



LE NEGRESCO

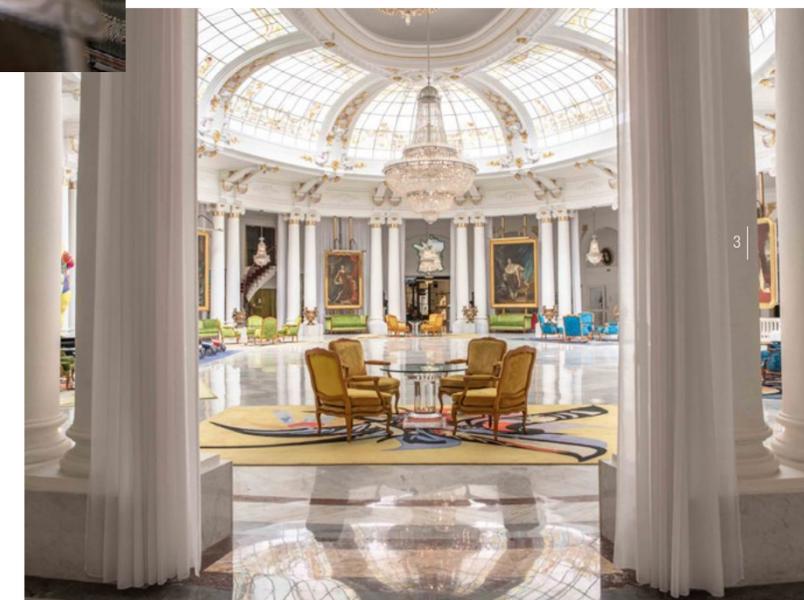
P R E S S   K I T

*Le Negresco*



# A legacy A legend

WITH THE CURVES OF ITS BEAUTIFUL PINK-AND-WHITE DOME LOOKING OUT OVER THE BAIE DES ANGES, THIS BELLE EPOQUE JEWEL IS MORE VIVID THAN EVER.



Drawing on over 110 years of history, Le Negresco is confidently looking brightly to the 21<sup>st</sup> century. Visiting royalty may have given way to celebrities, and violins to DJ mixes, but Le Negresco continues to pay homage to the art and artists of France with the tantamount elegance.

Behind the scenes, Le Negresco is a modernised luxury hotel with a pioneering commitment to eco-responsibility. It's a contemporary establishment staffed by a team keen to steer this flagship into the future while preserving that hint of extravagance hidden behind the famous façade, a listed historical monument.

It is a hotel that enjoys the challenge of meeting the demands of its guests, changing shape to suit their wildest desires.



When it comes to the hotel's public face, history is omnipresent at Le Negresco. There's the stardust sprinkled by countless big names – Greta Garbo, Jean Marais, and the Beatles – as well as the incredible works of art showcased in a setting that breaks all the rules, and has served as the benchmark for numerous movies. The decor bears the hallmark of Jeanne Augier, President, General Director, and owner of Le Negresco from 1957 to 2019. Year after year, Madame collected, restored, and embellished this unique heritage that is dedicated to the art of France and its talented artists. To this day, the world's figureheads visit Le Negresco to unwind in complete privacy.

Today more than ever, Le Negresco proudly displays its singular and powerful identity: visionary, feminine, pioneering, eccentric, and seeped in myths and heritage...



Your nights  
Under the stars

Beyond the luxurious comfort of its 102 rooms and 28 suites, you are invited on an experience akin to turning the pages of a weighty album dedicated to art and history. Each bedroom reveals its history with its Renaissance or contemporary decor, its remarkable four-poster beds or authentic Empire divans. Choose your room and let your childhood dreams come true. Whether you're a king or a princess, during your stay you'll turn into one of those heroes who, like Le Negresco itself, transcend the ages.



Le Negresco's rooms boast the most comprehensive collection of period furniture in the French hotel industry. Two Compagnons du Devoir and an upholsterer constantly work together to preserve these priceless pieces, ensuring that the collection is kept in good order.



Most of the rooms open onto the sea or the magnificent Jardin Masséna, offering a bright overview of the Mediterranean.

Our *Signature Suites* include the Imperial Suite, inspired by Empress Joséphine's bedroom at Château de la Malmaison. The Pompadour Suite pays homage to King Louis XV's favorite with a chest of drawers inlaid with precious wood and a period bed, a double "Corbeille" in walnut. The décor of *La Parisienne* borrows from French haute couture, with a clean Parisian flair featuring silky wall hangings and furniture inspired by travel trunks.





*The deluxe  
Sea view suites*



These three suites have forged the reputation of Le Negresco hotel. The Montserrat Caballé, Marie Leszczynska, and Marie-Antoinette suites are amongst the few places that have written the history of the luxury hotel industry. Pursuing the mission of renowned art lover and antiques aficionada Jeanne Augier, the upholsterers of Le Negresco – all of whom are Compagnons du Devoir – refurbished the suites into sumptuous scenes of history using original period furniture selected from the hotel's collections, luxurious fabrics supplied by prestigious houses – most of which are certified by the Living Heritage Company – and 18<sup>th</sup> century patterns and techniques.



With their private double reception area and spacious bedroom, these suites boast remarkable objects, including marquetry furniture, Sèvres porcelain vases and authentic 18<sup>th</sup> – century portraits. A sprawling, columned terrace overlooking the sea and the palm trees of the Promenade des Anglais further complements the exceptional character of the suites. The suites which are flooded by the light and colours of the Mediterranean, offering their privileged guests a truly regal experience.



