



Carnet de route

N° 19

A ride through three centuries of history!

The approaching 150th anniversary of Beau-Rivage has inspired us to turn to the archives for a look at the past. What life, what riches—what excitement!

Here is my grandfather counseling César Ritz on his developing projects. There's Philips showing his first computer. A new elevator at Beau-Rivage in 1873 (reported to be only the third in the world). Spectacular new steam baths!

Conrad Hilton may have based his success on three now-famous criteria, "Location, location, location", but our family has chosen three others: "Innovation, innovation, innovation!"

It's a Pulcinella's secret loved by the great-grandchildren of our guests from the old days that has allowed Beau-Rivage to remain at the front of the fleet of Geneva's "palaces".

Enter the fascinating world of Beau-Rivage's Historic Suites—come with us as we step through the looking glass!

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The incredible history of the Maharaja of Patiala's Necklace

The Maharaja of Patiala, celebrated Beau-Rivage guest, gave his name to the largest piece of jewelry ever created by a renowned jeweler. The incredible story of this fabulous necklace begins in 1888, with the discovery of the famous De Beers diamond in South Africa. This precious stone weighed 428 carats before it was cut. It was worked in such a way that this gem became the largest-ever yellow octahedron diamond in the world, an astonishing 234.65 carats!

The De Beers was acquired by the Maharaja of Patiala after it was shown in Paris. India's maharajas considered precious stones to be of inestimable value, thanks to their reputation as bearers of good luck. The Maharaja of Patiala in 1928 ordered, from Cartier,

the largest piece of jewelry ever made: a work of 2,930 diamonds, with the famous De Beers as the centerpiece of this ceremonial necklace. It quickly became known as the "Patiala Necklace". An astonishing seven other large diamonds, from 18 to 73 carats, set off the De Beers stone, alongside several Burmese rubies of enormous value. The necklace was last seen proudly worn by the Maharaja's son just before the necklace disappeared, towards the end of the British Raj.



It took until 1982 for the celebrated diamond to reappear at a Sotheby's auction in Geneva, where it changed hands for \$3.16 million. Sixteen years later, in 1998, an anonymous buyer discovered the rest of the necklace in an unlikely spot, a second-hand jewelry shop in London. Not surprisingly, the rest of the important jewels had disappeared, notably the seven precious stones from 18 to 73 carats that had been mounted on a pendant and the fabulous Burmese rubies.

Cartier bought what remained of the necklace and spent four years restoring it to duplicate the original, replacing the missing diamonds with cubic zirconium, synthetic rubies and a replica of the De Beers diamond, without ever revealing what material was used for the star jewel. The Patiala Necklace has thus maintained an aura of mystery that is likely to continue until, one day, the brilliance of the original may be seen again!

The unique magic of these exceptional Suites

Beau-Rivage is bringing to life, once again, daydreams and magic sparked by incomparable settings and landscapes, as the renovation comes to a close of its four splendid Historic Suites.

To pay tribute in the finest way possible to Sissi and the Maharaja of Patiala, celebrated Beau-Rivage guests, who left their imprint and gave their names to these rooms, Beau-Rivage has gone beyond the elegant décor of the past for these rooms, weaving in a level of comfort expected today, while maintaining the sense of authenticity in these rooms.

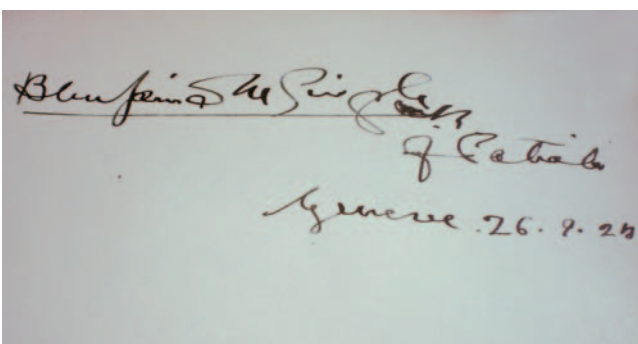


Tableau du Mois de Septembre 1896

Matr. de l'Empire	Prénoms, Noms	Professions	Nationalité	Matr. de l'Empire
Sept. 4	La Majesté l'Impératrice Elisabeth d'Autriche à suite			
	Comtesse Irma Szlaray, Dame d'Honneur de S.M. à suite			
	Docteur Eug. Kromar, Secrétaire particulier de S.M.			
	Général Berceviczi, Chambellan de S.M.			
10	Comtesse Harrach, Dame de la Cour, à suite.			
	Comtesse Frolities, Dame de la Cour, à suite.			

