château de Fontainebleau. These touches easily harmonise with the new counter's contemporary air. Now larger, this counter provides William Oliveri – the indispensable Head Barman at Le Meurice since 1978 – an expanded terrain for exercising his talents. In backlit Carrara marble rimmed in copper-pink distressed brass, with a top of Corian®, pink copper, and mirror-finish stainless steel, it subtly resonates with the touches left by the designer throughout the renovated areas. They are found naturally in the Galerie Pompadour, which becomes a veritable extension of the bar. The pink copper is used as the base for the new marble-topped tables and the mirror frames. The material is swathed in a surrealist spirit that guides the decorative unfolding. It is found in the Ara Starck carpet, in the walls' pictorial works, and the medallion portrait gallery of 18th-century personalities decorating the backs of the leather armchairs.

The spirit of French classicism is entirely at home here, a home that is vibrant with utterly modern mischief.



~ Profiles

Alain Ducasse

Over the past 30 years, Alain Ducasse has developed a unique *savoir-faire* in the realm of living and eating well. He is at once a chef-creator devoted to offering true-to-life cuisine and a rigorous entrepreneur who strives to implement a modern economic model, to respect skills transfer at the highest level, and to promote boundless vision in the worlds of food service and hospitality. **Alain Ducasse is at the helm of more than twenty restaurants around the world, two boutique inns and a hotel association.** He sees the profession as being centred on passion and the sharing of skill and pleasure, as demonstrated in his many projects. This philosophy is evident in his other activities, including publishing, training both professional chefs and amateur enthusiasts and culinary consulting. His boundless curiosity leads him to **explore the depth and breadth of the world's diversity and vast cultural resources.**



Jocelyn Herland

Born in Auvergne, France, and now living in Paris, Jocelyn Herland first discovered the pleasure of eating at his grandparents, who were "gourmets", he reports. His early years in the trade were learning-intensive: he earned his vocational training certificate (CAP) in cooking in 1990, then a pastry CAP, followed by a professional baccalauréat. He discovered the world of gastronomy at the Clos de Longchamp, first in the dining room with Francis Coulon, then in the kitchen with Jean-Marie Meulien. After fulfilling his military service obligations, he began working at La Table du Marché with Christophe Leroy, who spoke of his talent to Alain Ducasse. Thus it was that, in 1997, he started as chef de partie at Le 59, Alain Ducasse's restaurant on avenue Poincaré. In 2000, he moved to the Restaurant Opéra at the Hotel Intercontinental, followed by the Royal Monceau. In December 2003, Jocelyn joined Christophe Moret at the Alain Ducasse au Plaza Athénée restaurant. He was first sous-chef, then chef adjoint. Ducasse then gave him oversight of the kitchens of his restaurant Alain Ducasse at The Dorchester when it opened in London in November 2007. The restaurant was awarded three Michelin stars in 2010. **Jocelyn became Executive Chief in the kitchens of the Hôtel Le Meurice in January 2016.**



Philippe Starck

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness – and the usefulness of intelligence – have borne him **from one iconic creation after the other**: from everyday products such as furniture and lemon squeezers, to revolutionary mega yachts, individual windmills and electric bikes, or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places. **This tireless and rebellious citizen of the world considers it his duty to share his ethical and subversive vision of a fairer planet** and creates unconventional places and objects whose purpose is to embody goodness first, and then beauty. Philippe Starck and his wife, Jasmine, spend most of their lives in the air or in "middles of nowhere"

~ Establishment details

Establishment details



Hôtel Le Meurice

228 rue de Rivoli, 75001 Paris
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le Meurice Alain Ducasse

Open Monday through Friday
Breakfast: 7:00 - 10:30 on weekdays and
7:00 - 11:30 on weekends
Lunch: 12:30 - 2:00 p.m.
Dinner: 7:30 - 10:00 p.m.
Reservations: Tel.: +33 (0)1 44 58 10 55
restaurant.lmp@dorchestercollection.com

