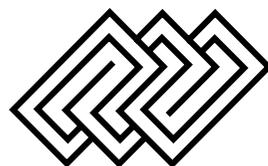




The restaurant of
LA MAISON DE L'AMÉRIQUE LATINE:
a new air, a new era





The restaurant of La Maison de l'Amérique Latine gets a face lift

La Maison de l'Amérique Latine, a unique venue housed in two 18th century mansions on boulevard Saint Germain in Paris, celebrates its 70th anniversary this year.

This calm, luxurious setting is the preferred reception venue of the Latin American diplomatic community; a privileged place where ambassadors and celebrities are welcomed in true savoir-vivre French style.

The Maison offers a variety of activities, such as official events and exchanges, cultural gatherings and exhibitions and gastronomic catering. Here, the restaurant occupies a place apart. Open to lovers of exceptional cuisine, it is the quintessence of the Parisian spirit.

70 years of cultural exchange and sharing

La Maison de l'Amérique Latine was inaugurated in 1946 under the aegis of Général de Gaulle with a view to creating a venue in the form of a meeting place dedicated to developing and strengthening relations between France and the twenty republics of Latin America.

La Maison de l'Amérique Latine is housed in two adjoining private mansions in Boulevard Saint-Germain: the Varengeville Mansion, designed by architect Jacques Gabriel V in 1704, and the Amelot de Gournay Mansion, designed by architect Germain Boffrand in 1712. Classed as an historic monument, this architectural ensemble is set by a magnificent French garden that can be accessed from the restaurant and salons.

Against this exceptional backdrop, Areas has been running the restaurant of La Maison de l'Amérique Latine for the last 30 years. Open to all, the restaurant, with its prestigious address and refined setting is a showcase for French gastronomy, not only for gourmets but for all lovers of fine cuisine.

A precious setting for a prestigious restaurant

Areas and the association that manages La Maison de l'Amérique Latine wanted to make the restaurant an exceptional venue. Within this historical setting, the restaurant offers the finest gastronomic cuisine

and an excellent quality of service. *"Our core business is travel concession catering," stated Alexandre de Palmas, CEO of Areas in France and Northern Europe. "To provide catering services to suit the tastes of a demanding clientele, we draw on our expertise in catering for exceptional sites. The restaurant of La Maison de l'Amérique Latine is one of our most prestigious dining venues. With a presence in 12 countries around the world, we are extremely proud of this restaurant which is a perfect example of our savoir-faire. After over 30 years catering for this institution, our aim was to keep the restaurant abreast of the times. This is why we decided to rethink the décor along more contemporary lines. The menu of Thierry Vaissière, appointed chef in 2013, is perfectly in keeping with this approach. Now that it has been remodeled, this gourmet restaurant is more comfortable, elegant and functional: a real advantage for our guests who can now fully appreciate the charm of this unique setting."*





A touch of elegance for the restaurant of La Maison de l'Amérique Latine

The tale of La Maison de l'Amérique Latine is that of an exceptional venue renowned for the major role it has played between France and representatives of Latin America, and for its exhibitions and cultural events. Famed for its original gourmet dishes, the restaurant opens out onto a terrace nestling in the calm green shrubbery of the magnificent French gardens. This very special address, that one shares only with best friends and privileged contacts, is a haven of peace and sophistication.



When aesthetic rhymes with practical

To celebrate the 70th anniversary of La Maison de l'Amérique Latine, Areas, which manages the overall catering business, wanted to offer the restaurant a face lift. The accent was not on revolution (as the names of the salons – Bolivar, Miranda, Artigas and President – might suggest) but on remodeling the restaurant and salons, in a style in keeping with that of the architecture and the atmosphere of the venue. Commenting on the remodeling, Alexandre de Palmas, CEO of Areas in France and Northern Europe, said, *“This is an extremely lively venue. Every day, La Maison de l'Amérique Latine hosts events such as seminars, conferences, banquets and weddings. These activities were worth enhancing and promoting; an undertaking that required greater functionality. As it was, the restaurant no longer corresponded to the image one may have of a contemporary Parisian eating house since the décor of the venue was not in keeping with the meals served. We thus opted to develop a remodeling project that took both the practical and aesthetic aspects into account.”*

A new air: a new era

In the garden, a gigantic, life-like bench with organic extensions is an eye-catching piece created by Pablo Reinoso. Installed for his 2015 exhibition entitled “Un Monde Renversé”, the bench appears to have sprouted roots. This work above all testifies to the special link between the Argentinian artist and La Maison de l'Amérique Latine.





