

PRESS KIT

# TOO HOTEL

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Look out for a new, unifying place-to-be located in a fast-growing neighborhood, between Station F, the National Library and the international business district. Bursting with imagination, like a timeless monument to creativity, TOO Hotel is set to open its doors in fall 2022, at the top of one of the two skyscrapers designed by Jean Nouvel. Hanging from the clouds, this unique address, under the artistic guidance of Philippe Starck - who doubled as interior designer -, embodies the contemporary urban dream of the latest generations of Parisians and travelers.

“TOO Hotel offers a heavenly getaway, a feeling of being so high up that the whole of Paris is at your feet. That view is totally awe-inspiring, you feel as though you stepped into a magical adventure,” enthused Laurent Taïeb, creator of TOO Hotel.

In a class of its own, stunning and mysterious, TOO Hotel is an eye catcher with its poetic, larger-than-life architectural vibe. From the top ten floors of this urban beacon, you enjoy a breathtakingly original view of Paris and its monuments. From this perspective, the cityscape changes hour by hour. From dawn to dusk, sunlight dances around the interior spaces. Behind the glass walls that play around with reality, you'll be transported to other capitals on the other side of world, exhilaratingly modern cities where immoderation becomes a performance and the wonders of everyday life, so near and yet so far, exert a spellbinding fascination.



# LIKE A CASTLE IN THE SKY...

Laurent Taïeb has created iconic addresses that have cult status in Paris: Le café du Trésor, Lo Sushi, Bon, Kong, Madame Rêve. Now aged 56, this passionate entrepreneur is constantly redefining the concept of hospitality, designing powerful, one-of-a-kind emotional experiences. He draws on his own past as a source of inspiration. Born in Tunisia, he grew up not far from the Saint-Ouen flea market, on the 16th floor of a high-rise from where he would spend hours dreaming of a better world. The emotions stirred up in his youth and through his early travels sparked a vocation and a dream which TOO Hotel now embodies, nearly 40 years on.

Laurent Taïeb participated in the TOO Hotel competition with his partner Pascal Donat in 2015, which they won in 2017.

With TOO Hotel, Laurent Taïeb offers today's generations a place that captures their essence. Putting the unique TOO Hotel experience within reach of as many people as possible is one of the backbones of this project, which is intricately linked to his own life story. TOO Hotel focuses on what matters most, with a touch of fantasy that puts it in a league of its own. That's the gift Laurent Taïeb decided to offer Parisians and travelers alike.

## Laurent Taïeb

"It's the tale of a castle floating above Paris, not quite Earth-bound, a place where anything is possible. That floating sensation gives you a real buzz; when you're inside the place, everything is amplified: you're more beautiful, more in love, more creative. This castle is overflowing with energy, dreams, love, desires, intelligence and laughter. You're flying high, in a world where the sun shines and the altitude makes you light-headed.

As in all castles, of course, mysterious, unfailingly poetic, things happen.

Some armchairs light up at the back. If the weather turns bad, the ceiling casts a golden glow over the clouds. The mirrors are slightly scratched, as though someone was trying to uncover the secrets they contain.

This castle is full of surprises, but the most stunning is its location – it hangs in the clouds. It flies over the big cities. They say it's currently on a stopover in Paris. But when the light fades in the evening, you get a glimpse of Tokyo, Los Angeles, and many other cities across the world."

## Philippe Starck



# ...IN THE HEART OF A FAST-GROWING NEIGHBORHOOD

TOO Hotel chose a prime location just a stone's throw from the Jardin des Plantes, Station F, the National Library, Bercy, The City of Fashion and Design, the headquarters of the newspaper Le Monde, a host of art galleries and two Parisian railway stations: Lyon and Austerlitz.

In this neighborhood, which is your first port of call when you arrive in Paris from Orly Airport, the streets are buzzing with more and more Parisians and foreigners. This fast-growing neighborhood, which some are already calling "Downtown Paris", is a new economic and cultural hub in the heart of the capital.

In this setting, Paris comes alive, escaping the mythical beauty of its façades to embrace movement and invent the future. Street art, wild gardens, hidden stairways, innovative constructions... Wide thoroughfares intersect with narrow streets leading to tree-lined parks. Hidden nooks await discovery, blank sheets on which new chapters will be written. In this new, lively, hybrid neighborhood, the headquarters

of international businesses rub shoulders with startup incubators, cultural venues and housing for the many young families setting up home here.

