

150 MONTE-CARLO SBM

MONTE-CARLO SBM *celebrates its 150th anniversary*



“ We must supply Dreams here... ”

François Blanc, April 27th 1877

When he pronounces his last speech at the Société des Bains de Mer et du Cercle des Étrangers (S.B.M.) assembly, François Blanc addresses an explicit message to future generations. He, the magician, the genius entrepreneur whose apotheosis became, after an invitation by Charles III followed by an inspiration by Princess Caroline, the creation in 1863 of a company unique in its kind: The Société des Bains de Mer et du Cercle des Étrangers.

150 years later, the Société des Bains de Mer has become **Monte-Carlo S.B.M.** and the message from the magician of Monte-Carlo reaches us intact, inspiring more than ever **the evolution of an enterprise that simultaneously invented the resort, and the notion of an experience.**

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And also, behind the scenes:

- > Marie Blanc's 350 000 bottle wine cellar
- > « Secrets » of the creation of an experience: « De main de maître »

What an adventure!

The story of Monte-Carlo S.B.M. is an extraordinary human, industrial, artistic and urban adventure. From 1863 and in the space of 50 years, the state of Monaco becomes the instigator of its own revolution, which today is legend. The principality confirms itself, developing around a neighbourhood, Monte-Carlo, whose genesis is ultimately linked to the implementation of a new concept: the resort, created and conceptualized by François Blanc: La société des Bains de Mer et du Cercle des Etrangers.

From his spirit of initiative and his business acumen, encouraged by the magnanimity of the princely influence, an exceptional adventure was born.

> Enter into history...

At the dawn of the 1860s, while the industrial revolution increases urbanization throughout Europe, the Principality of Monaco remains removed from these developments and remains an isolated territory without resources after separating from the rich territory and arable land of Menton. Most development attempts initiated around gambling quickly end in failure, in such a manner that the creators soon find themselves backed up against the wall. But fate being full of twists and turns, when in 1863 François Blanc launches the casino on the until then deserted plateau des Spélugues, the seeds of an idea start to imminently take root. For Prince Charles III, "the new casino of the Société des Bains de Mer will soon grow to monumental proportions. Around the Casino, fine hotels will be built, which will not pale in comparison with those built in Paris, London and New York."

The inauguration of the Hôtel de Paris in 1864 and the commissioning of the Café Divan in 1868 (later to become Café de Paris) consecrate the exceptionally fast metamorphosis of the plateau des Spélugues, furthermore encouraging the creation of stunning villas and gardens. The construction of the thermal bath in 1860 in the Condamine meets another need expressed by European aristocracy now accustomed

to stopover in the Côte d'Azur spas to "take the water". Accessibility to this flourishing location is stimulated by the arrival of the railway, synonym of progress. A road connects the port to Casino Square, thus reducing the distance separating tourists from the world of pleasures that awaits them. This universe is constantly diversifying. The in-depth restructuring of the casino in the end of the 1870's results in the emergence of new forms of entertainment. A theatre is built, creating an eclectic repertoire of avant-garde performances, welcoming the greatest artists of the time....



The appeal of the Casino results in a renovation and extension of hotel capacities. While the Hôtel de Paris adorns itself with a new wing, (the famous 'Rotunda'), the once small Hermitage is transformed at the beginning of the 20th century into a luxurious vacation establishment. Public areas also modernise: Monaco streets are paved for the first time, facilitating the movement of luxury cars already competing in elegance shows, also providing an opportunity to discover the latest news and progress in comfort.

A welcoming ground to technical and artistic innovations, Monte-Carlo is naturally focused on remaining contemporaneous. Created in 1929, the Monte-Carlo Beach Hotel whose style is reminiscent of Florida palaces, guarantees a summer romping ground for the "between two wars" clientele, in research for sun and fun. The Sporting Monte-Carlo becomes the centre of Monte-Carlo night life in the 1930's, welcoming international stars from both silver screen and stage. These special guests eventually revolutionize nightlife in the 1970's, prompting the S.B.M. to build areas devoted entirely to revelry, such as the famous nightclub Jimmy'z.

Monte-Carlo is constantly updating itself to the latest trends and fashions. The 2000's were marked by the emergence of a new way of life, based on a once unimaginable alliance. The Monte-Carlo Bay Hotel & Resort is now the new icon of this new casual-chic style. Until the next evolution... that Monte-Carlo, who has been looking into the future for the past 150 years, will surely espouse while anticipating new trends and new... dreams.

Launched in January 2013: MONACOPOLIS

At the initiative of the Nouveau Musée National de Monaco (NMNM), Monacopolis is a unique exhibition retracing the various steps taken in urbanisation and expansion of a legendary city, entirely dedicated to pleasure and entertainment. Villa Sauber presents the historical cradle of the emblematic neighbourhood of Monte-Carlo, influenced by Charles Garnier. 600 historic plans, mainly sourced from the Monte-Carlo S.B.M. archives, demonstrate the permanent state of renewal of the territory. Villa Paloma concentrates on architectural planning submitted since the 1940s, both by renowned architects and visionaries (Eugène Beaudoin, Le Corbusier) and remarkable newcomers surpassing one another in ingenuity (Henry Bulgheroni).

The problem raised by saturation and lack of space bring forth Utopic proposals from the 1960's, sometimes visions of a Venetian Monaco, mythical designs somewhere between Utopia and fantasy. Venetian Monaco, a transparent and suspended city-bridge imagined by Yona Friedman, is a beautiful illustration of this approach.

François Blanc

2

> The inventor of the total experience

In 1863, on the invitation of Prince Charles III and following an inspiration from Princess Caroline, François Blanc creates a company unique in its kind: the Société des Bains de Mer et du Cercle des Etrangers à Monaco (S.B.M.).



A brilliant business man with a sense of all inclusive, François Blanc is first and foremost a visionary who invents the concept of the Resort. His wish is to appeal to a clientele demanding “everything, immediately, and in one place”: hotel accommodations, artistic and athletic venues, catering, entertainment. Rich in experience gathered from the State of Homburg to which he owes his fortune and success, François Blanc takes advantage of the growing intolerance towards gambling that prevails in Europe in the second half of the 20th century, to succeed in his daring venture. With

the S.B.M., he will transform the Principality in an El Dorado, whose chief landmark is the Casino. Right next to it, on the Plateau des Spélugues, François Blanc creates a prestigious Palace (Hôtel de Paris), a gathering place and restaurant (the Café Divan, future Café de Paris), and a spa dedicated to health and well being. François Blanc is thus the very first person to offer a “total” experience, not just a holiday destination: people come to Monte-Carlo to live a unique experience! For these reasons, the S.B.M. can be regarded as the precursor of modern tourism, offering an EXPERIENCE. The originality of the word “resort”, invented by François Blanc is to be at the heart of the neighbourhood: Monte-Carlo. The S.B.M. is even at the origin of its creation, as it was while developing the first establishments that it got its name. In 1866, following François Blanc’s advice, Charles III renames the plateau des Spélugues « Monte-Carlo », associating himself to an initiative that would forever mark the destiny of the Principality.

