



October 2019 - Press Release

Mas de Pierre in Saint-Paul-de-Vence is entering an expansion, restoration and embellishment phase.

The new Domaine du Mas de Pierre!

On October 1st, Mas de Pierre closed the doors of its seven villas in beautiful Provençal landscape colours. This temporary closure heralds the writing of a new chapter in the history of this charming setting, camped at the foothills of Saint-Paul-de-Vence, a treasure trove of flavours from the South. This 5-star hotel is embarking on a large-scale renovation and extension programme to offer its guests a change of scenery with more comfort, luxury and conviviality. A cocktail of values in complete harmony with "Relais & Châteaux", an association to which Mas de Pierre has been affiliated since 2006.

A 5-star hotel with the appearance of a Provençal family residence.

Opened in 2005, Le Mas de Pierre is one of the jewels of the independent French family hotel group "SFH". It is renowned for its hotels with an assertive character and embodied in the regional culture richness. In the heart of a bucolic setting, this sumptuous site opens onto a three-hectare garden, magnified by local and colourful flora. The architecture of this 5-star hotel remains faithful to the Provençal style. It holds seven traditional and elegant bastides, housing 54 rooms and suites, all adorned with decorative details that echo the charm of the surrounding nature, combined with a contemporary touch. Honoring the values of Relais et Châteaux, Mas de Pierre offers a whole range of prestigious services to live an unforgettable experience: two majestic heated outdoor swimming pools, one of which reserved for adults, a bistro echoing the southern flavours "Lis Orto", a gastronomic restaurant "La Table de Pierre" celebrating refined Mediterranean cuisine, relaxing and sporting activities and a Children's Club "La Petite Maison d'Alice". Since July 2019, this Relais et Châteaux hotel has obtained the "European Ecolabel" certification, a guarantee of its daily ecological commitment to preserving the environment.

A site completely redesigned to meet the latest trends in the hotel industry

After its inauguration in 2005, the opening of a new bastide with swimming pool in 2014, the complete renovation of its 54 rooms in 2017 and several partial renovations of the common areas and gardens, Mas de Pierre has decided to completely transform itself and is preparing to undertake a series of extensive construction works to expand the site, welcome new exclusive quality services, and fully confirm its signature "One step away from paradise". To undertake a project of such magnitude, we entrusted Philippe Caron, architect, Patrick Ribes, interior designer and Bruno Ricci, landscape artist. All three from the Jean Mus firm, based in Cabris, and SFH's historical partners.





Complete remodeling of the existing parts to create real living spaces

Breakfast, lunch, snacks or dinner, enjoyable at will, in a contemporary and warm setting, this is one of the priorities of the future estate. Modernly refurbished, the breakfast room welcomes a large table and buffet to let yourself sample the Provençal way of life. The Bistro "Lis Orto" is entitled to the same interior embellishments: fully-dressed in colours and furnished in the fashion of the times, in a bright setting facing the main swimming pool. More spacious, luminous and contemporary, the bar is becoming the new place to be. Finally, the seminar facility, which can accommodate up to 160 people in a cocktail reception, is being revamped and enhanced with state-of-the-art technologies.

Addition of new amenities to experience an enchanted break

Guests are going to enjoy new landscape and services at Mas de Pierre. The future 5-star estate retains its southern family atmosphere while adjoining two new bastides. Under the artistic direction of Patrick Ribes, each room displays soft colour harmonies, predominantly in hues of pink and blue. Under the sign of well-being, a 2000 m² spa completes the activity centre of this enchanting site in a refined, semi-vegetal, semi-aquatic scenery for blissful moments of pure relaxation. A new recreational attraction for young and old alike: a magnificent lagoon will be created in the heart of the estate.

SFH Hotel Group "Creating Memories" is a brand with the highest aspirations for quality and excellence

"Creator Memories" is the signature that drives the independent French hotel group SFH (Socri Financière Hôtelière). It was founded in 1986 by Henri Chambon, Chairman and Chief Executive Officer of the real estate group Socri. Since 2008, it is run by his daughter, Célia Chambon. The family business continues its development in the luxury hotel sector and now counts seven 4 and 5-star hotels in France. Provence-Alpes-Côte d'Azur, the Basque Country, Occitania and Paris, SFH is opening more and more high-end establishments in exceptional locations, expressing the outstanding art of "*French-style hospitality*". Patronized by an eclectic clientele, each hotel draws on its history and distinguishes itself by its idyllic location. Adding the typical charm and character, the unusual local architecture, they all offer a décor that combines both classic and contemporary styles. Combined with the gastronomical experience in regional colours and a range of services for a pure moment of escape, real memories await the guests. Hand-in-hand with its 300 employees, this human-sized hospitality group strives to deliver absolute quality. Meeting every guest's expectation in regards to facilities combining state-of-the-art technologies and giving them the feeling of being in "*a home away from home*" is key.

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