

# LES ROCHES ROUGES

FRENCH SAINT-RAPHAËL RIVIERA



PRESS KIT  
2024





## THE FRENCH RIVIERA IN CINEMASCOPE VERSION LES ROCHES ROUGES

### IN A WORD

On the road to the Esterel, facing the sea and the île d'Or, a modernist architecture from the 1950s catches every eye. Overlooking the Mediterranean, no other buildings are in sight, offering a unique panorama where only pine trees, a seawater pool, and the Great Blue Sea unfold. The rooms, restaurants, spa, swimming lane, and maquis fixate on this idyllic horizon, capturing the charm of the French Riviera in widescreen.

The French Riviera permeates every glass and plate, guided by culinary traditions and local produce. The chef, José Bailly, crafts with these treasures for the Michelin-starred restaurant Récif, the Mediterranean bar-restaurant La Plage, and the poolside counter La Cabane, creating a symphony of flavors that delight the palate.

The sun, emblematic of the French Riviera, shines everywhere, whether around the pools and gardens or during outdoor activities. Inside, the spa offers tailor-made treatments to soothe, nourish, protect, and relieve your body.



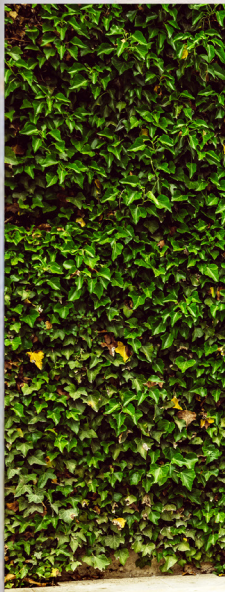




## ÉRIC DARDE

*«On the road to the Esterel, facing the Mediterranean and the ile d'Or, a modernist architecture from the 1950s commands attention: Les Roches Rouges. It epitomizes the charm of the French Riviera.»*

**Éric Darde,**  
CEO of Beaumier





## ROOM AND SUITE PRICES

- **Room** : from €460 for 2 people
- **Suite** : from €775 for 2 people





## ARCHITECTURE

Concerned with respecting the authenticity of Les Roches Rouges, an eclectic team of creatives was assembled to imbue the hotel with its unique character.

Architects Charlotte de Tonnac and Hugo Sauzay from Festen were captivated by the Mediterranean gently caressing the rooms of Les Roches Rouges. They sought to enhance these stunning views, creating a modernist classic with a cinematic vision.

Artist Rosemarie Auberson let the Mediterranean inspire her artworks, establishing a dialogue between colors and forms. Her creations for Les Roches Rouges are presented in a pure palette of blues, ranging from the lightest to almost black shades.

Antique dealers H el ene Breheret and Benjamin Desprez, specializing in furniture from French and international designers of the second half of the 20th century, handpicked iconic pieces for the hotel, influenced by the Vallauris school renowned in the 1970s.

To perfect the hotel's auditory ambiance, music agency Spectre crafted lively and kaleidoscopic soundtracks perfectly attuned to the establishment's atmosphere.

Caroline Denervaud, meanwhile, unfolds large sheets of paper on her studio floor and paints them with dance-like movements, creating abstract and colorful compositions.

Finally, landscape designer Stan Alaguillaume collaborated with Gwena elle Grandjean to create a genuine Mediterranean garden at Les Roches Rouges.







## CHARLOTTE DE TONNAC & HUGO SAUZAY

*Captivated by the sea spilling forth from the rooms of Les Roches Rouges, they aimed to magnify this snapshot. The result? A modernist architecture wide open to the Mediterranean.*

**Charlotte de Tonnac & Hugo Sauzay,  
Architects , Festen**







*«At 26 years old, I realized that cooking had become a passion!»*

*From Rennes to Saint-Raphaël, José Bailly's journey, approach, products, and desires stand out, reflecting the man himself.*

**José Bailly, Chef at Roches Rouges.**

## GASTRONOMY

In the spirit of a culinary anthology, the Provençal gastronomic heritage is celebrated through the three distinct atmospheres of Les Roches Rouges. Each dining space offers a unique interpretation of this popular tradition.

