

# HOTELS OF THE FUTURE

ICONIC FRENCH DESIGNER PHILIPPE STARCK DRESSES TWO PARISIAN HOTELS WITH QUIRKY, MODERNIST STYLE ACCENTS



**JESSICA HINES**  
Travel & Film Writer



## MAMA SHELTER

AT MAMA SHELTER, ENJOY FRESH PIZZAS AT THE SHARED TABLES AT MAMA PIZZERIA

'At Mama Shelter, the rooms all have free wi-fi and video streaming to the 27" iMac that allows for TV, radio, Airplay, Skype, web and wifi. Style is more important than size here ; the style is simple, plain, with the hotel's design motifs printed on the rugs and the backs of chairs thus allowing for branding and specialness.

Paris is a great city for hotels. It has some of the most famous and iconic of all time, The Ritz in the Place Vendome, from whose grande suite Coco Chanel ran her monochrome empire for example. Or The George V where Duke Ellington played, Greta Garbo stayed and The Beatles had a pillow fight. But they are now institutions, sublime in their service and impeccable in their taste, but not, how you say, a la mode.

Luckily the great French designer Philippe Starck, a passionate believer in making great design available to all, has sprinkled his stylish magic dust over a couple of hotels like a benign design fairy. Today we can all stay well in Paris, from high luxury to affordable, in quirky modernist surroundings.

## Mama Shelter

The age of reasonably priced flights in Europe combined with endless on-line travel blogs has created a new breed of traveller. Going on city-break weekends to different cities in Europe, from the lesser known to the classic greats, has become the norm. The globalisation of hipster 'taste' (exposed brick work, mish mash of old and new furniture, industrial lighting, over priced coffees and wraps served by men with beards) means that generation-Easyjet-millennials can always find a place to eat that fits their 'steeze'. But where to stay? Boutique hotels often mean expensive, and budget is bland and ugly. Luckily the team behind Mama Shelter have stepped up and taken on that challenge delivering style, design-cool and affordability.

Created by one of the families that co-founded Club Med (who, lets face it, know a thing or two about rolling out a branded hotel concept) Serge Trigano and his sons. This price conscious property was afforded its hip credentials by teaming up with Philippe Starck. They launched in Paris in the historically diverse 20th District and today can be found in Lyon, Marseille, Bordeaux, Istanbul and are soon opening in LA.

The philosophy is a simple one: these days people expect good design but, thanks in part to the pioneering work of Philippe Starck, and growing up on Ikea, they don't understand why it should necessarily come at a premium. The rooms all have free wi-fi and video streaming to the 27" iMac that allow for TV, radio, Airplay, Skype, web and wifi, exactly what Millennials assume is going to come as standard wherever they are and are a bit narked whenever someone thinks they should pay for it.





**MAMA SHELTER** ▲

AT MAMA SHELTER, PHILIPPE STARCK'S LOVE OF PLAYING WITH SCALE AND ASSUMPTION IS EVIDENT IN THE CLUB-LIKE COMMUNAL AREAS

**LE ROYAL MONCEAU** ▶

THE MOST GLAMOROUS BATHROOMS IN THE WORLD? LE ROYAL MONCEAU RAISES THE BAR IN BODY POSITIVE BATHROOMS.

Style is more important than size; they are not suggesting you hang out in your room much, but there's much else to do and see. The style is simple, plain, with the hotel's design motifs printed on the rugs and the backs of chairs thus allowing for branding and specialness. There is no room service, but the assumption is that you would be much happier hanging with lots of other hip folk in the hotel's dining areas that are more like local cafes and neighborhood restaurants; places you feel comfortable chatting the day away with your mates and without being overcharged. Each hotel has a core menu created by Jerome Bancetel with special local touches. His creations are all guided by the positive messaging watchwords of quality and



## MAMA SHELTER

**Where?** Mama Paris is located in the edgy, diverse 20th arrondissement at 109 rue de Bagnolet 75020 Paris, France. Very close to Cimetiere Pere - Lechaise

**Best For?** Hanging with the international cool kids. A hip and happening bar on Friday and Saturday nights.

**How much?** Prices start from €99 [www.mamashelter.com](http://www.mamashelter.com)

## LE ROYAL MONCEAU

PARIS IS THE CITY OF ROMANCE. EACH ROOM AT LE ROYAL MONCEAU HAS A TUNED GUITAR TO ALLOW YOU TO SERENADE YOUR LOVED ONES

generosity. The main restaurant has a lot of sharing plates that are cooked fresh. The idea is that no matter what your budget you should be able to eat well and enjoy food with friends, which is admirable; very high on trend and hugely successful too.

