



# HOTEL PARIS BASTILLE BOUTET

## Press Kit





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# BASTILLE AND ITS FAUBOURGS: A VIBRANT DISTRICT, RICH WITH HISTORY



## **THE FAUBOURGS, LEGACY OF A PARISIAN HISTORY**

The reputation of the neighborhood is intricately linked to that of its faubourgs, which appeared in the middle of the 17th century. Behind the walls and cobblestones of Bastille lies the past of a district full of life. The craftsmen, most of whom migrated from the provinces and from foreign countries, settled here and developed trades like boiler making, small iron work and such other crafts. Soon, cabinetmakers took hold of this area which rapidly gained recognition owing to this expertise and these exotic essences of wood.

During the industrial revolution, the population grows. Craftsmen gradually give way to manufactures. Residential and industrial buildings blend. Scurrying, whistling workers become part and parcel of the scenery. The faubourgs, newly incorporated into the city of Paris, soon turn into a meeting point for many migrant workers. Today, the 11th arrondissement is the most densely populated of the capital and a hotbed of social and cultural diversity.

As a working-class district, the faubourgs are home to a frantic Parisian life, from the popular dances of the Belle Époque to the year 1789, when the Revolutionaries turned the majestic Place de la Bastille into an eternal symbol.

## **AN AUTHENTIC PARISIAN DISTRICT**

True to its heritage, the Bastille district has grown to become one of the most energetic and historic of the capital. Around the famed July Column, it is a focal point of encounters and stories. An undeniable symbol of the Paris of yesteryear, the neighborhood is packed with ancient monuments and steep back alleys worthy of a movie set.

Infused with a frenzied feeling, the district is a crisscross of typical restaurants, fashionable bars, mythical nightclubs, ethnic grocery stores and avant-gardist art spaces.

As a reflection of its history, the neighborhood reveals a particularly charismatic side of Paris, steeped in tradition yet popular. A duality that is also evidenced in the coexistence of Haussmannian buildings and contemporary works such as the Opera Bastille in a blend that makes for a vibrant, lively ambience.

The neighborhood serves as a crossroads for several worlds – the early craftsmanship spirit endures, but has given way to a new face of Bastille. It is a whole chapter in the history of Paris – and of France, for that matter – that one crosses when meandering through the area.



# A JOURNEY THROUGH INDUSTRIAL CHIC



## BEHIND THE WALLS, A HISTORY OF INDUSTRY

The philosophy of the hotel, located 22-24 Rue Faidherbe, is closely tied to that of the whole arrondissement. The emphasis on materials, whether raw or finely wrought, is one of the foundations of its style. As early as 1926, Maison Boutet settles here and provides the craftsmen of the industrious Faubourg Saint-Antoine with wood imported from Europe and more exotic lands. This joinery workshop, which will later give way to a chocolate factory, then becomes home to the life of a neighborhood where the working class mixes with the craftsmen, combining expertise with industrial momentum.

## AN ICONIC FACADE

The gateway to this fascinating world, the hotel's frontage embarks us in and of itself on a journey through time, a deep plunge in the Paris of olden days. Fully renovated, it displays once again the beauty of the colors of its mosaics and the majesty of its Art Deco canopy.

After nightfall, the play of lights on the facade further enhances the delicacy of the work. Perfectly in keeping with the spirit of the hotel, it reveals a strong commitment to preserving the history of the place. A legacy that is upheld even in the name of the hotel, which made his that of the joinery workshop, "Maison Boutet".

A symbol of the philosophy of Hotel Paris Bastille Boutet, this facade is one of the greatest successes of a renovation process that focused on the conservation of the industrial legacy of the building.

## A PROUD INDUSTRIAL HERITAGE, AN EMPHASIS ON CONVIVIALITY

Imbued in the farthest recesses of the hotel, its heritage as an industrial site and a place of craftsmanship was diligently protected. The manufacture was entirely revamped, while preserving the pith and marrow of the building, to make way for a hotel that embodies the very soul of Paris.

