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PRESS RELEASE

Paris, 24th of June 2014

Brand new!

HOTEL MAX, a garden in Paris

From June 24th, visitors to this newly opened Paris hotel will step into a charming and inviting island of greenery.

Max ... The very name evokes the promise of new and wonderful encounters. An encounter with a new place, a place where it's always a pleasure to walk through the door and set down your bags. And for good reason! Imagine... Alesia, in the 14th arrondissement, a neighbourhood full of Parisian charm with its bistros, cinemas and boutiques. A street full of life and easy metro access, 10 minutes from Montparnasse, 12 minutes from Saint Germain and 18 minutes from Châtelet-Les Halles. And here, nestled in the heart of this lively Parisian quarter, a hotel. The hotel has been entirely revamped after several months of work and is opening this June for guests in search of new places as well as those seeking serenity.



Zen ... if there was a single word to describe the Max, it would be "zen". Is this because of its patio laden with greenery? Or perhaps its breakfast room, furnished with low tables where you can enjoy a drink, lounge, read a book or get some work done? Or is it the bookcase that makes you feel right at home? Certainly, but not only that. The place has a truly unique ambiance and feel, a light and cosy atmosphere where every moment is special.

Design... The Max imposes its unique personality, a refreshing change from the standard hotel. A sleek design, modern lines, light colours, beautiful lighting. Under architect Jean-Luc Arm, the redesign placed emphasis on refinement from the outset. Refinement of the materials selected, where wood meets felt, where fabric-covered walls complement the Philippe Starck desk. Refinement of the rooms, some alcove-like rooms and others opening onto teak terraces lined with lavender. Refinement of the console tables that dress the rooms with their soft curves. The decor is minimalist, pared down to the essential. The hallways are dark to better open out onto 19 airy and spacious rooms where colour brings brightness and cheer.





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Elegance... is everywhere. Each room is equipped with Wi-Fi, a flat screen television with a selection of international channels, a Nespresso machine and all natural guest amenities. It is in the choice of its high quality bedding, a top priority for the hotel owners. In the light fixtures and lamps by Flos and the furniture designed by Alki, a Basque company. In the paintings that adorn the walls and immediately set the tone. Evidently lounge and resolutely modern, the Max is also arty. Jaroslav Juren, a Czech artist, has hung one of his paintings in the lobby. Fragments of this painting are displayed in the rooms, dressing the walls with colour. The red, blue and green are a common thread creating an alchemy that gives the Max its unique personality.

Adventure ...The Max is the culmination of an adventure. The adventure of Frédéric, Hugues and Bernard, three partners who already own the Fred Hotel located within walking distance at 11 avenue Villemain. Surrounded by a multicultural team, warm and professional first and foremost, they have maintained a human and personal dimension which makes all the difference. This French touch will delight guests, whether French or international, travelling on business or pleasure.

The Max ?

A breath of fresh air, a pleasure break, a charming stopover in Paris...

Rates:

Classic Room: from € 102
Luxury Room: from € 138

Special Offer "Opening":

Classic Room: from € 90
Luxury Room: from € 114
Buffet-breakfast included
Available till 31-8-2014
According to availability

Access:

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