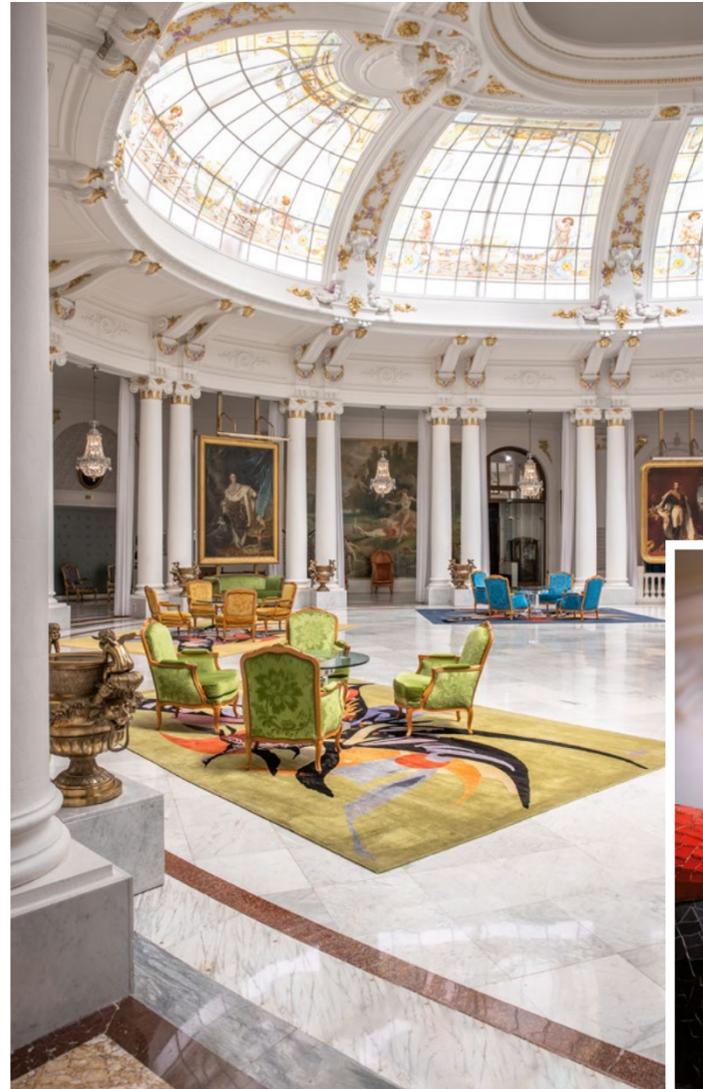


Art  
in all its forms

Le Negresco owes its strong identity to Jeanne Augier, who owned the hotel from 1957 to 2019. Madame bequeathed a large collection of more than 6,000 works of art distributed throughout the hotel, from the public areas to the bedrooms.

Madame wanted to use this magnificent collection to showcase the great periods in the history of French art from Louis XIII to the present day. For example, Niki de Saint Phalle's *Nana Jaune* – housed in the Salon Royal – is in perfect harmony with the series of seven brightly coloured contemporary rugs made to order by Raymond Moretti.

Since 1957, to the present day, life in the hotel has been punctuated by the acquisition of various works of art: the great Baccarat chandelier in the Salon Royal, a series of 18<sup>th</sup>-century royal portraits from the former collection of Archbishop de Beaumont du Repaire, the Louis XV woodwork at Le Chantecler and a monumental coffered ceiling at the bar Le Versailles.



As for modern and contemporary art, Madame's friendships with many artists, including Jean Cocteau, Marc Chagall, Nadia and Fernand Léger, Salvador Dalí, Yvaral, Raymond Moretti, and Niki de Saint Phalle, made her a pivotal figure in modern art on the Côte d'Azur. Yvaral made a visual impact on the hotel with the unique carpet commissioned by Madame Augier. The hotel's walls and bedrooms serve as the perfect backdrop for an amazing art collection ranging from the 1950s to the present day.



**NANA JAUNE  
BY NIKI DE SAINT PHALLE**

This work, which was exhibited on the Champs-Élysées during the major exhibition *Les Champs de la Sculpture*, entered the Salon Royal on April 9, 1998.



**THE SUN KING**

Painted by the Sun King's official portraitist, Hyacinthe Rigaud (1659-1743), this painting is "the" Louis XIV of our history books. One of the portraits can be found in Versailles, another in the Louvre, while the third has hung proudly in Le Negresco since 1991.

**BACCARAT CRYSTAL CHANDELIER**

An imposing Baccarat crystal chandelier hangs from the centre of the ceiling in the Royal Salon. Russia's last Tsar, Nicholas II, commissioned two 4.60-meter-tall chandeliers adorned with 16,800 pendants for the Kremlin. However, when the Russian Revolution precluded the delivery of one of the two chandeliers, it found its way to Le Negresco.



*A selection  
of our showpieces*

# Le Chantecler Restaurant

Since 2018, the talented Chef Virginie Basselot has been at the helm of the MICHELIN-starred restaurant Le Chantecler, the contemporary brasserie La Rotonde as well as the hotel's room service, banqueting and the N La Plage restaurant.

Determination and curiosity form the backbone of this chef whose sophisticated and comforting cuisine successfully perpetuates the history of Le Negresco's great dining experience.

After taking her first steps at the Hôtel de Crillon, the Grand Véfour and the Bristol, Virginie took over the management of the kitchens at Saint-James Paris in 2012, where her talents saw her awarded her first star in 2014. The following year, Virginie was consecrated Best Craftsman of France, becoming the second female Chef de cuisine to be honoured with the tricolour collar.

Deeply rooted in France's culinary heritage, Virginie Basselot is committed to transmitting this legacy through her personal encounters and her team. As soon as she arrived, she resolved to work with local producers, with whom she established a fertile dialogue based on local produce, traditional recipes and skills.



Virginie Basselot has placed innovation and creation at the center of her cuisine. Her dishes focus on seasonal produce and the best local suppliers from the Riviera. Sobriety and elegance dominate the menu, underpinned by masterful techniques dedicated to contemporary creations.

The chef collaborates closely with Julien Freulon, Director of Le Chantecler restaurant, to provide a unique experience for our guests.

Our head sommelier, who is passionate about exceptional wines and lesser-known vineyards, will guide you on a journey of discovery with stories about terroirs, grape varieties, and personal anecdotes.

The floral art of Hervé Frézal (like Virginie Basselot, a *Meilleur Ouvrier de France*) flourishes among the artworks dating back to the 18th century, while the new tableware is by Elisabeth Monroy and Sylvie Lorne, who join Haviland and Bernardaud, the lighting designers who have sketched out a soft and contemporary ambiance.



In the summer, you will access the restaurant via the Promenade des Anglais through a large, landscaped terrace that has been completely remodelled. Comfortably settled in a sofa, cocktail in hand, allow yourself to be whisked away by the fresh breeze wafting through Le Negresco.

Tradition and modernity are in perfect harmony to ensure that your evening will be both unforgettable and exceptional.



## La Rotonde

La Rotonde, the legendary, contemporary brasserie on the Promenade des Anglais, occupies a special place in the hearts and collective memory of the people of Nice. The MHNA studio renovated La Rotonde in 2019, paring the venue down while preserving the original fantasy and Riviera feel of this Nice institution.

As an affectionate homage to Jeanne Augier, who owned the hotel from 1957 to 2019, the wooden horses of the original 19<sup>th</sup>-century carousel have been faithfully replicated and now protrude from the walls covered in gold leaf. This attachment to Nice is also reflected in the menu concocted by Chef Virginie Basselot.