Wood and metal are given pride of place, echoing the traditional craftsmanship of the faubourgs. The choice of a raw architectural approach, with exposed steel and concrete structures, refers to the industrial heritage of the area. The hotel's DNA lies in its upholding an authentic nature: the sleekness of the shapes, the legitimacy of the resources used and the historic background of the place.

One of the challenges of the project lied in putting together the relevant décor. The furnishings, strictly functional, are the product of traditional handicraft. The visual design, efficient and sober, highlights the peculiarities of the building, while the apparent simplicity of the place brings out the quality of the finishing and the detail of the work, giving it meaning. In certain areas within the hotel, this "cleverly-thought spontaneity" assumes an urban style in an attempt to recreate the working-class feeling that once prevailed here and came to shape the very essence of the area.

In short, the appeal of the Hotel Paris Bastille Boutet lies in its contradictions, in the combination of traditional craftsmanship with the precision of the industrial world, of a minimalist spirit with thoroughly designed details and of a high-end institution with a working-class heart.



# THE LOBBY BAR, A LIVING SPACE WHERE HISTORY IS RESTORED TO ITS RIGHTFUL PLACE



Scarcely through the lobby door, the traveler is struck by the singularity of the place. In this bright and warm venue dominated by wood, an elegant reception desk made of noble and precious walnut wood sits imposingly. Small touches of light come into play to add to the impression of elegance and comfort which emerges from this charming and friendly lobby. The made-to-measure parquet in solid walnut wood and the authentic little details and imperfections of each of its strips accompany guests in style until they reach the bar and its flowery terraces.

## **A BIT OF HISTORY IN A CONTEMPORARY SETTING**

A true meeting point, the lobby houses a bar finely designed to echo the roaring twenties, the time when the manufacture sprung from the earth. A wall of fine mosaics mirrors the hotel's façade, underling subtly its heritage and providing a main theme for its design.

Clad in tin, the bar's countertop enhances this authentic material while adding warmth and light to this appealing setting. Definitely singular, the lobby bar encourages guests to fall under its charm and forget about time, comfortably seated on its sofas and chairs coated with vintage leather.

## **AN IDEAL LOCATION ON RUE FAIDHERBE**

Sheltered from the frenzy of the capital, immersed in a subdued atmosphere, the bar is a haven of calm where time seems to stand still. The Bar Boutet, open from 6.30am to 11.30pm, is a place of many atmospheres, many lifestyles and the ideal spot to share unique, treasured moments like taking the time to enjoy the company of friends, starting your night out or engaging into lengthy, passionate conversations over a couple of drinks.

The bar Boutet offers a wide choice of beverages complemented with a number of sophisticated, contemporary snacks. Some will cross Paris to treat themselves to a comforting old-style hot chocolate, others to enjoy the delicious and original cocktails prepared by the barman, or a selection of detox juices, all of which give pride of place to creativity.

After going through the lobby bar, the traveler discovers the breakfast hall and its gourmet menu. When the weather allows, the room extends itself to open onto two patios sheltered from the hubbub of the capital.



## AN APPEALING, ENTRANSCING STYLE



### **THE MONUMENTAL STAIRCASE, PROUD AND ENCHANTING**

Designed from scratch in the context of the building of the hotel, Maison Boutet's central staircase proudly exhibits its reinforced concrete framework. Its gigantic stairwell, dotted with lighting units that run all along the walls, puzzles and astounds the traveler. The impressive glass roof drenches the center of the staircase with light, creating a flamboyant halo featuring mesmerizing contrasts.

With its delicate cast concrete work, this majestic stairway is a brilliant display of craft engineering and an outstanding pathway to the upper floors. This play on light and shadows, ubiquitous in the hotel, is also evidenced in the corridors served by the staircase, punctuated here and there with light boxes and mirrors.