Sissi and Beau-Rivage: a celebration of two destinations



The history of Beau-Rivage will forever be marked by the destiny of Empress Elisabeth of Austria, popularly known as Sissi. The memories of this House have been stamped by her visit to Geneva. The tragic end of Empress Sissi, who spent her last moments here, 10 September 1898, came after she was stabbed in the heart by an Italian anarchist on Lake Geneva's waterfront.

Fanny Mayer, wife of Charles-Albert Mayer and grandmother of today's owners, had grown very close to Sissi's entourage and to the Empress herself. She was privileged to share the end, alongside the Countess

Sztaraay: "The Empress was embalmed and put in her casket in the evening. The Countess called for me, and for my husband, and she gave me a rose that she had taken from the casket, which I kept with great care, as well as a small bit of mauve ribbon spotted with a drop of blood." (from a record of the events at the time, by Mme Fanny Mayer, 1948).

These rooms, so charged with history, have not surprisingly been dedicated to the memory of this exceptional woman who was Austria's last empress.

nies, forever entwined



The space has been completely renovated with enormous respect for the sense of a private home here. The original décor has not been forgotten, with the magnificent panelling restored with great care. The rooms offer a wonderfully delicate, subtle marriage between the artistic expression of the times and the contemporary fittings and details expected by today's visitors.

The Sissi Suite, in a bow to its truly exceptional nature, has seen the addition of a beautiful private terrace that offers a splendid work of art: a colourful natural tapestry that shifts between the elegant silvery blue hues of Lake Geneva and the exquisite eternal white peaks of the Mont Blanc.



Exceptional re-birth of the Patiala Suite



The list of celebrated names of those who have frequented Beau-Rivage has continued to fill one of the richest guestbooks of the internationally famous for nearly 150 years. Among the many who have left their mark is the Maharaja of Patiala, whose legacy nevertheless stands apart.

Bhupinder Singh, the Maharaja of Patiala, was considered at the start of the 20th century to be one of the world's richest men, a mogul who was endlessly fascinating to those who followed closely the royals of the world, who were seduced by his charm and his diplomatic interests.

The Maharaja arrived at Beau-Rivage in 1925 and set down his many trunks, to take part in the opening of the League of Nations in Geneva as the representative for India. The political and diplomatic side to the man were in keeping with the generous and enterprising nature of this oriental leader, who left an indelible

mark on Beau-Rivage. Today, in homage to the Maharaja, the suite where he stayed carries his name, reflecting the spirit of this extraordinary ambassador and inspired by the Eastern tastes and sense of esthetics that he insisted be carried through to the finest details.

The rooms reflect the magnificence of this heritage, and the Suite has a style all its own that sits between an Eastern sensibility and splendour from those days, which provokes a singular sense of other-worldliness, of losing oneself deep in the pleasures of the royal palaces of the maharajas, without constraint, and yet this blends happily with today's contemporary world. The shimmering beauty of Lake Geneva lies at the windows.



When tradition and high tech marry



Each of the Historic Suites has its own identity from the past and a special collection of memories to offer but they also provide today's sense of *art de vivre*; the view from their private terraces takes in the length of Geneva's waterfront and famous Jet d'eau with the peaks of Mont Blanc. What a view, to be admired with all the passion demanded by this splendid scenery! Whether it's a cocktail under the stars, an *haute gastronomie* dinner by candlelight, the fireworks at the Geneva Festival or an invitation from one of Beau-Rivage's best clients to share a glass of champagne while taking in the panorama, or to celebrate one's marriage, the terraces offer a private space, unique in Geneva.

Each of the 90m² suites has a bedroom and living room. It's also possible to think even bigger and connect two Historic Suites and several prestige Bedrooms. The high level of comfort carries through to the jacuzzis, hammams and bathrooms, which are very spacious, with precious marbles that underscore the elegance and pleasure of the bath; top-brand bath products and the option to have the latest in television screens add a final flourish for an incomparable sense of wellbeing!

The latest refinement is the combination of tradition with top technology of the day: the display of history and prestige don't impinge on our guests' enjoyment of the latest in interactive technology: ultra-flat 3D screens with the latest in games consoles connected to the Internet give excellent access to several online services. New interactive TV services offer a huge library of music and HD videos to music- and film-lovers, some 50 high digital quality films and 200 audio CDs plus a 3D BlueRay player with Bose cinema speakers. The simple, quick and easy-access connectivity system allows guests to use their own peripherals, including video cameras, digital cameras and smart phones.

