

**GROUP PICHET AND ENNISMORE ANNOUNCE THE OPENING OF  
MONDRIAN BORDEAUX LES CARMES,  
IMAGINED AND CONCEIVED BY AWARD-WINNING CREATOR PHILIPPE STARCK.**

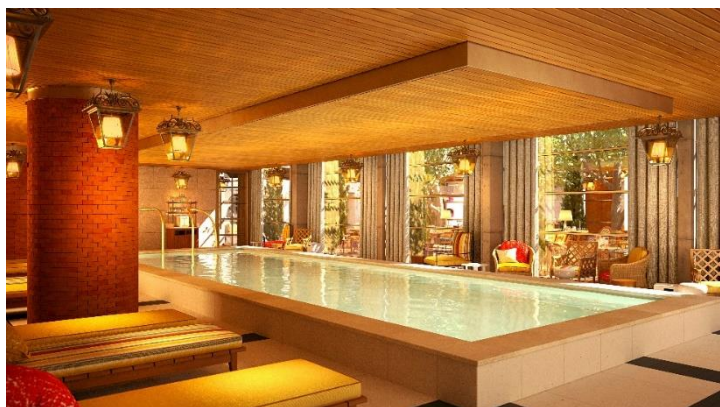


Set to open in Bordeaux France mid-November 2023

The French real estate Group Pichet, Mondrian - a leading brand from creative hospitality company Ennismore, and visionary creator Philippe Starck, are proud to present the Mondrian Bordeaux Les Carmes. The 5-star hotel is set to open mid-November 2023, in Bordeaux France.

The Mondrian Bordeaux Les Carmes, located in Chartrons, the historic district of Bordeaux wine merchants, is the result of the metamorphosis of an emblematic building in the city from the 19th century: The former cellar of Maison Calvet.

The Mondrian Bordeaux Les Carmes will offer 97 rooms and suites between 25m<sup>2</sup> and 52m<sup>2</sup> spread across three floors, a restaurant & bar blending Japanese culinary art and Western flavors - a Spa, two meeting spaces and an open-air terrace spanning 200m<sup>2</sup>.



The Mondrian Bordeaux Les Carmes is a castle built with high-quality stones and brickworks of elegance. It is a hotel born from a love story between the West and the East, in which you live more because you are cared for.

In the West are the terroir, the roots, the experience and the talent of Bordeaux. The unexpected comes from the East, from Japan, with another talent, another tradition, another experience that has found its way here like a cuckoo coming to nest. The East and the West, not blended in but superimposed.

The Mondrian Bordeaux Les Carmes is the real life, the fertile one that always evolves and thrives on encounters – and often the most unlikely become the most likely. It is no longer a possibility but a certainty that the Mondrian Bordeaux Les Carmes is our necessity.”

**Philippe Starck**, Architectural Conception and Artistic Direction of the Mondrian Bordeaux Les Carmes

The Mondrian Bordeaux Les Carmes marks the expansion into France of the Mondrian leading hospitality brand, confirming Ennismore’s ambition to further develop its lifestyle segment in Europe.

**Gaurav Bhushan**, CEO Accor Lifestyle & Entertainment, Co-CEO Ennismore, “We are incredibly proud to continue to grow our Mondrian brand and expand further in the European market and particularly to France. It has been a pleasure to work with Patrice Pichet and his team to develop this property designed by one of our most celebrated designers, Monsieur Philippe Starck, who not only originally designed Mondrian Los Angeles, but many other destinations around the world. The hotel will certainly be a destination for both locals and travelers alike.”

**Patrice Pichet**, President and CEO of the Pichet group adds: “We are delighted to collaborate with the Ennismore group, the Mondrian brand for the realization of this 5-star hotel which will become iconic and essential in Bordeaux. This project illustrates Pichet's expertise in architectural and urban reconversion. And this new place to live is the result of remarkable work by Philippe Starck and the architectural firm Advento, who together managed to imagine a modern establishment respecting the 19th century architectural heritage of these old cellars in the heart of the district of wine merchants. Through this new project, history and design come together to arouse emotion and offer a unique experience imbued with powerful and immersive new experiences for our future customers. This is where all the talent and know-how of the actors of this project are! »

### \*\*\*ABOUT\*\*\*

#### ABOUT PICHET GROUP

For more than 30 years, the Pichet group has been able to extend its skills to all real estate trades: design, development, engineering, construction, marketing and management. A key player in real estate in France, it has left its mark on the entire territory in cities such as Paris, Lille, Bordeaux, Bayonne, Pau, Nantes, Besançon, La Rochelle, Lyon, Marseille, Toulouse... experience, the group is continuing its development in the hotel market with a total capacity of 4,012 rooms. As well as its strong development in residential hotels, the Group is expanding its positioning in the high-end hotel segment, with the opening of two emblematic projects: the Radisson Blu Grand Hotel & Spa, Malo-les-Bains and the Mondrian Bordeaux Les Carmes.

- A volume of activity of 1.6 billion euros
- 504 million euros in capital
- 5,012 reservations
- 133,000 m<sup>2</sup> of rental space managed (offices, shops, residential)
- 63,570 lots under management (management and syndic)

- 4,012 rooms in operation (hotel capacity), 1,000 under construction, 1,000 in development
- 12 regional departments: Bordeaux, Ile-de-France North, Ile-de-France West, Ile-de-France South, Ile-de-France East, Bayonne, Nantes, Rennes, Lille, Lyon, Marseille, Toulouse
- 1,400 employees
- 58 ha of vineyards in Pessac-Léognan: Château les Carmes Haut-Brion

## **ABOUT MONDRIAN HOTELS & RESIDENCES**

Mondrian is more than a hotel: it's a way of travel. Known for its groundbreaking design and progressive programming it is a "must" destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. Design is at the center of the Mondrian experience with hotels designed by some of the world's most famous architects and designers, including Philippe Starck and Marcel Wanders. With eight properties in Los Angeles, Miami, New York, London, Doha, Mexico City, Cannes and Seoul, the brand is experiencing tremendous growth with upcoming openings in Singapore, Ibiza, Bordeaux, Australia's Gold Coast and more. [MondrianHotels.com](https://www.mondrianhotels.com)

Mondrian Hotels & Residences is part of Ennismore, a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding. [ennismore.com](https://www.ennismore.com)

## **ABOUT PHILIPPE STARCK**

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in "middles of nowhere".

[www.starck.com](https://www.starck.com) / Facebook [@StarckOfficial](https://www.facebook.com/StarckOfficial) / Instagram [@Starck](https://www.instagram.com/Starck)

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