

*Fouquet's*

NEW YORK

**Parisian Chic. Et Voilà.**

**2023**

## THE ART OF FRENCH LIVING IN DOWNTOWN TRIBECA

# HOTEL BARRIÈRE FOUQUET'S NEW YORK

Blending Parisian panache with Tribeca cool, the luxury Hotel Barrière Fouquet's New York delivers sophisticated hospitality on an intimate scale, befitting its location in the city's most coveted neighborhood. The hotel features 97 residential-style rooms and suites by world-renowned designer Martin Brudnizki; vibrant food and beverage destinations, including an outpost of historic

French brasserie Fouquet's; and amenities ranging from a Spa Diane Barrière with a pool to state of the art Cannes cinema. Hotel Barrière Fouquet's New York is the first U.S. outpost of France's family-run Groupe Barrière, known for its French *art de vivre*, and a new landmark on Tribeca's cobblestoned streets.



### BARRIÈRE, CENTURY-OLD, FAMILY-OWNED FRENCH GROUP

Founded in 1912, Groupe Barrière, presided over by Dominique Desseigne, is a family-owned French group comprising 19 hotels, 32 casinos and 1 gaming club, over 140 restaurants & bars, with close to 7,000 employees. The opening of Hotel Barrière Fouquet's New York follows the launch of Hotel Barrière Le Carl Gustaf on St Barths in 2020. As the first in the U.S. Hotel Barrière Fouquet's New York will display the French spirit and elegance that lives at every one of its properties.



## PARISIAN PANACHE MEETS TRIBECA COOL FRENCH ART DECO-INSPIRED INTERIOR DESIGN

Hotel Barrière Fouquet's New York is designed by internationally acclaimed Martin Brudnizki Design Studio. The hotel's interiors are a delicate dance between the modern industrialism of Tribeca and the elegant classicism of Paris and the Barrière brand. Martin Brudnizki chose Art Deco as a source of inspiration and a guiding theme, a movement that is at once historic and streamlined while remaining quite modern.

As a principal color in the hotel's palette, lavender is incorporated throughout. Iconically French and with luxurious associations, lavender provides a residential underpinning to the rooms and marries well to the other principal tones of green and cream. The Paris-meets-New York vibe is also exemplified in the custom wallpaper

lining the guest rooms, a lavender Toile de Jouy (created by Schumacher Hospitality) printed with scenes from Tribeca — women carrying Birkin bags; a pigeon clutching a croissant in its beak.

