

Hôtel

CASAROSE

dream in color

CASAR

PRESS RELEASE
2021

the soul

- > You may think that you have seen everything on the French Riviera. After all, it is one of the most popular destinations for tourists from all over the world and quite rightly the stuff of legend. With palaces, charming inns, family-owned bed and breakfasts, with or without stars. CASAROSE, which is simply brimming with charm, innovations and positive energy, was conceived in line with the new trend for feel-good hotels, and combines the best of a seaside resort, a design boutique hotel and a place to live (and work)—where guests can unwind, where companies can hold their meetings, and with a trendy bar/lounge and restaurant. It also showcases local art and craftsmanship that reflects current tastes. Jean-Christophe Larose, CEO of Groupe Cardinal, wanted to create something a bit different, where families can unwind and play sports but also where business owners can meet with their clients. Here it's all about the level of service, goodwill and friendliness.

There is something joyful about the CASAROSE, which loosely draws on the casual elegance of the iconic Beverly Hills Hotel on LA's Sunset Boulevard for inspiration. Or North Palm Canyon Drive in Palm Springs in the 1960s perhaps, where guests lounged around the blue lagoon pool after a game of golf or tennis. Come evening, drinks would be served with music playing in the background. Over half a century later, this heady casual chic vibe still works—albeit that the vintage dream has been slightly updated.



the idea

- > The idea behind the CASAROSE is to blend this vintage California style with the current norms of the French hotel industry, taking inspiration from the French Riviera. Luxury? Everything has been thought of in this 21st-century four-star hotel. Here you'll only find unpretentious, chic and cool luxury, both inside and out.

CASAROSE has all the intimacy of a boutique hotel, with just 56 rooms and suites, all with private terraces. The hotel has 32 rooms (24 m²) and 8 family rooms with an extra bed as well as 6 junior suites (33 m²) and 10 suites (36 m²). With its bar/lounge and restaurant, putting local products in the spotlight, the hotel aims to become a go-to place in the region.



the place

- > The hotel is situated on the legendary Bay of Cannes, near the Gulf of Napoule and its fine sandy beaches, halfway between Monaco and Saint-Tropez, opposite the Lérins Islands. The villages of Mougins, Grasse and its delicious fragrances, Biot with its glassworks, Vallauris and its ceramics, Saint-Paul de Vence, Juan-les-Pins and the city of Cannes with its prestigious annual film festival and world-famous events are all just a short drive away. In the hinterland, the Massif de L'Estérel, the Massif du Tanneron and Mont San Peyre await. It is a wonderful location that combines nature, culture and la dolce vita with land and water sports.

Hôtel CASAROSE is located in Mandelieu-la-Napoule, which is famous for its leisure activities and natural attractions. Located on the premises of the old Golf Park Hotel, the hotel is set in a lovely landscape garden, next to the famous Golf Old Course of Cannes-Mandelieu—the region's most picturesque golf course. Just 25 minutes from Nice-Côte-d'Azur Airport, the hotel is also located on the banks of the Siagne, a wide, navigable river that flows past the garden and into the Mediterranean. The jetty will be completed in 2022. The beaches of Cannes and Mandelieu-La Napoule are just 400 metres up the road. But best of all, the region enjoys sunshine 300 days a year!

The CASAROSE team supports the local economy, sourcing directly from the region's fishermen, vegetable growers, florists, and olive oil and wine producers. The hotel also intends to showcase regional talent, making the most of the thriving art scene. We will be happy to point guests in the direction of all the best sights and attractions: from Théoule and its mythical red rock inlets to the stunning golf courses, art galleries and many other experiences that are just waiting to be discovered. Guests can also rent bicycles and electric cars to get around more easily.



The architecture and interiors



- > Laurent Boggio (BBC architectes) and Éric Boyer (Le Byr Studio) wanted to preserve the overall structure of the old Golf Park Hotel as well as some of the architectural elements, while renovating the existing buildings from top to bottom. The buildings now meet the most demanding standards of comfort, hygiene, safety and sustainability, optimising the hotel's energy efficiency.

Colourful loggias jut out from the white building, which also has recesses where you can enjoy some privacy, patios and semi-covered passageways. It is a well-thought-out, airy and shaded place—a wonderful spot to while away the time, especially in summer.

François Dumas (Atelier 55) combined colour, light and design past and present in a design scheme that is loosely inspired by the libertarian way of life on the French Riviera and California in the sixties and seventies. It is the perfect blend of modernity and retro chic elegance, combining the hotel's original furniture with contemporary furniture that was specially created for CASAROSE, along with fifties and sixties designer objects and items that were sourced from local artisans, such as ceramics by Vallauris and glassware from Bion, in a nod to the region's cultural heritage.

Each room and suite is painted in fresh pastels that add a zing. The cohesive colour scheme is extended throughout the room, spilling out onto the walls of the loggia terrace: lemon, lagoon blue, hot pink, clockwork orange, and lawn green. This is against a backdrop of XXL pixelated lifestyle images, with Daniel Buren-style stripes on the wall, soft sand underfoot, colourful concrete trellises, and giant potted cacti everywhere you look. Comfy wooden furniture and the Matégot-style perforated white lacquered chairs and tables that you'll find everywhere along the French Riviera ensure that there are plenty of places for guests to relax in the garden and by the pool. Life at CASAROSE is fun.

Flirty. Fabulous. Free.



A little bit of concrete, but a load of imagination.

Groupe Cardinal, which specialises in the construction of innovative and creative spaces (in particular in the hotel industry with such projects as MOB Hôtel, Kopster Hôtel and Mama Shelter) and residence management (young professionals, students, co-living), is currently finalising a new hotel project on the French Riviera. CASAROSE, which is ideally located in the Bay of Cannes between Saint-Tropez and Monaco, will be opening in the summer of 2021.



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