

MADAME RÉVE

HÔTEL
RUE DU LOUVRE
PARIS
1^{ER}

MADAME RÊVE



The reception of the hotel, 48 rue du Louvre.

A large, lively and inspired hotel

Description:

5 stars
7000sqm
82 rooms and suites
1 well-being center
2 restaurants
1 rooftop

After nine years of challenges, spectacular work and shared passion, the Louvre Post Office is coming back to life in a different way.

Laurent Taïeb's Madame Rêve Hotel offers Parisians and tourists from all over the world 7000sqm of space – including 82 rooms and suites, often with terraces, an entire area dedicated to well-being, two restaurants and an astounding green rooftop with unprecedented views of Paris.

Between luxury and extreme luxury, the hotel seeks to offer Paris a place for “living” that has never been seen before. A place where Parisians and tourists alike can meet to mingle at the restaurants and on the rooftop of this five-star hotel.

Madame Rêve is truly unique and out of the ordinary – a hotel that will quickly become emblematic of the industry. It is an invitation to live with joy, pleasure and desire; exactly as its creator Laurent Taïeb wanted.

LAURENT TAÏEB



His path

Surrounded by the best in the business, at 56 years old, Laurent Taïeb took on the creative direction of this project. His vision was so clear that he refused to compromise.

“Madame Rêve,” said Laurent Taïeb, “this is a very personal project, it is a contemporary tale that I imagined for myself and wrote for others. I know where I am from. I was born in Tunisia and grew up in Paris, near the flea market in Saint-Ouen and this was my playground. I created a new phantasmagorical universe imbued with style and know-how. I wandered amongst the stands, jumping from one era to another like an imaginary game of hopscotch. This was where my new life began, where I created my aesthetics.”

Laurent Taïeb opened his first establishment in 1993, the *Café du Trésor* and shortly after, created *Les Productions du Trésor* with Alain Attal, which was an immediate success. After creating the first high-end organic restaurant in Paris, *Bon* with Philippe Starck, he succeeded in convincing Andrée Putman to conceptualize *Lo Sushi*. In 2003, he constructed *Kong* restaurant and bar with the former CEO of Louis Vuitton, Yves Carcelle, under the spectacular glass roof of the Samaritaine.

THE ARTISTIC PROJECT



The living room of the Deluxe Suite with a terrace.

**“I wanted to tell my story,
to interpret the hymn of my profession.”**

When Laurent Taïeb came face to face with the gigantic Louvre Post Office Project, his fascination with this period and the creation of this iconic building in Paris in 1888 struck his imagination. How to forget the artistic and innovative flow of these forgone years.

“I wanted to tell this story by drawing on unparalleled French know-how. From the ground floor, it was necessary to express the language of volumes, to rediscover the creative breath of glassmaker Emilie Gallé and cabinetmaker Louis Majorelle. I also wanted to express my fascination with the Viennese Secession by drawing inspiration from Josef Hoffmann for the creation of the chandeliers... Thus, was born the idea of the grand café with its 8-meter-high ceilings – that are truly reminiscent of the grandeur of historic places.”

Laurent Taïeb recounts his artistic journey and his encounters filled with wonder and camaraderie with the greatest artists and actors of French design. The hotel therefore hosts the work of Olivier Masmonteil, Inès Longevial, María José Benvenuto. Paying tribute to the history of the building, a private collector has agreed to donate eight hundred works of *Mail Art*, which can be found on display in the hotel rooms. Jacques Villeglé, the famous French typographer, created the immense fresco in the entrance hall of rue Étienne Marcel. The talent of Olivia Giacobetti has made perfume likewise a part of this artistic approach. “I wanted to create a link between the heritage of this emblematic place and Madame Rêve. I imagined a solid wood that would have survived the ages, associated with the softness of a feminine presence. Like a subtle imprint, the scent of varnished wood, paper and delicately powdery rose covers these walls.”

Laurent Taïeb, the multifaceted and talented character (cinema, music, contemporary art, real estate, catering...), gives Madame Rêve a superb soliloquy in a modernist urban language.