Le Dalí

Open daily
Breakfast: 8:00 - 11:30 a.m.
Lunch: 12:30 - 3:00 p.m.
Sunday brunch: 12:00 - 2:00 p.m.
Tea Time: 3:30 - 6:00 p.m.
Dinner: 7:00 - 10:30 p.m.
Reservations: Tel.: +33 (0)1 44 58 10 44
ledali.lmp@dorchestercollection.com

Le Bar 228

Open daily
12:00 noon to 1:00 a.m.
Reservations: Tel.: +33 (0)1 44 58 10 66
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~ Contact

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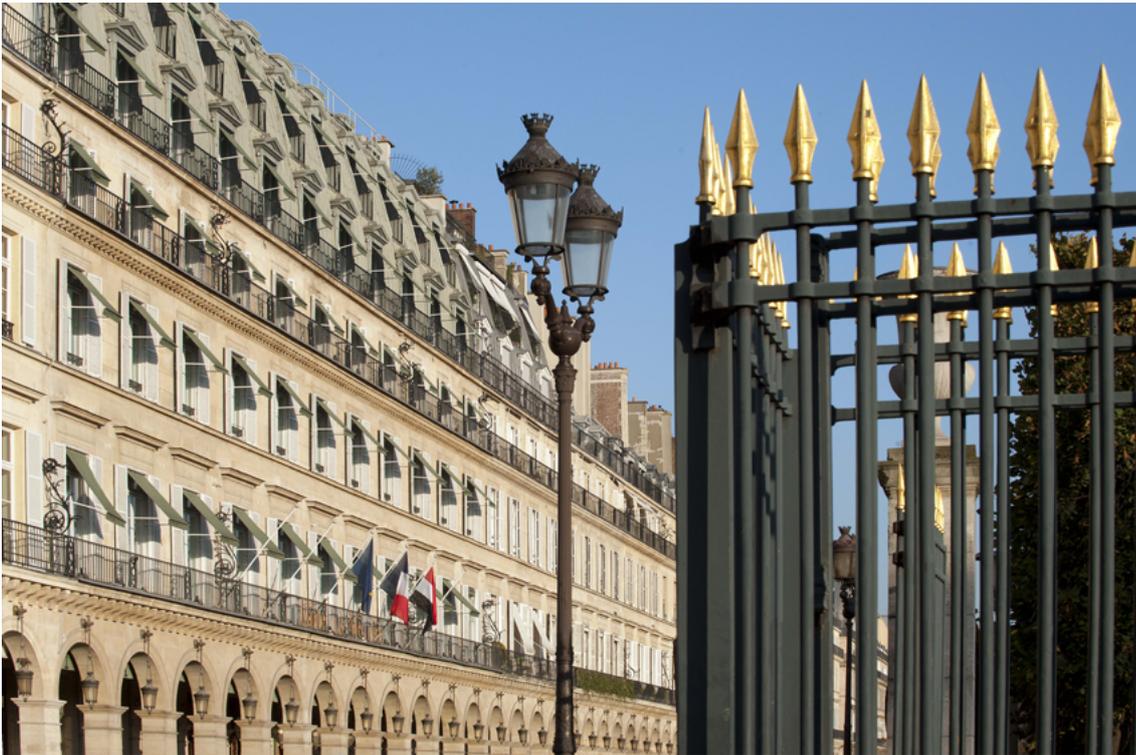
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~ Dorchester Collection



ABOUT DORCHESTER COLLECTION

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the United States. By applying its unrivalled experience and competence in acquiring and operating exquisite individual hotels, the Dorchester Collection's mission is to develop an impeccable ensemble of the finest landmark hotels through acquisition of its properties, management of fully-owned and part-owned hotels, as well as oversight through management agreements. The current portfolio includes The Dorchester, London; The Beverly Hills Hotel, Beverly Hills; Le Meurice, Paris; Hôtel Plaza Athénée, Paris; Hotel Principe di Savoia, Milan; Hotel Eden, Rome; Hotel Bel-Air, Los Angeles; Coworth Park, Ascot; 45 Park Lane, London; and Le Richemond, Geneva.

www.dorchestercollection.com

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