



HOTEL DES CURES MARINES - TROUVILLE - Press Kit



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A JOURNEY BACK INTO THE FUTURE



In the heyday of the first seaside resorts, fully clad women in lace-up boots enjoyed the white sands and courageously donned dark leotards to bathe in the sea on the Côte Fleurie in Normandy. Aristocrats and bourgeois high society flocked to Deauville and Trouville, the two prestigious seaside resorts located on either side of the La Touques River. Rivals in chicness and elegance, each resort built a seafront casino under the blue-grey Normandy sky and that ended up being inaugurated in the same year, 1912. Trouville, nicknamed 'queen of beaches' for the unique quality of its fine, pebble-free sand, called upon architect Alexandre Durville. It was he who built the Dieppe casino that was much admired for its oriental style, typical of the seaside resort architecture that was all the rage at the time. Trouville's monumental casino building (6500 m²) was constructed in just fourteen months, and boasted such splendid, luxurious interiors that it was hailed as the grandest, vastest and most sumptuous casino in France. One area of the building was devoted to "hot baths", the term used at the time to refer to early forms of thalassotherapy. The Paris elite took up quarters there, but time passed and the magnificent building became the city's museum from the summer of 1937 to 1956. The Société des Cures Marines de Trouville-sur-Mer then set up in the building in 1959. This spa treatment institution recognized for its 40 years of health benefits changed ownership in 1998. However, given the sheer magnitude of the renovations required to ensure compliance, Les Cures Marines was forced to close a year later. The Sleeping Beauty has now awakened.

AN EXCEPTIONAL ADDRESS



Drawing on the tradition of turn-of-the-century palace hotels, Les Cures Marines has been reborn through the magic of a restoration and design project nurtured by Les Monuments Historiques (France's listed properties authority) and the expertise of Accor group's brands MGallery and Thalassa Sea & Spa. With the consent of the city of Trouville-sur-Mer, Cofinance SAS group, the establishment's majority shareholder, chose Accor to breathe new life into this legendary property whose neo-classical façade is now restored to its original immaculate luster.

Achieving excellence with the combined expertise of two brands

- Each establishment in the "MGallery Collection of unique hotels by Accor" is defined by its distinctive personality. Each hotel has a particular story to tell so that every guest lives a different experience. The collection embraces three distinct atmospheres: Heritage hotels are filled with history; Signature hotels reflect an aesthetic universe influenced by the signature of a celebrity who inspired their style and design; and Serenity hotels are hidden treasures devoted to nature and relaxation by the sea, in the countryside, the mountains or in an urban "oasis."
- Thalassa Sea & Spa is a reference in thalassotherapy and wellness and is proud to offer the best marine treatments combined with the benefits of spa therapy.

Benefitting from its enchanting marine climate, each Thalassa Sea & Spa destination offers expert treatments with the promise of regeneration, deep revitalization and lessons in how to take care of oneself in a comprehensive approach that combines treatments, sport activities and nutrition. In short, all the benefits of the sea in a universe that inspires dreams and relaxation.

THE RENAISSANCE OF A SEASIDE LEGEND



Situated on one of Normandy's most beautiful beaches, the Hotel des Cures Marines has reclaimed its magical aura after a subtle and elegant transformation that was entrusted to interior designer Jean-Philippe Nuel. The atmosphere is enchanting and the place is once again infused with emotion. It is as if the fashion of seaside holidays initiated by the French or British aristocracy had announced its grand return. Facing the sea, the building built in 1903 has been restored to its former splendor. Now, within two hours of Paris, guests can once again enjoy the peace and tranquility of a break in an ageless setting.

Interior designer Jean-Philippe Nuel captures the souls of the old buildings he restores. For this project he chose as his theme the slightly antiquated atmosphere of the first seaside resorts. He has a great love for places that tell a story and recently renovated the Piscine Molitor (MGallery), an art deco masterpiece in Paris. Under his touch, the legacy of the past becomes the heritage of the future.