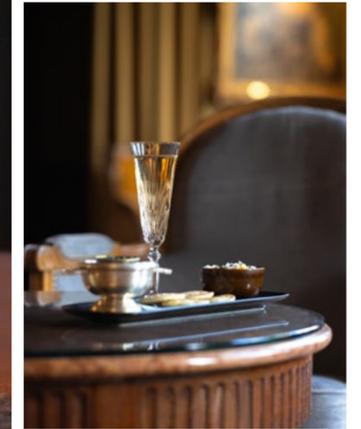
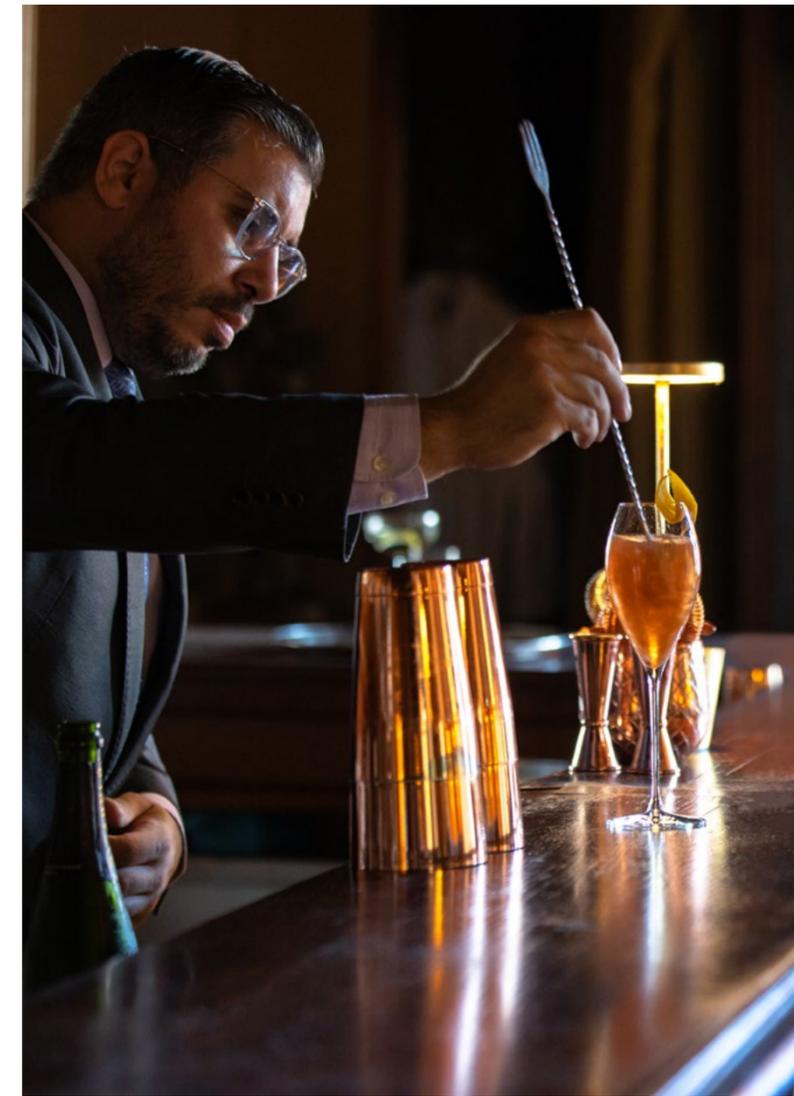
The delicate, family-style cuisine is intended as a declaration of love to the land of the sun, the terroir, and the sea. In the summer, overlooking Nice's legendary Promenade des Anglais, the sumptuous terrace of La Rotonde opens onto the Mediterranean and the blue skies.



# N Les Bars

## LE 1913

The bar Le 1913 is one of those places where discretion is the rule and elegance is second nature. Favoured by regular celebrities, the bar is also open to the city and, in the evening, it hosts jazz, pop, and soul concerts whose style stands in striking contrast to the period wood panelling. This eclectic and cosmopolitan atmosphere is exactly what makes it one of the Côte d'Azur's most popular spots. Giving free rein to his inspiration and following the seasons, the Head Barman and his team create unique and delicious cocktails.





## *N Les Bars*

### LE VERSAILLES

On the Promenade des Anglais side, the splendid terrace of Le Versailles, tucked away under the palm trees, is a celebration of the pleasures of life: from daring champagnes and inspired cocktails to mouth-watering sharing platters created by Chef Virginie Basselot, everything has been carefully designed to guarantee a delicious experience bathed in the charm of the Riviera.