### **A UNIQUE, UNFORGETTABLE EXPERIENCE**

Hotel Paris Bastille Boutet was the object of a demanding renovation drawing from the heritage of the building and from the minimalist, sober style of the industrial world. The sensuality of the finely wrought woods is exalted in every nook and cranny of the hotel, contrasting with the raw nature of metal. The warm, chic decoration with copper hues builds on carefully curated antiques: golden mirrors, ceramic suspensions, items of full-grain leather, etc.

An atmosphere that designer Astrid Dieterlen wanted imbued with strong, singular and sophisticated character with a view to highlighting the spaces, each of which was meant to serve a specific purpose.

Right after the door, a mirror box captures and reflects lights, playing with the hues omnipresent in this hotel where daylight finds its way in through amazing apertures that accompany the traveler wherever he goes. This is the case on the ground floor where a crossing view makes it possible to admire the terrace-garden, but also with the glazed domes that illuminate the underground rooms or with the light shaft around which the majestic central staircase is structured.



## **AN ODE TO NATURE**

Nature merges seamlessly into the various spaces of Hotel Paris Bastille Boutet.

The patio serves as a timely opening onto the exterior, offering guests the opportunity to enjoy the frenzy of this vibrant area without leaving the hotel's premises. Its vegetal character allows for a journey into time, making it the ideal spot to indulge in a cocktail or allow thoughts to run freely.

Atop the hotel, the planted gardens provide guests with a sanctuary of greenery and an opportune breath of air. They offer commanding views on the capital's roofscape, exhibiting the image of a timeless Paris whose legendary chimneys compose a line that stretches as far as the eye can see.

Light is omnipresent, from the farthest recesses of Hotel Paris Bastille Boutet to the larger spaces of the establishment. The exterior therefore enhances naturally the interior.



## AN UNPARALLELED OFFER, EXCEPTIONAL ROOMS



Each visit is a surprise at Hotel Paris Bastille Boutet - MGallery by Sofitel. Spread over seven floors, the rooms stand out by their unique layout. Each of them was designed with the utmost care by architect Vincent Bastie and designer Astrid Dieterlen.

### **UNIQUE AND SOPHISTICATED ROOMS**

Refined and intimate, the hotel's 80 rooms boast a minimum surface of 19m<sup>2</sup>, a great deal of light, high ceilings and large glass walls similar to those that cover the façade. Fitted with sleek, functional furnishings, they offer a perfect blend of comfort and design that extends up to the light and refined bathrooms.

A great asset of the hotel, its continuous terraces and balconies provide many rooms and suites with breathtaking views on the roofs of Paris. Surfaces of up to 60m<sup>2</sup> have been entirely vegetated so that travelers can stay on top of things and ignore, only just for a moment, the hustle and bustle of the city.

### **A WARM AND SENSUAL INTERIOR DESIGN**

As in an authentic Parisian apartment, the rooms, each one different and unique, are fitted with finely wrought wooden floor. The charm of the interior décor lies in the nobility of its materials, treated with care and duly honored. These hints at craftsmanship can be observed everywhere in the establishment through the original pictures of photographer Astrid Dieterlen that illustrate the arts and crafts of bygone times.

The sleek, tailor-made furniture builds on the preciousness of walnut wood and the contrasts of its metallic inserts. This attention to detail is yet another nod to the industrial heritage of the site. The warm character of the beige, full-grain leather that adorns the headboards and chairs adds a warm, cozy touch to this minimalist universe. The soft mineral colors are further enhanced by chromatic trimmings of anthracite and carmine red.





## **TWO SIGNATURE SUITES DESIGNED BY UP-AND-COMING ARCHITECTS OF THE ECOLE BOULLE**

Of the four suites of the hotel, two were designed by final-year students of the prestigious Ecole Boule. The projects, selected for their boldness and originality, gave rise to astounding, unusual spaces that twist quite creatively the basics of the hotel industry.

The Teak Suite, with its beautiful chevron parquet flooring, amazes by its “L” shape offering a 7-meter long hall. Like a music score, the atmosphere leans on the duality of the opened spaces clad in white and the recesses a tad darker, while inserts of vintage metal and walnut wood serve as a common theme.