His successors will further develop and sustain his vision by providing for pleasure-seeking clientele new offerings up to par with their expectations. Arts are sublimated on the newly built Casino Square, the Golf Club and Monte-Carlo Country Club celebrate land-based sports, the Monte-Carlo Beach will devote itself to seaside pleasures, while the Sporting Monte-Carlo will celebrate the world of show business. Simultaneously, palaces are refurbished (Hôtel Hermitage, Monte-Carlo Beach) or built (Monte-Carlo Bay Hotel & Resort) to preserve the spirit of innovation and magic of the stay.

Following the incredible adventure he initiated, François Blanc was given the nickname “**Monte-Carlo developer**”.

The Casino

3

> The invention of a « new world »



The new Casino in Monaco, launched in 1863, is the founding act by the S.B.M. and the core of the «resort» that François Blanc wishes to develop. Several attempts to establish a company combining a gaming facility and a spa in the Principality had failed before his arrival. Despite the many difficulties, he still manages to create a viable and profitable company based on an operating Casino and in the subsequent years, the opening of luxury hotels, restaurants and entertainment venues. Gaming being practically prohibited throughout Europe, the Casino of Monte-Carlo quickly attracts a cosmopolitan society, combining aristocrats, wealthy players, artists, businessmen, all attracted by the area's flamboyance, luxury of furnishings and the magic of chance gaming... Little by little, a new world unfolds in Monte-Carlo. A world where adventure is an intrinsic part of an 'ordinary' day, where fortune is laid out each evening in the hands of Luck, where eccentricity and fantasy are more than anywhere else, part of the norm. At the end of the 1860's, celebrities flock to the gaming rooms, where a roulette table with a single zero (another François Blanc invention) and the trente-et-quarante are favourites: the Duke of Hamilton, the future Edward VII, the Emperor of Austria-Hungary François-Joseph, Baron de Lesseps, Napoleon Bonaparte, but also writers and artists such as Jacques Offenbach, Alexandre Dumas, Jules Verne, Saint-Saëns, Massenet, or socialites such as Liane de Pougy, Emilienne d'Alençon or La Belle Otero, all represented in a painting that can be seen, to this day, in the Salle Blanche, in the Casino...

Since its opening in 1863, the building has undergone many modifications and remodelling. Due to the increasing success of the Casino, the gaming rooms were expanded, a theatre was built (the Salle Garnier, opened in 1879), reading lounges, restaurants, drinking and smoking areas... Many fashionable architects (Dutrou, Schmit, Garnier, Touzet...) and artists were sought by the casino to contribute to this model of sophistication and flamboyance. Inlays, paintings, sculptures and stained glass windows still adorn the rooms, creating a luxurious Belle Époque décor, encouraging the dream and enchantment that François Blanc created for his guests enjoyment...



An unfading lustre!

With a vast selection of slot machines and many gaming tables offering French and American roulette, trente-et-quarante, Baccarat, Blackjack, Craps, punto banco or chemin de fer, the Monte-Carlo Casino continues to dazzle both players and visitors to this very day. Under gilt and crystal chandeliers or the magnificent Salle Blanche and Salle Médecin terraces, both overlooking the sea, the doors are open for all to try out their luck... hoping to win the bet placed on the green felt of the Europeans gaming tables all entirely built in the S.B.M. workshops, respecting age old methods.

The Hôtel de Paris

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> An expression of prestige and excellence



In order to welcome Casino guests according to their expectations, the S.B.M. instigates the construction of a Grand Hotel, opened in 1864. The construction was to be an institution worthy of its name, able to stand rival to the hotels in nearby towns and to attract the cream of the crop of European society. The hotel is named in honour of the Haussmannian architecture as well as its desire to exceed its prestigious competitors. François Blanc wants

"a hotel that exceeds what has been created so far, even the Hotel du Louvre and the Grand Hotel in Paris ». An ambition that will be wholly fulfilled, as the hotel is booked to its full capacity, only two months after opening. Flagship of all S.B.M. palaces, the inauguration of the Hôtel de Paris, together with the Casino, lays foundation to the « resort » concept. Refurbishing started as early as 1865 to improve the comfort of the guests, encouraging them to prolong their stay. On January 31, 1866 the privileged visitors enjoying breakfast in the new dining room marvel at the gas lighting, the very latest technological wonder. Marie Blanc, who has supervised and financed the decoration and furniture, caused a sensation. Gastronomy acquires its "lettres de Noblesse" through Annatole-Jean Folleté, who seduces the most demanding gourmets with his lobster sauce, for which he jealously keeps the secret. The Hôtel de Paris is at the peak of his international reputation when in 1881 César Ritz (the inventor of luxury hotels) and Auguste Escoffier (to whom we owe the concept of 'modern' cuisine) settle into the Grand Hotel of Monte-Carlo. To counter this new competition, new rooms are created in 1890, drawing wonder from Émile Zola, Georges Clemenceau and the Grand Duke Alexis, unveiling mahogany panelled bathrooms, a telephone on each floor of the hotel and electricity in the restaurant. Folleté's successors take great effort in maintaining and renewing the excellence of the distinguished and refined cuisine. Since its inauguration on January 21, 1910, the Salle Empire, designed by architect Édouard Niermans, has been dedicated to the arts of the table. Whether artistic, royal, political or military... the international elite converges to this sumptuous palace offering in addition to everything else, the luxury to indulge in a few eccentricities. Each regular guest does not hesitate to bring his touch of extravagance. Kochno who, like Diaghilev, collects ancient Russian books, transformed his room into a library. The Dutch baron Van Pallandt, goes as far as to borrow the livery of an employee, mystifying customers while serving them breakfast!