Although this neighborhood sits on the edge of the capital, it remains extremely easy to access from the center: from Simone de Beauvoir footbridge or Josephine Baker swimming pool, the river Seine guides us to Notre-Dame. Châtelet is just a 10-minute metro ride away. You can be at Saint-Lazare station in 20 minutes. The Grand Paris project is set to make it even easier to get here, making TOO Hotel a landmark feature of a new-look Paris, where life is sweeter and more fluid.

This rapidly changing neighborhood needed a central point, a meeting place, a new, inspiring address on the map.



# PERCHED AT THE TOP OF A TOWER DESIGNED BY JEAN NOUVEL

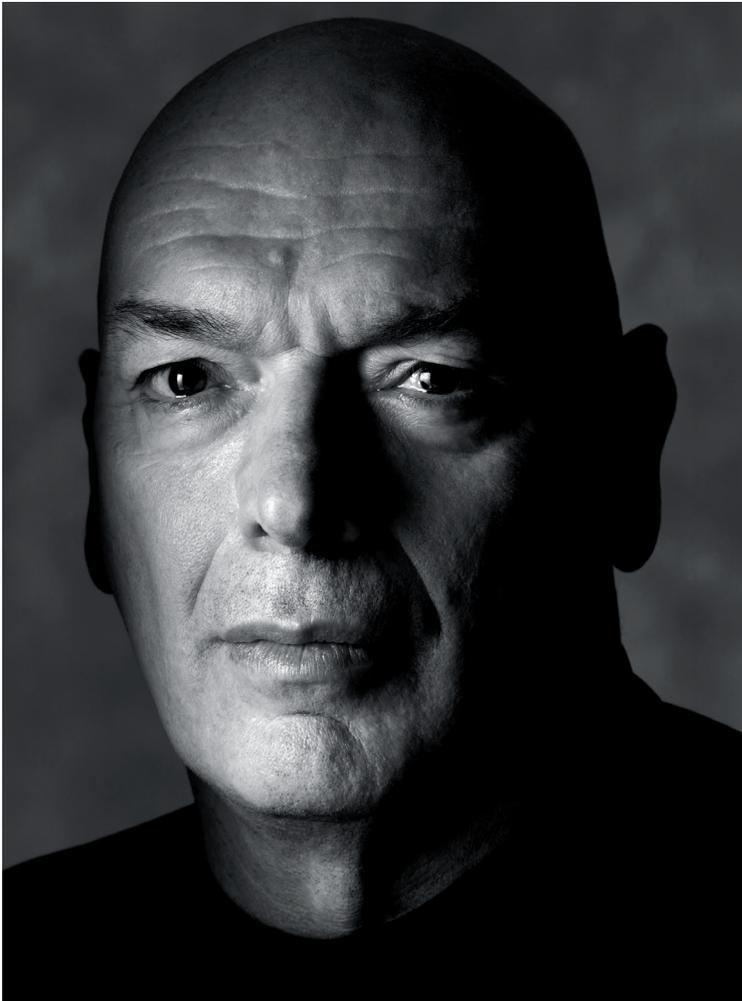
A true architectural feat, the two skyscrapers designed by Jean Nouvel are the third tallest in Paris after the Eiffel Tower and Montparnasse Tower.

“The eastern districts are unveiling their potential... A new dawn... A promise... The eastern part of Paris is gradually taking shape, finding its feet and coming into its own. It is causing a shift, filling in the gaps. The idea is to strive upward, reach a climax to usher in the new century. Asserting character and uniqueness that echoes the reality of the place, with one goal in mind: to unveil its rare beauty, building on that to invent and consolidate the attractiveness of the area. (...) The towers will lean forward as though they were poking their head out of the window to contemplate the avenue de France, stretching below. And they will talk to each other, like two perfectly balanced dancers striving for harmony with their surroundings.” That’s how Jean Nouvel described his skyscrapers, or Tours Duo, delivered in 2021.