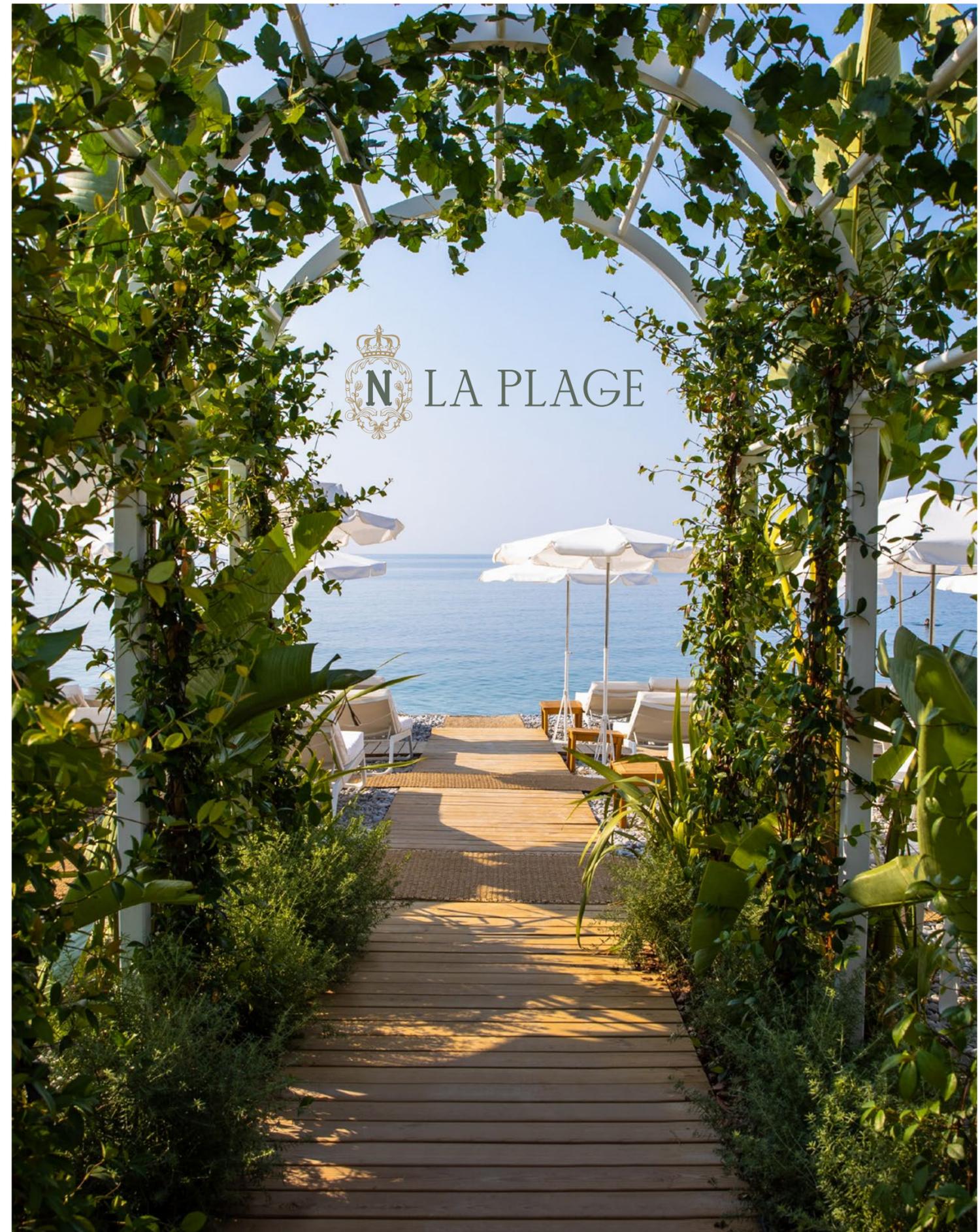
# Beach Club N La Plage

From May to September



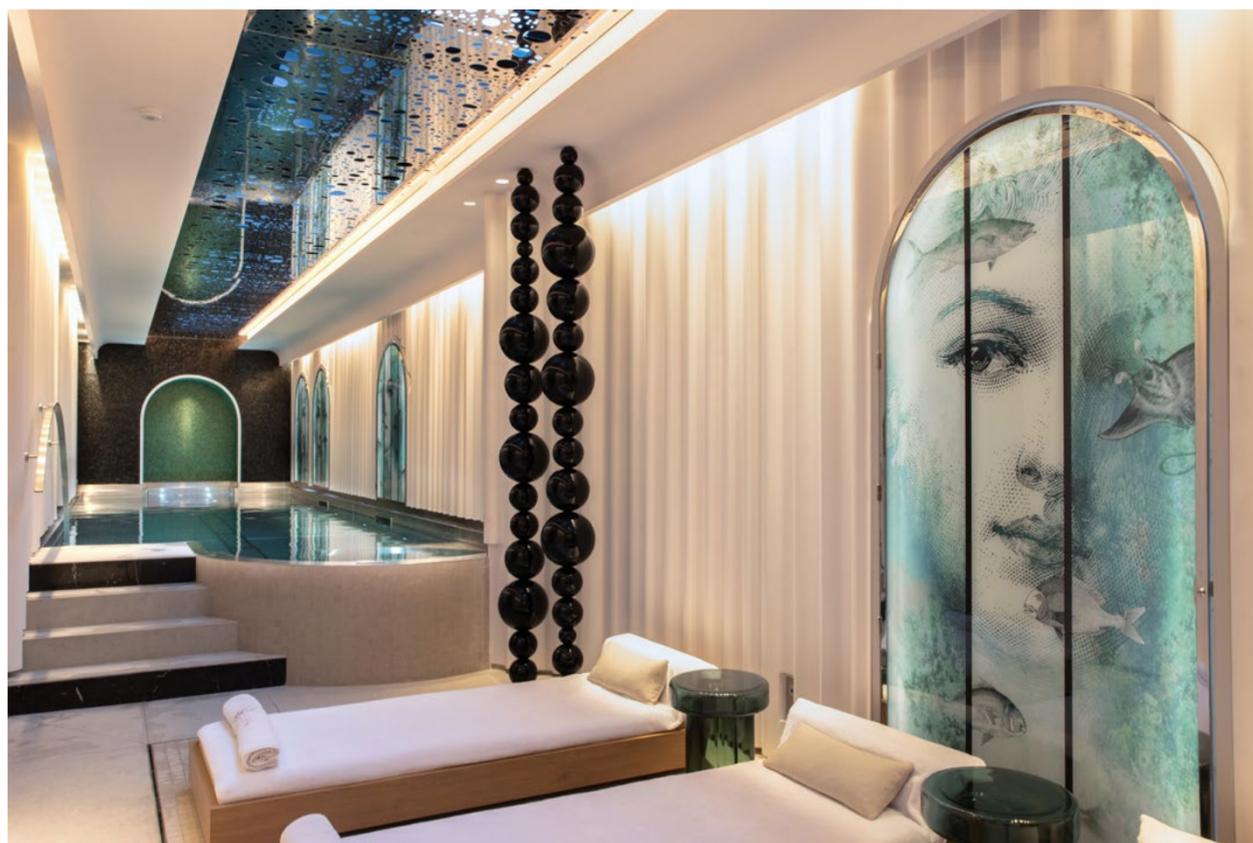
Softly lulled by the sea breeze, N La Plage Beach Club, attired in green-grey and white, promises a radiant atmosphere for every minute of your vacation overlooking the Baie des Anges. Stylish and elegant service in the image of the façade along the Promenade des Anglais.

Under the watchful eye of Chef Virginie Basselot (Meilleur Ouvrier de France), the restaurant offers a range of dishes to be shared, as well as a surf & turf menu: fish by the weight, beautiful pieces of matured meat... The beach menu emphasizes the quality of our excellent regional products. Reclining in your lounge, you will devour lobster Rolls by Homer Lobster (awarded best lobster roll in the world), an exclusive in Nice, a selection of "Beach & Lounge" and some "kids' boxes".





The art of well-being & well-being  
in all its art forms



## THE ART OF INHABITING THE SPACE

N Le Spa invites holidaying aesthetes and people from Nice to indulge in a relaxing experience based on three fundamental dimensions: all-round well-being, inner balance, and the enhancement of beauty. These facets are interlaced to provide a narrative that adds a powerful dimension to the experience, enriching both body and soul.

Adjacent to the legendary Salon Royal, this sanctuary, which is also accessible from Rue de Rivoli, boasts 700 m<sup>2</sup> of floor area where fluid curves and lines flow seamlessly under the gaze of architect Jean-Philippe Nuel. Rather than recreating a particular period, he creates a dialogue between heritage and modernity. "Heritage means understanding a place, its soul, and its spirit, to ensure that a project conveys meaning and contributes to the hotel's unique identity," he says. Everything is structured around the same intention: strolling around, contemplating sculptures and artworks from the hotel's collection, before finally winding down. Cornices and mouldings adorn the ceilings, highlighting the stratification of eras. Exclusive, to say the least. The building materials were chosen to reflect the very best in craftsmanship and expertise.



Art and beauty, an eternal theme. During Antiquity, harmony and perfection were primarily represented in art. Everything had to be symmetrical, well-balanced, and harmonious. Today, it's more than a philosophy, it's a way of life. The art of taking the time to enjoy oneself, the art of indulgence. Because N Le Spa is a journey in itself.

Le Negresco enlisted the talents of Patrick Saussay, the international expert specialising in designing unique Spas. Together, they began writing a new chapter in the hotel's history, finding their inspiration in Le Negresco's rich heritage and infusing it with a resolutely modern aesthetic. What do guests seek? A unique experience, an intense sensation before the breath taking feeling of complete disconnection from everyday

life. Here, the guest is approached from every angle: physical, emotional and psychological. Our accomplices and partners have shaped the Spa's atmosphere and spaces to create an exceptional narrative.

N Le Spa is all about lyricism. Perhaps because all our senses are blissfully stimulated... It's akin to the emotion we experience when admiring a work of art. Art in its noblest form, exploration that piques curiosity, contemplation that stirs the soul, and immersion in the artist's universe that transports us back to our innermost essence. The N Le Spa concept revolves around a strong theme based around three fundamental elements: *discovery, contemplation and immersion*: A celebration of art in all its forms and states.

Carrara marble, Nero Marquina marble, porcelain stoneware, liquidambar wood, oak parquet flooring, and designer fabrics provide the backdrop to a boudoir, a barbershop, and seven treatment rooms. Nestled in a private haven, the 100 m<sup>2</sup> private Écrin Spa is a celebration of well-being in all its glory. The range of treatments includes treatments for two, sensory baths, steam rooms, saunas, and culinary treats to savour.

The pool is flooded with light as gentle melodies play at the bottom of the pool. Being able to (re)find oneself also means being (re)centred. In a contemplative atmosphere, yoga becomes immersive. A worldwide innovation made possible by digital art, in which every movement, every sound, and every breath leads to inner peace and balance. This introspective journey awakens the senses and the imagination meditatively.