Princes, Grand Dukes, Kings, Queens, artists and their muses, politicians, business men all converge to the Hôtel de Paris. Only the two world wars suspend the cosmopolitan animation, in full swing until the late hours of the night. Daily, three moments are important for women who compete both in elegance and beauty: ladies seek simplicity for lunch at noon, subtle sobriety for teatime, before displaying an evening décolleté. To satisfy the tastes and desires of a wealthy clientele, the Hôtel de Paris undertakes many projects. The reading room, transformed into a bar, will very quickly become the perfect place for all Monte-Carlo to congregate. In 1952, Hollywood elite assembles in the Salle Empire, celebrating Errol Flynn's eighth marriage. The hotel is also known how to pay tribute to its customers, celebrating the centenary of the General Nicolaïeff, its oldest client, in May 1974. For 150 years, the Hôtel de Paris is the place to be. Because to be a guest at the Hôtel de Paris represents walking in the footsteps of the greats of this world who have stayed there. Offenbach, Rockefeller and Winston Churchill... the story of success, on which the hotel has built his legend, is built to last. A legend where prestige and exception touch and move every sense, starting with the pleasures of the pallet. Every night, the baker prepares an assortment of 27 breads that will fill the baskets of the tables in the Hôtel de Paris. Pastry chefs bustled around, conceiving delicacies that will adorn the pastry cart, for the greatest pleasure of the gourmet. And what can be said of the dark chocolates, pralines with orange zests... or the beautiful pièces-montées, crafted with the precision of a clock maker. The American Bar, which displays on its walls a timeless photo gallery of international stars, serves delicious wines and spirits from the cellar as well as classic or specially created cocktails. The pleasures of flavours are joined by the olfactory pleasures, thanks to the three-meter height bouquet renewed every week, to which composition and alchemy create a harmonious balance.

● **On to 2014**

Continuing this epic adventure, the Hôtel de Paris will soon begin yet another chapter in its history, with a large scale renovation, beginning in 2014.

Le Louis XV *Alain Ducasse*

> Haute-couture of taste



For 25 years, Alain Ducasse, the craftsman of flavours, strives to reveal the taste of the essential sourced from the heart of the Mediterranean countryside. Between inland Nice and Liguria, in the setting of his exceptional restaurant Le Louis XV, the Chef pays a much-deserved tribute to Mediterranean cuisine. A cuisine of the essential, respectful of our environment and constantly seeking to renew the way we look at Haute-Cuisine. The greatest chefs in world gastronomy, all areas combined, gathered together in Monaco in 2012 to pay tribute to the 25 years of Louis XV Restaurant.

In 1987, Prince Rainier III requested that Alain Ducasse take over the helm of the kitchens of the Hôtel de Paris. At only 33 years old, he nevertheless is awarded 3 Michelin stars, in the space of 33 months! Le Louis XV thus becomes the first ever hotel restaurant to be awarded such a high praised accolade.

Alain Ducasse owes this stellar success in Monte-Carlo to his love of the Riviera, whose produce is the cornerstone of his culinary creations. He wants to be seen as the ambassador of an identifying cuisine, merging simplicity and audacity. It is in this manner of thinking that in 1987, he creates the menu Jardin de Provence, dedicated to Mediterranean vegetables. Amongst the specialities that have forged the reputation of Le Louis XV : local fresh vegetables with crushed black truffle; Mediterranean sea bass with roast spiny artichoke, suckling lamb rubbed with espelette pepper, then roasted in the chimney accompanied with radicchio, or “baba au rhum” and its generous whipped cream.

So many dishes prepared with finesse and sincerity, conveying and defending values encompassing strict requirements, sobriety, rigour, respect of nature's resources, imagination and pleasures of the palate. Nothing artificial, no false pretences, using a technique at the service of the produce and not the opposite, cuisine at Le Louis XV is in tune with Alain Ducasse's quest for sincerity and perfection.

This cuisine of truth is served in an exceptional setting. Under the gilt of the sumptuous Versailles style dining room, frescoes by Félix Hyppolite Lucas, evocative marble busts of the Marquise de Pompadour and Comtesse du Barry, mirrors that multiply space to infinity and chandeliers signed Mathieu lustrerie form a glittering showcase of gold and light.

Beyond the story written each day in the dining room or in the kitchen for the guests, Le Louis XV is also « a necessary passage for young people that we wish to train, where they learn to respect the produce, as well as a school of life for their contact with proximity and nature » says Alain Ducasse. For 25 years, implicated and animated employees come to learn his culinary philosophy, the basis of his cuisine. It is in Le Louis XV, that he has formed and still continues to form the majority of his chefs, who in turn then carry his cuisine to the four corners of the globe.

● **Today**

Le Louis XV-Alain Ducasse brings its own personal touch to Monte-Carlo's prestige where culinary arts are endlessly renewed.

Gastronomy

6

> Monte-Carlo: A paradise for gastronomy



Photo of the Louis XV

For 150 years, every chef working in the S.B.M. kitchens has contributed to the advent of culinary excellence in Monte-Carlo. Amongst them, Auguste Escoffier continues to inspire the greatest... In January 1882, the Grand Hôtel opens its doors after 9 months of refurbishing. César Ritz who is drawn to Monte-Carlo and intends to make a place for himself there manages the establishment, belonging to a Swiss family, the Jungbluths. Ritz is convinced that the splendour of the décor, the comfort of the furnishings and the excellent service is still insufficient without a high level cuisine. When Jean Giroix leaves the Grand Hotel kitchens in 1884 to work in those of the Hôtel de Paris, Ritz approaches a promising young chef whose reputation continuously grows. The arrival of Auguste Escoffier launches the start of an intense collaboration that results in the creation of luxury hotels. Ritz and Escoffier break with old traditions. A personalised table, seated in large dining rooms, where women are invited to join without bruising stringent conventions, replaces the communal table. These ladies can now leave their private apartments and display themselves in their finest apparel in a room that, moreover, becomes the hub of fashion. The restaurant of the Grand Hotel builds its reputation on gastronomy, combining exoticism and sophistication. Auguste Escoffier creates more and more original and intricate dishes. « Poularde de Patti », « filets de sole Coquelin », and of course, the famous « fraises Sarah Bernhardt », delight critics who, for once, are softened... Auguste Escoffier enjoys such a reputation that the Hôtel de Paris soon approaches him. It is the kitchens of the most prestigious Palace of the S.B.M. that the chef achieves the quintessence of his art. « King of chefs » and « chef to the kings », he modernises and codifies the noble cuisine of Marie-Antoine Carême. Simultaneously, he rationalises the kitchens function through the concept of “brigade”, and ensures the meticulous, sober and discrete image of a chef. Elements that to this day remain true in the greatest kitchens in the world.

