

The

FROM THE EDITORS AND BUREAUX OF MONOCLE MAGAZINE

ENTREPRENEURS

● THE BUSINESS HANDBOOK FOR PEOPLE WITH BRIGHT IDEAS

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How to open a hotel



Bounce-back cities



Europe's tech wave

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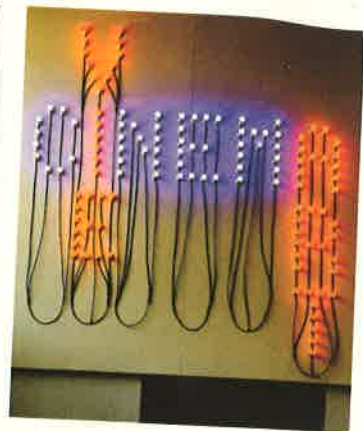
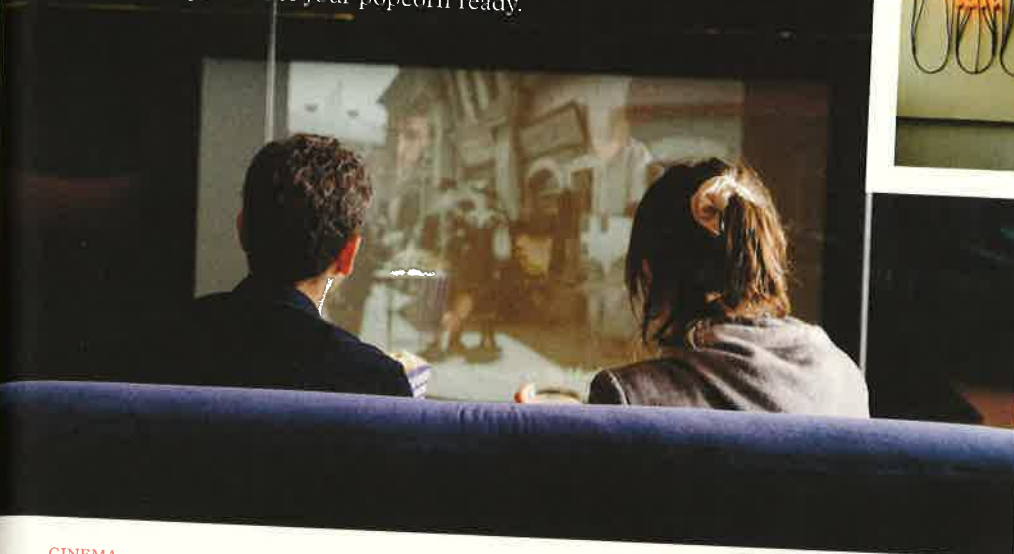
The new frontiers



Retail inspirations

SCREEN LIVING

When people tell you that there are no new ideas, don't listen. Cultural ventures from the US to Asia are proving that combining two pursuits is sound business that's popular with punters. A cinema-hotel, anyone? Get your popcorn ready.



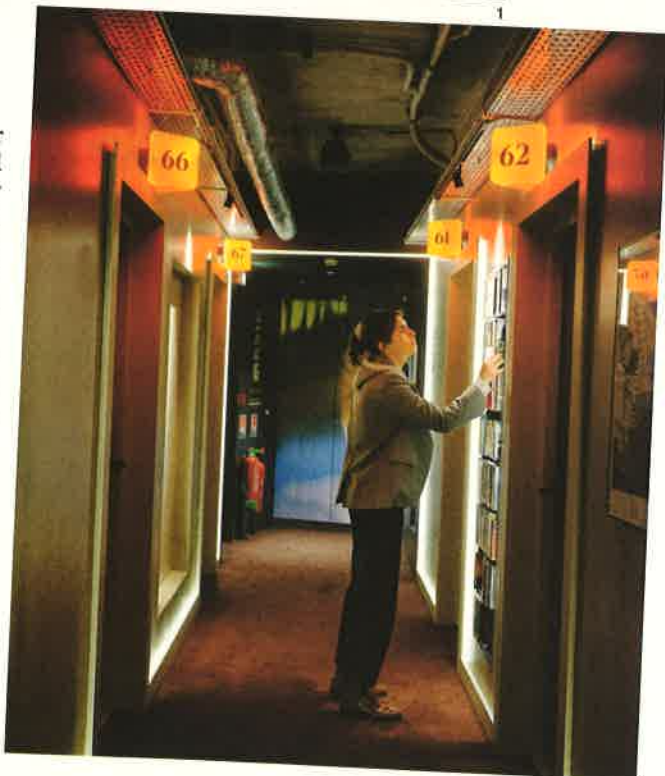
1. "La Loge" – a private room overlooking an MK2 screen
2. Art installation by Christian Boltanski in the foyer
3. Self-service DVD shelves in the hotel corridors

