

DESIGN HOTELS™

PRESS RELEASE



La Maison Hotel unveils 12 new guestrooms *The Saarlouis story continues*

Berlin, December 5, 2019 – Following an ambitious two-year construction program, La Maison Hotel has announced the opening of 12 new rooms and suites housed within a striking modern extension. Conceived by local design firm CBAG.Studio, the timber-clad extension seamlessly blends with its lush parkland setting and provides a charming counterpart to the hotel's stately central villa. The warm, timeless interiors reflect a contemporary reinterpretation of classic aesthetics—an elegant marriage of past and present that perfectly embodies the ethos of La Maison Hotel. www.designhotels.com/la-maison-hotel

When tasked with crafting the latest addition to the 50-room hotel, Christine Beaumont and Achim Gergen of CBAG.Studio were challenged with continuing to pay homage to La Maison's storied past while simultaneously harmonizing with its verdant surroundings. The wood-clad façade of the new structure echoes the tones and textures of the encircling copse, and oversized windows serve to further delineate the boundaries between inside and out. The use of weathering steel in the entrance adds a raw, tactile note to the concept, and also acts as a unifying design thread throughout the property. Beaumont and Gergen were also responsible for the interiors of 10 guestrooms and one suite, with Hamburg-based creative studio Conni Kotte overseeing the design of the second suite. An open, flowing floor plan unites the design of the unique guestrooms, which all feature floor-to-ceiling windows and spacious balconies.

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Timber paneling and oiled oak floors create a warm, inviting atmosphere in the rooms and suites, augmented by the use of natural materials and an individualized color palette of greens, blues and blush. Clean lines and contemporary furnishings inform the restrained sophistication of the spaces, while elements such as rattan cabinetry, marble washbasins and GOLEM Art Nouveau-inspired tiles nod to the property's early 20th century roots. The oversized windows provide abundant natural daylight, which is supplemented by a seriously stylish lighting concept courtesy of Flos and Carl Hansen. GUBI joins the rollcall of high-end designers with the inclusion of the brand's Beetle lounge chairs and sofa in the CBAG.Studio-designed suite.

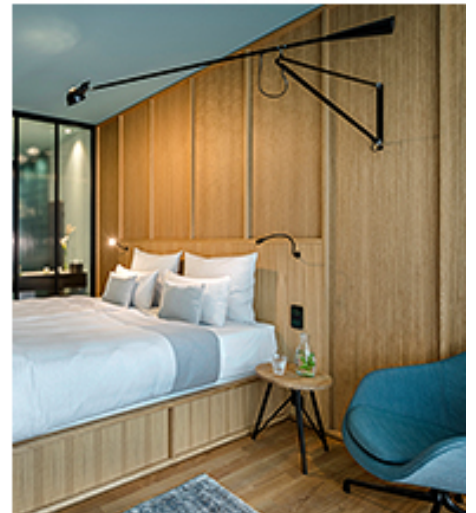
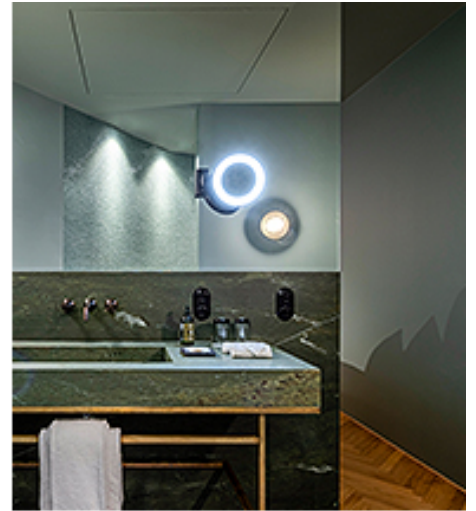
About La Maison Hotel

Set around a historic mansion in its own private park, La Maison Hotel artfully marries stately elegance with refreshing modernity in the heart of Saarlouis. Originally built in 1914, the villa has been skillfully reanimated by Christine Beaumont and Achim Gergen of CBAG.Studio in collaboration with Conni Kotte Interior and Nicolay Design. Interiors are defined by high-quality materials and an eclectic mix of vintage and contemporary furnishings, while carefully curated artwork references the opulent glory days of Louis XIV. Helmed by chef Martin Stopp, the one-Michelin-starred LOUIS restaurant serves French cuisine in the former courtroom with a terrace overlooking the park. The hotel's second restaurant, PASTIS Bistro, has been awarded the Bib Gourmand for its informal, inclusive atmosphere and fresh take on classic French fare.

Location

Saarbrücken Airport (SCN), 35 km
Saarlouis Railway Station, 2.1 km

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About Design Hotels™

Design Hotels™ represents and markets a curated selection of over 330 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

In 2017, Design Hotels™ launched Further, a traveling laboratory for experiential hospitality that transforms hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing *Promad*, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels™ in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing *Promadic* movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO). In 2019, Design Hotels™ joined forces with Marriott Bonvoy, enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program.

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