



PRESS RELEASE

The warmth & elegance of English panelling comes to Le Bristol, Paris

Anthemion has just completed the panelling of the new bar at Le Bristol Paris, one of the five luxury hotels which form The Oetker Collection.

Awarded the commission by internationally renowned French architect Pierre Yves Rochon and the hotel's owner Madame Maja Oetker, the brief was to recreate the timeless elegance and intimate ambience of an English gentleman's club.

The choice of Anthemion was a natural one as the company is internationally respected for continuing the tradition of Crowther of Syon Lodge and their expertise in the production of authentically designed, hand crafted English panelled rooms.

Indeed, during the 1960's, Crowther created the Georgian styled panelling in the drawing room at Madame Oetker's private residence in Germany.

'Preserving fine craftsmanship is at the heart of our business', says Sharon Powell, Anthemion's Managing Director, 'and doing this while meeting the specialist requirements of a project is something in which we pride ourselves. The panelling we have created for Le Bar du Bristol is a fine example of this.'

Predominantly of Queen Anne design, the grand raised and fielded panels are framed with bolection mouldings specially profiled to suit the room's proportions, and offset by hand carved decoration personally selected by Madame Oetker from a selection of 18th century designs recommended by Anthemion.

The bar's bookcases that flank the 19th century Siena Marble fireplace sourced by Anthemion have glass fronted cupboards to the lower section specially designed to house the bottles of prestigious alcohols carefully chosen by Head Barman Maxime Hoerth.

The finished panelled room required the milling of over 6,000 ft of antique pine and was executed by a team of master craftsmen including cabinet makers, carvers, polishers and stone masons.

ANTHEMION - CROWTHER

Antique sourcing, restoration and design

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'The panelling provides the perfect marriage between old & new', remarks Sharon Powell. The tapestry which decorates one of the walls, look like it was custom made for the bar,' however as Ms Powell explains. 'In truth, it's an original Aubusson by Charles Pincon dating to 1740, which was specially selected from the owner's private collection, and the panelling designed around it.'

In contrast, the panelling is a wonderful foil for the huge mirror behind the bar which uses modern technology to screen specially produced programmes on works of art. This bold juxtaposition of traditional and contemporary produces a truly unique environment for the bar's clientele.

The opening of Le Bar du Bristol completes a wide-ranging, 110 million Euro, renovation programme which for the last two years has been overseen by Le Bristol's CEO Didier Le Calvez, who said: 'I consider the inauguration of Le Bar du Bristol to be the final finishing touch to three years of work. This exceptional renovation programme will breathe new life into Le Bristol, the aim of which is to become the very best hotel in Paris.'

In September 2011 the World Travel Awards voted Le Bristol France's Leading Hotel and Europe's Leading Hotel.

- ENDS -

Editor's notes

1. Anthemion

Anthemion was founded by Sharon Powell in 2002 and continues the business of Crowther of Syon Lodge, which for over one hundred years was respected worldwide for its excellence in the creation of period panelling and purveyance of fine architectural ornament.

The team associated with Anthemion has over the past 40 years all had involvement with Crowther and were in an unequalled position to create a facility that would continue servicing the needs of Crowther's clients and anyone with an interest in the specialist market of architectural antiques.

2. Pierre Yves Rochon (PYR)

Founded by Pierre-Yves Rochon in 1979, PYR is world-renowned for its award-winning luxury hospitality interior environments. The company's design philosophy centres on creating a refined yet comfortable atmosphere that celebrates elegance and warmth. These ideals have led to numerous awards for the interior design of five-star hotels, fine restaurants and private residences.

PYR maintain offices in Paris & Chicago.

3. Le Bristol Paris

Le Bristol Paris, located on the elegant rue du Faubourg Saint Honore, became part of the Oetker Collection in 1978. Le Bristol represents the ultimate in French luxury and refinement, notably through its gastronomic restaurant, managed by top 3-star Chef Eric Frechon.

The recent renovations has resulted in a shower of awards for Le Bristol including that of the first hotel in France to be officially granted the 'Palace' status; and the recognition of The Spa Le Bristol which opened in 2011, as amongst the 35 best new spas in the world.

4. The Oetker Collection

The Oetker group boasts over 90 years' experience in the hotel business and includes five luxury hotels within its Collection located in Germany, France & most recently, Morocco.

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