CINEMA

The stay with silver screens *Hotel Paradiso, Paris*

French cinemas may have been closed for months but the rooms of the new Hotel Paradiso in Paris are pretty much full every night. It's vindication for Nathanaël and Elisha Karmitz, heads of the country's main independent cinema chain MK2, which for the past 15 years has been diversifying the cinema experience like nowhere else.

When we meet on Boulevard Diderot in the 12th arrondissement, outside the hotel they opened this spring, the Karmitz brothers are fresh from last night's launch of the new French streaming platform Brut X, a youth-oriented on-demand service. The event took place inside their hotel in accordance with the strictest safety rules, which was only possible given the unique nature of this venue. It's the first cinema-hotel with 34 guest rooms and two suites in which to sleep, eat, drink and most importantly watch films on the rooms' giant screens – which happen to be even bigger than the beds.



As if they had been hoteliers all their lives, the Karmitz brothers graciously take us on a tour. “This hotel is a world premiere,” says Nathanaël, smiling. “There are film-themed hotels with old cameras and people dressed as Charlie Chaplin, but hotels whose focus is the cinema and built around the experience of seeing the film – that doesn’t exist.”

Having this space open (and often sold out) while so many of their venues around the country have remained shuttered has helped Nathanaël and Elisha make the most of these challenging months. “We always wanted to create places of wonder through cinema,” says Nathanaël, as we sit in the hotel’s La La Land karaoke (one of many attractions about the place).

“The film *Cinema Paradiso* really inspired us,” explains Elisha. “It’s a story of education through cinema – values we feel close to.” The hotel is an extension of the initial ambition for the company founded by their father Marin Karmitz: to offer another approach to film-going. Back in 1974, the company was created in the midst of a cultural revolution: Marin’s aim was to use cinema as a vehicle to join the movement. From showing films in their original language, to organising meetings and events in order to give a voice to those who didn’t have one, MK2 was always innovative.

“Today we are pursuing a mission of differentiation that is important, especially after the pandemic. Consumers expect



