

A NEW ADDRESS TO KNOW
IN PARIS.
SO/ DEBUTS IN FRANCE WITH
THE OPENING OF ITS NEW
FLAGSHIP: SO/ PARIS.

SO/ PARIS



Paris, March 10 2022 - SO/, an Ennismore brand, is making its stylish debut in France with the opening of its new flagship, SO/ Paris.

The hotel will take up residence at the heart of the “Morland Mixité Capitale” complex in Paris’s fourth arrondissement. SO/ Paris will have 162 bedrooms, a Spa Maison CODAGE, a restaurant - bar - club and access to a fitness centre and a swimming pool.

ABOUT SO/

SO/ is where style meets substance and individuality meets diversity.

Located in vibrant destinations around the world including Bangkok, Singapore, Auckland, St. Petersburg, Berlin, Vienna, Havana and Sotogrande, SO/ will continue to make its impact when it opens its doors in Paris, Dubai and Melbourne.

Every SO/ address is rooted in the world of fashion showcasing its vivid personality and avant-garde style. Expressive and chic, SO/ brings together design, fashion and entertainment, and invites everyone to join the front row.

With artistic influence from the expressive world of fashion, each SO/ address is a fashion statement and masterpiece. Partnering with renowned local and international designers like Christian Lacroix, Karl Lagerfeld, Viktor & Rolf, Guillaume Henry and more, they infuse their creative vision into the hotel’s visual identity, team uniforms, iconic art and décor, to curate spaces that exude a chic and social vibe.

One can always expect the finest and most intriguing dining and drinking experiences at SO/. From our food market-style dining to our high-energy rooftops and cosy lobby café & bar, every hotel serves up a vibrant range of authentic local delights, international favourites, and imaginatively crafted cocktails, all with an unmistakable SO/ twist.

SO/ PARIS

SO/ Paris will take up residence at the heart of the “**Morland Mixité Capitale**” complex in Paris’s fourth arrondissement.

This structure, which once housed the Seine administrative centre and has, until now, been closed to visitors, will become a living, working and relaxing space open to all. Winner of “Reinventer Paris” award in 2016, the project to rehabilitate “Morland Mixité Capitale” – carried out by **Emerige** in conjunction with **David Chipperfield Architects** and **CALQ Architecture**, with landscaping by **Michel Desvigne** – will offer an unprecedented scheme designed to appeal to all kinds of people: offices, residences, a youth hostel, a food market, urban agriculture, an art gallery and a bar and restaurant on the highest floors that boast striking views over the Seine and Paris’ Left Bank...

Parisians and visitors to the capital will have access to more than 11 retail stores, on an interior street that links Boulevard Morland to Quai Henri IV.

Set on the Seine riverbanks, between Notre-Dame Cathedral and the Place des Vosges, Bastille and Marais, this vibrant lighthouse is at the crossroads of fresh ideas. SO/ Paris, dreamed up by rising stars in the worlds of fashion, architecture and art, shines a new light on the city and is dedicated to becoming the leading hotel of the Parisian avant-garde.

The architectural **agency RDAI** has opted to emphasize the nobility of the hotel’s interior design by using natural materials such as leather or wood wherever possible. With the choice of furniture, RDAI has elected to offer a range of movable elements linked to the property’s urban character.

A BRAND ROOTED IN FASHION GUILLAUME HENRY

Designed by **Guillaume Henry**, rising fashion star and Artistic Director of fashion house Patou, the uniforms of SO/ Paris are fresh and charming, created for people on the move. Henry drew his inspiration from the cinematic universe of Wes Anderson, the Louis de Funès film *The Little Bather*, and the Kodakettes, to create a uniform that is both comfortable and fun.

Here, omnipresent within this hotel between the Seine river and the Arsenal basin, water is referenced everywhere, via oilskins, denims and striped sailor sweaters. Unheard of for the hospitality world, mesh appears on uniforms. There are also very Parisian references such as fitted blazers and faille puffball skirts.

Guillaume Henry has also designed the hotel’s emblem, which is reproducible in embroidery, around themes of the lighthouse, the Fresnel lens and the sea’s waves.

A PROJECT WITH ART AT ITS HEART

A supporter of the arts deeply committed to contemporary creativity, Emerige is an initiator and signatory of the “one building, one creation” charter and has pushed the boundaries when it comes to integrating art into architecture, fashioning SO/ Paris into an immense and magnificent playing ground for young artists of the French scene.

On entering the magnificent lobby of SO/ Paris, guests are immediately captivated by the illuminated tondo specially commissioned from **Neïl Beloufa**, an internationally recognized French artist whose works have been exhibited at MoMA in New York and at the Centre Pompidou and Palais de Tokyo in Paris. This luminous piece in resin depicts an arrangement of flowers, leaves and water in bold colors, with an aesthetic reminiscent of illustrated albums. The thick layer of resin hides further surprises, concealing all sorts of debris such as cardboard carrying-cases for beer, pizza boxes, packaging. Here, Neïl Beloufa is making an ironic comment on the ‘throwaway culture’ by integrating these items of rubbish into his work, and by doing so is suggesting a poetic solution to the recycling problem.

In addition, SO/ Paris has commissioned artist **Thomas Fougérol** to create a group of 113 unique photograms and five photomontages for the bedrooms and suites. These are inspired by his strolls along the Seine, from the Sully Morland neighbourhood to the Trocadero. Fougérol has created a giant urban inventory scattered around the private areas of the hotel, using his keen sense of colour and kaleidoscopic montages to create a powerful ensemble.