Margaux Bougon and Marlene Gaillard aimed at reinterpreting the spaces and at puzzling guests with a bathroom that opens onto the bedroom and a built-in bathtub that looks onto the terrace. Ingenious and original, the mechanism developed for the wardrobes lets them slide according to your desires, so as to disclose or hide whatever they contain.

The dark woods of the Ebony suite create a chic, elegant, almost noble universe. Corentin Le Flohic and Mégane Flageollet spent a great deal of time searching for materials that would appeal to the senses, with a focus on sight and touch. The hall turns into a set of storage units made of elements that seem to sprout from the walls in a bold way. The silk velvets of the bedroom and the spacious marble bathroom add to the singularity of the suite.

In both cases, the instructions were followed brilliantly and the two suites, though being unusual, remained true to the spirit of Maison Boutet. The exercise in style therefore consisted in browsing the broad array of materials and combine them with the knowledge and skills of the early 20th century. Every detail tells the story of Maison Boutet, a leap back in time with the evocation of old materials, the work on mosaics ... Each space is a discovery, each element an invitation to travel.



## AN OASIS OF PEACE DRENCHED IN LIGHT



At the heart of the hotel, a 150m<sup>2</sup> well-being space is dedicated to meditation and relaxation. While warm and wooden tones prevail everywhere else, this area builds on a sleek, light design to create a soothing surprise. A seaside spirit reigns in this exceptional Parisian spa, a haven of light that provides a breath of fresh air.

### **AN AQUATIC COCOON FOR A TIMELESS EXPERIENCE**

Covered across its entire surface with white and blue enameled tiles, the elegant relaxation area echoes the hotel's iconic façade. As wanted by Astrid Dieterlen, the name "Boutet", written in mosaic, proudly adorns the main wall.

The 4x8m indoor pool boasts a light shaft making it possible to bask in the sun at every time of the year. With its resistance jets, swimming becomes a vitalizing, stimulating exercise.

Everything here has been thought to take travelers on an exceptional, fulfilling experience. With a steam room, a sauna and two luminotherapy showers, the well-being area is the ideal place to recharge one's batteries.

### **A VARIETY OF GENEROUS**

Two boxes, one of them a double, invite you to relax and let your senses guide you. In another nod to the past of the establishment, which used to be a wood manufacture, the well-being menu includes stand-out items such as the signature wood essences treatment.

Guests in need of pampering will also be able to enjoy massages and scrubs from the prestigious aromatherapy specialist Codage, with a range of natural care products boasting numerous soothing benefits.

### **AN AREA FOR SPORT LOVERS**

Guests of the Hotel Paris Bastille Boutet can also take advantage of a cutting-edge gym. Drenched in light thanks to its glazed dome, this pleasant and functional space is available from 6am to 10pm.



# ASTRID DIETERLEN AND VINCENT BASTIE GIVE A SECOND LIFE TO THE MANUFACTURE



For almost 30 years, Vincent Bastie and his team have worked to redefine the hotel business in Paris. This design office brings together passionate architects who like to recount beautiful stories – and that of the Boutet has been particularly inspiring. “We wanted to revive the soul of Maison Boutet after it had suffered from the latest transformations. Our approach was to restore the authenticity of the place and to bring out the wonderful existing façade. We set ourselves the daring challenge to extend the history of the establishment inside by creating a key feature: the monumental staircase” comments Vincent Bastie.

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#### **4 QUESTIONS TO ASTRID DIETERLEN, ARCHITECT**

A former student in Applied Arts, Product Design and Artistic Crafts at Ecole Boulle and graduate from ENS AAMA in Space & Stage Design Research, Astrid Dieterlen teamed up with Vincent Bastie in the context of the project. She tells us about her inspirations and her collaboration with Hotel Paris Bastille Boutet.

