

# MOBHOUSE

REF CP OPENING  
70 RUE DES ROSIERS  
SAINT OUEN

## DATE

January 18<sup>th</sup>, 2022

## MOB HOUSE: SPACE AND TIME!

*On January the 18<sup>th</sup>, in the very heart of the Puces de Saint-Ouen neighbourhood, MOB, the artisan hoteliers, are opening their new one-hundred room establishment: MOB HOUSE. Here, barely a hundred metres from the MOB HOTEL inaugurated in 2017, Cyril Aouizerate, Michel Reybier and Philippe Starck joined forces to write the second chapter in one and the same novel. MOB HOUSE is a unique hotel model with its 3-in-1 rooms designed for longer stays with a bed, desk and meeting room all combined in one. 100 rooms, an organic brasserie with 200 seats, a landscaped garden of over 2000 m2, a 20 metre-long outdoor swimming pool, a gym, a conversation room, a large "incubator" table welcoming aspiring entrepreneurs... And last but not least, with MOB HOUSE, there are still a thousand other surprises, hidden references and little nods sometimes in the form of subtle mockery, which everybody is free to discover gradually as they go...*

## FRANCE

MOB HOUSE is first and foremost about rediscovering France as a destination and a reason to travel. It's about considering the universal vision of France and speaking to that. Because it is the most visited nation in the world. Because the French are rediscovering and reclaiming their own country. Because in a perfect world, France offers the most incredible diversity of landscapes and climates, natural and cultural heritages you could ever imagine. At the MOB HOUSE, France is physically present in everything. Starting with the menu at its restaurant "Feuille de Chou", a local and organic brasserie with 200 covers drawing on historical know-how to create light cuisine, based on sourcing good ingredients.

## SOCIAL ECOLOGY

MOB HOUSE uses social ecology as a guiding principle. From the building's construction, with its emphasis on terracotta, wood or clay, to the furniture which uses natural materials first and foremost... From the catering devoted to fresh produce, small organic producers and short supply chains... Up to its 2,000 m2 of open-ground garden planted with trees. With, exclusively and as always at MOB,

hygiene and cleaning products that are obviously certified as organic and which are handmade in Bordeaux.

## **WORK**

MOB HOUSE is above all a project that is dedicated to the very essence of wandering and hospitality. From the construction of the building, showcasing the expertise of craftsmen from France and Italy... Right down to the open kitchen, where guests can see what they are going to eat being made. It has spaces reserved for the nomadic worker, who has wandered in for just an hour or a meet-up, for the day or for a works lunch. With its shop full of stationary, drawing and writing implements to attract visitors and furnish workers with what they need. With its conversation rooms to accommodate teams who have come there for the facilities, but who will also find them a bit of a getaway, welcoming and stimulating at the same time, capable of helping them to think, develop and produce their projects together. And finally, and perhaps more than anything, there is the "3-in-1 room" that embodies the central theme of work and production at MOB HOUSE. This is where work and rest, professional and private intersect without ever being confused. This is where, for the price of a night's stay in a hotel, the travelling entrepreneur now has a large bedroom, an authentic meeting room and a real office in one and the same modular space.

## **TIME AND SPACE: THE NEW LUXURY**

MOB HOUSE is about reinventing the notion of value and the concept of luxury. With its organic restaurant, its gym, its terraces, its outdoor swimming pool or its very high speed Wi-Fi in all areas. However, the belief system of the creators who founded it – Cyril Aouizerate, Philippe Starck and Michel Reybier – is quite different. Because for them, the real value of what is offered and shared by MOB HOUSE with all of its guests lies beyond that. It's a value that could be summed up as follows: time and space. The value of time being suspended, for an hour, a day or a whole week. Time for lunch, a night away or a stay... The luxury of a space that is open to everyone, somewhere halfway between work and leisure. It's a place that hasn't been diluted; on the contrary, it's all about reconciliation between our professional and private life... Because true luxury, in an age where everyone wants everything delivered to their door in one click, is taking your time.

