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*Barrière presents*

## *Alec Monopoly at Hôtel Barrière Les Neiges*

An exceptional mountain refuge at the heart of the Alps, Hôtel Barrière Les Neiges Courchevel boasts a wealth of new additions and developments for the 2017-2018 winter season. Located at the foot of the legendary Bellecôte run, just a stone's throw from Courchevel's luxury boutiques, Barrière's 1<sup>st</sup> mountain hotel opened in December 2016.

This winter, Hôtel Barrière Les Neiges is the exclusive host of Alec Monopoly's art exhibition.

With his hat pulled firmly down over his head, his face obscured to preserve his anonymity, over the past ten years ALEC MONOPOLY has become an international star.

His stage name, Mister Monopoly, comes from the game of the same name. He provokes, perturbs and makes a mockery of the power of money - a symbol of unapologetic capitalism. Amongst his collection of popular figures is Rich Uncle Pennybags, an insatiable character whose pockets are stuffed full of gold.

This relationship with money has become his trademark, which he accepts: «At the start of the recession in 2008, the glorification of money was represented by Bernard Madoff. I started by drawing him on the back of dollar bills. For me, he was the recurring symbol of Wall Street.»

He draws his famous rich uncle in all his guises, from exercising with wads of cash instead of weights, to being crucified.

This winter, nineteen of Alec Monopoly's pieces of art - including one created especially for Hôtel Barrière Les Neiges - find themselves on show amongst Les Neiges' decor, catching guests' eyes here and there as they wander through the hotel at different times of the day.

Nineteen pieces of art are on display from December 15th 2017 to April 8th 2018. The official opening of the exhibition will take place in the presence of the artist on January 29th 2018.



## *About Barrière.*

*The Barrière brand sells two separate groups of hotels, casinos and restaurants: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).*

*Founded in 1912 by François André and subsequently developed and managed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, the Barrière group has gone through many eras to become market leader in French casinos, a benchmark in the luxury hotel industry and a global player in the world of leisure and entertainment.*

*The Group has developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none and French art de vivre. Today it owns 34 Barrière Casinos (with one more opening soon in Cairo), 18 Barrière Hotels\* (mainly 5 stars) and more than 120 bars and restaurants, one of which is the renowned Fouquet's in Paris (with subsidiaries in Cannes, Courchevel, La Baule, Marrakech, Toulouse and Enghien-les-Bains) and organises more than 3,000 shows and events every year. Its turnover was 1.16 billion euros at the end of its financial year on 31st October 2016, and the Group now comprises 7,000 staff members.*

*The Group is also well known in the food and beverage industry, serving some 2 million meals, in the leisure industry with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeauvillé, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.*

*\*including Le Carl Gustaf St Barths which is currently under construction.*



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