



«IT IS GOOD TO RUB
AND POLISH OUR BRAIN
AGAINST THAT OF OTHERS -SO TRAVEL»

Michel de Montaigne

PRESS CONTACT
EMMANUELLE GILLARDO
T +33 (0) 1 55 28 38 28 M +33 (0) 6 72 91 87 71
EMMANUELLEGILLARDO@14SEPTEMBRE.FR

MAMA SHELTER BORDEAUX
19 RUE POQUELIN MOLIERE 33000 BORDEAUX
T +33 (0) 5 57 30 45 45 F +33 (0) 5 57 30 45 46
MAMASHELTER.COM

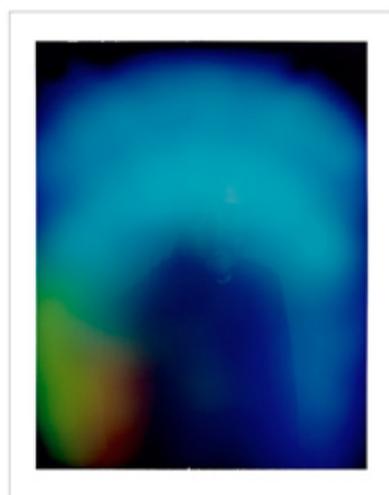
MAMA SHELTER

Since 2008 when the first Mama Shelter opened in Paris, its founders (the Trigano family, co-founders of Club Med and Philippe Starck) maintained that they would open MAMAs where a unique history of the world is written.

Claiming the freedom to choose only by favourites, they have once again found a city in which to create their 5th MAMA that will be as unusual, eccentric, inclusive and unique as the previous ones. A city capable of accommodating their dream of generous and overflowing hospitality. A city that while rejoicing in the legacy of the vine, resolutely turns its soul to the sea and elsewhere. A city where their ideal of a pacified humanity comes alive.



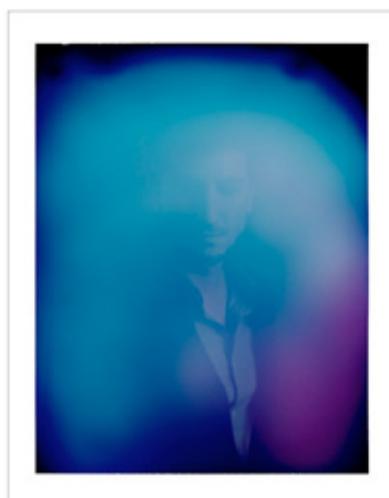
SERGE TRIGANO



PHILIPPE STARCK



BENJAMIN TRIGANO



JÉRÉMIE TRIGANO



SUNSET OVER BORDEAUX HARBOUR

1880

The Port of the Moon progresses calmly towards fullness. Capital of the Gironde, world capital of wine and only 40 minutes from the Atlantic beaches, Bordeaux embodies this urban ideal of diversity and energy of which members of the Mama Shelter tribe are such fans.

Inscribed on the UNESCO World Heritage list since 2007, it is one of the most beautiful recollections of the European 18th century, attracting ever increasing numbers of tourists, students and businesses.

This is where Serge Jérémie and Benjamin Trigano, Philippe Starck and Michel Reybier have established the 5th incarnation of their concept of a space for the many aspects of life, in a building which, clearly, takes the shape of a true flagship.

Located on Place Saint Christoly, right in the heart of the historic centre, this former gas company headquarters could not have dreamed of a better renovation than this.

With its corner position overlooking the city from the top of its 47 metres and its progressive look, this building, ranked as one of the 20th century's noteworthy properties, was considered somewhat of a UFO on its construction in 1934 by the architect Raoul Jourde.

As transgressive, original and innovative in its time as Mama Shelter is today, it is now home to a restaurant, pizzeria, both a cocktail bar and wine bar, two Ateliers (work rooms) and 97 bedrooms. From next summer, the roof top will be available for dinner or a drink while you let your eyes wander over Bordeaux's sea of tiled roofs.

In line with other MAMAs, the architecture and design embody the value of hospitality so dear to the founders. Once again, this crazy dream creates a living space with a unique atmosphere, which is more than a simple hotel but more of a village square, a veritable «urban kibbutz» a place of meetings, discussions, freedom, thrills, sparkle and emotion.