IN JEAN-PHILIPPE NUEL'S FOOTSTEPS



Jean-Philippe Nuel “accompanies hotel projects” all over the world. He also designs private villas, stage sets (for example the reception spaces at the Maison&Objet trade fair), and furniture (for Ligne Roset and Cinna). He studied at the École des Beaux-Arts de Paris (Paris School of Fine Art) and still has the youthful freshness that enables him to put his heart and soul into external architecture, interior design and cruise ship interiors (Compagnie du Ponant), while also drawing his inspiration from cinema and literature. The Trouville-sur-Mer project was therefore perfect for him. The resort was known as a favorite getaway for authors who needed peace and tranquility to put pen to paper. It was visited by the likes of Flaubert, Stendhal, Proust and Marguerite Duras, who fell in love with this Calvados fishing port when she was 17. It wasn't until 1963 that she was able to purchase a small apartment tucked away in the former Hôtel des Roches Noires, where she wrote “Le ravissement de Lol V. Stein”, “Emily L” and “L'Amant.” Jean-Philippe Nuel highlights this local literary history and reminds visitors and guests at Les Cures Marines of the presence of authors through quotations inscribed in giant letters on some of the walls. They include this extract from “Écrire” by Marguerite Duras: “C'est à Trouville que j'ai regardé la mer jusqu'au rien. Trouville c'est une solitude de ma vie entière.” (“It was in Trouville that I looked at the sea into nothingness. Trouville is the solitude of my entire life.”)

IN JEAN-PHILIPPE NUEL'S FOOTSTEPS



Jean-Philippe Nuel answers a few questions

• What was your reaction when you discovered the project?

I already knew this building and had been caught in its spell well before I was asked to restore it. When I visited it for the first time, the interior had deteriorated completely. It looked like an abandoned Venetian palace. I was touched by it and immediately got a feel for its initial soul.

• What inspiration do you use in your work?

Focusing on the value of the cultural heritage in this kind of project is essential. I don't like the word 'decoration' because I need to give meaning to what I am creating. I look for an underlying theme that will characterize the place. Above all, I like to remodel the entire interior in accordance with the external architecture.

• What did the name evoke for you?

It was extremely inspiring because it represents an era. It is like a journey back in time to the era of early seaside holidays, bathing and a certain sophistication that today seems a bit nostalgic, but which reveals the depth of the personality of this place, its soul. During a work session we came across a fashion photo in which the model wore a white linen outfit highlighted with very fine tennis stripes.

• Was that really what triggered the whole color scheme of white, greys and blues?

Yes, because it just seemed so obvious: it encompassed seaside elegance and was both modern and timeless. The interior design is based on the fashion of that era. In fact, the building's neo-classical façade, which had yellowed with age, has now recovered its original luster in pale white highlighted with a pearly grey. It is so bright it almost looks like a headland thrown between the port and the sea.

• What remains of the past?

Everything we were able to preserve. We have restored and reused the frescoes we found in some of the rooms, preserved a brick wall in its original state, kept the shafts and capitals and played with the proportions to revive the breadth and scale of the old thermal baths. Baroque and modern styles interact in a contemporary approach that highlights the value of this cultural heritage building. It's like a book that I start and leave to people so they can continue its story. That's what is magical about my work.