Some rooms do have slightly more space or a balcony and you are encouraged to take these rooms, not because they are luxe but because “you deserve it”, playing to the very modern sense of entitlement and being special just because you’re you. The one Mama Suite suggests that you can do whatever you want in it, playing to our 70s-rockstars-in-hotel-rooms fantasies and comes with an office where they say you “can act like the international big shot you are”. Resident DJs ensure that the rubber-ring festooned bar is as far from a normal hotel bar as possible and, on Friday and Saturday nights it is genuinely rocking. What’s more, the staff are full of cool new ideas on where to go so you can get a real taste of Paris that the young Parisians love.

They are also on the money in recognising that in this solipsistic age, everyone takes an endless stream of selfies and immediately shares them with the world. This global ‘image mania’ has been quite rightly embraced as a core part of the hotel’s set up, not, as with so many places, as an afterthought tacked on by the marketing department’s social media advi-

sor. At Mama Shelter there is a video booth, a photo booth and a selection of fun things like animal masks for you to wear and helpful suggestions on what to #hashtag in order to get maximum likes and be part of the Mama Shelter “conversation”.

This hotel is modern France, fun, funky, self-deprecating. Described by one guest as “Holiday Inn by Moschino” Mama Shelter has quickly established itself as the only place to stay for Europe’s PYTs.

## LE ROYAL MONCEAU

For those who like their hotels to be magnificent in their comfort and opulence, but who approach their own wealth with a knowing arch of their eyebrow and enjoy the humour of a Meta-meme or two in their soft furnishings, there is Le Royal Monceau, the European flagship of Eastern legend Raffles Hotels.

A splendid opulent hotel of the old school Le Royal Monceau has a grand lobby, Michelin star restaurants, a fantastically pampering spa, that is also home to the largest pool in Paris, and a lot of chandeliers clustered in a jokey way over the main staircase. What makes this hotel different is that it is 5-star luxury Starck style. So every room has the same furniture, all by Starck. Every room has a guitar which is, wait for it, tuned and ready to play, every room feels special and new and somehow personalised.







## LE ROYAL MONCEAU

AT LE ROYAL MONCEAU THE SMOKING ROOM NEAR THE LONG BAR IS SUITABLY WICKED, PERFECT FOR ENJOYING A CUBAN CIGAR

### LE ROYAL MONCEAU

**Where?** Le Royal Monceau is located on the grand boulevards of the 8th arrondissement at 37 Avenue Hoche near the Arc De Triomphe and the Avenue des Champs Elysees.

**Best For?** Being part of the art super-buyers and design glitterati. Sublime Italian food at the Michelin-starred Il Carpaccio restaurant

**How much?** Prices (main hotel) start at €750. Privé starts at €4,500. [www.leroyalmonceau.com](http://www.leroyalmonceau.com)

What changes is the amount of space you get.

For Starck the one thing that gives his life meaning is love. He recognises art as a way of defining that love, be it as pure expression or as a counterpoint. This lavish explosion of Starck design that is present in everything from the carpets to the light switches is supported by art. The shop in the lobby is an art bookshop which has an exceptional list of beautiful art books and small run creations by artists such as Jeff Koons and Damien Hirst.

However this democratisation of five star design shifts up a gear when you head into Privé the luxury apartments next door to the hotel. Here the beautifully proportioned apartments get a Starck blingtastic; art and style abound throughout with Starck's most high-end furniture, lighting and off-beat touches. Modern photography, printed large, is leaned against the walls, generously sized rooms and super shiny mirrored bathrooms are filled with the best Clarins products.

The focus on art continues however with an art gallery in the private lobby area and an Art concierge who will assist you sourcing and purchasing art during your stay in Paris.

From sourcing to shipping and everything in between, the Art concierge is there to facilitate your continued love affair with art.

Gastronomy, eating to the rest of us, is divided up into three areas and are supervised by the twin culinary talents, executive chef Laurent Andre and pastry chef, Pierre Herme. La Cuisine is French, generous and spontaneous in a very modern setting crowned by a ceiling painted with a stunning fresco 'A Garden in Paris' by Stephanie Calais. Il Carpaccio is a one Michelin star Italian situated in a delightful airy pastel garden room that has been encrusted with thousands of different shells, like a crazy 70s grotto brought into 2015. Le Long Bar is well, long, and is the place to meet, eat and, apparently, relive the effervescence of the 1930s. The level of service was tested when a dinner reservation at La Cuisine was shifted to room service. It was executed perfectly, and although the duck consommé was over salted, the steak was faultless.

Le Royal Monceau is definitely the hotel to stay for the modern wealthy with an appreciation of how great modern design and art can enhance your life.