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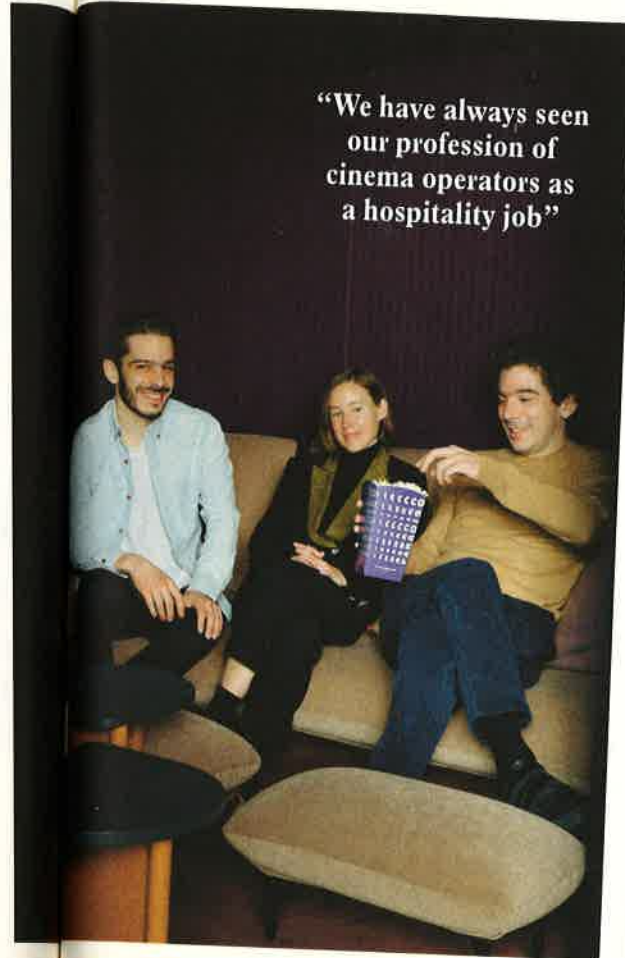
1. Moveable seats in La Loge
2. In-room private watching
3. Room service meal with bagels and doughnuts
4. The vintage “Art Deco” theatre room
5. (From left) Elisha Karmitz, interior designer Alix Thomsen, Nathanaël Karmitz
6. Vintage film posters in the bar
7. Street view of Hotel Paradiso

brands to present themselves in a new way, digitalising their offer while maintaining the importance of physical space,” says Elisha. “And to make projects that make sense.”

Hearing all about the hotel’s details, the project goes beyond making sense. “We’ve been working on it for more than seven years,” says Nathanaël from the hotel rooftop. Soon, a bar, a barbecue and a 4.5 metre-wide screen will be installed. “The idea will be to take a seat, watch the stars, sip a cocktail, eat your burger... and at 10pm, when the Eiffel Tower flashes, the movie starts.”

First and foremost, though, Paradiso is a good hotel – one that happens to have six theatres on the ground floor. In the cinemas, you can book “La Loge”, a private box which comes with a bar and unhindered views of the projection. In the hotel rooms, you have unlimited access to thousands of

“We have always seen our profession of cinema operators as a hospitality job”



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Ten reasons to book a room at Hotel Paradiso

1. The *Pretty Woman* and *Love on the Run* quotes printed on the Do-Not-Disturb signs.
2. The room directory which is written as a screenplay.
3. The large tub of popcorn to order and eat in bed while watching a great film.
4. Suites 7 and 8 screen the latest films released at the cinema.
5. The staff uniforms designed by Alexandre Mattiussi, creative director of fashion brand Ami.
6. To curb Netflix-choice fatigue, Hotel Paradiso offers its own curation of films and series, devised by an editorial committee made up of MK2’s programming team.
7. The stunning job by architects Daniel Vaniche and Paula Castro from DVVD agency and the interior design by Alix Thomsen.
8. The selection of artwork by friends of the Karmitz such as Christian Boltanski, JR and Ruben Brulat.
9. The La La Land karaoke, with a list of more than 10,000 songs.
10. Environmentally conscious building and eco amenities, like the Casa Nera bath products.



films and series from the MK2’s libraries as well as Mubi, le Vidéo Club Carlotta Films, Netflix, My Canal and Disney+. If that’s not enough, you can borrow a DVD from the hotel’s 2,000-strong collection.

“Hoteliers often take over a place and try to create a concept around it,” explains Nathanaël. “We designed this around our programme. We have always seen our profession of cinema operators as a hospitality job. Normally, we welcome people for two or three hours – here it’s for 24 hours, but it’s based on the same desire.”

The connection between cinemas and hospitality runs deep. “Hotels are in movies and movies are made in hotels. They are where you meet, write or produce films,” he continues. “This project is an indirect tribute.” If you need anything – dial 007. — DHZ mk2hotelparadiso.com



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