● **All Escoffier descendants!**



At the Hôtel de Paris, Auguste Escoffier left as a legacy his spirit and a heritage that all the greats share. His recipes, preciously archived in the annals of the institution, remain references, to this day. In his wake, every S.B.M. chef today shares the same passion for elegant cuisine. Chefs who use their talent to make an imprint of their style and perpetuate excellence, injecting a certain vision of the produce and its preparation, of conviviality and aesthetics of the plate, with for common inspiration the Mediterranean and its region. At the Monte-Carlo Bay Hotel & Resort, Marcel Ravin opens up to new culinary horizons by placing his mark throughout the entire establishment. Jacky Oberti at the Thermes Marins, focuses his attention on a balanced diet. At the Café de Paris Brasserie, Jean-Claude Brugel, “Meilleur Ouvrier de France”, uses a traditional approach to revisit the great favourites of bistro cuisine. At the Monte-Carlo Beach, Paolo Sari creates a repertoire of bio cuisine, mixing tradition and innovation in great simplicity. Joël Garault, Michelin starred Chef at Hôtel Hermitage sublimates the flavours of the sea with passion and generosity. At the Hôtel de Paris, Alain Ducasse and Franck Cerutti reveal the very essence of Mediterranean cuisine flavours, at the very heart of the produce. Just as Escoffier did in his era, all these chefs contribute to the evolution of cuisine and arts of the table throughout the world, with the greatest respect for the environment and the desire to become better consumers, to eat well, and in good health.

The Thermes Marins

7

> The first activity focused on the seaside



Dedicated to seaside activities, the Thermes Marins, created by the S.B.M. adds a new dimension to the resort concept, developed by François Blanc. Now, the sea is not simply a backdrop, it is “exploited” for its curative and very soon, recreational, attributes! Soon, it attracts a brand new clientele... As early as 1860, the Condamine beach is scene to treatments called “à

lame” (wave treatments), consisting of submitting the bather to the undulation and break of the waves. Nevertheless, it is only in 1865 that the first marine hydrotherapy establishment is built, baptised thalassotherapy. A range of special baths is offered: sulphur, resin...

There is a bath for everyone! Originally, the fashion for seawater baths is linked to a medical fad. Seawater is recommended as a cure for all sorts of ailments, ranging from depression to asthma! Little by little, dedicated establishments are built where guests are invited to experience indoor baths, under the watchful eye of a supervising health care team. If the British are precursors in this fashion, they are very soon followed by European aristocracy, who soon flock to resorts, initially on the Atlantic coast, then, in the 1860’s, on the Côte d’Azur. Nice and Cannes become fashionable. Monaco follows suite. The Société des Bains de Mer thermes will be modernised on several occasions.

A first time in 1875 : at this time, the spa held vertical and horizontal rain showers, column showers, Scottish showers, circular baths and partial baths in running water... In 1895, the establishment is renamed « Thermes Valentia » and offers even more perfected systems. Ten years later, however, everything was to be refurbished as the construction of Port Hercule made the Condamine beach inaccessible. In 1908, the new Thermes are inaugurated. Now located just below the Casino terraces- in the very heart of Monte-Carlo. From the outside, the neo-classical building is quite monumental: the 100 meters long over 18 meters high façade, representing three floors! In addition to the 'usual' spa treatments, the new Thermes offers more original activities, such as a full gym, introducing the clientele to state-of-the art equipment, precursor to our current fitness apparatus, and a water bar, presenting a selection of all the mineral waters in France...

⋮ In August 1944, the Thermes Marins are bombed during a USA air attack, targeting seven German destroyers docked in the harbour. A swimming pool is built in the same location in 1970, but it is only in 1995 that a real thalassotherapy complex is completed.

● **Health and well-being: a perfect balance!**



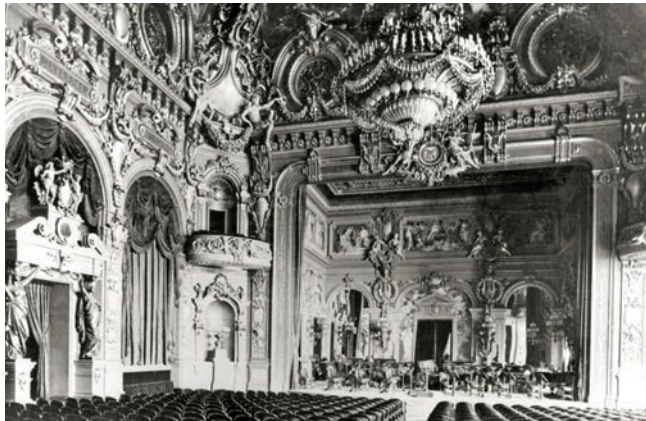
The Thermes Marins Monte-Carlo are a preventive health and well being service, and continue to engage the benefits of both sea and pool water for certain treatments. Using high tech equipment from the Technogym range and relying on prestigious partners, such as La Prairie, Beauty by Clinica Ivo Pitanguy, Keraskin, Renève, LPG – and medical, it offers to its clientele a

range of personalised treatments and support. Slimming, shape, balance, and vitality: every effort is undertaken to answer to the every wish and need of the customer.

The Opera

8

> The consecration of refinement and arts



While the Second Empire is recognised for the construction of numerous theatres, such as the Opéra de Paris, a true symbol for the passion that the Belle Époque experiences for stage performances, Monte-Carlo restricts its cultural life to the casino. This situation cannot be maintained. Aristocrats and bourgeois are settling on the

Côte d'Azur for months at a time with their families and Monte-Carlo cannot remain simply a stop over! To continue to shine, but also to attract ladies and artists- who make an area an essential place to be- the Société des Bains de Mer decides to add to its Casino a grand concert hall, thus institutionalising culture in Monaco. To this effect, Marie Blanc, at the helm of the S.B.M. since the death of her husband, appeals to Charles Garnier for assistance. Starting in June 1878, over one hundred labourers start the construction. But, to deliver the building on schedule -the theatre must be completed in 6 months! The architect comes to the conclusion that the efforts deployed are insufficient. He then resolves to use more modern building techniques. He starts working people around the clock, creating a lighting system using a steam engine from Paris that in turn powers a dynamo, relaying the power created to Jablochkoff lights, symbols of the launch of public electric lighting in France. The iron beams used for the frame were designed by Gustave Eiffel. On October 15th, the construction of the south wall marks the end of the concrete masonry. The large windows overlooking the sea make the opera a unique stage in the world. Flanked with balconies and marbles columns, surmounted by a dome surrounded by Indian pinnacles, the new façade imposes itself to visitors, in all its Baroque splendour, immediately as they step of the train. Inside the building, Charles Garnier lifts the décor to its apogee: a blend of three tones of gold (yellow, pink and green), an abundant usage of the lyre symbol, the imposing size of the Princely lodge, artistic and classic quotes...

