



VOGUE LIVING

ARABIA

FALL/WINTER 2022

AN ODE TO MINIMALISM

Arabia's flair for extreme interiors

The bathroom reimagined - Any marble, as long as it's green

Born from an immense 1970s mail sorting center, Brach Hotel is the first from Evok Hotels Collection – 7 000 m² of surface area was left to the imagination of French industrial architect and designer Philippe Starck. Visionary creator by nature, Starck invited 'Thirties' architecture to meet modernism and Bauhaus, the Dada, and the Surrealists. To bring the property to life, Starck combined warm colors with natural and raw materials including wood, leather, concrete, glass, marble, and metal. Everywhere unusual objects and a selection of artworks create a cosy atmosphere. "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," says Starck.

Counting 59 rooms and suites with terraces with breathtaking views over the rooftops of Paris and the Eiffel Tower, Brach is a cosmopolitan and unconventional living space offering comfort and conviviality. "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 of exploration," shares Starck. A truly intimate bubble, the lobby is glided with a tribe of totems, sculptures, and poetic surprises that come alive between the ceiling adorned with an original canvas by the architect's daughter,



Superior room in Brach Hotel. BELOW: the entrance to the hotel

artist Ara Starck, and the floor carpet that reflects it like a mirror. While in the rooms and suites, the 1930s furniture as well as the natural and raw materials recall the modernist inspiration of the place. The highlight of the hotel is the selection of books on offer – renewed every literary season – available at the hotel's mini concept store. Rooms starting AED2 720 per night, brachparis.com **VA**



An Eclectic Space

Located in the heart of the 16th arrondissement of Paris, Brach offers a privileged, cosmopolitan setting for worldly visitors

OUR PICKS FEAST YOUR SENSES AT THESE BRACH SPOTS



The pastry shop
Conceived as a charming neighborhood store open to all, the space lets free the imagination of 2019 "Meilleur Ouvrier de France" award-winning pastry chef Yann Brys.



The roof
The Brach hotel rooftop is transformed into an urban garden with its lush houses with 360° view of the Paris skyline with an emphasis on the Eiffel Tower.