## THE ART OF SHOWCASING EXCELLENCE

Le Negresco cherishes family histories and traditional French craftsmanship and strongly believes in the importance of ethics. This is especially true when it comes to inviting leading cosmetics brands into the hotel. These partner brands were not randomly selected. Each in their own fields of expertise, they are all dedicated to accompanying guests on their journey towards a more natural, sensorial, and effective skincare experience. In total, there are four face and body care brands, one perfumery label, and one make-up brand associated with N Le Spa.

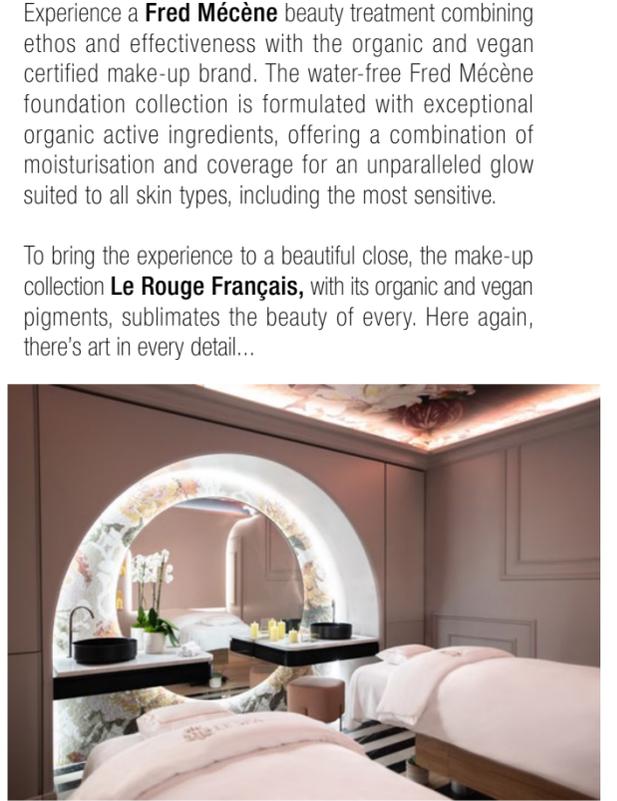
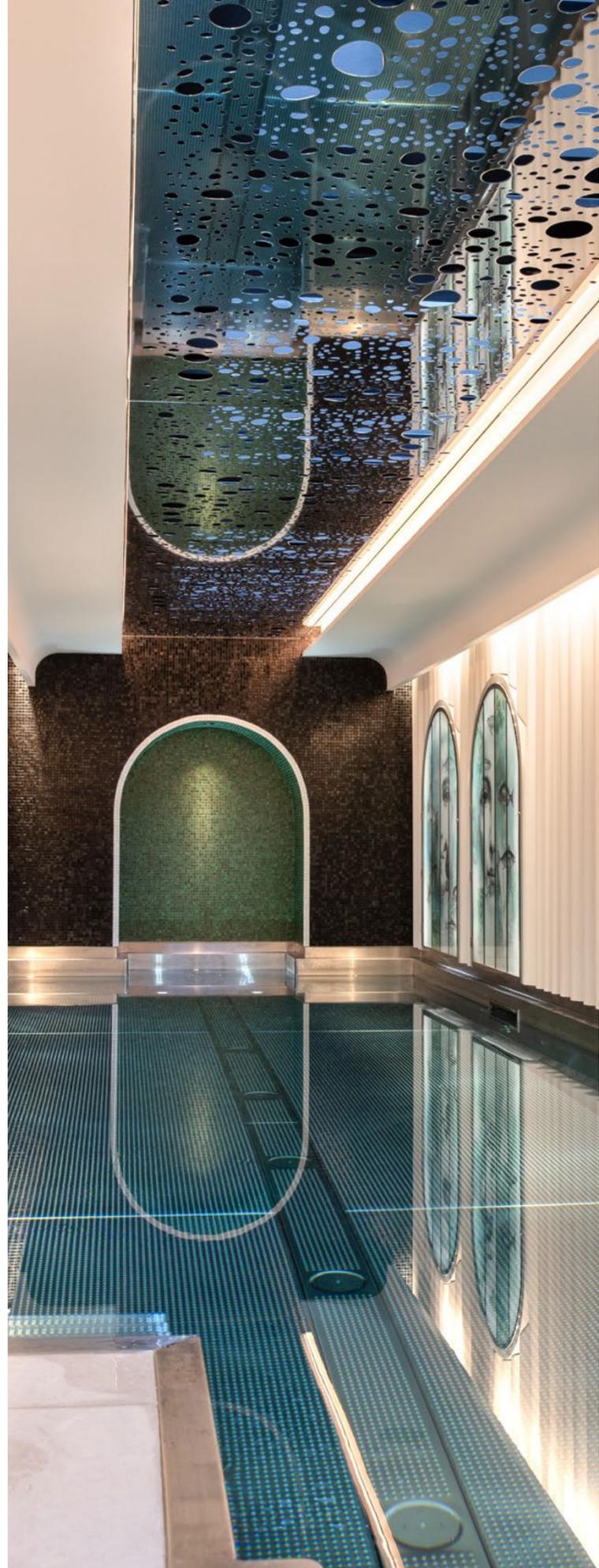
In the treatment rooms, every detail has been considered holistically, including targeted programmes for improved skin-aging, facial and body treatments incorporating precious active ingredients, based on the protocols of **Olivier Claire**, an expert in rare synergies, and the **Vinésime** brand, best-known for its use of active ingredients derived from Burgundy vines. To complete this indulgent experience, celebrated MICHELIN-starred chef Virginie Basselot invites guests to sample her culinary creations and herbal teas in the relaxation area.

In the boudoir and in the barbershop, **La Maison Codage**, reputed for its expertise in skin diagnosis, offers personalised treatments and tailor-made serums to suit each individual skin type, in the specially equipped laboratory located at the entrance of the Spa.

The history of Le Negresco has long honoured artists and talent, a deep-rooted tradition dating back to the era of Madame Augier. Today, this vision is perpetuated by the ephemeral focus on select brands.

Enjoy botanical care dedicated to the science of hair and skin with **Végétement Provence**. Using "augmented botany", each product targets an individual concern and comes with its own unique olfactory signature that adds a little magic to your daily routine!

Not far from the cradle of the perfume industry, Saint-Paul de Vence exudes a sweet perfume of rebirth. This is not only a haven for artists, but also the home of **Maison Godet**, a fragrance house founded in the 1920s and revived under the impetus of the creator's descendant, Sonia Godet. The eponymous house is a celebration of art, from the bottle to the scent. N Le Spa presents new creations and reissued classics, such as *Folie bleue*, a fragrance worn by Henri Matisse's muse, Henriette Darricarrère.





## *Celebrating at Le Negresco*



As the heir to the great tradition of French Riviera society Le Negresco has perpetuated a culture of "hospitality". The traditional tea dances have given way to private parties and weddings, but the quality of the discreet and elegant service has been preserved.

