



COUR DES VOSGES
PARIS

PRESS KIT



COUR DES VOSGES:
STEEPED IN HISTORY

A remarkable Evok hotel, Cour des Vosges invites you to travel through time as the past and present echo one another. With its unique view on the Square Louis XIII, it is also a new part of the life and history of a Parisian landmark: the Place des Vosges.



A DESTINATION : 19 PLACE DES VOSGES

Evok welcomes you to the former Hôtel de Montbrun, a 17th century residence at 19 place des Vosges. A unique and historic site, it was the royal square Henri IV planned in 1605, and therefore the oldest square in Paris. In this exclusive landmark site, each room or suite in this 5-star hotel opens onto Square Louis XIII and its splendid houses with their recognizable pink brick façades and slate roofs.

A BIT OF HISTORIES

Once a swamp, the Marais neighborhood changed in the 12th century with the arrival of religious orders. A posh neighborhood before the French Revolution, it then became a center for merchants and artisans, who opened their workshops in the courtyards. Today, the Marais attracts fashion lovers, who are found in the front row of every fashion week, as well as fans of history, museums, and culture. A diverse neighborhood unlike any other, the Marais is best discovered by strolling on foot and letting your instinct guide you.

AN ECLECTIC EXPERIENCE

An esoteric spot and a hotel unlike any other, Cour des Vosges instantly invites you to immerse yourself into the life of a noble French family dating back to the 16th century. A family of art lovers and collectors that has enjoyed gathering sculptures, ceramics, tapestries, and furnishings over the decades, representing various artistic movements and the experiences of generations of patrons of the arts.

