



Openings

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MGallery: Hotel des Cures Marines, the renaissance of a seaside legend

Back in 1912 Trouville was a lively fishing port as well as a holiday destination popular with famous artists. It was nicknamed "**the queen of beaches**" for the unique quality of its fine, pebble-free sand, and was already a very fashionable seaside resort.

It was then that a legendary establishment was constructed in just fourteen months. It changed hands over the years until 1959 when the Société des Cures Marines de Trouville-sur-Mer opened there. This spa treatment institution recognized for its health benefits changed owner in 1998. However, given the sheer magnitude of the renovations required to ensure compliance, Les Cures Marines was forced to close a year later.

... **However, all is not lost!**

Today, no group is better-suited than Accor to breathe new life into this mythical place (only two hours drive from Paris). The **MGallery** brand was selected to contribute its personality and upscale expertise. The *Les Cures Marines* hotel shares the same values of originality, excellence and attentiveness as the MGallery collection.

Thalassa Sea & Spa's expertise

Of course the **2,500m²** spa & thalassotherapy area is signed **Thalassa sea & spa**, which is the reference in thalassotherapy and spa treatment. It offers guests the chance to discover its know-how as well as its exclusive Signature treatment programs.



For example, guests staying for a week can choose one of the following treatments:

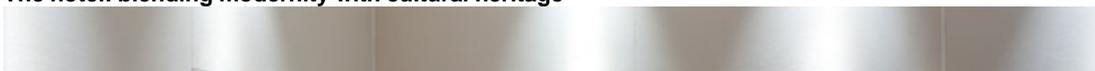
- "**Mers du Monde**" for spa and wellness enthusiasts, or
- "**La Cure Marine Sportive**" for guests who require coaching and sport activities at their own rhythm.

Guests staying for just a few days can also enjoy:

- The "**Echappée City Detox**", to offload urban stress and unwind;
- The "**Echappée Pro-Age Perfect**", a perfect alternative to esthetic medicine that uses Filorga's high tech treatments;
- Or the "**Escale Côte Fleurie**" – in the treatment suite – and the "Escale Ecrin Précieux".

Les Cures Marines de Trouville joins a collection of 15 Thalassa Sea & Spa destinations and allows reasserting the brand's position as a benchmark brand in thalassotherapy.

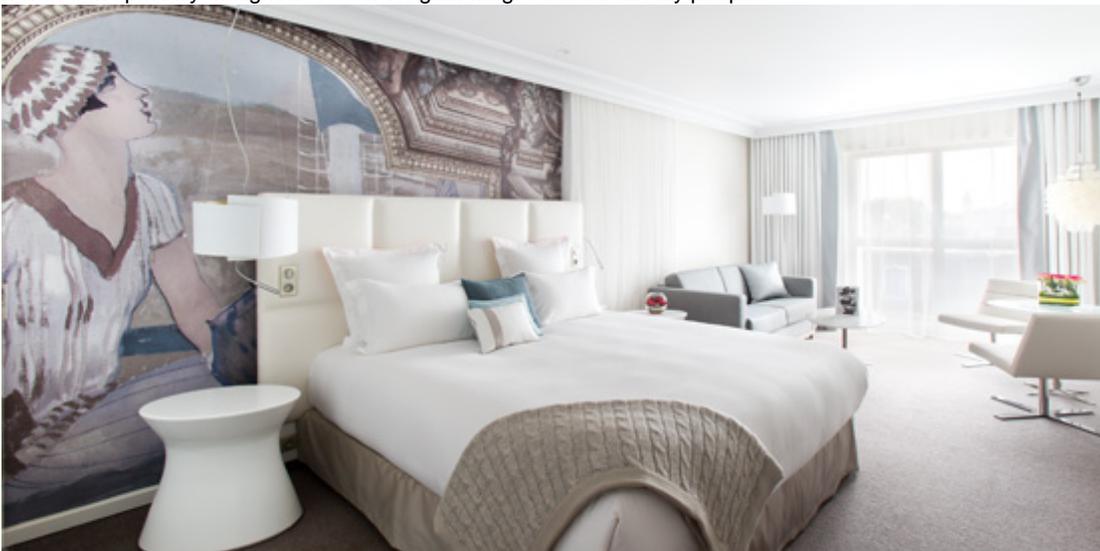
The hotel: blending modernity with cultural heritage





Interior designer **Jean-Philippe Nuel** is the man behind the building's transformation and who also wanted to preserve the establishment's name and identity... As soon as you enter the building, the cozy lighting and soft colors catch your eye. Certainly, everything here encourages guests to unwind and relax. The hotel's 103 rooms, including six suites, are decorated with reconstructed frescoes that were found on the site. Mother of pearl lamps are reminiscent of the 1970s, while the shades of white and grey, highlighted with blue echo the seaside surroundings.

The 30 meter swimming pool features giant wide stripes and emerges in the center of the hotel. Similarly, a superb terrace which is open in the warm season overlooks the pool area. Here, everything has been designed like a seaside promenade... The fine dining restaurant is ideally located just a stone's throw from the fishing port and is committed to the high quality of its fare, promising "exceptional sea produce". It will delight both leisure and business guests alike. The latter can enjoy the use of the establishment's meeting rooms which have been specially designed to cater for gatherings of about twenty people.



Interview with Jean-Philippe Nuel, who also worked on the magnificent renovation of the Molitor:

- **What was your reaction when you discovered the project?**

I already knew this building and had been caught in its spell well before I was asked to restore it. When I visited it for the first time, the interior had deteriorated completely. It looked like an abandoned Venetian palace. I was touched by it and immediately got a feel for its initial soul.

- **What did the name evoke for you?**

It was extremely inspiring because it marked its epoch. It is like a journey back in time to the era of early seaside holidays, bathing and a certain sophistication that now seems a little nostalgic, but which reveals the depth of the personality of this place, its soul. During a work session we came across a fashion photo in which the model wore a white linen outfit highlighted with very fine tennis stripes.

- **What remains of the past?**

Everything we were able to preserve. We have restored and reused the frescoes we

found in some of the rooms, preserved a brick wall in its original state, kept the shafts and capitals and played with the proportions to revive the breadth and scale of the old thermal baths. Baroque and modern styles interact in a contemporary approach that highlights the value of this cultural heritage building. It's like a book that I start and leave to people so they can continue its story. That's what's magical about my work.

The *Les Cures Marines de Trouville* Institute invites guests to disconnect during a chic seaside break or treat themselves to an in-depth revitalization program...