January 25th 1879, opening night, is at the height of the event. Major operatic and theatrical headliners are present, amongst them, the greatest star of all: Sarah Bernhardt. Soon, the Monte-Carlo Opera becomes an area where flourishes cultural Avant-Guard, who then continue climbing the ranks to play in some of the greatest venues in Europe. Jules Massenet becomes a regular performer, along with the Ballets Russes by Serge Diaghilev, many times returning and who in 1911 creates "Le Spectre de la Rose" starring the young prodigy, Nijinsky. The establishment welcomes many more genius creators, such as Georges Bizet, Gabriel Fauré, Camille Saint-Saëns, Verdi, or Maurice Ravel. Works by Berlioz, Rossini, or Wagner are triumphantly performed, bringing the house down. Numerous major lyrical masterpieces are performed here for the very first time, such as La Damnation de Faust (1893), L'enfant et les Sortilèges (1925), Don Quichotte (1910) or Déjanire (1911). The greatest operatic voices from the 20th century resonate on the stage of the Opera de Monte-Carlo, from Nellie Melba to Enrico Caruso, Tito Schipa and Georges Thillet and more recently Ruggero Raimondi, Plácido Domingo or Luciano Pavarotti. Between 1905 and 1937, the great Fedor Chaliapine will live here some of his most glorious moments. Between 1894 and 1945, nearly 80 lyrical ballets and operas are inaugurated in Monte-Carlo. In 2003, the opera commits itself to an ambitious renovation project. First, the institution must enter into a new century with improved security, flexibility and comfort. Another goal: restore one of Charles Garnier's major achievements to its initial splendour. The project is led by Alain-Charles Perrot, Head Architect for the Monuments Historiques, assisted by 50 companies selected for the quality of their expertise and "savoir-faire", throughout Europe. Some of them are the last ambassadors of their craft. Four major groups define the work to be done: renovation of the roof, structural recovery of the building and the basement, restructuring the stage and finally, refurbishing the seating area, and the imposing chandelier. The Salle Garnier of the opera reopens to the public in 2005, celebrating the enthronement of H.S.H. Prince Albert II, offering a privileged public a chance to admire the panache of the "style Napoleon III".

An ever-eclectic repertoire



The Monte-Carlo Opera perpetuates great lyrical tradition while upholding creativity. Salle Garnier's excellent acoustics allow the public to enjoy surprising shows, such as the Monte-Carlo Jazz Festival, each autumn gathering the Giants of Jazz. Throughout the year, from Prince to Lionel Richie, Patti Smith or Peter Doherty or Lana del Rey, many international stars enjoy this rare opportunity to perform on such a magical stage...

Hôtel Hermitage

9

> The diversification of the hotel offer



Previously welcoming only a handful of travellers, little hostel Hermitage, first converted into a hotel-restaurant at the end of the 19th century, is suddenly metamorphosed, in 1900, into a luxurious Palace. The new neo-classical luxury establishment is built on the adjacent gardens « Jardins de la villa Auguste et Chapelle ». Vincent Benoist, the owner, entrusts Monegasque architect Nicolas Marquet with the extraordinary build.

Frescos from the façade gallery are inspired by those adorning the Princely Palace, while artist Gabriel Ferrier, Prix de Rome and Gold Medallist at the 1889 Universal Exposition paints the ceiling of the restaurant, drawing inspiration from the Boucher and Fragonard's "Grâces Florentines". The winter garden conservatory is designed and erected by disciples of the master architect and symbol of the Industrial Era: Gustave Eiffel. The purchase of the hotel in 1928 by the S.B.M. allows a differentiation between the establishments of the group, declining excellence and refinement in various distinctive settings. A few steps away from the Casino, the opulence displayed by Hôtel Hermitage blends to perfection with the intimate, unique and muted atmosphere. A subtle blend where luxury refined with elegance bestows the hotel with a certain cachet that has, to this day, made its success. Moreover, successive renovations of the facility maintain this line of conduct, upheld since the very beginning. André Levasseur's refurbishing of the « Belle Époque » room in the 1970's highlights the pink marble columns, evocating of the Grand Trianon, lit by the opulence of crystal chandeliers. The redevelopment of the Hall in 2003, followed by the elevation of the Beaumarchais Wing and subsequent renovation of the various wings between 2004 and 2007, contribute in giving this Belle Époque palace a contemporary feel with a classic background. Further characteristics of this comfortable dwelling are the 278 rooms, 9 of them diamond suites (and another one on the way), distributed throughout five wings. Accessible from two entrances, the lobby and Winter Garden, Hôtel Hermitage makes every service possible available to satisfy the most discriminate guest, seeking a unique stay: a cuisine sourcing the very best from the sea, thanks to the Rinaldi family, daily providing the Hermitage kitchens with fresh fish, terraces offering breath-taking views of the Palace and Old Town, direct access to the Thermes de Monte-Carlo, the well-being centre, the Very Important Kids program, geared towards children with amongst other things access to a play room and a snack buffet... Together with the Hôtel de Paris, Hôtel Hermitage creates a harmonious tandem of complete and unparalleled prestige offer.

The Monte-Carlo Beach

10

> The change of seasons and the advent of... sun bathing

In the Belle Époque, one wintered on the Côte d'Azur, but certainly did not visit in the summer. The wealthy and idle winterers, crowned heads or bourgeois elite from all over Europe, flock to the coast to enjoy the mild climate, picturesque countryside and landscape formed by exceptional vegetation- the famous orange trees can still be seen growing in fields. The First World War rings the death knell to the Belle Époque, leaving at the end of the conflict, a complete cultural upheaval: the Roaring Twenties. Jazz makes its appearance, hailing from the United States with the arrival of the Allied Forces. Dancing, radio and sports spread like wildfire. The « flapper », the modern young woman becomes emancipated and lightens women's apparel by shortening the hem line, revealing a glimpse of the leg, and the fashion of tanned skin. Also, bathing in the sea for fun is a reflection of the relaxation of strict moral code, held until then. People then began considering seaside holidays... during the summer. A change of season profiles itself on the horizon: Mediterranean tourism is no longer restricted to winter.



The Société des Bains de Mer takes this cultural evolution in stride by beginning construction on a new complex, the Beach, offering clients up to date distractions: beach, swimming pool, tennis, a hotel on the seafront and a night club. The Monte-Carlo Country Club is inaugurated in 1928, allowing guests to enjoy vast and modern tennis courts, up till then only available in the Hôtel de Paris gardens, along with a beach and an Olympic size pool, on the waterfront. Delivered in 1929, the hotel designed by Roger Séassal winner of the grand prix de Rome in 1913 is imagined to resemble Californian villas. The inauguration festivities are entrusted to Elsa Maxwell, American columnist, writer and organiser of social events. The extravagant costume party she threw was the talk of the town for years!