Artistic contributions:

Olivier Masmonteil, painter:
portrait Madame Rêve at the reception,
mural fresco of Madame Rêve Café

Inès Longevial, painter:
self-portrait in the rooms

María José Benvenuto, painter:
ceiling fresco in the restaurant La Plume

Jacques Villeglé, typographer:
fresco in the Rue Étienne Marcel entrance

Claire Lindner, ceramist:
sculpture in the restaurant La Plume

Olivia Giacobetti, “Nose”:
fragrance of the hotel Madame Rêve

The Executive View room with terrace.



ROOMS AND SUITES



The Saint-Eustache church from the Deluxe room - Exceptional View - Atelier.

A hotel with 82 rooms and suites

Description:

1 giant glass roof on two levels
82 rooms and suites on 1 floor including
43 rooms with terraces/balcony
Areas between 28sqm and 90sqm

The first surprise of Madame Rêve is the entrance, located at 48 rue du Louvre. At the corner of this immense stone façade is a small door, like the entrance to a speakeasy or a Japanese house that calls for humility. It is intended to be as simple as that of a 19th century mansion, to be better prepared for the surprise when you enter the impressive lobby-café-restaurant. Another surprise awaits you when you take the elevator from the 19th to the 21st century – in only 3 floors. You arrive on the hotel bedroom floor and discover a giant planted glass roof on 2 levels, which occupies the old roof terrace of the building and accommodates 82 rooms and suites with breathtaking views of Paris.

Here again, the French know-how was honored by the owner. The woodwork has been worked in walnut and the floors in oak. The Zelliges mosaics were made to measure and heavy velvet curtains cover the windows. The furniture was likewise designed by Laurent Taïeb with marbled and golden-brown notes, a nod to one of Andrée Putman's motto: "Life must be golden."

Dressed warmly in wood, all rooms offer an enveloping and luxurious dimension and most open onto a terrace, which is extremely rare for a Parisian hotel. The Madame Rêve Hotel is right in the center of the city and in the sky – a truly unique discovery for all lovers of Paris.



The Junior Suite Family.



The bathroom of the Junior Family Suite and the bathroom of the Junior Deluxe Suite.



The Deluxe Paris View room and its terrace.



The Garden View Junior Suite.



The living room of the Junior Deluxe Suite and the Nest Suite.

MADAME RÉVE CAFÉ MADAME RÉVE

MADAME RÊVE CAFÉ



Madame Rêve Café and its terrace in the Gutenberg Courtyard.

Lobby - café - restaurant - terrace

Description:

300 sqm
170 place settings
8 meter-high-ceilings
16 seats at the bar
80 place settings on the Gutenberg
Courtyard
Continuous service from 8am to 2am

This is where the hotel takes on its full dimension and masterfully expresses its ambition. With 8-meter-high ceilings and a surface area of 300sqm, it is an immersion in an almost unreal universe, so much that the décor reminds of us of the splendor of a bygone era.

“I wanted to stage the codes of the late 19th and 20th centuries, being warm without ever going overboard and avoiding overload. To represent the Parisian chic of the past, I was convinced that one should not cheat and call on the best French artisans.”

Thus, the marbles with honeyed tones are harmonized with the nuances of the mahogany woodwork carved and pegged by the Atelier de la Chapelle. On the ceiling, there are four immense chandeliers by Mathieu Lustrerie, which magnify the volumes and awaken the deep colors of the velvet hangings, that in 15 shades by Pierre Frey. Inspired by period models, Laurent Taïeb envisioned each element of the furniture in the lobby and adapted them to the comfort of today with Maison Henryot (founded in 1867). To better enjoy the perspective view on the sunny terrace of the Gutenberg Courtyard, like at the famous Harry's Bar in Venice, the height of the bar seats has been reduced from 72 to 66 centimeters.

A historic setting to enjoy today's Mediterranean cuisine at any time of the day. Here the generations mix, and the nomadic workers of our time can settle at Madame Rêve Café in the morning to feast on a dish at noon, then to continue their digital activities in the afternoon, comfortably seated in cozy armchairs until the evening, while waiting to meet their friends for a cocktail.