So, as of this coming January 18, we'd like to invite everybody who wants to share this new experience with us to head to 70 rue des Rosiers, in Saint Ouen!

## **ABOUT THE MOB**

Cyril Auizerate created the MOB movement in 2011 in Brooklyn with the first eponymous vegan restaurant. Since then, the movement developed further in Paris and Lyon with the opening of the first two MOB HOTELS, which are organic and promote social ecology. New MOBs will regularly be rolled out one by one to meet local demand. Coming soon: Bordeaux, Florence, Tel Aviv, Washington, Los Angeles and more. Our concept is not about duplicating the same model every time but to always consider each location specifically so we can offer our guests the most appropriate response in terms of the new area's geography and economic trends which quickly influence our developments.

## **ABOUT CYRIL AOUIZERATE**

A "Street philosopher" and entrepreneur who is interested in urban renewal projects and was primarily involved in Bercy Village in Paris and who has joined others in redeveloping the world's capital of fashion and design.

In 2001, he embarked on creating the first Mama Shelter with his friends Serge Trigano and Philippe Starck and in 2008 opened a Parisian branch of the eatery at 109 rue de Bagnolet. He then developed the concept in Marseille, Lyon, Bordeaux and Los Angeles. At the same time, in Brooklyn, NYC, in December 2009, Cyril Auizerate opened his hybrid restaurant MOB (vegan restaurant, cultural space, New York state organic vegetable cooperative, etc.) with his accomplice and three Michelin starred chef, Alain Senderens. MOB Brooklyn very quickly became a popular choice for the Brooklyn cultural and activist scene. In 2014, when he left the Mama Shelter adventure, Cyril Auizerate founded and began developing the MOB HOTEL with his friend and long-time partner, Michel Reybier. In March 2017 the MOB HOTEL opened in the Les Puces flea market neighbourhood in Saint Ouen and then in September of the same year it opened in the Confluence district of Lyon. As an artisan hotelier, Cyril Auizerate developed MOB to create a new matrix that combined the world of entrepreneurship, social ecology, a form of political commitment and a universal vision of a humancentric project.

He is a personal shareholder of the Parisian Club SILENCIO with David Lynch, of the MIDNIGHT TRAIN, "the hotel on rail" with Adrien Aumont, and of the Kokoroé company, with Xavier Niel, specialising in the sharing of knowledge.

## **ABOUT MICHEL REYBIER**

Michel Reybier is the founder of the Michel Reybier Hospitality group. Born in 1945, this entrepreneur started out in the industrial world at a young age. He created a company producing chocolates and biscuits (Cemoi) as well as a company producing meat products, among others, under the trade names Aosta, Justin Bridou and Cochonou. After selling his businesses to Sara Lee in 1996, he decided to invest in lifestyle businesses and created the La Reserve brand of luxury hotels and apartments

and Cos d'Estournel. He united his vineyards and his champagne business under the same brand.

The hotel brand has grown throughout Europe with properties in Ramatuelle, Geneva and Paris. He also invested in a beauty and health clinic company (14 in Switzerland and 1 in Paris) under the name of Aegis Holding.

### **ABOUT PHILIPPE STARCK**

Philippe Starck, an internationally renowned designer with the kind of inventiveness that is constantly developing and incorporating new changes, has always focused on essentials and his vision that creation, whatever form it takes, will make life better for as many people as possible. As such, he is one of the pioneers and central figures in the concept of "democratic design".

By working prolifically in all fields, whether it be everyday products (juicers, furniture, electric bikes or individual wind turbines), architecture (hotels and restaurants aspiring to be stimulating locations), naval and space engineering (mega yachts, capsule housing for private space tourism), he has continued to push the boundaries and criteria of design, becoming one of the most visionary and recognised creators on the contemporary international scene.

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