

# Companion



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## Vin à La Parisienne

No sulfites, old techniques: natural wine is produced as it was 100 years ago, but couldn't be more trendy at the moment. Two Parisians know it best.



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## An International Vibe

Louis Philippe de Gagoue has both style and sound running through his veins. The photographer selected some of his favourite tracks for us.



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## Bordeaux on Board

Beautiful sights and famous red grapes? Bordeaux has so much more to offer! Cool kid Leo Valls gives us an introduction into the city's underground skateboard scene.



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## Oh La La Réunion

Probably the most exotic part of the nation, the tiny French overseas department La Réunion in the Indian Ocean is the perfect destination for adventure travellers.

# MARSEILLE MON AMOUR



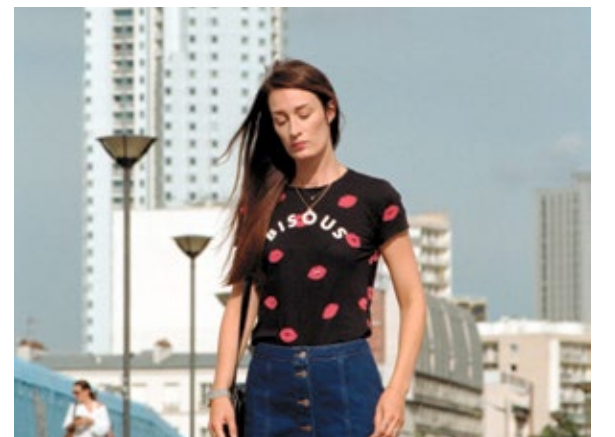
The historic port city on the Côte d'Azur has long had a rather rough reputation, but recently Marseille has become a beloved destination for a cool young crowd that enjoys the city's 300 days of summer, a relaxed vibe, iconic art and architecture, new fashion and gastronomy concepts — and the sea, of course! We met interior designer and local Margaux Keller, who showed us her favourite spots in the Mediterranean melting pot.

↘ [District Tour, p. 9](#)



Denizens of the French capital know a thing or two about *la qualité de vie*. The variety of delicious food, a good art and fashion scene, and many cultural sites attract grown-ups who enjoy spending a weekend in Paris — but what about their little ones? From a *pique-nique* to the best piscine, an amusement park, and of course the zoo: COMPANION put together a playful map with the best spots for children in and around the city.

↘ [Activity Map, p. 24](#)



## Next Door: Gare du Nord

Our columnist and neighbourhood expert Alex Toledano takes a look at Paris's major train station and its meaning for the surrounding area.

↘ [Column, p. 30](#)

## French Bites

Famous food sites, art exhibitions, fashion and style oases in France and beyond: for this French issue, we highlight new and old locations with a *tricolore* touch.

↘ [Bits & Pieces, p. 4](#)



## Where to Drink?

Bar legend Jörg Meyer knows where to get proper booze in Paris. Experience his favourite bar recommendations.

↘ [Cosmos, p. 4](#)

## Brasserie Couture

Gesa Hansen and Charles Compagnon's neo-brasserie 52 Faubourg Saint-Denis serves international dishes made with French techniques. One is just for us.

↘ [Food & Drink, p. 19](#)

## The New Hotel

In this issue's Talking Business section, we focus on the people who are involved in Paris's latest design accommodations: the 25hours Hotel Terminus Nord.

↘ [People & Business, p. 12](#)

# TALKING BUSINESS



## Always in Motion

TEXT SILVIA SILKO

The new 25hours Hotel Terminus Nord, co-designed by Augsburg-based design studio Dreimeta, is opening in Paris. The concept? A melting pot of cultures.

Every day, half a million people pass through Gare du Nord station. The surrounding 10th arrondissement is shaped by the dynamism that the most frequently visited train station in Europe bestows upon it. However, it is the multicultural population that gives this Parisian district its vibrant character. The 1980s saw the last big wave of immigrants from Africa and India settle here in Paris. No wonder, then, that this district, which is also popular with the Parisian creative scene, today not only offers trendy bars, organic supermarkets, and hip designer shops. You can also get cornrows at lively hair salons, or discover unassuming eateries which arguably offer the best curry in town.

Terminus Nord has stood amidst this blend of cultures, progress, and transit since 1860. The imposing building, which has always served as a hotel, will join the 25hours Hotels family as of this summer. The vision is to continue the district's rhythm throughout the hotel interior. For that, 25hours Hotels turned to the design studio Dreimeta for help. One look at the portfolio of the Augsburg-based interior design duo, made up of Andrea Kraft-Hammerschall and Armin Fischer, and it quickly becomes clear that their trademark mix of vintage and modern, combined with their commitment to colours, forms, and patterns, allowed this vision to be turned into a reality for the hotel in a magnificently playful way.

Andrea can only confirm this: 'The Parisian hotel is a tribute to its neighbouring district and the people who shape this area. The neighbourhood in the 10th and adjacent 18th arrondissements is a melting pot of vastly differing cultures from all over the world. People from Sri Lanka, Ivory Coast, Algeria, Senegal, and Pakistan make the streets in front of the hotel door a very colourful and vibrant world.'

When working on the hotel, different approaches to reflect the neighbourhood's rich culture were considered. The idea of creating room types for each individual culture was discarded but quickly gave way



to the idea of an exciting interplay. The keyword here is 'diversity': the room designs were based on five colour schemes and mixes of patterns and materials. The room concepts are complemented with artworks. To this end, we had pictures made by Indian poster artists, for example.'