For an exceptional lunch or dinner at any time of the year

No nameplate on the majestic portal outside 217 boulevard Saint-Germain; nothing to indicate that the restaurant of La Maison de l'Amérique Latine lies hidden behind the walls. Originally reserved for members only, the Maison was opened to the general public just a few years ago. An air of confidentiality nevertheless remains. Areas sought to retain this exclusive atmosphere, while making the restaurant more accessible. As such, it is now open for lunch and dinner five days a week, all year round. It is the opportunity to discover all the charms of this venue; to enjoy a delicious meal in the warmth of its cozy dining-room or in the cool shade of the magnificent garden... and savor many more marvelous moments such as these.



AS MR FRANCOIS VITRANI, GENERAL MANAGER OF LA MAISON DE L'AMÉRIQUE LATINE EXPLAINED, THE REMODELING OF THE RESTAURANT AND SALONS IS NOT, IN ITSELF, A REVOLUTION, BUT RATHER ANOTHER STEP TOWARDS HONORING LATIN AMERICA AND VALUING ITS ARCHITECTURAL PATRIMONY. AS THE CUSTODIANS OF THIS EXCEPTIONAL HERITAGE, AREAS AND FRANCOIS VITRANI SOUGHT TO MAKE THIS VENUE ONE OF THE MOST BEAUTIFUL LOCATIONS IN THE CAPITAL. WITH LA MAISON DE L'AMÉRIQUE LATINE CELEBRATING ITS 70TH ANNIVERSARY THIS YEAR, THE REMARKABLE FRANCO-ARGENTINIAN ARTIST, PABLO REINOSO, SEEMED THE OBVIOUS CHOICE TO REDESIGN THE SALONS AND RESTAURANT BY BLENDING SCULPTURE, PAINTING AND THE MATERIALS USED IN THE LATIN-AMERICAN MODERNIST MOVEMENT.

Pablo Reinoso, Areas, and La Maison de l'Amérique Latine: the story of an encounter

In 2015, the sculptor-designer, Pablo Reinoso, set up his "Un Monde Renversé" exhibition in La Maison de l'Amérique Latine. His work uses organic shapes that fit naturally into this setting, which he believes is one of the most beautiful in Paris, and merges with and transforms the surrounding space. For example, one of his exhibition installations featured pairs of shoes surprisingly climbing the walls leaving in their wake tousled fibers or metallic waves, and chairs firmly anchored to the ceilings which suddenly evoked floors with wooden slats cascading downwards.

Pablo Reinoso had thus reinvented La Maison de l'Amérique Latine through compassionate eyes. It was undoubtedly this compassionate and daring vision that appealed to Areas.



A designer in the house

Born in Argentina in 1955, Pablo Reinoso began making a name for himself in the art world in 1973. Known for his Spaghetti benches, he draws on sensuality and humor to reinvent everyday objects and convey his poetic vision of the world we live in. Pablo Reinoso has a particular respect for the nature of the materials he uses in his work and his increasingly monumental artworks can be found in numerous public areas worldwide: Lyon, Bordeaux, Chaumont-sur-Loire, Tours and Reims in France, and further afield, in Beirut, Tokyo and Buenos Aires. Numerous public and private collections throughout the world feature his work which is designed to change the way we perceive objects and our environment

Pablo Reinoso: 20 key dates

1955 : Born in Buenos Aires, Argentina

1969 : First trip to France where he decides to become an artist

1973 : First personal exhibition at La Galeria Lirolay, Buenos Aires, Argentina

1970-1980 : *Articulations Series*

1975 : First studio in Buenos Aires

1978 : Installation in France

1979 : First studio in Paris (18th district)

1978-1979 : Scholarship to work marble at Carrare

1982 : First personal exhibition in France at the FIAC with Galerie Daniel Gervis, Paris, France

1982 : Exhibited the work, *Paysage d'Eau* at the 12th Biennale de Paris, Museum of Modern Art of the City of Paris

1984 : Malakoff studio outside Paris (92240)

1993 : Exhibits at the Venice Biennial

1995-2002 : *Respirantes Series* (1st in the series: *La Mona Lisa Respirante*)

2002 : *Ashes to Ashes* installation at La Casa de Américas (Madrid)

2004 : Beginning of work on the *Thonet*

2006 : Creation of his first *Spaghetti Bench (Double Spaghetti)*

2009 : First in the U & I Beam series

2010 : Creation of *La Gloriette* in Lebanon

2011-2013 : *Nouages*: a creation commissioned by the local authority of Grand Lyon within the context of the landscaping project for the banks of the Saone river.