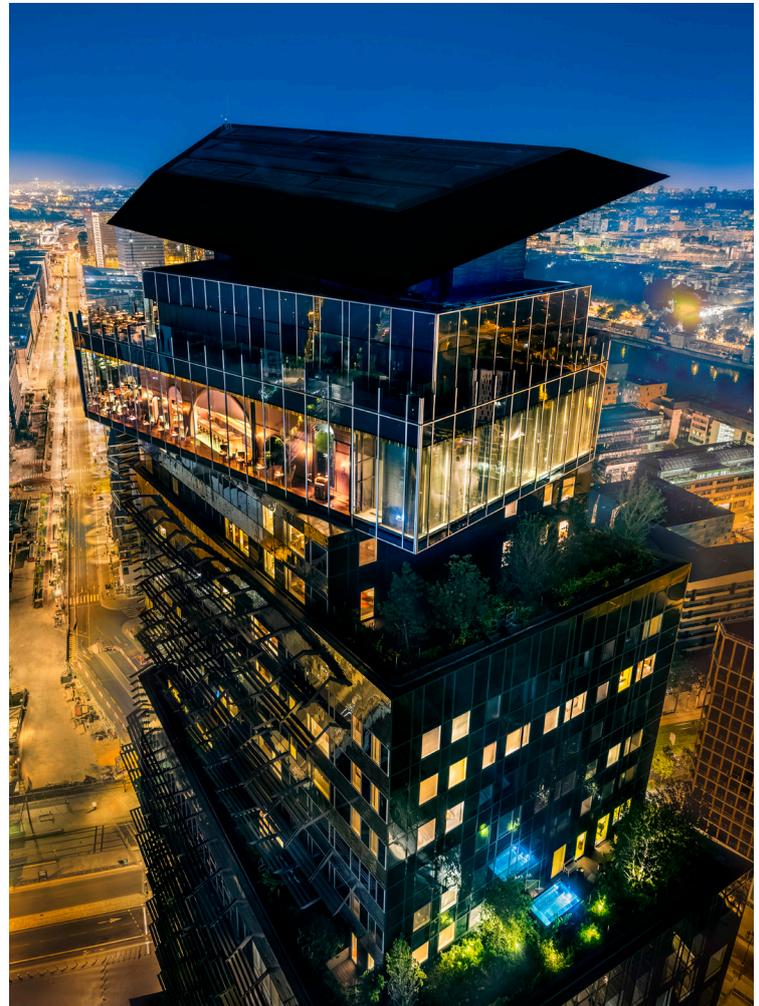
They embody a fresh urban vibe and the quest to achieve better quality of life in the city, enhancing the pleasure of being here, at this point in time. Their larger-than-life appearance is evocative of a new world, the desire to run up and meet the future. Trees and shrubs take root on their balconies.

The tower that houses TOO Hotel boasts an immense terrace overlooking the river Seine and the historic center of Paris. Sheltered from the wind, it forms the rooftop of the panoramic restaurant. “This new summit on the Parisian skyline transforms into a panorama, a place where people get together. A characterful summit with a clear identity, that has lots to say to its sister, or neighbor.”

Ateliers Jean Nouvel were awarded the La Pierre d’Or prize for Best Project in 2018, in recognition of these two towers.



© Albert Watson



# HOTEL TOO LIVE

Starting at a height of 80 meters, TOO Hotel is first and foremost a sensory experience, emotions laid bare on all sides. The various spaces grab their share of this breathtaking kaleidoscopic show – a whole new vision of Paris.

100% designed by Philippe Starck, a long-time ally of Laurent Taïeb, TOO Hotel invents its own take on modernity, a mix of humanity at its finest and the magic of technology. With its panoramas, warm, stimulating interiors bursting with imaginative touches, elegant, timeless furniture, exceptional volumes and ceiling heights, the sky's the limit for this new living space, as is only fitting.

As the majestic guardian of our planet for thousands of years, the sun bathes Parisian monuments in light as it sweeps from East to West: the big rock of Vincennes Zoo, the Centre Pompidou, Notre-Dame, the Sacré-Cœur, the Louvre, the famous Dome of Les Invalides... Dawn breaks over Montparnasse, and as the day draws to a close, the ball of fire slips slowly behind the Eiffel Tower, finally pulling the curtain on another day's performance over the Arche de la Défense.



"I wanted to offer new generations, who embody the future, a place that did not exist, in a neighborhood that is just finding its feet," Laurent Taïeb

Like an ethereal voyage of discovery 120 meters above ground, TOO Hotel offers you an experience outside the realms of time and space.



Experience Paris as you've never seen it before – a poetic, paradoxical perspective.



A tower hanging in the clouds, a contemporary symbol of Paris pushing its boundaries.

# ROOMS TOO DREAMY

All rooms have a sky view. Every detail draws on contrasts, playing around with variations and the unexpected, so nothing is a foregone conclusion. Watch out for the fluorescent lamps and the animal heads hiding in subtly positioned frames. The sensory experience takes its source in a form of dream.