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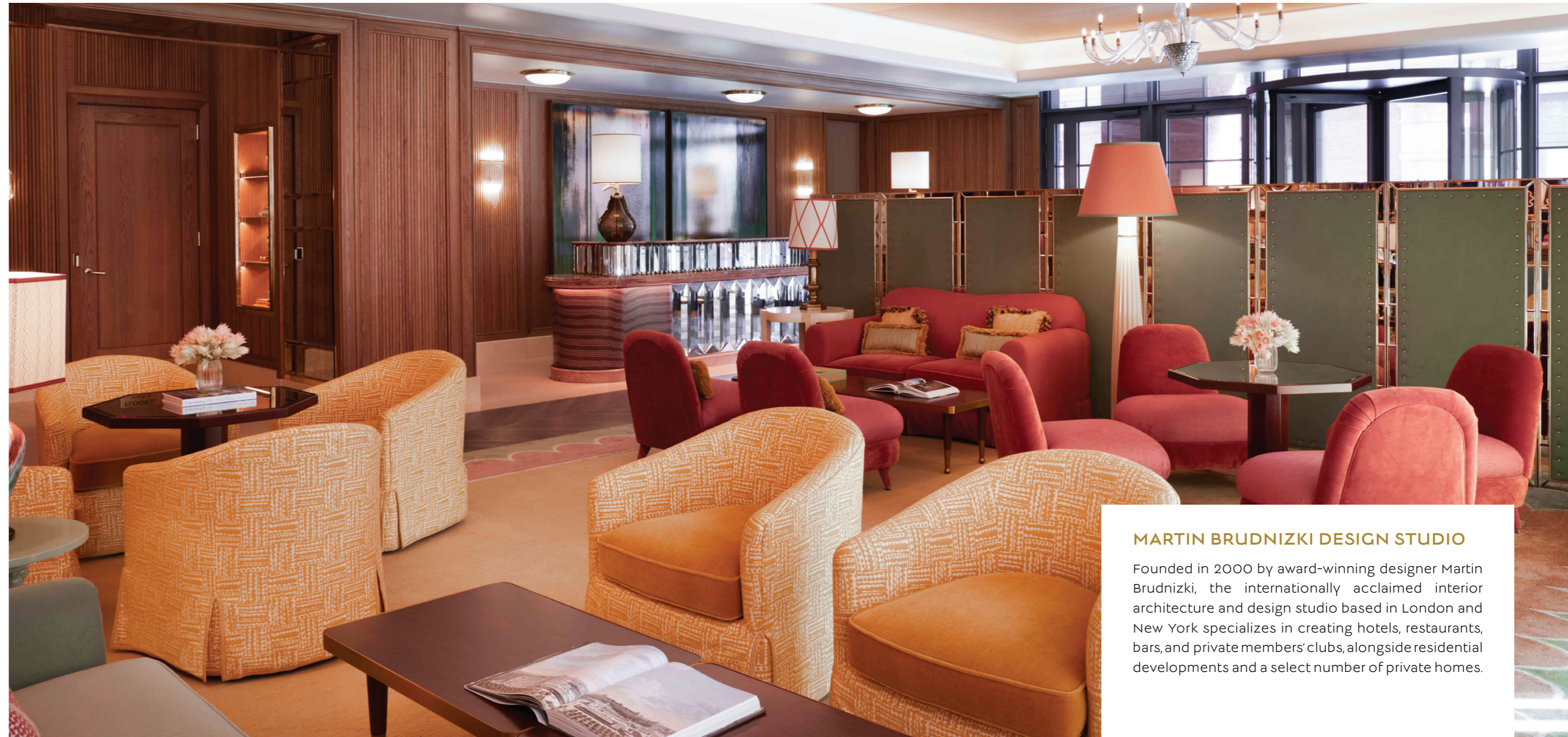
The eight-story Hotel Barrière Fouquet's New York expands an impressive three-block radius and is ideally situated between Desbrosses Street and Washington Street in the heart of the Tribeca North Historic District. The building, by Stephen B. Jacobs Group of New York, combines contemporary elements with the 19<sup>th</sup>-century architectural heritage of Tribeca. With its red brick façade, the building is punctuated by large grid-paned windows incorporating elements of stone and cast iron that reference the architectural vernacular of Tribeca and SoHo.

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## PARISIAN PANACHE MEETS TRIBECA COOL FRENCH ART DECO-INSPIRED INTERIOR DESIGN

The guest entrance to the hotel reception area and lounge, located on the Greenwich Street side, is distinct from the Desbrosses Street entrance that serves the iconic brasserie Fouquet's New York, Par Ici Café, and the hotel's other public spaces. The reception area, in a stylish palette of red, gold and green, is designed to be intimate and comfortable. Furniture is arranged in vignettes to encourage guests to linger with a coffee and newspaper, as if in their own living room. The room is anchored by a large reception desk topped in rainbow

onyx stone and with an antiqued mirror front — a low-key reference to the iconic front desk at Hotel Barrière Fouquet's Paris, which is lined in crystal-cut glass panels. Patrons of the hotel in Paris will recognize the brand's signature scent, Fugue à Paris, used throughout the New York property as well. The lobby also features accents of New York, including works by local artists that will add a touch of urban grit, and the fabric panels lining the ceiling, loosely inspired by the Abstract Expressionists.



### MARTIN BRUDNIZKI DESIGN STUDIO

Founded in 2000 by award-winning designer Martin Brudnizki, the internationally acclaimed interior architecture and design studio based in London and New York specializes in creating hotels, restaurants, bars, and private members' clubs, alongside residential developments and a select number of private homes.