Very quickly, the new establishment, built in the middle of a pine tree grove, a little in retreat from Monte-Carlo's effervescence, imposes itself as a charming place of discreet refinement, diversifying yet again the new universe of S.B.M. hotels. Becoming a gathering place for the artistic, musical and cultural elite, Marlène Dietrich, Nureyev and Gloria Swanson delighted in their stays.

Then, in 2009, came another re-genesis. The hotel returns to its “Riviera Red” and a redesign by India Mahdavi was completed. Combining architectural, staging, and designing talents, India Mahdavi revealed the space, extracting each distinctive area. In this haven of peace, a celebration of the Mediterranean, one passes instantly from land to the pool, to the sea. Meandering through the garden paths, guests are enthralled by the captivating fragrances exuded by decorative plants, selected and landscaped by Jean Mus.

● Always riding the crest of the wave



Today, the Monte-Carlo Beach includes 40 rooms, 14 of those suites, one of them atop a roof terrace with usage of a Jacuzzi. On the ground floor, each room has its own private terrace with direct access to the seafront promenade. Bungalows scattered throughout the pine grove allow guests to revel in the primitive luxury of pretending to be Robinson Crusoe. Monte-Carlo Beach offers many restaurant atmospheres, as well as a wide range of services to optimise your stay: a private beach, Olympic size pool filled with heated seawater, numerous water sports, a reminder of the initial vocation of the area, a fitness room, and the Monte-Carlo Beach Spa all confirm a strong inclination towards well-being activities.

Monte-Carlo Bay Hotel & Resort

11

> The «resort's... resort»



The latest addition to S.B.M. establishments, the Monte-Carlo Bay Hotel & Resort, built in 2005, inaugurates a new lifestyle and renews the concept of resort, where chic and casual are a must. Located on an idyllic peninsula, the Monte-Carlo Bay Hotel & Resort delivers yet another atmosphere conducive to relaxation and escape. A sand lined lagoon, unique in Europe, borders the hotel. Mediterranean gardens landscaped by Jean Mus, indoor and outdoor pools stretching over four hectares, are a gentle reminder of Florida. The hotel features 334 rooms and offers a full range of services guarantying a stay full of lightness, fun and celebration. At the Monte-Carlo Bay, everywhere is an invitation to travel. The delights of a sun drenched, inventive cuisine, skilfully combining colours and spices can be enjoyed either on the terrace overlooking the stunning Mediterranean Riviera, or at the heart of a lush winter garden. An ode to well-being, the “Spa des Cinq Mondes” stimulates every sense, creating a moment of unique relaxation. Games are also included in the fun, thanks to a very contemporary casino, equipped with ultra sophisticated slot machines and an open air gaming terrace. The creation of a junior club demonstrates the willingness to welcome guests to a family-friendly and casual atmosphere.

● New destination, new legend

Highly innovative in design, the Monte-Carlo Bay Hotel & Resort wrote a new page of S.B.M. history. The possibility of docking a yacht on the hotel's private quay or arriving by the air, landing on the helipad, confirm that all roads lead to Monte-Carlo, and to the Monte-Carlo Bay Hotel & Resort.

Le Sporting Monte-Carlo

12

> « Contemporary » euphoria

From its opening in 1931, and in a “Exposition Coloniale” style setting, the Summer Sporting hosts the finest performances and firework displays. From year to year, the show is guaranteed, at the discretion of succeeding cultural mutations. Since the marriage of Prince Rainier to Grace Kelly in 1956, a new client base of actors and American celebrities arrive in Monaco, sparking a new trend. To keep up with the fashion of music-hall and variety, S.B.M. builds a new area dedicated to music and shows, aimed at an international and renewed clientele: the Sporting Club, launched in 1974. This occasion marks the comeback of music-hall star Josephine Baker, who is welcomed to Monte-Carlo by Princess Grace, following a reversal of fortune. Her remarkable triumph enables her to perform on the older Bobino stage in Paris, marking her jubilee.



The Sporting Monte-Carlo Salle des Etoiles welcomes the greatest annual events that embellish Monte-Carlo nights. The traditional Rose Ball, organised in March, launches the beginning of springtime festivities. The Monaco Red Cross Gala also elects home in the Salle des Etoiles, hosting a plethora of international stars. « Night time revolution » deepens under the leadership of Régine, who literally fell in love with Monaco. With the help of the S.B.M., she supervises the creation of Jimmy'z, hip nightclub where the typical 1970's architecture plays with generous curves and lighting effects. Since 1971, it remains the undisputable and undisputed venue for international jet set to meet. Since 2011, it has elected winter residency on Casino Square.

● An anthology of Stars, for a space in their name

Blues, jazz, rock, funk, soul, music-hall, pop, the Sporting Monte-Carlo has welcomed the greatest performers since its inception. BB King, Franck Sinatra, Diana Ross, Liza Minelli, The Who, Stevie Wonder, Barry White, Tina Turner, Joe Cocker, Michael Jackson, Céline Dion... the list of stars succeeding one another on this mythical stage are immeasurable. The younger generation, embodied by Alicia Keys, Jamie Cullum or Rihanna, illustrate in turn a scene always on the lookout for the latest, and greatest. The spectacular renovation of the Sporting in 1999 now encompasses the Salle des Etoiles at the heart of a light and futuristic architecture, foretelling an equally bright future.

Sports

13

> The dawn of a new type of entertainment

Either practiced as a spectacle, sport is an essential part of Monaco's life, in particular to S.B.M. clientele. Very early on, the company integrated an athletic dimension to their establishments, adding on to existing distractions. Much loved by aristocrats and upper class travellers, hunting was offered in the form of pigeon shooting held behind the Casino as early as 1872. Equipped with the latest paraphernalia, the world's best shooters meet to compete: the first winner is an American, M. Lorillard, who wins the sum of 10 000F. The pigeon shoot remains in practice using live pigeons until 1960, then with artificial moving targets, before falling into disuse and eventually closing down in 1972. Those preferring to cross swords, engaging in amicable duels, warmly welcome the opening of a weapon room in 1887. It was soon to become the stage for international fencing tournaments, organised in the early 20th century. Every so often, Monte-Carlo welcomes the latest in contact sport: boxing. In 1912, the country will host Georges Carpentier's victorious fight during the European middle weight championships, whose victory over the British Jim Sullivan elevates him to the title of National Hero. Everyone also remembers the fights opposing Carlos Monzon against Nino Benvenuti, which marked the spirits of all in the 1970's. In 2006, boxing makes a



comeback in Monaco. Other athletic disciplines were guaranteed a bright future under the influence of the British community at the dawn of the 20th century. The 35-hectare golf course created on the Mont-Agel in 1911 wins over the most intrepid golfer at an altitude of 900 meters from the sea level, and in a few years only gains a tremendous reputation before becoming an international competition by hosting the Monte-Carlo Open without interruption, between 1984 and 1992.