##### **How would you describe your role as a designer in this project?**

The hotel industry is a fascinating universe, in that it requires to look at the big picture. The designer has to walk a tightrope between architectural requirements, operational needs, budgetary limitations, while remaining faithful to the history of the site. My role was therefore to understand and materialize, in the course of the discussions we had with the owners and the architect, Vincent Bastie, our common ambition to devise and create a singular, relevant hotel project.

Breathing new life into a place this unusual, this steeped in history, came with great responsibilities. The challenge was to transform this industrial manufacture into a high-end hotel establishment and to develop a particular experience, something that would be specific to the hotel and its district.



### **How did you design the space? Did you build on the history of the site?**

There was a natural connection between the history of the site and the values of the MGallery by Sofitel Collection, which makes it a point of honor to preserve the identity and soul of the addresses of its portfolio. The industrial heritage of Maison Boutet and its past as a place of craftsmanship therefore emerged naturally as the cornerstone of my artistic approach in devising the hotel's design.

It is precisely this approach that consisted in reconciling the history and spirit of a place to the needs of our times that fueled my creativity. It is the second time I came to work on this kind of project, after a collaboration with Philippe Starck's team on the interior decoration and style of Caffè Stern, a former printing factory transformed into a fancy Parisian restaurant.

To me, Hotel Paris Bastille Boutet was above all a thrilling artistic venture with a daring challenge: making guests so comfortable that they really feel at home, within a building with an industrial heritage.

### **What are your influences?**

There are many. I try to take advantage of all the things I come across, to make the best out of each encounter I make. Bruno Borrione has been and continues to be a decision source of inspiration. He passed me on his vision of architecture and taught me how to comprehend living spaces.

### **What is your favorite space within Hotel Paris Bastille Boutet?**

That's a tough one! I like to think of this hotel like a harmonious whole, I wanted to create a set of living spaces where people would come and go, exchange... One of the places that best embody the Boutet is undeniably the staircase, made to measure and directly cast in situ, one flight of stairs at a time. This original work, combining authenticity and technique, is further enhanced by a light shaft that takes advantage of the glass roof of the sixth floor. The apertures within the walls of the stairwell capture the attention by playing with perspective.

This staircase reflects perfectly the spirit of the hotel: singular, amazing, seductive, it displays the building materials in their finest attire while letting visitors discover the secret of the making.



# HOTEL DETAILS

**NAME OF THE HOTEL** Hotel Paris Bastille Boutet - MGallery by Sofitel

**MANAGER** Gaëlle Grelat

**CATEGORY** 5 Stars

**NUMBER OF ROOMS** 80 rooms and suites

**BAR** Bar Boutet

**SPA** Spa Codage

**Rates** Starting €199

**CONTACT DETAILS** 22, 24 Rue Faidherbe,  
75011 Paris  
0033 140 246 565  
Bookings: [www.mgallery.com](http://www.mgallery.com)

**SOCIAL NETWORKS** Facebook : <https://www.facebook.com/Boutet.MGallery/>  
Instagram : <https://www.instagram.com/boutet.mgallery/#HotelBoutet>

## LOCATION

The 11<sup>th</sup> arrondissement is located in the east, on the right bank of the river Seine, at a 20-minute walk from the famed Place des Vosges. Bordered on the north by the 10<sup>th</sup> arrondissement and on the west by the 3<sup>rd</sup> and 4<sup>th</sup> arrondissements, this district offers a vibrant nightlife and has quite a few lovely surprises in store for you. Bastille, located Rive Droite, a stone's throw from the Haut Marais, is a stunningly beautiful district and an icon of "Old Paris". Its lovely cobbled streets and alleys are a crisscross of charming secret courtyards, art galleries, appetizing stalls, fashion stores... From the inevitable stroll through Paris, a few minutes away from the hotel, to a delightful moment of idleness at Place des Vosges or a visit to the museums of Rue des Francs-Bourgeois and sight-seeing Rue des Rosiers... a complete immersion through the seducing Paris of yesteryear and the liveliness of the modern city.



# THE BOUTET PARIS BASTILLE IN PICTURES