Huge partitions formed by movable mirrors play around endlessly with the rays of sunlight that scamper and twirl like ballerinas across a stage. The windows evoke majestic cinema screens. The beds do not touch the walls, giving the ethereal sensation of floating above the view when you lie down. The color scheme explores the spectrum from cream to hints

of orange. On the floor, your feet sink into the clouds, while the woven wicker headboards are a nod to the highest standards of comfort that infuse every detail. A pleasure to contemplate, everything here begs to be touched. The refined textures that contrast strikingly with the angular precision of the tower are an invitation to snuggle up and relax, nestled between earth and sky.

The bathrooms with their wide sinks and tentacular lamps that twist and wind around themselves offer baths and rainfall showers – a chance to relax and free up your mind in the midst of the clouds, with majestic Paris as a stunning backdrop



# RESTAURANT **TOO** RESTAURANT

TOO Hotel is one of those special places where visitors don't just come to sleep, but also to stimulate the senses, love, dine out, enjoy a drink, party or work. Located 100 m above ground, TOO Restaurant is open non-stop from morning to evening.

Tucked into a gold-ceilinged glass cube, boasting sophisticated furniture made from natural materials, TOO offers an inimitable dining experience. Illuminated flagstones embedded in the floor create a sense of immensity, a gentle reminder that anything is possible, here in this unique space. Powder pink walls, paneling and artistic frescos by Pierre Monestier all bear silent witness to the secret of unforgettable evenings and intimate conversations.

In this spectacular setting, diners are treated to a mouthwatering choice of world cuisine with a modern twist. Guided only by pleasure, Benjamin Masson, assisted by Benjamin Six, deftly mixes flavors, bound by neither tradition or borders, resulting

in a menu with a thrilling variety of influences, resolutely cosmopolitan and creative. The view from this contemporary restaurant, spanning the Eiffel Tower, Notre-Dame and the Sacré-Cœur, is magnificent, and spectacular sunsets are on the menu.

TOO Restaurant also stands out from the crowd for the exceptional welcome it reserves for diners. No pressure to consume a certain type of dish at a certain time of day – there are no hard and fast rules here. At TOO Restaurant, families and couples come and go and dine side by side from breakfast to dinner, along with business people on the move, staff from the business district on a well-earned break, local residents and travelers passing through...Everyone is welcome here, surrounded by sky, soothed by the gentle breeze of freedom that comes from being so far above the hustle and bustle.



# SKYBAR TOO TACTAC

TOO TacTac Skybar slices through the clouds, by day and by night, during the summer and in winter, at the bow of the world. From this vantage point, guests enjoy a panoramic view of the city that changes color with the ebb and flow of the seasons. The never-ending show plays out like a breath of fresh air bursting with a sense of freedom.

Prepare to take off far above the busy streets and the day's problems. Time to take a breather and give yourself a break. From late afternoon, when darkness already pervades in the shortest days of fall, or in the thrilling atmosphere of a long summer evening, the city lights come on one after the other until a dazzling array of stars stretches across the sky. That's when you truly start to let go, blend into the moment and your surroundings... Paths cross, conversations intermingle, the planets align. The magic of TOO TacTac does its work.

The Skybar offers the same view as the restaurant, and the chance to get even closer to the immensity of the sky by stepping onto the impressive 150 sq. m terrace overlooking the Seine.

TOO TacTac Skybar, hanging from the clouds, is open daily from 5p.m. until 2 a.m., and can be hired out for private functions. Sip a cocktail or enjoy a glass of wine at any time of day, and if you're feeling peckish, simply order some light nibbles to share, with a truly international flavor for a fun, poetic interlude. No need to book – this is a place where you're free to simply be yourself.

Waxed concrete, metallic paint and beaten tin set the tone. Projected onto the wall arches, a constantly shifting artistic map draws us into parallel, dreamlike worlds, like Alice through the looking-glass. The vibe changes as the evening unfolds, making TOO TacTac Skybar the ideal venue for a quick afterwork drink, an aperitif with friends that stretches into the night, or a party with your head in the stars, in an exhilarating atmosphere bathed in live music and DJ sets, between two fiercely-fought air hockey matches. All tastes and all guests are more than welcome at the TOO TacTac Skybar, a meeting point where cultures, populations, styles and eras converge.