Outside, in the architectural redesign work, Laurent Portejoie from King Kong architects has respected the specific features of the original project, particularly in the style of the façades.

Inside, Philippe Starck works with this variable geometric dramatization, creating a welcoming, organised, euphoric and entertaining bazaar, which describes in more than words the generosity with which he has invented this place: «Mama Shelter is the freedom, the meeting, the intelligence, the construction, the sensuality ... affordable for all, trans-social, trans-ethnic, trans-cultural MAMA draws a diagonal line through the fabric of Bordeaux.»

The aim is to welcome and bring together. MAMA gives her love unconditionally, abundantly and extravagantly.

On the ground floor, a range of atmospheres and uses abound to create this orchestrated madness that immediately washes over anyone entering MAMA and invites them to enjoy the experience with an unusual shop, giant table football, a «live» stage with musical instruments from all over the world suspended from the ceiling, tables illuminated with retro lighted buoys and crazy video sessions.

The reception, restaurant, bars, pizzeria and show kitchen form a welcoming, spacious and open area for all those meeting and getting together here. Without boundaries or prejudices, each with their own personality, itinerary and eccentricities, the inhabitants of surrounding districts sharing their table, a meal, a drink, their stories, a moment in life.

In the basement, Mama's Table tennis Club is the opportunity to extend this sharing experience during a frenetic game

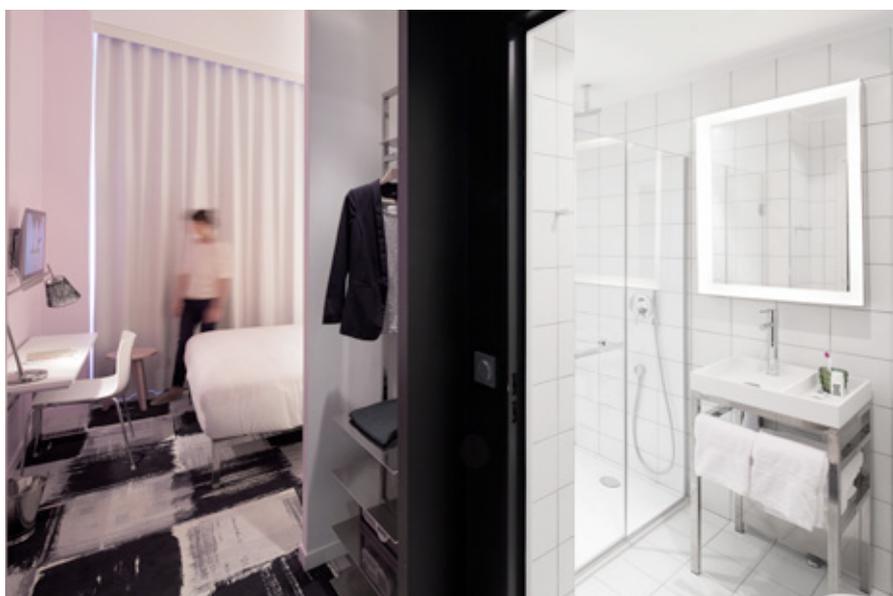


Set over 5 floors, the 97 minimalist rooms featuring the latest connectivity, boast the ultimate in comfort with five-star bedding and cotton sheets in a décor seasoned with the styles that have become its identity, the printed carpet, cartoon masks, mirrors and illuminated headboards.

The choice of colours, materials and details reflects this feeling of an indulgent welcome and spells out this idea of «shelter». Offering shelter from the intrusions of the outside world, MAMA aims to be comfortable, warm and comforting, as much as it is lively, joyful and heavenly.

Connectivity is the key requirement of 21st century travellers. Every room is equipped with a 27» iMac which provides internet, television, radio and computer services while allowing you to connect your own devices for viewing content and offering a free movies service and even those 'saucy' movies. A videobooth function has now been added to the photobooth function so you can produce 10 second mini-films and enjoy a souvenir of the experience.

Every detail counts and everything is just as you would expect. In the bathroom too, MAMA takes care of you. In the exclusive MAMA SKIN range developed in partnership with the cosmetics brand Bio Absolution, the 99% natural and 73% organic soap has just joined the All In One cleansing milk for face, body and hair.