2015 : *"Un Monde Renversé"*: personal exhibition curated by Jérôme Sans at La Maison de l'Amérique Latine

2016 : Installation of two sculptures on the banks of the Thames River (public art commission)

The art of blending the practical and the aesthetic

Pablo Reinoso's role in the exceptional setting of La Maison de l'Amérique Latine was two-fold, that of artist-designer. As an accomplished designer with an impressive track record (Kenzo, Parfums Givenchy, Veuve Cliquot, etc.), he is attentive to both aesthetic and functional issues. When Areas contacted him to transform the restaurant and the salons, he was able to draw on his in-depth knowledge of the Maison. During his exhibition in 2015, he had been able to observe and meet with the catering teams and get an idea of consumer flows as well as an understanding of the needs of both. Aware he had to tackle the remodeling from a practical point of view, he sought to leverage the charm of the mansion and its magnificent garden.

Putting the venue back into perspective

For Pablo Reinoso, there is no question of erasing the past. It was by blending the history of the venue with the history of art that he conceived his remodeling plan to create a meeting point between

the original classical style of the mansion and the modernist style. In this way, he has constructed a coherent link between the building, its role and its standing, structured the decor and reorganized the space. The salons, which have been thought out and designed in an individual way that respects their own personality, are arranged to ensure that they are in harmony with neighboring rooms when the connecting doors are opened to accommodate major events. For example, the Bolivar salon adjacent to the restaurant can be opened to optimize space and comfort. Perspectives are enhanced by the palette of colors conceived in conjunction with the Pierre Bonnefille Studio: greys are combined with rust, dark blue, ochre, prune and green tones in unexpected geometrical shapes organized in the salons in accordance with the principles of kinetic art (a movement which was initiated and spread through France before winning followers in Latin America).



Follow the sun

To get to the restaurant, follow the long carpet that runs from the lobby through a majestic corridor lit by the designer lamps “Here Comes the Sun” (designed by Bertrand Bala and produced by DCW). Made to measure by the House of Tai Ping, the carpet is adorned with abstract patterns that gradually merge into the rays of an enormous sun. Here, at the entrance to the restaurant, we discover the Corten steel structure winding around itself to lead guests to their tables. In contrast to this rust-colored metallic wall, a glass wall gives us a glimpse of the welcoming and sedate dining-room.





Attentive to every detail



Attentive to the quality of work of the teams, Pablo Reinoso' has paid particular attention to facilitating movement and to the setting itself, as well as to ensuring the comfort of the guests. The artist pays close attention to every detail: white tablecloths to go with the elegant, solid-based grey dishes. Rust-colored bands caress the bottom of the corridor walls heedless of the superb moldings, adding a surprisingly dynamic touch at floor level. Specially-designed floor lamps add a particularly cozy note. Clusters of "Here Comes the Sun" lamps hang suspended from the salon ceilings. Chic and surprising, these light installations are harmoniously installed to create an atmosphere that is both elegant and original in summer and wintertime alike.



Bringing the garden into play

The jewel of La Maison de l'Amérique Latine is the garden which stretches out behind the large bay windows, now draped in long, sweeping, sand-colored curtains. In keeping with the modernist spirit focused on vegetation, Pablo Reinoso has succeeded in bringing the garden into all the salons via a series of reflecting mirrors; a magical effect blending the exterior with the interior by creating a harmonious play on illusion and reality, so typical of the works of Pablo Reinoso.



Thinking space and art: Soleil Saint-Germain

For Areas, it was essential that Pablo Reinoso put his name to creating this exceptional atmosphere. As if attached to the Corten-steel structure at the entrance, a specially-created wooden installation with majestic intertwining tentacles striving upwards towards the sky towers over the dining room. This piece, so representative of Pablo Reinoso's work, also underlines a desire to change our perception of this mythical venue by giving it new momentum.

Thierry Vaissière: the taste of freedom

With his accent that evokes the sun, love for produce from the south, impressive track-record working with gourmet restaurants such as Lucas Carton, Drouant and La Maison Blanche, and passion for travelling, Thierry Vaissière moved to Morocco where he opened the Sofitel Rabat Jardin des Roses and Maison Blanche in Casablanca. In 2013, he found his niche at La Maison de l'Amérique Latine where, by blending tradition and modernity, he has given the menu a veritable identity.

Fine cuisine inspired by the beauty of his surroundings

Thierry Vaissière says it quite simply: his cooking is inspired by the beauty of his surroundings. Every day, he concocts dishes that tell a story; that of a unique, open venue, where different cultures can mix. And while his mission at La Maison de l'Amérique Latine is to make the restaurant a showcase for French cuisine, he refuses to get caught up in clichés. Thierry Vaissière promotes French cuisine that is free and in harmony with both the seasons and the produce he uses.