Every type of layout or setup is possible for from 10 to 500 people. Each venue confers its own distinctive character to an event – that's the unique role of a hotel steeped in history. With its Baccarat chandelier and noble portraits, the Salon Royal grants a certain splendour to the grandest events. With its capacity of up to 200 people, the Salon Masséna gives guests and conference-goers in a red-and-gold glow conjuring the glamour of the First Empire. Le Negresco boasts six seminar and reception rooms, all benefiting from natural light. The magnificent Baie des Anges meeting rooms are the only conference rooms in Nice to offer breath taking views of the sea.





We wanted this boutique to pay homage to Jeanne Augier and to reflect her personality: inquisitive, innovative and constantly on a quest for contemporary creations. Fashion accessories, literature, unusual objects, scents, and flavours - every one of our articles results from a passionate, rigorous, and virtuous search.



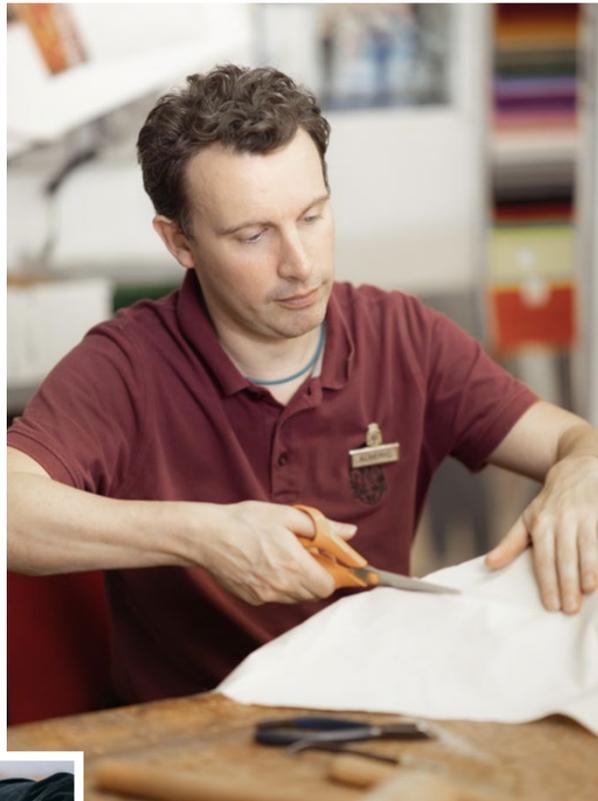
Recycled materials, eco-responsible artisans... Most of the articles on sale are 'Made in France'. Many of our creations are unique pieces, which makes them perfect to bring back to a special someone or to keep as a memento of a memorable holiday.





## A tale of talents

In an increasingly globalised and standardised world, a distinctive voice is emerging. As the last surviving palace from the Belle Époque era to have remained fully independent, the hotel provides its staff and teams led by Lionel Servant a precious freedom. Their quest is to ensure that a visit to the hotel becomes a pleasurable and exciting experience, by unrelentingly reinventing the French art of living that Le Negresco embodies. The men and women that you will sometimes cross in the corridors, carrying a Louis XV dresser, or adjusting an Italian marble statue on a gilded console, make up an exceptional team. Upholsterers, locksmiths, and electricians, along with linen maids and ironers... these precious professions are spread throughout the workshops that lie behind the décor.



The daily missions of the team of Compagnons du Devoir upholsterers are countless: making and maintaining the 400 or so curtains, restoring the many natural silk wall hangings made especially for the hotel, and restoring the antique armchairs using traditional methods. A strong emotional connection links these men and women and Le Negresco. They are united by a living heritage, a love of fine workmanship.



## Meilleurs Ouvriers de France

Le Negresco employs two Meilleurs Ouvriers de France. The "MOFs" – as professionals like to call them – simultaneously represent a guarantee of quality and exemplify the high standards set by the in-house teams. Two women carry on the demanding and innovative tradition of Le Negresco: since 2018, Virginie Basselot is the Executive Chef of the restaurant Le Chantecler, the contemporary brasserie La Rotonde, room service, the banquet facilities and the N La Plage Beach Club Restaurant ; while Virginie Lafon who is the Head Housekeeper, shares her know-how and passion since 2014. In this way, Le Negresco rises to the challenge of excellence. A philosophy advocated by Lionel Servant, the General Manager, who is determined to uphold the "French style" excellence of this great institution.



*Over a hundred and ten years:  
quite a story!*

Le Negresco conjures up the great history of luxury hotels. Its Belle Époque façade from 1913 and its famous ‘Salon Royal’ with its huge glass roof are listed as historic monuments. On March 1, 2001, Le Negresco obtained the *Patrimoine du XX<sup>e</sup> siècle* (20<sup>th</sup>-century heritage) label. Since its foundation, Le Negresco has consistently pursued its quest for excellence while at the same time remaining faithful to the spirit that its architect, Édouard-Jean Niermans, breathed in.

It all began in 1905 at the Casino Municipal in Nice. John Davidson Rockefeller and Queen Amélia of Portugal met at the hotel before returning to their own home. Henri Negresco dreamed of one day being able to accommodate them during their stays in Nice and offer them the finest standards of sophistication and refinement. Henri was born in 1868 in the suburbs of Bucharest in a family that owned a high-quality inn. After a successful career in the catering industry and a budding confidence stemming from his flourishing business, Henri began to dream of the perfect hotel. Just like Henry Ruhl, he wagered on the dynamism and elegance of Nice, a seaside jewel that hosted numerous wintering visitors. When Henri’s hotel, Le Negresco, was inaugurated in January 1913 in the presence of seven sovereigns, it proved an immediate triumph, and success ensued instantly. The first year, the hotel made a profit of 800,000 gold francs. With the outbreak of the First World War I in 1914, the hotel was converted into a hospital. This proved fatal, and, on 27 July 1920, Henri’s wife Suzanne and their daughter Germaine sold their shares to Joseph Aletti. Joseph’s involvement in the development of Le Negresco lasted until the mid-1930s. The Aletti era saw the hotel take its place in 20<sup>th</sup>-century tourism. In 1922, the Marquet family bought out Joseph Aletti’s shares.

At the time of the Liberation, Le Negresco was home to the Anglo-American counter-espionage services before being appropriated by the American army as a convalescent home for their troops. The American requisition came to an end on May 31, 1947, and life gradually resumed at Le Negresco. In 1957, Le Negresco was acquired by the Mesnage family. Together with her husband Paul Augier, Jeanne Mesnage’s mission was to revive the international reputation of the Palace. Madame Augier rapidly started investing in emblematic pieces of French artistic heritage in order to develop Le Negresco into an Art Hotel. This concept, dreamed and executed by Madame, consists in opening the door on the great periods of the history of France through French masterpieces from Louis XIII to the present day.



*Aiming to be  
an ethical luxury hotel*

**An active environmental policy**

Le Negresco was one of the first five-star hotels to invest in an environmental policy. Since obtaining the European Ecolabel in 2014 (which guarantees that environmental protection measures are put in place), Le Negresco has continued its practical green initiatives: Le Negresco has set up a dedicated Green team; created partnerships with local producers involved in responsible farming and with suppliers committed to sustainable development; encouraged employee engagement with local associations; and introduced organic waste and energy management together with the use of 100% plant origin or Ecolabel cleaning products. These initiatives were rewarded with the Clef Verte certification and the title of Sustainability Leaders awarded by The Leading hotels of the World in 2024.