## BASTIONS OF ELEGANCE SWATHED IN RESIDENTIAL STYLE

### GUESTROOMS AND SUITES

The 97 residential-style guestrooms and suites include 65 Rooms, 29 Suites, an expansive Penthouse Hospitality Suite - Fouquet's Penthouse, and an exclusive two-bedroom Suite - Fouquet's Corner Terrace Suite, which can also be combined with Fouquet's Penthouse to create a three-bedroom residence. The signature and distinctly French lavender color is incorporated throughout the guestroom design, providing a residential underpinning to the rooms and complementing the other principal tones of green and cream. The custom wallpaper displaying whimsical scenes from Tribeca in a traditional toile de jouty pattern bridges Paris and New York in a lighthearted way.



#### FOUQUET'S PENTHOUSE

Located on the 7<sup>th</sup> and 8<sup>th</sup> floors of the hotel, Fouquet's Penthouse. Set over two floors, it contains a large office, entertaining and dining areas, two large terraces, a master suite with its own private terrace, and an additional king-size bedroom. The color scheme of the Fouquet's Penthouse departs from those of standard rooms, with soft greens, blues, and golds predominating. The furniture is classic Art Deco inspired in style with lacquered walls, high-gloss wood paneling, and mirrored niches and wall coverings. Burr walnut, gold leaf, antiqued mirrors, and plush fabrics add to the sense of cosseted elegance. The first floor has private terraces on both east and west sides, with room for lounging, dining, and entertaining. The master bedroom has an additional terrace facing west.

#### SUITES, INCLUDING FOUQUET'S CORNER TERRACE SUITE

Corner and Terraces Suites with stunning views expand the living space with a large living area featuring a sectional sofa and working desk; dressing area; powder room; expanded master bath with a large soaking tub; and additional seating area in the bedroom.

#### ROOMS

Spacious, light-filled, and luxurious with a residential flair, the rooms evoke an elegant Parisian retreat, with striped borders on the walls, decadent drapes, quilted headboards, Art Deco-inspired furniture, and grand European-style chandeliers.



### CHEF PIERRE GAGNAIRE

Pierre Gagnaire already oversees the menus of ten Fouquet's restaurants, including those in Paris, the Hotel Barrière Les Neiges Courchevel, the new Fouquet's in Carl Gustaf St. Barts and Fouquet's Abu Dhabi in the Louvre Museum. The owner of six Michelin Starred restaurants around the world, Pierre Gagnaire is a true globetrotter with his roots firmly embedded in French culinary savoir-faire. He says that what he looks for in a dish is "neither tradition nor modernity, but first and foremost a sensation".



## A TASTE OF PARIS, TRANSFORMED FOR NEW YORK PALATES GOURMET EXPERIENCES

The food and beverage outlets at Hotel Barrière Fouquet's New York retain a French DNA while adapting to the tastes of Tribeca and New York at large.

### FOUQUET'S NEW YORK

Located on the hotel's ground floor and cloaked in the immediately recognizable red and black color palette, the signature restaurant is a reimagining of the original Fouquet's Paris inflected with New York City joie de vivre. Three-Michelin-starred Chef Pierre Gagnaire's classic menu offers timeless Parisian brasserie fare, including beloved dishes like steak tartare, escargots,

foie gras, sole meunière, and onion soup, with gentle New York twists in ingredients and textures.

### TITSOU BAR

Tucked between Fouquet's and the guest reception is the Titsou Bar. An homage to the Groupe's founder Lucien Barrière (whose daughter Diane affectionately called him Titsou), it was inspired by Bar Marta, the

famed speakeasy at Hotel Barrière Fouquet's Paris. The vibe is intimate and celebratory, evoking Paris of the 1920s and '30s, with a creative cocktail menu and a selection of small bites. Titsou Bar is open in the evenings only and reserved for hotel guests and select VIPs. Like its Parisian counterpart, which is hidden behind a secret door, it retains an air of posh exclusivity.

