



LE ROYAL MONCEAU

RAFFLES PARIS

Il Fascino Ferrari by Marc Newson,
Available Exclusively at Le Royal Monceau – Raffles Paris



Le Royal Monceau - Raffles Paris is debuting the exclusive “*Il Fascino Ferrari*” designed by Marc Newman to La Librairie des Art, the historic palace hotel’s Art Bookstore, which houses limited editions and original formats. Celebrating the 70th anniversary of the legendary Italian brand, the hotel is the only location in France to feature this unique piece, which is available in two formats – the Art Edition and the Collection Edition.

Limited to only 250 copies worldwide, Le Royal Monceau is showcasing the **Art Edition** (25 000€), which sits on a sculptural lectern that is made of a single block of chromed steel in the shape of a 12-cylinder Ferrari engine. The stand, which emulates the engine of a 250 GTO, was created by designer Marc Newson and the Ferrari workshops. Each copy is numbered and signed by Piero Ferrari, son of the illustrious brand’s creator, and Sergio Marchionne, Ferrari ex-CEO. The book is also available in the **Collection Edition** (5 000€) format, which is bound in leather and embroidered by hand. The 514-page book showcases the diaries of Enzo Ferrari and hundreds of photographs, which include archives retracing Ferrari’s history, performances and victories of the famous automobile company since 1947, as well as unpublished drawings.

“*Il Fascino Ferrari* is the essence of the Ferrari house and its legendary universe in a true vintage jewel. The piece is a must for Ferrari and design collectors,” said Judith Benyayer, director of La Librairie des Arts.

Delighting lovers of art and automobiles, Le Royal Monceau’s Art Bookstore will sell one copy of the exceptional *Art Edition* and two copies of the *Collection Edition*. Both collectors’ items, the book and art piece will be exclusively sold at *La Librairie des Art*, as well as the editor’s bookstore. With a selection of more than 700 books, as well as pieces by artists and designers, *La Librairie des Arts* is an essential place on the Parisian art and contemporary scene.

« *Il Fascino Ferrari* » Book-sculpture at *La Librairie des Arts*

Art Edition with book and artpiece: 25 000€

Collection Edition with book only: 5 000€

Contact and information:

La Librairie des Arts

judith.benyayer@raffles.com – +33 (0)1 42 99 88 84

Royal Monceau – Raffles Paris

37 avenue Hoche, 75008 Paris



Press contacts:

Barbara Sablon - barbara.sablon@raffles.com - +33 (0)1 42 99 98 55
Nastasia Chevallier - nastasia.chevallier@raffles.com - +33 (0)1 42 99 88 36

www.leroyalmonceau.com
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Le Royal Monceau – Raffles Paris

As a glamorous hotel from the roaring Twenties, a rendez-vous for artists and writers, as well as for gentlemen and adventurers, Le Royal Monceau – Raffles Paris has always embodied the Parisian “je ne sais quoi” in all of its spontaneity and, culture. Its vibrant atmosphere of creation and emotion attracts travelers seeking to enjoy the Parisian life. With its 149 bedrooms and suites including 3 private apartments and its contemporary design, this pioneering palace is located just steps from the Arc de Triomphe and the Faubourg Saint-Honoré area. At Le Royal Monceau, art is everywhere, from the exclusive Art Concierge service to the Art Bookstore through the Art District Gallery and the Private Katara Cinema. The culinary offer is also carried by this creative spirit which animates the entire hotel from the vibrant Bar Long to the two restaurants: “Matsuhisa Paris”, dedicated to Japanese gastronomy, and “Il Carpaccio”, Italian Michelin-starred restaurant. Not to be missed: the restaurant La Cuisine for breakfasts and brunches and the Pastry Chef Pierre Hermé’s unique creations. The Spa My Blend by Clarins and its spectacular swimming pool represent a heaven of peace where ones love to lose themselves to find themselves. www.LeRoyalMonceau.com

Raffles Hotels & Resorts:

Raffles Hotels & Resorts boasts an illustrious history and some of the most prestigious hotel addresses worldwide. In 1887, Raffles Singapore set the standard for luxury hospitality, introducing the world to private butlers, the Singapore Sling and its enduring, legendary service. Today, Raffles continues this tradition in leading cities and lavish resort locales, enchanting travellers with meaningful experiences and service that is both gracious and intuitive. Connoisseurs of life choose Raffles, not merely for its aura of culture, beauty and gentility, but for the extraordinary way they feel when in residence with Raffles. Each Raffles, be it Paris, Istanbul, Warsaw, Jakarta or the Seychelles, serves as a venerated oasis where travellers arrive as guests, leave as friends and return as family. Raffles is part of AccorHotels, a world-leading travel and lifestyle group which invites travellers to feel welcome at more than 4,300 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe. www.raffles.com

Katara Hospitality:

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With more than 45 years’ experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality’s portfolio has grown to include 42 owned and /or managed hotels and the company is now focused on achieving its target of 60 hotels in its portfolio by 2026. As the country’s flagship hospitality organisation, Katara Hospitality supports Qatar’s long term economic vision. Katara Hospitality currently owns properties spread across three continents in Qatar, Egypt, Morocco, UK, France, Germany, Italy, Spain, Switzerland, The Netherlands, Singapore and Thailand. While it partners with some of the finest hotel management companies, Katara Hospitality operates owned and non-owned hotels through its standalone operating arm, Murwab Hotel Group. Katara Hospitality has gained global recognition for its contributions to the Qatari and international hospitality landscape, through numerous prestigious accolades from the industry. <http://www.katarahospitality.com/>

About the General Data Protection Regulation

In conformance with the General Data Protection Regulation (GDPR), Le Royal Monceau – Raffles Paris, as a data processor, collects and processes the personal data that you provide whenever you contact our press service and, on the basis of legitimate interest, to develop our marketing activities and to improve the method of delivering our press releases. In this respect, your personal data may be communicated to Accor SA and shared between the hotels operated under a brand of the AccorHotels Group in order to improve the quality of communications between each of these hotels. You can object to the sharing of your data at any time by writing to data.privacy.rmo@raffles.com In this regard, you have the right to access, rectify, transfer or delete your personal data, in addition to the right to limit and object to its processing. Your data will be processed in conformance with the GDPR and the Royal Monceau – Raffles Paris personal data protection charter, available in the “Terms & Conditions” section of the website www.leroyalmonceau.com. You can also consult the AccorHotels personal data protection charter via the following link: <https://www.accorhotels.com/security-certificate/index.fr.shtml>.

The Data Protection Officer

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