In the restaurant, Jérôme Banctel and Alain Senderens are the masters of a simple and tasty menu, which anchors itself to its location with nods to the local specialities, where the keywords are still quality and generosity. Everything is lovingly made on site.

The pizzeria offers a delicious taste of this expertise, accessible to the smallest budgets.

Finally, the inevitable Bordeaux exception, a wine bar offers a selection of wines by the glass from a list of around sixty wines, both local and from further afield.

Two Ateliers (work rooms) can accommodate groups in unusual spaces and loudly and proudly proclaims MAMA's values of friendliness, warmth, family spirit, sharing and fun. The first is a small cabin nestled right in the centre of the gas building. The second, set on the roof top overlooks Bordeaux's tiled roofs and offers an uninterrupted panoramic view over the entire city.

For this 5th great work, even the uniforms have been redesigned. An exclusive concept developed by Andrea Crews for Mama Shelter; badges woven in France list MAMA's messages on each apron, like so many of the mantras that embody this unique sense of hospitality. The team personifies MAMA's image. Each uniform therefore had to be unique, a reflection of the personality and individuality of each person, so as to illustrate this extra touch that characterises the MAMA experience.

So here and now, a new story begins which should once again shake things up in one of the city's districts, ripe for rediscovery and allow residents and travellers alike to foster friendships and share their dreams for the future.



FICHE D'INFORMATIONS

THE ROOMS

- 97 rooms
- 27" Apple iMac with wired connection (TV, Radio, Airplay, Skype, Internet, photobooth, videobooth...)
- Free movies
- Direct dial telephone
- Free internet access (WiFi)
- Air-conditioning
- Personal safe
- Desk
- Shower with toilet
- Double glazing
- Mini-bar
- Towel radiator
- Hair dryer

RESTAURANT-BAR

- A cuisine featuring accents of Bordeaux specialities developed by Jérôme Banctel and Alain Senderens
- Pizzeria
- Huge bar with a selection of cocktails
- Wine bar (wine list of around sixty wines)

ENTERTAINMENT

- Live concerts, shows, DJs etc. every Thursday, Friday and Saturday
- Giant table football, table tennis, photobooth, videobooth...

THE ATELIERS

- 2 Ateliers
- Maximum capacity: up to 70 people
- 75" LED screens
- Natural light
- Free WiFi
- Slate walls
- Modular
- Table football, bar, games
- Private terrace (Atelier 1) and panoramic view (Atelier 2)

SERVICES & FACILITIES

- 24 hour reception 7 days a week
- Concierge
- Business Corner
- Multi-lingual staff
- Pressing
- Parking
- Security

INFORMATION

- Language: French
- Currency: Euro
- Climate: Temperate
- Members of the European Community and Switzerland must have an identity card or passport. Guests from other countries must have a valid passport.
- Electricity: AC 220V

GETTING HERE

Right in the centre of Bordeaux, you'll find Mama Shelter at 19, Rue Poquelin Molière, on Place Saint Christoly, not far from the Mollat bookshop (well-known for being the country's largest independent bookshop) and the town hall.

Barely 10 minutes from the Saint Jean railway station and 30 minutes from the airport, in the blink of an eye you can find yourself in this other world bordered by the Garonne River.

Stations:

Tram A: Hôtel de Ville

Tram B: Pey Berland or Gambetta

Bus: Place Gambetta

CATEGORIES

ROOMS

SURFACE AREA

FROM*

MAMA DOUBLE	18	15 - 17m ²	49 €
MAMA LUXE DOUBLE	20	17 - 21m ²	69 €
MAMA LUXE TWIN	9	17 - 21m ²	69 €
MAMA DELUXE DOUBLE	32	21 - 27m ²	99 €
MAMA DELUXE HANDICAP	5	21 - 27m ²	99 €
BIG MAMA DOUBLE	11	27 - 31m ²	119 €
BIG MAMA TRIPLE	2	29 - 36m ²	119 €

*Price for one person, depending on availability, tourist tax not included.



OPEN FROM 15 OCTOBER
Rooms from €49

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