At Récif, a star shines above a cuisine of remarkable finesse. The Mediterranean stretches as far as the eye can see, much like the elaborate menu that daily features the catch of the day and marine delicacies. Each dish reveals contemporary Provençal cuisine, ranging from sea to land, with iodized juices, floral condiments, and vegetable variations.

La Plage resonates with timeless Provençal traditions. From pissaladière to traditional aioli to grilled lamb, each dish evokes a rich and authentic culinary heritage. This seaside table also transforms into a bar, offering iced coffees, refreshing cocktails, and other drinks throughout the day until late at night.

At La Cabane, plates and glasses are adorned with the most authentic flavors of Provence. Between pissaladière and Riviera beer, goat cheese and «Sage coladas» each moment offers a memorable gastronomic experience, bathed in the sunshine of the region.

### Récif

(Open Wednesday to Sunday)

—

28 pax

Dinner: 7:15 PM – 9:15 PM

### La Plage

—

74 pax

Lunch: 12:00 PM – 2:30 PM

Dinner: 7:00 PM – 9:30 PM

### La Cabane

—

Snack: 11:30 AM – 7:00 PM





## EXPERIENCES

The Esterel, the pools, the sea... A call to swim, run, pedal, paddle, and gallop. In short, to flow with good sensations, to breathe deeply.

Relaxation follows, by the pools and at the spa. Your body and mind are now reconnected. On a terrace in the Mediterranean garden, facing the sea, yoga sessions of all levels allow you to unwind gently, under the watchful eye of our experts.

To complement this moment of well-being, our customized treatments soothe, nourish, stimulate, protect, and relieve your body.

### MEETING AT

#### LES ROCHES ROUGES

##### LIVE MUSIC

One Tuesday each month from 6:45PM to 9:45PM

##### YOGA

Every Sunday at 8:30AM, every Saturday at 8:30AM, every Tuesday until September 24th