# LE SPA TOO CHILL

Woody, tree-lined and bathed in bright Mediterranean yellow shades, the TOO Chill spa offers an unforgettable escapade away from earthly concerns: two duo treatment cabins and one individual cabin, with a prime view of the sunrise; a gym boasting 10 high-performance machines and elegant, comfortable changing rooms; a custom-made cedarwood sauna.

The icing on the cake: an extraordinary outdoor jacuzzi, perched on the 17th floor on a tree-lined terrace with a unique view of the sunrise over the Seine. With room for 10 people, it is a fitting symbol of the larger-than-life feel of this exceptional place.



# MODULAR MEETING AREAS

## TOO MEETING

In the heart of Paris' new business district, TOO Hotel offers functional, bespoke meeting areas bathed in natural light. Prestigious and comfortable, elegantly furnished yet perfectly adapted to state-of-the-art technology, including a built-in screen and overhead projector system, the meeting rooms, located on the ground floor, are available for booking. A catering service with a range of options including coffee breaks, lunches and read-made meals is on hand. If you prefer, you can enlist the services of a caterer of your choosing.

The three rooms can be arranged to suit a host of formats:

- A 24 sq. m room with seating space for 16 people.
- Two 37 sq. m rooms that can each accommodate up to 20 people seated, which can be converted into one large 75 sq. m room – thanks to a movable partition – with seating space for between 40 and 50 people and standing room for up to 75 people. •



# SUSTAINABILITY TOO SMART

TOO Hotel's promise is simple – we are committed to offering a new venue to a generation that embodies the future. This thoughtfulness starts with the working conditions provided to the hotel's own staff who, regardless of whether they are based in offices or the kitchens, all enjoy a light-infused environment overlooking Paris.

Resolutely forward-looking, environmentally aware and sustainable, TOO Hotel was carefully designed to blend into its environment and the world, satisfying the criteria imposed by the most stringent environmental labels:

- NF BT HQE (high environmental quality) certification + “Sustainable Building” passport (“Exceptional” level)
- “EFFINERGIE +” label
- LEED for Core and Shell certification (Platinum level)
- Well certification (Platinum level)

The environmental dimension was taken into consideration as of the tower design phase by Jean Nouvel's team.

The day-to-day running of the hotel is scrupulously designed to be a benchmark in terms of sustainability, and promote the best possible practices:

- Limited number of baths and custom bathroom fittings with built-in water flow regulation
- Recovery of rainwater
- Widespread use of home automation for smart energy management: automation of easy services (automatic air conditioning, smart rooms with occupancy sensors, etc.)
- Limited number of openings to avoid extreme temperature variations
- Double-blind systems guaranteeing total darkness in all rooms – a source of energy saving
- Double bins for waste sorting.



# IN A NUTSHELL, TOO HOTEL IS...

## 1 CREATOR

- Laurent Taïeb

## 1 ARTISTIC GUIDANCE AND INTERIOR DESIGN

- ➔ Philippe Starck

## AN MGALLERY HOTEL

⇒ The MGallery Hotel Collection brand thoughtfully selects and curates unique properties around the world, forming a storied collection of boutique hotels with true soul where captivating stories are lived and shared. With more than 100 properties, each MGallery tells a unique story inspired by its own remarkable past or the destination it calls home. MGallery hotels are places where guests can enjoy an exquisite travel experience, marked by exceptional interiors, an art of mixology that awakens all the senses, and a wellness offering focused on balance in everyday life.

"We are very proud to call the TOO Hôtel Paris - MGallery as one of the most emblematic hotels of the MGallery Collection. A hotel whose deep artistic inspiration, dear to Laurent Taïeb, the attention to detail and beauty, elegance, harmony with its immediate environment, makes it a unique destination in the 13th, in the heart of the reviving districts of Paris" says Maud Bailly, CEO of Accor Southern Europe.

## 139 ROOMS AND SUITES NESTLED IN THE CLOUDS

- ✓ A one-of-a-kind hotel that starts on the 17th floor of a brand-new tower, at a height of 80 meters, reaching up to 125 meters
- ✓ 6 private balconies located between the tower's 17th and 24th floors, with an average surface area of 5 sq. m, each offering a fantastic view of Paris or the Seine
- ✓ 81 rooms overlooking the Seine, with a view of the sunrise, 1 of which has a balcony
- ✓ 42 rooms overlooking Paris, with a view of the sunset, 5 of which have a balcony
- ✓ 16 rooms and suites with panoramic views of Paris, the Eiffel Tower and sunset