And finally, **The Seeing City**, an immersive installation conceived by **Ólafur Elíasson and the Other Spaces Studio**, has transformed the bay windows of the restaurant and bar facades, situated on the 15th and 16th floors, into a machine to expand the mind. On the 15th floor, a horizontal plane mirror duplicates the scenery, inverting the viewer’s perception. The mirrored ceiling continues this effect from the exterior of the restaurant to its interior, across a wall of glass. On the 16th floor, a series of kaleidoscope boxes edging the façade reflect the heavens, transporting fragmented and reassembled images of the surrounding sky into the interior. Created by artist Ólafur Elíasson, cofounder of the Other Spaces Studio, these immersive works make a direct appeal to the senses. Unique and inexhaustible, they alter with the light, the seasons and the weather conditions.

THE BEDROOMS AND SUITES

SO/ Paris has 140 bedrooms and 22 suites spread between floors 7-14. All rooms and suites have **striking views over the Paris rooftops, the Seine, and the capital’s landmarks**, with bold colours and timeless décor.

Accommodation categories range from 25 sqm (270 sq ft) to the 128 sqm (1,380 sq ft) SO Paris Suite, which has two bedrooms and balconies that offer a striking panoramic views

PARIS SOCIETY X SO/ PARIS BONNIE RESTAURANT - BAR - CLUB

At SO/ Paris, **Paris Society** unveils its new signature experience, **Bonnie**, a restaurant, bar and club with décor designed by **Jordane Arrivetz** of **Notoire** agency.

Spanning the 15th and 16th floors, Bonnie will have breathtaking 360° views of the city. Curved edges, soft, luxurious textures and bright colours pay homage to the 1960s and 1970s. Bonnie is a special spot where guests can enjoy Paris Society's signature cocktails.

SPA MAISON CODAGE

SO/ Paris will offer an urban wellbeing experience in partnership with **CODAGE Paris**, the top French brand for natural treatments. At the entrance to Spa Maison CODAGE, an artwork by **Elsa Sahal** will welcome hotel guests and external visitors, and both the treatment rooms will feature a work each by **Alice Guittard**.

CODAGE Paris offers bespoke procedures and signature treatments. The brand's vision of cosmetic care is based on the sensibility of a Contemporary Apothecary. The brand is founded on the principles of listening, advising and serving, and responds to the needs of each client with treatments tailored exclusively to their skin, which is unique.

Guests will also have access to a 1,700 sqm (18,300 sq ft) fitness room and a 20x6m (65x20 ft) pool within the Morland Mixité Capitale complex.

THE EVENT SPACES

On the seventh floor, four flexible meeting rooms (total 200 sq m) are flooded with natural light and are ideal for all sorts of events: work gatherings, fashion shows, pop-up shops and private functions.

The bar and club are also available for private hire for unique and unforgettable events.

ABOUT ENNISMORE

Ennismore is a creative hospitality company rooted in culture and community, with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. It curates and manages unique properties and experiences in some of the most exciting destinations around the world.

The Ennismore team is made up of some of the brightest doers, thinkers and makers from inside and outside the industry - including an in-house creative studio, a fully integrated F&B concept platform and a digital product & tech innovation lab - who together create brands that inspire discovery.

Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating the world's fastest-growing lifestyle hospitality company; bringing together an unrivalled portfolio of global brands, with Ennismore's know-how in building brands with creative storytelling, design, and authentic experiences, with Accor's wealth of knowledge in delivering scale, network growth and distribution.

Under the leadership of Sharan Pasricha, Founder & Co-CEO, and Gaurav Bhushan, Co-CEO, Ennismore comprises 14 hotel & co-working brands and a collection of over 150 culturally relevant and diverse restaurants and nightlife destinations. The portfolio includes 87 operating properties globally, with a further 141 hotels in the pipeline across different regions, with strong growth coming from The Hoxton, Mondrian, SLS, SO/ and Tribe; complemented by flagship restaurant brands Bibo, Carna, Fi'Lia and Seabird.

Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. With expertise in providing shelter, Ennismore is passionate about providing solutions for homelessness and addressing the many barriers facing the most marginalized people in society.

Ennismore has been included in Fast Company's World's Most Innovative Companies lists in 2020 and 2021; ranked #29 in FT1000: Europe's Fastest-Growing Companies; and is part of FT Future 100 - the UK's fastest-growing businesses that are shaping the future of their sector.

The Ennismore Portfolio:

21c, 25hours, Delano, Gleneagles, Hyde, Jo&Joe, Mama Shelter, Mondrian, Morgans Originals, SLS, SO/, The Hoxton, Tribe and Working From_

ABOUT EMERIGE

For more than 30 years, Emerige has been designing the Greater Paris of tomorrow with passion, rigor and conscience. The housing, offices and shops Emerige envisions are also living spaces where the inhabitants' wellbeing and the uniqueness and durability of the architecture are central preoccupations, and where there is a special place for art and artistic creation. The goal of every Emerige building is to contribute to ensuring a better quality of life within a more innovative, more sustainable and more benevolent city.

Spurred by the belief that art can change the world, Emerige offers all kinds of different groups access to culture by supporting artistic and cultural education programs that, every year, benefit more than 15,000 young people. As the first signatory to the 'one building, one creation' charter, Emerige also contributes to raising the profile of art in the city by systematically installing a work of art in every building that the company designs.

www.ennismore.com

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To find out more, visit [SO/](#)

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