



EVOK

COLLECTION

APPOINTMENT

**Adam Bentalha Appointed Group Executive
Chef at Evok Collection**

Evok Collection announces the appointment of Adam Bentalha as Group Executive Chef, a natural progression for someone who has been supporting the group since 2018. Trained in Parisian palaces and leading fine dining institutions, Adam Bentalha has developed a cuisine that is both contemporary and generous, rooted in seasonality and a sense of place. Over the years, he has played a defining role in crafting the gastronomic identities of several of the group's addresses, including Brach Paris, Brach Madrid, Sinner and Cour des Vosges.

In his new position, he now oversees all kitchens across Evok Collection's properties in France, Spain and Italy, as well as forthcoming openings. His role is to guide the group's culinary evolution while ensuring a cohesive vision one that respects the distinct character of each address.

"My role is to support each address in expressing its own singularity, while building a coherent and living overall vision. At Evok Collection, gastronomy is conceived as an experience in its own right, connected to places, cultures and the energies that run through them."

ADAM BENTALHA

This appointment marks a new phase in Evok Collection's development, as the group continues its expansion across Europe and reaffirms the strategic role of gastronomy within its addresses.



ABOUT EVOK COLLECTION

Since 2014, Evok Collection has been imagining and developing exceptional destinations shaped by a distinctive vision of luxury: sensitive, cultural and profoundly human. Each property is born from a clear intention: to create vibrant spaces infused with emotion, where aesthetics converse with meaning. Beauty is lived, service is elevated through the art of the gesture, and hospitality is expressed through genuine attention.

Through its two brands, Nolinski and Brach, Evok Collection explores two complementary languages: Nolinski, more contemplative, where culture and tranquillity define an art of time; Brach, vibrant and expressive, where urban energy becomes elegance and shared experience. Both are united by the same ambition: to create places that stand out for their presence, their atmosphere, and the stories they tell.

Attentive to local environments and craftsmanship, Evok Collection anchors its development in a responsible approach driven by respect, sustainability and the transmission of know-how. From Paris to Venice, Madrid, and soon Rome and Gassin in the Gulf of Saint-Tropez, Evok Collection pursues a single vision: to shape an art of living that is free, exacting and sustainable, a luxury of emotion and balance.



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