**Le Negresco awarded the “Clef Verte” label**

In 2024, Le Negresco and the N La Plage Beach Club Restaurant were awarded the Clef Verte, an environmental label specialising in tourist accommodations and restaurants.



**Sustainability Leaders**

Le Negresco pursues its sustainability commitments with Sustainability Leaders, a certification that complies with the Global Sustainable Tourism Council Criteria and the three pillars of sustainable development of “The Leading Hotels of the World”.



**Le Negresco certified as a “Living Heritage Company”**

In 2015, Le Negresco entered the very restricted group of institutions certified as a “Living Heritage Company”. This official certification is a mark of recognition put in place by the French government to honour companies for the excellence of their traditional and industrial know-how. For Le Negresco, it represents the recognition of all its efforts to preserve the unique history of the property and to showcase the multiple skills that keep this great hotel alive.

# Highlights from the Guest Book

## CINEMA

Woody Allen  
Charlie Chaplin  
James Dean  
Clint Eastwood  
Marlon Brando  
Cary Grant  
Richard Burton  
Kirk Douglas  
Sydney Pollack  
Tony Curtis  
Anthony Quinn  
Roger Moore  
David Niven  
Donald Pleasence  
Lauren Bacall  
Gary Cooper  
John Ford  
Walt Disney  
Ava Gardner  
Gerard Depardieu  
Sophie Marceau  
Marion Cotillard  
Alain Delon  
Brigitte Bardot  
Christophe Lambert  
Isabelle Adjani  
Francis Huster  
Vincent Lindon  
Fabrice Luchini  
Yvan Attal  
Édouard Baer  
Jane Birkin  
Catherine Deneuve  
Claude Lelouch  
Errol Flynn  
Jean-Paul Belmondo  
Mireille Darc  
François Truffaut  
Michel Serrault  
Louis de Funès  
Fernandel  
Lino Ventura  
Claude Brasseur  
Jean Gabin  
Jean Marais  
Pierre Arditi  
Pedro Almodóvar

Emma Stone  
Colin Firth

## MUSIC

The Beatles  
Céline Dion  
Barbara Hendricks  
Michael Jackson  
Edith Piaf  
Jessye Norman  
The Rolling Stones  
Jimmy Cliff  
Luciano Pavarotti  
David Bowie  
Serge Gainsbourg  
Mstislav Rostropovitch  
Elton John  
Johnny Hallyday  
Montserrat Caballé  
Frank Sinatra  
Dee Dee Bridgewater  
Zucchero  
Phil Collins  
Yves Montand  
Herbie Hancock  
Peter Gabriel  
Lou Reed

## ARTISTS & WRITERS

Armand  
Marc Chagall  
César  
Fernand Léger  
Henri Matisse  
Picasso  
Raymond Moretti  
Ernest Hemingway  
Jean Cocteau

## FASHION

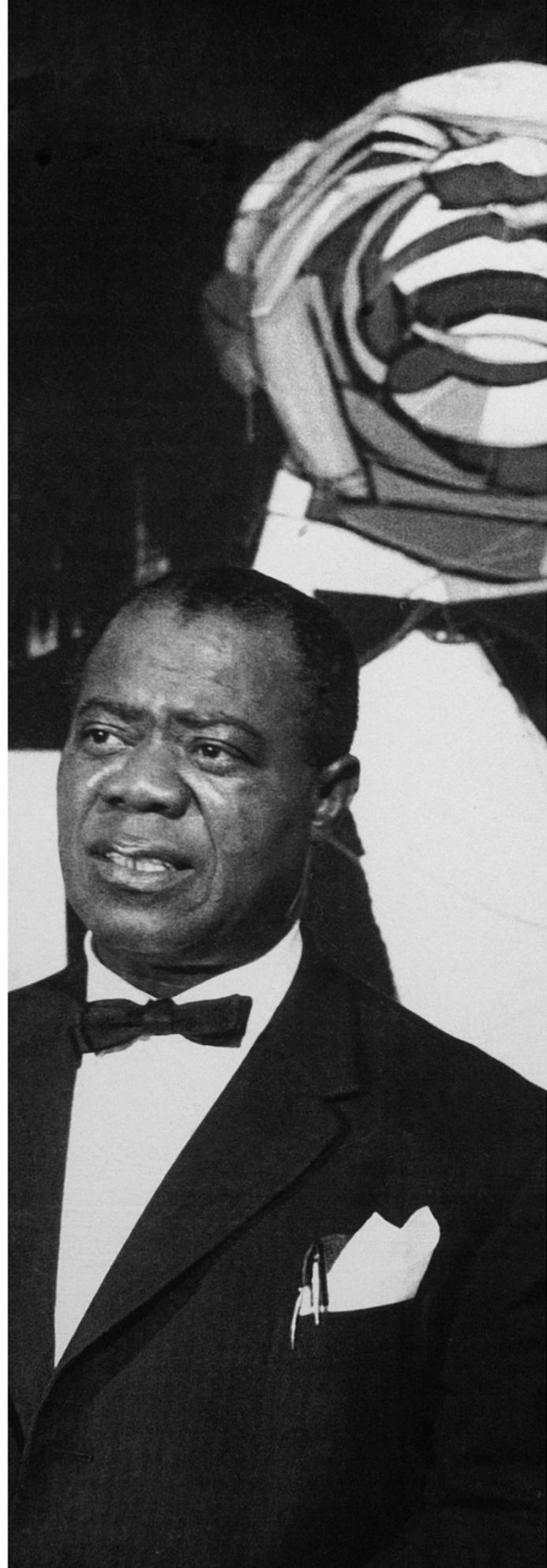
Pierre Cardin  
Jérôme Dreyfus  
Jean-Paul Gaultier  
Paco Rabanne  
Emmanuelle Khanh  
Isabel Marant  
Claudia Schiffer

## POLITICAL LIFE

Nicolas Sarkozy  
Valéry Giscard d'Estaing  
Jacques Chirac  
Winston Churchill  
Léopold Sédar Senghor  
Boris Yeltsin  
Zhu Rongji  
1980 Franco-African Summit: 25  
Heads of African States stayed at the  
Hôtel Le Negresco, hosted by French  
President Valéry Giscard d'Estaing  
Xi Jinping

## ROYALTY

Her Majesty Queen Elizabeth II  
His Grace the Duke of Westminster  
Their Graces the Duke  
and Duchess of Windsor  
HSH the Prince of Liechtenstein  
His Majesty King Abdulaziz Ibn Saud  
of Saudi Arabia  
His Royal Highness Prince Khaled bin  
Mohammed Al Saud  
His Highness Sheikh Zayed,  
*President of the United Arab Emirates*  
Prince Karim Aga Khan and Princess  
Begum Aga Khan  
Their Majesties King Abdullah  
and Queen Rania of Jordan  
His Majesty Sheikh Sabah Al-Ahmad Al-  
Jaber Al-Sabah of Kuwait  
His Majesty Sheikh Sultan Al Qasimi of  
Sharjah, United Arab Emirates  
His Royal Highness the Prince of Qatar  
His Majesty King Mohammed VI of  
Morocco  
His Majesty the King of Nepal  
His Majesty the King of Malaysia  
His Majesty the Maharaja of Palampur  
His Majesty the Maharaja of Patiala