A HOTEL OVERLOOKING THE SEA

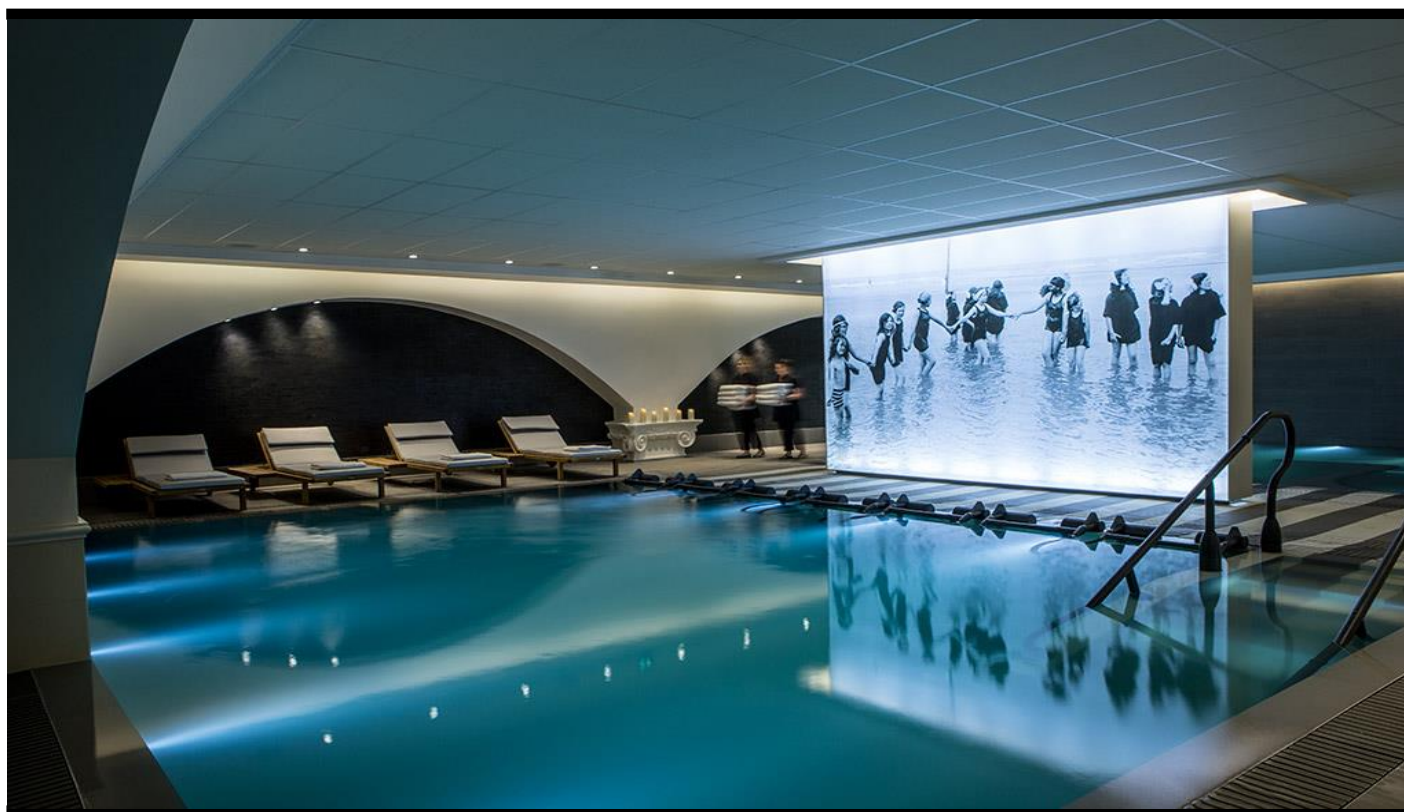


As before, the hotel is located in the right wing of the casino in the heart of Trouville-sur-Mer. The city with its history, cultural identity, authenticity and even its colors, is an eternal source of inspiration. As soon as you enter the establishment, the natural greys, beiges and sandy tones, the blue-grey and steel hues create a hushed softness that invites tranquility and well-being. Its flowing, luminous atmosphere is reminiscent of former palace hotels. However, as we are in the 21st century, the effect is simply evocative and does not in any way deny the establishment's modernity. The interior features white curtains with a pale tennis stripe, pearl-grey cage-shaped cabriolet armchairs that create intimate alcoves, touches of gold on the small tables and the reception, a carpet design that reflects seaside codes, Louis XVI armchairs, grandiloquent wire chandeliers which amusingly hark back to a bygone era, and mirrors in the ceiling's roses positioned specially to reflect the lamplight... "To show that the place has moved on," insists Jean-Philippe Nuel. The bar is like a majestic ballroom. It is connected to the restaurant by an imposing staircase from which guests can admire the room's architecture with its moldings and exposed brickwork. The hotel's cuisine, orchestrated by chef David Drans, will be inspired by the sea. This talented chef, who spent five years working with Alain Ducasse, is keen to work with local producers.

The large, hardwood terrace is dotted with plants and boasts a breathtaking view of the sea. The more intimate atmosphere of the restaurant features darker color schemes and a large fresco combining moldings and period photos on the ceiling and one wall.