## TRIBECA'S NEW HOME FOR THE FRENCH ART DE VIVRE GOURMET EXPERIENCES AND EVENT SPACES

### PAR ICI CAFÉ

Locally-sourced vegetables are the center point of Par Ici Café, the hotel's vegetable-focused café located in the enclosed glass courtyard featuring woven cane bistro chairs and potted palms, flanked by Tribeca's ubiquitous red-brick façades. Blending the nostalgia and elegance of Paris and New York, the menu honors the Slow Food approach, highlighting fresh seasonal and organic ingredients sourced from fair-trade cooperatives, farms and small producers.

### CANNES CINEMA AND MEETING SPACES

The cellar level contains several meeting and function spaces. Chief among them is

a beautiful cinema that can be used for film premieres, special screenings, corporate launches, and other special events. The Cannes Cinema sparkles with a gold-leaf ceiling, upholstered walls, and a green Art Deco-patterned carpet. Plush seating in shades of gold and green is arranged to optimize sightlines as well as comfort. The Cannes cinema is an essential connection to the Barrière brand, which has cinema in its DNA and decades-long ties to the French and American film industries. The Deauville American Film Festival was created in 1975 with Lucien Barrière's help, and the French group has always supported this event since then.

The event spaces also include a large pre-function room and two meeting rooms that can be combined to create a large banquet space or boardroom.





**WELLNESS AND SKINCARE  
À LA FRANÇAISE**

UNWIND AT THE  
SPA DIANE BARRIÈRE

Spa Diane Barrière, named for Diane Barrière-Desseigne, chairman of Groupe Barrière until her passing in 2001 and a woman who embodied beauty and refinement. Spa Diane Barrière will offer a complete menu of rituals and signature treatments focused on well-being and a holistic approach to wellness. The treatments are then customized using products that recondition the skin. The spa will include five treatment rooms (including one for couples), a sauna, hammam, men's and women's changing rooms, a pool and a large Fitness Center by DOGPOUND.





## A NEW PLACE TO PLAY LIKE A PARISIAN PROGRAMMING AND LOCAL PARTNERSHIPS

Hotel Barrière Fouquet's New York will incorporate a rich cultural events program in line with its New York-meets-French ethos including local fashion, art, and cinema activations - all facets of the Barrière brand's DNA.

The hotel will become a hub for French culture in New York City, serving both guests and the local community with a rich cultural event program that radiates the French *art de vivre* and the inimitable spirit of Paris.

Celebrations and events at the hotel will coincide with the French cultural calendar, from Bastille Day to the grape harvest and the César Awards (the French equivalent of the Oscars).



## HOTEL BARRIÈRE FOUQUET'S NEW YORK INFORMATION

### ADDRESS

456 Greenwich Street, New York, NY 10013

### SERVICES AND FACILITIES

- ◆ 24hr room service
- ◆ Valet Parking
- ◆ High-speed Wi-Fi
- ◆ Spa Diane Barrière with pool
- ◆ Fitness Center by DOGPOUND
- ◆ Meeting and event space
- ◆ Cannes Cinema

### RESTAURANTS AND BARS

#### Fouquet's New York

Classic Parisian brasserie located on the hotel's ground floor. Offering a menu designed by

Michelin-Starred Chef Pierre Gagnaire featuring French classics with a New York twist.

#### Titsou Bar

Intimate bar and lounge located on the hotel's ground floor featuring a seductively lit, exclusive and sultry vibe. Open in the evenings only, the bar will be for hotel guests and invited VIPs.

#### Par Ici Café

Daytime restaurant and contemporary café located on the ground floor featuring a large glassed-in courtyard.

### LOCATION

Located at 456 Greenwich Street in the heart of the Tribeca North Historic District. Taking up an

expansive three-block radius, the hotel is ideally situated on the north side of Desbrosses Street between Greenwich and Washington Streets.

### GETTING TO THE HOTEL

- ◆ John F. Kennedy Airport: 1 hour by car
- ◆ LaGuardia Airport: 45 minutes by car
- ◆ Newark Airport: 30 minutes by car
- ◆ Teterboro Airport: 45 minutes by car
- ◆ Grand Central Station: 20 minutes by car

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