# Le Negresco: still shooting films after all these years

## Tous les chemins mènent à Rome

(1949) by Ella Lemhagen  
with Sarah Jessica Parker, Raoul Bova

## Monsieur Ripois

(1954) by René Clément  
with Gérard Philipe, Joan Greenwood

## La vie à deux

(1958) by Clément Duhour  
avec Louis de Funès, Jean Marais

## Les Pique Assiettes

(1960) by Jean Girault  
with Francis Blanche, Béatrice Altariba

## Mademoiselle Ange

(1960) by Géza von Radványi  
with Romy Schneider, Jean-Paul Belmondo

## Peau de banane

(1963) by Marcel Ophüls  
with Jeanne Moreau, Jean-Paul Belmondo

## La Baie des Anges

(1963) by Jacques Demy  
with Jeanne Moreau, Claude Mann

## Love is a Ball

(1963) by David Swift  
with Glenn Ford, Hope Lange

## Lady L

(1965) by Peter Ustinov  
with Sophia Loren, Paul Newman

## Opération Opium

(1966) by Terence Young  
with Yul Brynner, Rita Hayworth

## La Promesse de l'aube

(1970) by Jules Dassin  
with Méliana Mercouri

## Chacal

(1973) by Fred Zinnemann  
with Edward Fox, Michael Lonsdale

## Les Seins de glace

(1974) by Georges Lautner  
with Alain Delon, Claude Brasseur,  
Mireille Darc

## Le Hasard et la Violence

(1974) by Philippe Labro  
with Yves Montand, Katharine Ross

## Folle à tuer

(1975) by Yves Boisset  
with Marlène Jobert

## Je suis timide, mais je me soigne

(1978) by Pierre Richard  
with Pierre Richard, Aldo Maccione

## La Cage aux folles I & II

(1978 & 1980) by Édouard Molinaro  
with Ugo Tognazzi, Michel Serrault

## Les Compères

(1983) by Francis Veber  
with Gérard Depardieu, Pierre Richard

## L'Ascenseur

(1984) by Dick Maas  
with Huub Stapel

## Joyeuses Pâques

(1984) by Georges Lautner  
with Jean-Paul Belmondo, Marie Laforêt,  
Sophie Marceau

## Ronin

(1998) by John Frankenheimer  
with Jean Reno, Robert de Niro

## La Repentie

(2002) by Laetitia Masson  
with Isabelle Adjani, Samy Frey, Sami Naceri

## 24h de la vie d'une femme

(2002) by Laurent Bouhnik  
with Michel Serrault, Agnès Jaoui

## Le Héros de la famille

(2006) by Thierry Klifa  
with Gérard Lanvin, Catherine Deneuve,  
Emmanuelle Béart

## Celle qui aimait Richard Wagner

(2011) by Jean Louis Guillermou  
with Arielle Dombasle, Roberto Alagna

## La Liste de mes envies

(2014) by Didier Le Pêcheur  
with Mathilde Seigner

## Magic in the Moonlight

(2014) by Woody Allen  
with Colin Firth, Emma Stone

## The Transporter: Refueled

(2015) by Camille Delamarre  
with Ed Skrein

## Un sac de billes

(2017) by Christian Duguay  
with Patrick Bruel, Elsa Zylberstein

## Dalida

(2017) by Lisa Azuelos  
with Sveva Alviti, Jean-Paul Rouve

## Espèces menacées

(2017) by Gilles Bourdos  
with Alice Isaaz, Vincent Rottiers

## Riviera - TV series

(2017) by Neil Jordan  
with Julia Stiles, Lena Olin

## Mytho - TV series

(2019) by Anne Berest and Fabrice Gobert  
with Marina Hands, Mathieu Demy

## Menteur

(2022) by Olivier Baroux  
with Tarek Boudali, Artus, Pauline Clément

## Mascarade

(2022) by Nicolas Bedos  
with Pierre Niney, Isabelle Adjani  
and Marine Vacth



# Jeanne Augier, the mark of audacity



Jeanne Augier made a very distinctive and irreplaceable mark on Le Negresco. Her own unique and independent spirit is echoed in the history of this institution, which was bought by her father in 1957. Regal décor, glamorous gatherings, audacious tastes and colours, Jeanne Augier turned Le Negresco into the Riviera's emblematic luxury hotel.

Immediately upon its acquisition, Madame Augier devoted her energies to decorating and furnishing the hotel. In addition, in 1965, she created a palace in a former caravanserai in Isfahan at the request of the Shah of Iran. In 1972, she contributed to the decoration of the prestigious Beverly Wilshire in Los Angeles.



She ran her hotel masterfully, turning it into a veritable art hotel dedicated to the history of France. As a passionate collector, she amassed some 6,000 works of art and furniture, retracing five centuries of French history, from Louis XIII to the present day and paying majestic tribute to French talent.

A tireless advocate for the people with disabilities, the disadvantaged and animals, she worked relentlessly to alleviate their suffering. The remarkable woman who sadly passed away in 2019, was promoted to the rank of *Commandeur de l'Ordre National du Mérite* in 2006 and named *Chevalier de la Légion d'Honneur* in 2001.



# Lionel Servant, General Manager of Le Negresco

Lionel Servant, who is passionate about the hotel industry and values of service, took over the management of this hotel devoted to the arts in October 2019. Although Lionel Servant's roots in Auvergne are dear to his heart, they have not stopped him from falling in love with the Côte d'Azur and Le Negresco. Lionel Servant strives to combine the high level of quality required by a prestigious establishment with a strong social and environmental approach. He is committed to nurturing and sustaining a spirit of service in the pure French hotel tradition that Madame Augier valued, while simultaneously raising the hotel to a new level of excellence.

## Governance at Le Negresco

Le Negresco, which had been under administration since 2013, is now pursuing its own independent future following its lifting in January 2021. The Board of Directors unanimously chose to appoint Nicole Spitz and Lionel Servant as President and General Manager respectively. Both are tirelessly dedicated to continuing the legacy of the great institution.

As requested by Madame Augier, the owner, the Hotel now belongs to FDMAN, the Fonds de Dotation Mesnage-Augier-Negresco, which will become a foundation. Over the years, Le Negresco's teams have shown strength and courage. Madame's wishes have been honoured through their unflagging determination. Taking strength from its history and fierce independence, Le Negresco is committed now more than ever to championing the values that make it the worldwide benchmark hotel on the French Riviera.

*"Our desire is to build upon our history to bring Le Negresco into the 21st century. VISIONARY, with a FEMININE audacity, FIERCE, with the approach that Madame brought to the hotel, and EXCENTRIC, the ultimate characteristic of free spirits. Out of this determination, a unique venue was born, a centre of HERITAGE, A MYTH, one that we must cultivate and share.*

*Le Negresco, A legacy A legend."*

Lionel Servant





**LE NEGRESCO**

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