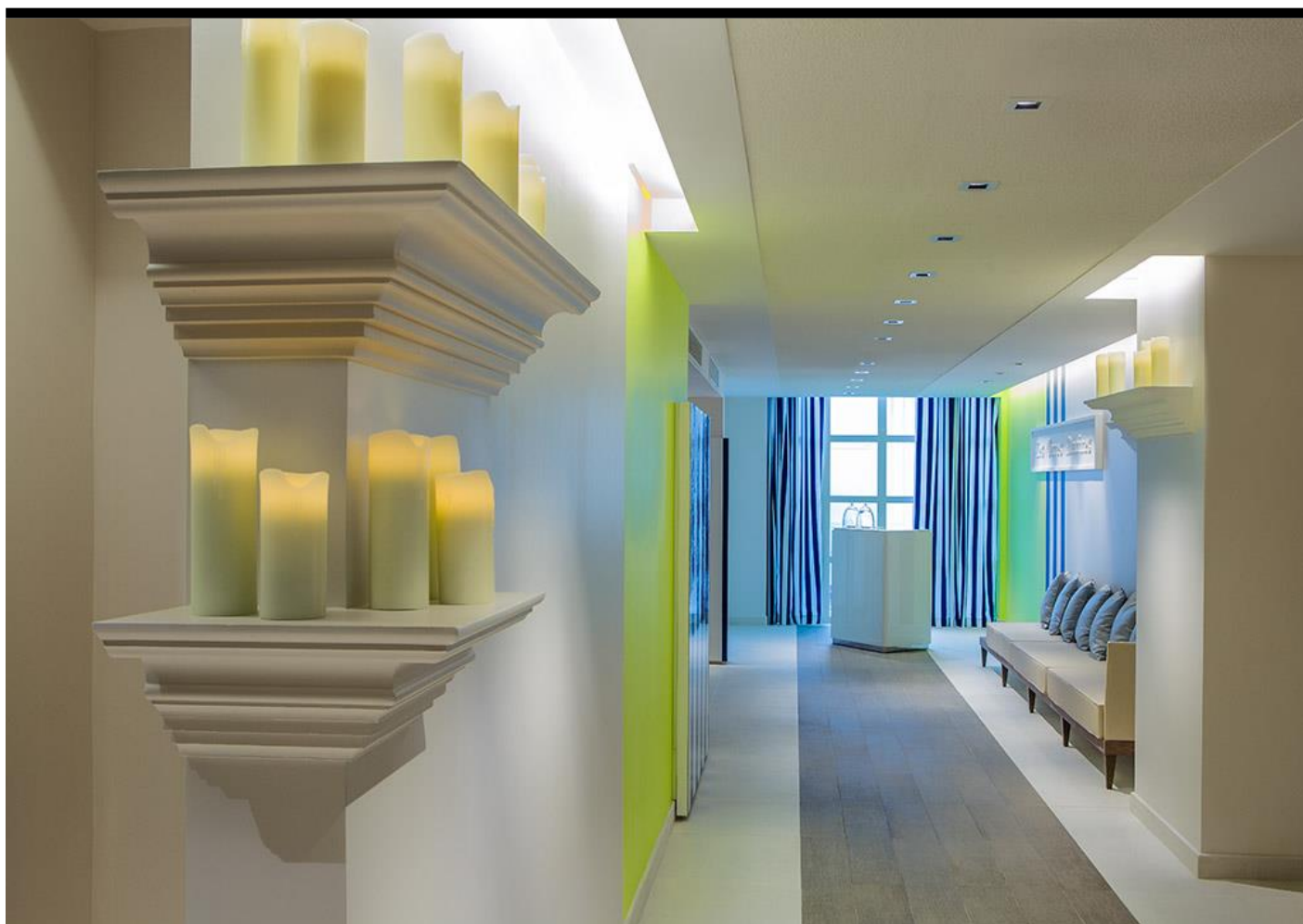
The hotel's 103 rooms, including six suites, are decorated with reconstructed frescoes that were found on the site and repositioned above the beds. Mother of pearl lamps are reminiscent of the 1970s, while the shades of white and grey, highlighted with blue echo the seaside surroundings. Noble fabrics such as wool and glazed linen in mat and satin finishes are used for the curtains, small sofas and armchairs. The curtains can be drawn completely around the room creating a secluded cocoon, sheltered from noise in an intimate acoustic setting. The rooms offer a simple and elegant environment that guests will make entirely theirs for the duration of their stay.

