

MAISON HELER METZ JOINS CURIO COLLECTION BY HILTON.

DOMINIQUE GROS MAYOR OF METZ, CREATOR PHILIPPE STARCK AND THE HILTON GROUP PRESENT MAISON HELER METZ, CURIO COLLECTION BY HILTON AND SHARE THEIR VISION ON THE ON-GOING REVIVAL OF THE ALSATIAN CITY.

CANNES, France - 15 March 2018

Mayor of Metz Dominique Gros, internationally acclaimed creator Philippe Starck and the Hilton Group presented Maison Heler Metz. The 14-storey property, which will operate under Curio Collection in a landmark agreement unveiled at [MIPIM](#), includes a €22.5 million investment led by Yvon Gérard and a consortium of investors.

Patrick Fitzgibbon, senior vice president, development, EMEA, Hilton said *“Maison Heler Metz is a unique property, the design of which perfectly captures the spirit of our hand-picked Curio Collection. This will be Metz’s first upper upscale hotel in a number of years, and an impressive addition to our portfolio in France, which continues to be the most visited country in the world.”*

Curio Collection by Hilton is a portfolio of nearly 50 remarkable, upper upscale hotels and resorts handpicked for their unique character and personality. Maison Heler Metz joins more than 20 Curio Collection by Hilton hotels, trading or under construction in Europe.

“Metz is going through a revival. The opening of the Centre Pompidou Metz and the wider Quartier de l’Amphithéâtre redevelopment is attracting investment and drawing household names such as Philippe Starck and Curio Collection by Hilton. It’s great to see projects of this caliber come to Metz and there are exciting times ahead for the city”, says Dominique Gros, Mayor of Metz.

In the heart of the newly developed Quartier de l’Amphithéâtre, Maison Heler Metz will be the first hotel entirely created and developed from the ground up in Europe by the French creator. Starck has imagined this extraordinary construction in resonance with the Centre Pompidou Metz, like a habitable, surreal and poetic work of art, becoming a strong symbol for the region.

“This project is an out-of-scale phantasmagoric architecture. It’s a game about uprooted roots, a symbolic construction of Lorraine”, explained Philippe Starck.

The monolithic and monochromatic building topped by an 18th century traditional Alsatian home will be a unique destination for guests and local residents to enjoy. The house will rise on 14 floors including a rooftop terrace and garden, peppered with local trees and offering breath-taking views of the entire city. The 119 guest-rooms and suites are comfortable and elegant, complemented by cozy and poetic restaurant and lounge bar situated in the house, and a gym dedicated to health and well-being as well as private meeting spaces.

Yvon Gerard, co-founder of Maison Heler and leader of the project, said: *“Philippe Starck is a pioneer of international design and we are very proud to be working with him on this project.”*



The hotel project is part of the social, ecological and economic development of Metz, in a new neighborhood dedicated to culture, housing and business. Located on Metz's former freight station, Maison Heler Metz is the most ambitious urban planning development launched in the region for a century. The first high-rise building (IGH) built in the Moselle region complying with the HQE – RT2012 High Environment Quality standards, Maison Heler Metz is complemented by its immediate proximity with the Centre Pompidou-Metz, the Muse shopping centre and the Congress Centre which will diversify and strengthen the attractiveness of this landmark hotel.

“Maison Heler Metz is a fantastic addition to the Quartier de l'Amphithéâtre. Improving the region's hotel offering, the hotel will be a destination in its own right”, added Jean-Luc Bohl, chairman of Metz Métropole.

Maison Heler Metz, Curio Collection by Hilton will be located at the ZAC Amphitheatre, 57000, Metz.

About Maison Heler

www.maisonheler.com

About Starck

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

About Curio Collection by Hilton

Curio Collection by Hilton (curiocollection.com) is an upper upscale, global portfolio of nearly 50 one-of-a-kind hotels and resorts handpicked for their unique character including [The Trafalgar St. James London](#), [Curio Collection by Hilton](#), [Grand Hotel des Sablettes Plage](#), [Curio Collection by Hilton](#), [Aleph Rome Hotel](#), [Curio Collection by Hilton](#) and [Alexandra Barcelona Hotel](#), [Curio Collection by Hilton](#). Curio Collection properties appeal to travelers seeking unexpected and authentic experiences, and the benefits of Hilton's award-winning guest loyalty program, [Hilton Honors](#). Read the latest brand and property stories at news.curiocollection.com; discover Curio Collection destinations through the eyes of locals with 48-hour itineraries at citiesbycurio.com; and connect with Curio Collection on facebook.com/curiocollection, instagram.com/curiocollection and twitter.com/curiocollection.

About Hilton

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