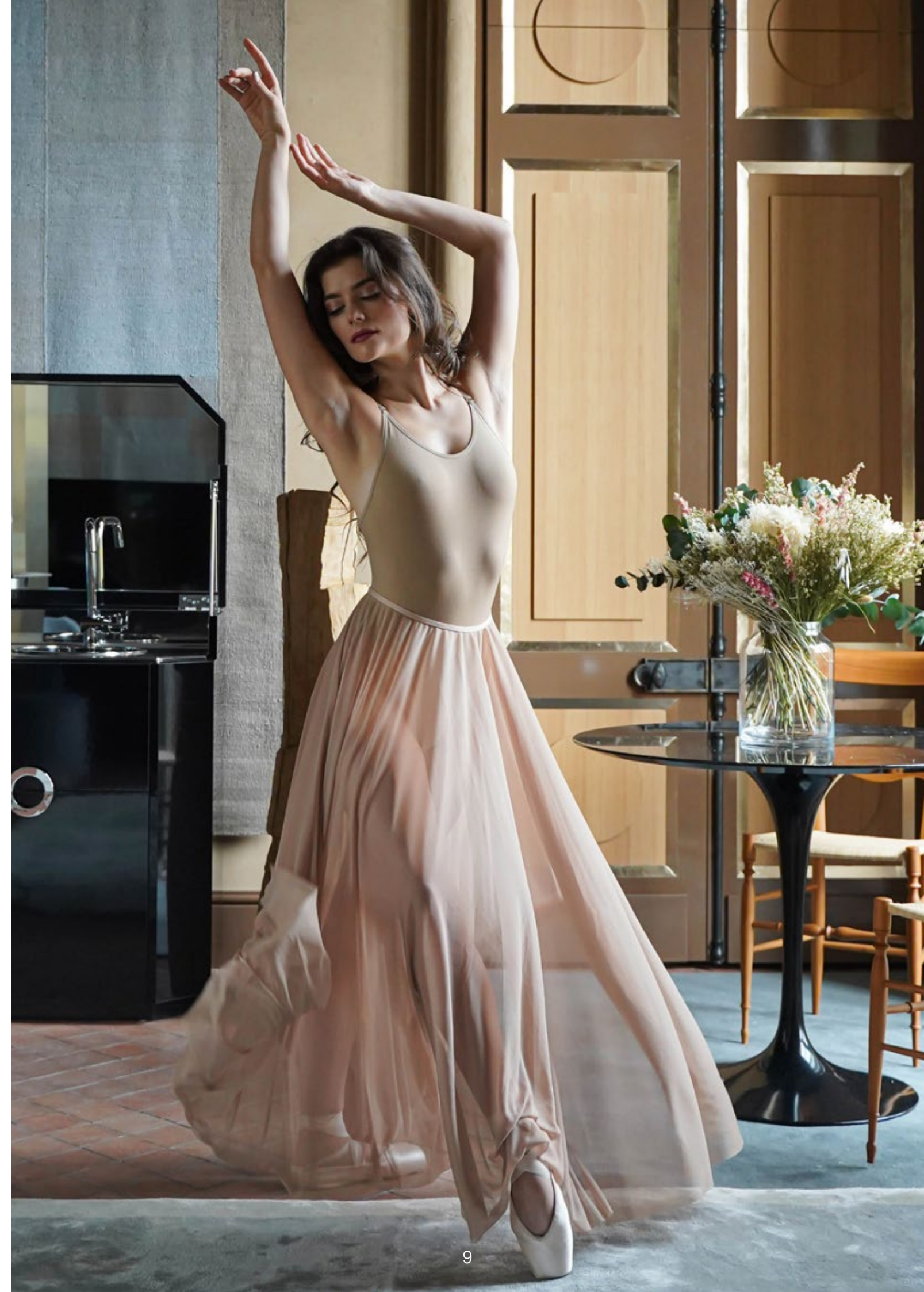


AN ATMOSPHERE:
AN EXCEPTIONAL RESIDENCE

Considered a mansion by some, a château by others, Cour des Vosges is experienced as an exceptional residence welcoming Epicureans, hedonists, history buffs, and lovers of Paris. The butler hands over the key to the 12 rooms and suites, each of which feels like a pied-à-terre. Each landing recalls the architectural features of 17th century buildings. Each hallway seems to lead, as in the pas, toward stately apartments.

A NEW STANDARD OF EXCELLENCE & RELAXATION

Cour des Vosges cultivates the French art de vivre and the elegance of Parisian mansions of a bygone era. It has spirit, character, and personality. A true retreat, it sets a new standard, a distinctive oasis within one of the most lively neighborhoods of Paris.



A VISION: LECOADIC-SCOTTO

For Cour des Vosges, architects Yann Lecoadic and Alessandro Scotto reached back into Paris's history and explored the past like archaeologists, in order to reveal its beauty, uniqueness, and strength. In dealing with a historic landmark with original painted ceiling beams and period terra cotta floors, the guiding theme of their design was to protect, preserve, and respect the authenticity and spirit of the building.

AN INSPIRED DUO

Their priority is to completely fulfill the needs and desires of those who seek their expertise. In other words, architects Yann Lecoadic et Alessandro Scotto adapt to a building, a site, or an environment, and not the other way around. This is true for any situation and any project. They have the same operating method when designing a luxury store, an apartment in the Palais Royal gardens, or a 5-star hotel on Place des Vosges. They know how to build, construct, and write a brand-new contemporary story for each of their projects. Theirs is a human take on their profession: they draw out an “atmospheric” ambiance within the clear lines of the architectural setting.



16-FOOT CEILINGS AND A REDESIGNED FOUR-POSTER BED

Lecoadic - Scotto designed 12 rooms and suites ranging from 270 to 645 square feet (some of which connect) on 4 floors. Each has a kitchen and extensive storage. The architects were careful to preserve the spaces, which have high ceilings (up to 16 feet on the second floor), double doors, and adjoining living rooms. They have subtly mixed design pieces from the 1970s with period objects. The result is alive with contrasts and opposites that attract: old terra cotta pieces sit next to azure tapestries, candelabras illuminate stainless steel tables and glass counters, while statues gaze at lacquered screens. What's the method to this madness? That's for you to answer. The architects have even put a new twist on the four-poster bed.