AN INTERLUDE OF SERENITY AND WELL-BEING



Inspired by early sea-bathing in Trouville, the Les Cures Marines Institute revives the hotel's tradition of longed-for pleasure, relaxation and well-being. The thalasso & spa areas on two floors are imbued with a sense of tranquility. Here and there the use of stripes is instantly reminiscent of 1920s beach huts. The various areas blend past and present and the design echoes the different eras the building has known. The contemporary reinterpretation of classical architecture creates graceful timelessness. The present interacts with the past in a poetic, light-hearted way through period photos of early sea bathing, words on walls and graphic navy blue stripes. Both swimming pools feature giant wide stripes and seem to emerge at the top of monumental antique thermal bath columns. The institute at Les Cures Marines de Trouville is like a luxurious cocoon bathed in water and warm light which invites visitors to disconnect either for a brief, chic seaside stopover, or for a full rediscovery of themselves. The institute has thirty-two booths as well as a four-booth treatment suite.

THE GLOBAL ANTI-AGING HEALTH PROGRAMS



Time stops in Trouville. The institute's programs focus on global anti-aging treatments which combine the therapeutic qualities of seawater with innovative wellness techniques and cosmetic solutions. Global health is based on five completely personalized procedures: a preliminary diagnosis, activities that reconnect the body and mind, nutrition, customized treatments and post-stay follow-up. Les Cures Marines' flagship program "Elixir de Jouvence" draws on the virtuous circle of perpetual renewal. The program comprises highly sophisticated and specialized assessments, a detox program comprising a diet of detoxifying and antioxidant foods, oxygenation through sport and lastly respirology, a conscious breathing concept linked to the four elements (land, fire, air, and water). Personalized thalassotherapy treatments and high tech Filorga Skin Perfusion protocols that regenerate the body and cell activity are also offered.

Key signature treatment "Cure Marine Sportive" teaches guests how to stay in shape at any age. "Echappée" is a new four-day format, while "Pro Age Perfect" is for guests seeking rejuvenating treatment. "City Detox" allows them to offload urban stress and unwind.

Les Cures Marines de Trouville opens up new sensory horizons. For example, guests can enjoy "Mers du Monde" as well as other more personal treatments and discover their favorite rituals.

Whether they want to swim in the sea, enjoy lunch and a spa experience, Trouville invites guests to devote a weekend or just a few hours to taking care of themselves, in a different way.

SIGNATURE BEAUTY TREATMENTS BY OUR PARTNER BRANDS



Combining aesthetic medicine techniques with spa treatments

At Les Cures Marines, Filorga Skin, a brand famous for its pioneering expertise in mesotherapy, offers the exclusive on its Filorga Skin Perfusion range of anti-aging spa treatments. It applies medical beauty and global anti-aging solutions using formulas with a high concentration of superimposable active ingredients. Three aesthetic medicine techniques (cryotherapy, peeling and phototherapy) optimize the treatment with high-resolution procedures.

Gemology, the power of stones

Nothing is too precious for the skin, especially not precious stones! Gemology treatments use gems in a completely pollution-free environment to transmit the pure and powerful active ingredients of trace elements from the heart of the minerals. Using a technique called “complexation” they are incorporated into treatments that require exacting formulations and customized protocols. The power of precious stones has an immediate impact on the skin, making it more radiant, firm and plump. Hematite, one of the leading gems, has regenerating properties and reveals its unsuspected powers in the hushed setting of the institute at Les Cures Marines.

Aquascience, the range by Thalassa Sea & Spa

Seawater is a major component of this exclusive range of cosmetics that has an impact on the essential functions of the skin's metabolism. Extreme moisturizing restores the skin's elasticity and firmness. After an initial phase devoted to eliminating toxins, the brand's new signature treatment “regenerating Thalassa Sea & Spa treatment” completely rebalances the flow of vital energy.



...ous six semaines;
un coin, un trou,
de la mer ;

a Sainte-Adresse et
appris que

rrouville était encore plus isolé,
solitaire que Sainte-Adresse,

Trouville