« Lawn tennis », invented in 1873 by British Major Wingfield, is introduced to Monte-Carlo in the 1880's. In early days, it was a relatively unknown activity on the old continent. As early as 1882, gardeners level the terrain near the Hôtel de Paris to create the first courts. The dies are cast during the 20's, marked by the uncontested reign of the discipline by a woman, Suzanne Lenglen. The S.B.M. decides to create an area worthy of such hegemony. The ambitious challenge is brilliantly answered: 1500 workmen toil day and night for six months, transforming a rocky and hilly terrain into one of the most beautiful tennis clubs in the world. The architect, Lestrone, designed 22 tennis courts and a squash court, another fashionable game, in an idyllic setting.



The tennis club, named « Monte-Carlo Country Club » in 1928, welcomes the annual Championship and the « butler trophy » where champions of the time compete. Since then, it has represented the temple of Monegasque clay courts, where professionals and amateurs can distinguish themselves, such as Swedish legend Björn Borg in 1981 or the Spanish prodigy Rafael Nadal who reigns supreme on the Monte-Carlo Rolex Masters since 2005. In the early 20th century S.B.M. also turned towards other horizons, by financing motorboat and seaplane races. Its patronage actions lead it

to play a major part in the advent of a sporting event that places Monte-Carlo amongst the leaders in motor sport. The first Monte-Carlo rally was held in 1911, gathering the wealthy impassioned drivers animated by the quest for adventure, crossing Europe to rally together in the Principality. The event, which was initially more of an exploit, still arouses the same fervour amongst driving aficionados. The Monaco Grand Prix, first organised in 1929, enjoyed such an instant success that crowds swarmed to Monte-Carlo from all over to witness the second edition. A craze still intact to this day, fuelled by a mythical track running through the centre of the town, which has been host to drivers of legendary status.



What a program!

> Since January

Exhibition Monacopolis, on the impulse of the Nouveau Musée National de Monaco (NMNM), at the Villa Sauber.

> March 23rd

Karl Lagerfeld orchestrated the Rose Ball on a theme «Bal de la Rose du Rocher», paying tribute to the perpetuity of the dream created for 150 years by Monte-Carlo SBM...

> April

Monte-Carlo S.B.M. reveals the treasures of its archives, recounting its story in a book-event « 150 years ».

> 5 & 6th of July

A "Week-End d'Exception" will enable to discover the unique character of the "Resort".

> All summer long

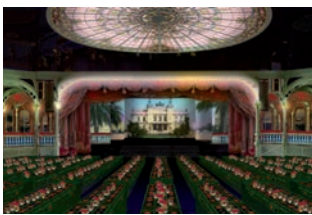
- The Terrasses du Casino will host an open air cinema showing "the film of films" shot in Monte-Carlo, edited in the manner of Christian Marclay by the students of the cinema school "The Factory".

- **Fernando and Humberto Campana**, the famous Brazilian designing brothers, will unveil their universe in the Sporting d'Hiver during a display especially created for Monte-Carlo SBM: **Dangerous Luxury**.

- **The Sporting Summer Festival** offers an exceptional program, Rod Stewart will open up the festivities, followed by a plethora of renowned performers : Deep Purple and Roberto Alagna, including Rihanna, Elton John, Joe Cocker, Santana...

> All year round

- Establishments will hold **special offers** and surprises based around various themes: Well-being, Gastronomy, Nightlife, Casino and Monte-Carlo Resort.



150 years of heritage

15

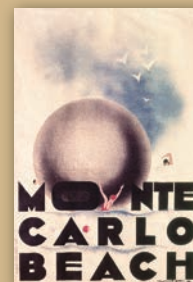
> Preserve, Perpetuate, Promote

The longevity of the company, its very close ties with the economic development of the Principality, its role as prime contractor in the urbanisation and development of Monte-Carlo, and as main sponsor of artistic events, have all contributed in creating a wealth of rich historic heritage, amassed over the years. The historical and archives department of the Société des Bains de Mer was created in 1979 to mark the centenary of the Salle Garnier. That year, the S.B.M. had organised an exhibition presenting the plans for the Opera, penned by architect Charles Garnier, in the Casino atrium. This was the primary initiative of archival valorisation. In establishing a « Historical and archival Heritage» department, S.B.M. committed itself to a sustainable approach to conservation, exploitation and distribution of documents and objects. Under the direction of Charlotte Lubert, the department continues to gather archives, identify them, and bring them to public attention via data base and contents regularly diffused on various S.B.M. websites. The department also works closely with the NMNM (Nouveau Musée National de Monaco) which permanently houses S.B.M. « treasures », such as costumes and scale model sets for the Opera dating from early the XXth century. The NMNM is then responsible for the restoration, conservation and exhibition of these pieces. The archive service also makes available, when applicable, of important documentation.

Some astonishing S.B.M. collections:

- 70 000 glass plates dating from 1900 to 1940, all of which have been digitalised and made visible on line.

- Posters from the 1st half of the 20th century, signed by Hugo d'Alési, Jean Cocteau, Raymond Gid or Jean-Gabriel Domergue.



- Collections from the Ballet and Monte-Carlo Theatre: this collection includes photos, paintings, architectural designs, sketches, posters, models of costumes and the finished costumes, accessories, 1 and 3 dimensional set models, programs, correspondence, etc...

“Bal de la Rose du Rocher”

16

Saturday
March 23rd 2013

> Karl Lagerfeld spices up the Bal de la Rose du Rocher



Karl Lagerfeld spices up the “Bal de la Rose du Rocher” under the presidency of T.S.HH the Prince and Princess of Monaco and H.R.H the Princess of Hanover. The ball is held in benefit of the Princess Grace Foundation.

H.R.H the Princess of Hanover, president of the Foundation, asked her friend Karl Lagerfeld to imagine the “Bal de la Rose du Rocher” to mark the 150th anniversary of the S.B.M...

Let’s create a « Belle et Pop”» ball, was Karl Lagerfeld’s first inspiration.

He chose to create a sharp contrast between a 1900’s ‘classical’, very ‘Belle Époque’ ball, meeting all the codes enforced at that time, the evening later graduating into a very “Pop!” evening.