VIEWS ON EVERY FLOOR

The rooms and suites on the second floor of Cour des Vosges have stunning views of Square Louis XIII. The higher up you go, the more the panorama expands. On the third and fourth floors, you rise above the top of the linden and horse chestnut trees in the garden. On the fifth floor, you can take a bath with a view over the rooftops of Paris and see the gilded figure of Liberty on top of the column in the Place de la Bastille.





AN ART CURATOR:
AMÉLIE DU CHALARD

None of the artworks or paintings have been chosen or placed by chance. Behind this exclusive selection for Cour des Vosges is Amélie du Chalard. A contemporary art lover, she left a career in finance to become a gallerist and art director. She founded Maison d'Art en 2015: a new kind of gallery, where she imagines and designs spaces and locations as houses that are lived in, embodied, and alive. For Cour des Vosges, she hunted, discovered, and brought back exceptional objects and artworks, both contemporary and classic. Her selection corresponded to the approach of architects Lecoadic & Scotto by boldly combining classic Louis XIII style with 1970s design.



A BOOK CURATOR:
ANATOLE DESACHY

The books on view in the rooms and suites were all selected by Anatole Desachy. An independent bookseller in Fontainebleau, he specializes in buying and selling photography books. He combs shows and museums throughout Europe in search of rare finds, creating an exclusive selection. This globe-trotting bibliophile has put together a unique collection for Cour des Vosges. It includes monographs by renowned photographers as well as books by writers from all over the world.



A RESTAURANT: BREAKFAST TO DINNER

Opening Cour des Vosges up to Parisians was something Evok wanted to do from the beginning. This way, the hotel is naturally integrated into neighborhood life and also fits the historic character of the Place des Vosges, where the ground floors have been occupied by stores since the 17th century. To maintain the customs of the French art de vivre, 19 place des Vosges contains a restaurant. It offers light gourmet fare for breakfast, afternoon tea, and dinner. Also, the “Brach Corner” presents a selection of sweet treats concocted by pastry Chef Yann Brys, who was named Meilleur Ouvrier de France.



A HISTORY OF WATER: IN THE ROMAN BATH

This is the secret retreat of 19 place des Vosges. On the ground floor, a doorway leads to the hotel's relaxation space. Here, under a vaulted ceiling, you can take care of yourself, breathe, dream, and be revitalized in a Roman bath. This is an ingenious way to continue the Cour des Vosges experience and extend your feeling of escape.

SERVICES: A TAILOR-MADE EXPERIENCE

The French art de vivre cannot exist without exceptional services and attention. Cour des Vosges is unique in that it has two ambassadors, a hostess and butler who are responsible for receiving guests. She welcomes guests and he makes sure they have everything they need. She is there to help, and he provides bespoke services. They are available 24/7 to ensure the Cour des Vosges experience, but they are never intrusive. They are known for their delicacy and discretion. They're glad to help with ordering room service, planning a private training session, reserving a limo, or scheduling facial treatments by La Colline - in your room.



ABOUT EVOK

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: the Hameau de la Volière, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group's brands: Nolinski in Venice (2023), and Brach in Madrid (2023) and Rome (2025).

EVOK PRESS COORDINATION

EMMA KALADJIAN DE AZEVEDO
ekaladjian@evokcollection.com

PRESS CONTACT

FRANCE

BÉATRICE KORB KAPLAN
beatrice.korb@agenceproches.com

UNITED-KINGDOM

CLARE JACKSON
evok@bacchus.agency

USA

CARA CHAPMAN
cara@bacchus.agency

MIDDLE-EAST

DANIA SAWEDEG
dania@hfaconsultancy.com

ITALY

JASMINE LE VAN KIM
jasmine@levankim.it

SPAIN

CARLOTA LARIO AGUADO
carlota@brandscomm.com