##### PILATES

Every Monday at 8:30AM, from June 3rd until September 30th

##### OUTDOOR CINEMA @LESROCHESROUGES

At 9PM, Wednesday evenings from June 5th until September 25th





*Beaumier*

## LOCAL

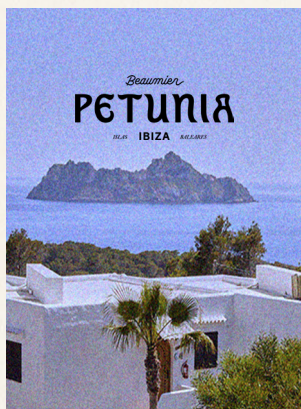
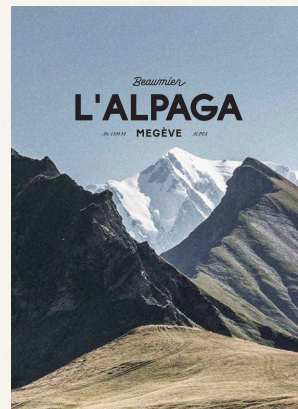
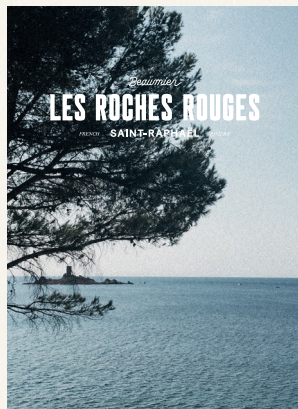
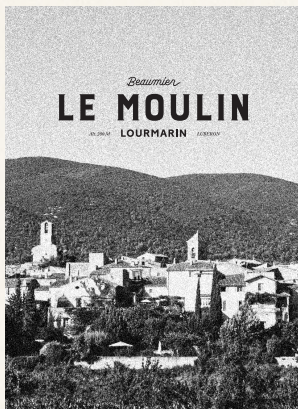
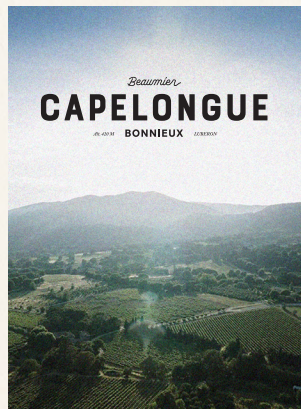
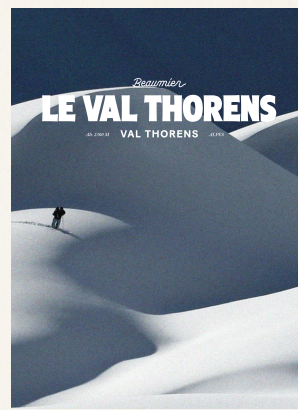
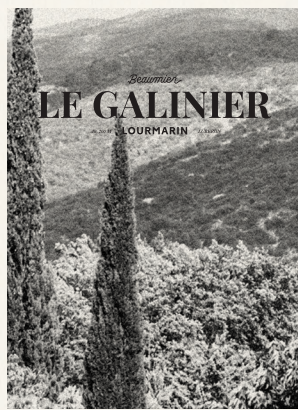
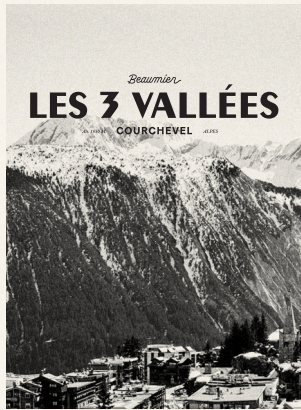
The destination sets the stage. In full view, the Mediterranean Sea beckons. Moments of relaxation are followed by a desire for discovery. The coastline of Saint-Raphaël, still authentic, preserved, and vibrant, invites exploration. Whether on mountain bike, paddleboard, diving, or in a yoga pose, locals open your eyes wide to their land.

It's your turn to explore!





Beumier Group currently operates ten hotels across Europe.



## BEAUMIER

Away from postcards and international standards, Beumier ventures into each of its destinations with a green approach to craft a bespoke narrative, with the help of a collective of enthusiasts. Each hotel immerses its guests in its immediate environment, from the snowy peaks of the French or Swiss Alps to the sun-drenched shores of the Mediterranean, and through the beauty of Provence. Beumier defines a refined luxury, seeking authenticity, deep hospitality, and ethical values at its core.



### LES ROCHES ROUGES

90 BOULEVARD DE LA 36ÈME DIVISION TEXAS - 83530 AGAY-SAINT RAPHAËL

WWW.BEAUMIER.COM



# PRESS RELATIONS

## FRANCE

*Lifestyle*

**Magna Presse**

13, Rue de la Grange Batelière, 75009 Paris / +33 (0)1 76 47 12 90  
beumier@magnapresse.com

*Corporate*

**Melchior France**

98, rue Pierre Demours 75017 Paris / +33 (0)1 45 51 22 40  
beumier@agencemelchior.com

## THE UNITED KINGDOM / THE UNITED STATES OF AMERICA

**Re:Agency**

UK : 21A Noel Street, London, W1F 8GR / +44 7501 948 351  
US : 223 West 13th Street, The Studio, New York, NY, 10011 / +1 (718) 877 1787  
beumier@re-agency.com

## AUSTRIA / GERMANY / SWITZERLAND

**Melchior DACH**

Kaulbachstrasse 70 80539 Munich / +49 (0)176 43242451  
beumier@agencemelchior.com

## SPAIN / LATIN AMERICA

**Deborah Arantes PR**

www.deboraharantes.com / +44 07788 371155  
hello@deboraharantes.com



www.beumier.com