In turn, the look of the street in times gone by played a leading role in the design concept for the bar area. La Sape, a movement of Congolese dandies, was decisive in determining the style here. In keeping with this, the bar is elegant, adorned with ornamental fabrics reminiscent of the sapeurs' suits and clothing.

Dreimeta has been working with 25hours Hotels since 2002, and has extensive experience with hotels, bars, and public spaces. The comings and goings of people were a point of fascination for the design studio, which gave Andrea the freedom to express her creativity through the immediacy of the spaces here: 'A hotel functions as a self-contained cosmos. We use them to create an individual little world that guests can explore and immerse themselves in. The fact that most people only stay at a hotel for a short period of time allowed us to take a more extreme approach in the design than we would with a private building.'

As such, public spaces like the reception and the coffee-to-go shop opposite are designed in the style of a large kiosk, with newspapers, postcards, sweets, and all sorts of knick-knacks on offer. This is another playful way in which the bustling atmosphere of the train station opposite is reflected in the hotel.

However, with its many approaches, its layered history, and its modern renovation, Terminus Nord's multifaceted nature not only reflects the 10th arrondissement, but also the whole of Paris. When asked about what France's capital city means to Andrea personally, she speaks of the inspiration that is all around here. 'Paris simply has something to offer for everybody. Or to quote Audrey Hepburn, 'Paris is always a good idea.'

dreimeta.com

## Respect for Time

TEXT SILVIA SILKO

Historical buildings are always little pieces of history in themselves. After all, they have seen countless societal and historical changes play out in and in front of them. Façades, rooms, and houses represent entire eras in their aesthetics and development. It's precisely this that the staff at Axel Schoenert Architectes find so exciting — especially as the architecture firm itself works with buildings that are rich in history. In the 20 years since the company was created, this has been happening more and more frequently.

Axel Schoenert and his Paris-based team have worked on prestigious projects, such as the renovation of Théâtre Mogadore, built in 1913. However, when it comes to contemporary buildings, such as the Centre d'Affaires Paris Victoire or the headquarters of cosmetics chain Sephora, they have also demonstrated the importance of the individual character of each building. COMPANION spoke to Axel about the interplay between old and new, and what he pays attention to when travelling.

**'It was a very international project — it brought together people from Thailand, Germany, France, and England. There were lots of different cultures working as a team.'**



**COMPANION: How do you approach new projects?**

Axel Schoenert: For me, every new project is a new challenge. It's always about striving not to copy things that have been done in the past. In doing so, you should always learn from the things you have already done, with the intention to constantly improve.

**Your architecture firm has two decades of history to look back on. What are the key values that have emerged over this time?**

High quality, for example, but also punctuality and durability. However, one of the most important values is respect. Respect must be paid to the people you work with, but also to historical architecture.

**How do you manage to pay respect to historical buildings while forming new standards?**

Exactly, that is the biggest problem. In order to find this balance, you need the right team and the ability to think outside of the box. If everything goes smoothly, then working on a project like that can be really good fun. We've been fortunate enough to realise many such projects in recent years, and you learn a surprising amount from them. For example, individual historical periods become a lot more clearly defined. You learn how architects used to work in the past, and the specific problems they had to face in their time.

**Terminus Nord in Paris, now home to a new 25hours Hotel with the help of Axel Schoenert Architectes, is one such historical building. What made working on this building so special?**

The hotel and the Gare du Nord train station opposite are witnesses to a lot of different eras. Currently, the neighbourhood finds itself in a period of reinvention. The hotel's storytelling reflects each of the eras of the entire arrondissement. So it is typical both of 25hours Hotels and of Paris.

**What can you tell us about your own working process?**

It's always exciting to take on a new task — especially when it has a concrete vision behind it, like this one. That's what makes it so appealing. With Terminus Nord, it was mainly the communication that made everything run so smoothly. It was a very international project — it brought together people from Thailand, Germany, France, and England. There were lots of different cultures working as a team.

**You've done a lot of work on hotels. What do you find so fascinating about this kind of project?**

I have always had an interest in interior design, and my motive is always to consider the entire artwork as a whole. In my opinion, hotels are an amalgam of architecture and interior design, and each one has its own individual concept. I find it fascinating that you always have to come up with a new concept each time you work on a hotel.

**When you yourself are travelling, you surely pay a lot of attention to hotels, given your work. What do you pay attention to in particular?**

The first thing I notice is the first thing that everyone entering a hotel notices: the lobby. For me, it has to be extensive and unique. As for the rest, I think good service is important: the staff must be competent, but also have personality. Processes like check-in and check-out must be convenient and not feel like a waste of time. At a good hotel, you can spend the time saved here on enjoying yourself.

as-architecture.com

### About Terminus Nord

Paris primarily has one person to thank for its monumental beauty: architect Baron Haussmann, who was commissioned by Napoleon III to redesign the French capital from scratch in the mid-19th century. Haussmann shaped the face of the city, even to this day, with his magnificent, ornate architecture. Buildings like Europe's largest train station, the Gare du Nord, and the equally opulent Terminus Nord nearby both follow the architectural example of this time. Built in 1865, Terminus Nord has always served as a hotel, and is home to business travellers,

tourists, and nomads, with approximately 230 rooms across seven stories. At the start of 2017, the property was purchased by Hua Kee. Until that point, the investor had mainly been active in the Asian and Australian markets, owning and operating hotels with a variety of concepts there. Hostels, beach resorts, and urban hotels are all part of the company's portfolio. Together with 25hours Hotels, the building's concept was completely reimaged. The new 25hours Hotel Terminus Nord is opening in that historic building right in the heart of Paris.