## 2 ASSOCIATES

- ⇒ Laurent Taïeb, groupe Laurent Taïeb
- ⇒ Pascal Donat, groupe Valotel

## OPEN-AIR AND OPEN-SKY RESTAURANT AND BAR

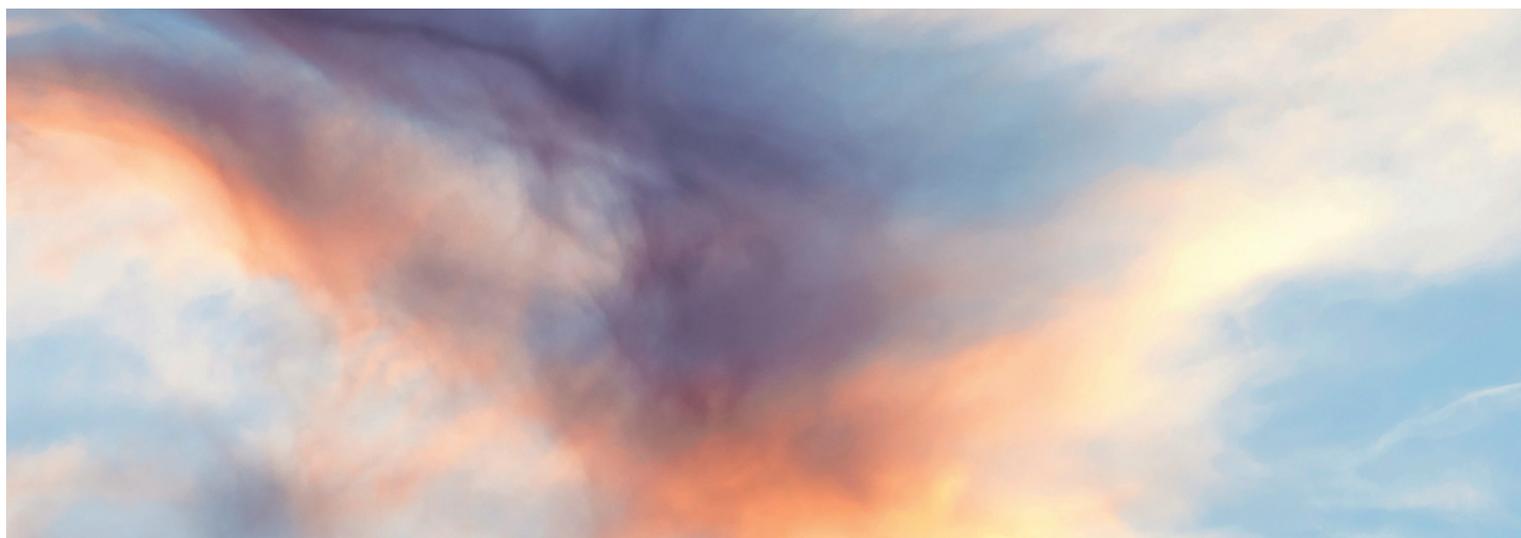
- ✓ A fully glass-walled panoramic restaurant on the 25th floor, open from morning to evening
- ✓ A modern, varied menu with a host of different influences
- ✓ Space for 180 diners (140 in the restaurant, 40 in the bar)
- ✓ A futuristic Skybar with a party atmosphere, located on the 27th floor, available for private functions
- ✓ A unique outdoor terrace with a surface area of almost 150 sq. m
- ✓ Laid-back meal options to share
- ✓ Mysterious shadows dancing on the walls
- ✓ DJ sets and live concerts

## SPA AND GYM

- ✓ A well-being and fitness center stretching over some 170 sq. m, including 3 treatment cabins, two of which are duo cabins, facing the sunrise, and a cedarwood sauna
- ✓ A 10-seater jacuzzi on the 17th floor, on a tree-lined, open-air terrace
- ✓ A fully glass-walled gym with breathtaking views over Paris

## MODULAR MEETING AND SEMINAR ROOMS

- ✓ A 24 sq. m room with seating space for 16 people
- ✓ Two 37 sq. m rooms that can accommodate up to 20 people each (seated), and can be converted into one large 75 sq. m room – thanks to a movable partition – with seating space for between 40 and 50 people and standing room for up to 75 people.



WHERE TO FIND US

65, rue Bruneseau, 75013 Paris

All hotel areas are accessible to people with mobility challenges

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GALLERY

HOTEL  
COLLECTION