La Pume

BAR RESTAURANT ROOF

LA PLUME

The terrace restaurant

This panoramic restaurant, located on the same level as the rooms and suites with a surface area of 300 sqm, is one of the key elements of the Madame Rêve Hotel. In the heart of Paris, it opens onto a wooded patio rich with more than 100 plants of different species. From the entrance, discover the exquisite gold champagne color of the bar, drawn in a U shape and carved from marble that still appears icy from its extraction.

There are breathtaking views from every part of the restaurant – the impressive vision of the Saint-Eustache church and the discovery of an unprecedented Paris, with the blue roofs of monuments looming on the horizon.

Description:

One 500 sqm space
1 panoramic restaurant of 200 sqm
140 seats inside
40 seats at the bar
60 seats on the patio
25 seats in the private lounge
Lunch from 12pm to 3pm
The bar opens at 6pm
Dinner from 7pm to 11:30pm
Access: 43 rue Étienne Marcel, Paris 1^{er}

Inspired by recipes from contemporary Japan made by Benjamin Six from Zuma London and Zuma Dubai, the cuisine at La Plume takes on a whole new dimension.

The lights resume their hypnotic dance with that of Paris, masterful at nightfall, without missing the notes of copper, wood (oak and walnut), Edelman leathers, Calacatta Oro marbles and curtains blurring the resonance and reverberation. Please note that for privileged evenings, private access of the 56 m² Saint-Eustache lounge is available, which alone sums up the spirit of the restaurant with a terrace that overlooks the eponymous church.

The restaurant La Plume and its patio.



OTHER SPACES

A Well-Being space, designed like a boudoir

A large sofa eases tension at the entrance and sets the tone for this civilized boudoir with a dominant view of the peristyle of the Louvre Post Office and its hypnotic alignment of columns.

Dotted with photos paying homage to sports, the 150 m² Wellness space includes beauty treatment rooms, a fitness studio and a spectacular sauna with light woods that overlooks the streets of Paris.

Description:

150 sqm
2 beauty treatment rooms
1 sauna
1 fitness studio

The Roof

Opening in Spring of 2022.

The terraces with a view of the garden and rooftop.





Madame Rêve is a place of life and philosophy

Imagining the hotel industry of tomorrow means imagining an uninhibited approach of mixing urban chic with accessibility that invites relaxation. It is a place to enjoy a coffee, to work all day with wifi, to book for a weekend, to have fun and to reconnect with the festive spirit of the city.

“I wanted to avoid the familiar, the compartmentalization between generations and styles,” explains Laurent Taïeb. “At a time when social networks are making people lonelier than ever, Madame Rêve seeks to bring people together. The quality of the materials and the spectacular view of Paris should not make this place inaccessible. We must respect people and nature. The restaurants, rooftop and sky bar are all entirely eco-responsible.”

An eco-responsible approach

Responsability and durability:

Environmental labels
Thermal and acoustic insulation
A limited number of bathtubs
Production of renewable energy
Solar panels create 50% of all hot water

Hotel Madame Rêve is a place of this era. It is eco-responsible and respects the demanding criteria of environmental labels: Leed Core, Breeam, Effinergie Renovation, Shall and NF-HQE.

Designed for the well-being of its occupants and that of the planet, the hotel is committed to responsibility and sustainability through the flow of water and waste through thermal and acoustic insulation, solar protection, the production of renewable energies and a limited number of baths (17). The hotel produces 50% of its hot water from solar panels on the roofs.

“Tomorrow will be green,” proclaims Laurent Taïeb. “Breathing is the key to understanding the building.”

Madame Rêve
www.madamereve.com
48, rue du Louvre, 75001 Paris

Contact:

Madame Rêve
Coralie Malazdra
Director of Communication
48, rue du Louvre, 75001 Paris
coralie.malazdra@madamereve.com
+33 (0)1 80 40 77 59 - +33 (0)6 80 18 16 98

Press:

United Kingdom
Perowne International
Alexa Withers
31 St James's Place, London SW1A 1NR
aw@perowneinternational.com
+44 (0)20 70 78 02 95 - +44 (0)77 10 96 78 85

USA
Perowne International
Louisa Levison
48 Lafayette Street, Soho, 10013 New York
ll@perowneinternational.com
+1 (786)622-1959 - +1 (646)275-0320

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