Marking the memory of the celebrated Maître Louis Frosio, a row of violinists will welcome the guests in the lobby of the Monte-Carlo Sporting Club. Behind a “trompe-l’œil” balustrade, an ambiance of old poste cards will decorate the walls.

Guests will arrive by the stage, transporting them into Casino Square circa 1900. In the same ambiance, the Salle des Étoiles, will reminisce of the Casino and the Winter Gardens – created by l’Ecole Eiffel – of Hôtel Hermitage.

On the tables, covered in cotton satin tablecloths printed with gaming table motifs, multicolour dice and gaming chips printed with « Bal de la Rose » will accentuate the red tones of the Baccara and antique roses, peonies and poppies placed in gold or silver tumblers.

Stéphane Bern will present the raffle and prestigious prizes.

The “Bal de la Rose du Rocher” will revive all the magic and diversity of the Société des Bains de Mer’s history.

150 ans “the book-event”

17

April



April, actual birthday month of the company launch, Monte-Carlo S.B.M. tells its tale, revealing the treasures of its archives in a book-event.

Conceived as a “concept book”, a book with which to day dream combined with a history book, the volume pays tribute to great figures, including mythical guests, and to heritage in the broader sense: general arts, architecture, music, and cinema, in particular. The book also includes a chapter « De mains de maître », dedicated to the trades and

“behind the scenes” work of employees in the Group.

The book will also feature a portfolio by Italian artist Gea Casolaro. Gea Casolaro questions our time-space realtion. Gea Casolaro obstinately attempts to reveal the power of what is no more. Memory-survival- like a filter taints our perception of the world. Gea Casolaro demonstrates that this perception is expanded and enriched by knowledge of the past, holding a real power of transfiguration. She offers us a new glimpse, with an amused gaze, on both immutability and change. In Monte-Carlo, the memory of past famous guests is reactivated to invite the visitor on an exceptional journey in one of the most mythical cities in the world. Gea Casolaro wanders through Monte-Carlo, in the footsteps of men and women who have helped forge the legend of the area and create the legend that is now Monte-Carlo. Her series of original and unpublished photographs entitled « Passé/Présent », plays with mythical characters from our past and present.

And thus :

- > John Wayne puffing on a cigarette in front of the Casino, next to a doorman.
- > Peter Sellers impersonating a muse on the Opera steps...
- > the steps in front of the Casino welcome an event performed by the Monte-Carlo Sporting corp of ballet, without seeming to disturb the onlookers.

The book also included a chapter entitled « Main de Maître » dedicated to the behind-the-scene crafts of the group, a visual a freeze-frame on various skilled and expert trade services accumulated over time. The expression « Main de Maître » first appeared during a documentary appearing in 1946 and 1947 where hands were often captured in close up photography. These very hands, a continuation of the man, allowing touching, feeling, manipulating and creating, are highlighted in this chapter.

Backstage of the Group Monte-Carlo S.B.M. reveals the workings of various crafts: from the most ancient, such as carpenter, upholsterer, mechanic, concierge, cook, florist, etc., to the more recent such as project manager, customer service, hostess, etc. All are gathered together in this work to share and perpetuate this heritage so that the dream can continue with valued clientele.

Fernando and Humberto Campana

July 6th-20th,
from 11am to 7pm.

> Dangerous Luxury



To mark the occasion of the 150th anniversary of the S.B.M., the winter Sporting d'Hiver hosts «Dangerous Luxury», an exhibition devoted to the Principality of Monaco signed Fernando and Humberto Campana, Brazilian designers famous throughout the world for their unusual and exuberant creations, their diversion and recycling of objects. The majestic Hall des Art presents the world-premiere of their latest creations. Chairs, tables, consoles and other pieces of furniture

blend elements of Brazilian culture - coconut fibre and straw – to European-influenced bronze decorations inspired by Art Deco style which is specifically the style of the building hosting the exhibition. Weaving natural fibres of golden straw and coconut produced in the central region of Brazil, which reproduce the decorative motif of Sushi, the most famous creations signed by the Campana brothers, produces the furniture. The bronzes were created in Rome workshop, respecting ancient methods. In the adjacent room, the St James wing, a unique collection of jewellery is on display. The Campana brothers Brazilian creativity is here compared to traditional European jewellery, presented by Roman jeweller Fabio Salini, through the production of a unique range of pieces. The varying nature of material used, primitive and extremely naturalistic shapes obtained with straw, bamboo and wood are combined with cold and precious gems, along with the creative mastery of the Campana brothers, to obtain a unique result. The Art Wing presents a series of ink on paper drawings by Fernando Campana representing the investigation of the nature that inspires the brothers. These drawings are a loan from Fernando's personal archives, for this extraordinary event, especially to be viewed by the public. They offer an intimate understanding of the inspiration animating the two brothers. Exhibition in collaboration with Galleria O. Roma.

Monte-Carlo in the timelight : the « film of films »

July and
August

> A film-event



Directed by students from the Factory cinema school* (Lyon), with the participation of the Monaco Audio-visual Archives (Production : Histoire d'Entreprises).

Monte-Carlo SBM establishments, more generally the neighbourhood and the Principality have served as a backdrop for many productions: over 150!

Therefore, it was logical that on the event of the 150-year anniversary of Monte-Carlo SBM, a strong

initiative was taken to pay tribute and uphold this specific heritage.

And the honour of creating a video montage "in the manner of" Christian Marclay, author of "The Clock", awarded Golden Lion at the Venice Biennale in 2011, was given to young filmmakers in the making by Monte-Carlo S.B.M. Christian Marclay welcomed the students of the cinema school The Factory in his workshop in London last February. Starting in July, the production will be visible throughout the summer on the terraces of the Monte-Carlo Casino, at nightfall.

The montage will consist of clips with no chronological coherence, with as a single common point that they were shot in the Principality, especially in Monte-Carlo SBM establishments. Sacha Guitry, Audrey Hepburn, Jeanne Moreau, Pierce Brosnan, Vanessa Paradis, will appear on screen in this incredible audio-visual compilation, a collision of eras and styles. It will be broadcast in an area created for the occasion: an open-air cinema, facing the sea, staged in collaboration with Jean Mus (awarded "Talent du Luxe" in 2010 and Laureate of the "Arbre d'Argent" in 2010), and Michel Redolfi, composer (international "Ars Electronica" award 1994 and 1996, "Faust d'Or" 1994).

We will converge for a moment of pleasure...and to dream.

* Factory is a cinema school located in Lyon, enjoying a special privilege with PÔLE CINÉMA. The curriculum degree (ranging from professional degree to Master, including a European Bachelor) corresponds to the requirements of the project: director, screenwriter, cinematographer, production manager, agent, sound designer, sound technician, and editor.