The new decor designed by Pablo Reinoso has given the chef a fresh source of inspiration; like the artist-architect, Thierry Vaissière combines cultural references in his cuisine, revisiting the traditional South American ceviche for example, by adding a delicate French touch. Looking to Italy inspired his seafood pizza creation which is garnished with a delicious olive oil and uses vegetables as a base rather than dough. Every morning reserves a surprise for this talented chef who uses basic produce to create refined dishes. Whether catering for receptions, banquets or intimate rendezvous, Thierry Vaissière respects this approach which underpins his success today. Always ready to take up a challenge, the chef creates dedicated recipes for this outstanding restaurant.



Drawing inspiration from the garden

The restaurant of the Maison de l'Amérique Latine, with 45 places set in the dining room in winter, and 70 on the terrace in summer, is a unique venue.

In summer, the tables are set on the terrace only: with white tablecloths setting off the new china and earthenware dishes which are as refined and natural as the chef's cooking. In winter, the atmosphere indoors is now cozy and intimate thanks to the new décor; shades of grey in harmony with swathes of coordinated colors. The link here is nature; so present, yet so unexpected. *"This garden", says Thierry Vaissière, "is a special feature that obviously influences my cooking. Whenever I have time, I work on vegetable-based recipes. My favorites are those from the Mediterranean with tomatoes, peppers and chili peppers. I also love zucchini. When I prepare vegetables, I want our guests to have the impression that they are eating something freshly picked from the garden. I want to offer them the freshness that goes hand in hand with this environment."*

And when the season is over, Thierry goes off to look for new ideas... to delight the restaurant's regulars as well as its new guests.





An ever-evolving menu



Thanks to his constant research and incessant creativity, each meal holds a surprise; a pleasant surprise. Meat procured from small farms, fresh line-caught fish, scampi and scallops; every delivery or morning catch is the source of a culinary creation. Such flexibility and inventiveness would be impossible without a fabulous team spirit. Thierry Vaissière and his gifted 18-person team bring all their talents to the table to satisfy their demanding lunch and dinner-time guests, and provide a level of quality and service that sets this restaurant and its cuisine apart.



The luxury of the daily break

Areas is one of the global leaders in the travel catering and retail industry. A global brand of Elier Group, Areas welcomes 330 million customers each year in its 2,200 restaurants and points of sale in 12 countries in Europe, the USA, Mexico and Chile.

As the caterer of choice in the travel and leisure markets, Areas has made quality its key priority for 45 years and is now present in many strategic and local transportation hubs across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks.

Building upon a culture of operational excellence, Areas draws on its in-depth understanding of consumers' traveling needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 900,000 daily customers to savor.

Three questions for Alexandre de Palmas, CEO of Areas in France and Northern Europe



What is Areas' core activity?

Areas provides expert concession catering solutions and services to its concession grantor partners in railway stations, airports and motorway service plazas, as well as at choice tourist destinations. Because our business is related to, and driven by, the ever-increasing trends in consumer travel flows, it is enjoying strong growth.

How are you adapting to this burgeoning market?

Our major focus is to gain a perfect understanding of consumers' travel habits so that we can meet their demands. We are open and attentive to the needs of all types of traveler. As such, in airports, we are planning to introduce services tailored for all traveler profiles: families, young people, retired couples or businessmen traveling alone. Our aim is to provide bespoke catering solutions that suit our guests in terms of catering concept, time constraints and budget, etc. For example, at Gare du Nord in Paris, we will be opening 13 different restaurants, including a Five Guys burger house (President Barack Obama's favorite), a bakery created by a local chef and a fresh-vegetable catering concept originating from the Netherlands. Every catering solution will be designed to offer a global experience to consumers who are no longer satisfied with just eating a good meal, but are also looking for a warm, comfortable and reassuring atmosphere and a personalized service. Above all, this catering solution is based on the concept of the "break": a moment in the day which is not focused on the mealtime ritual, but during which one can relax, share, and exchange, etc.

In addition to transit hubs, Areas also operates catering concessions for prestigious sites.

Yes indeed. In Paris, for example, we manage the catering for several restaurants, such as Les Ombres, in the Quai Branly – Jacques Chirac Museum, Le Ciel de Paris and, of course, the restaurant in La Maison de l'Amérique Latine. We wanted to leverage the magnificence of the typically Parisian setting of La Maison de l'Amérique Latine and its extraordinary gardens on the boulevard Saint-Germain so that we could offer our guests a complete client experience. While the menu created by chef Thierry Vaissière was exactly what our guests were looking for, the setting itself was a bit out of date. So, we decided a relooking was in order. Pablo Reinoso adopted a global approach so that every detail, from the choice of tableware to the color of the walls and quality of service, satisfied our desire for excellence. While the restaurant still allows an immersion in this historic venue, it has now been taken into the XXIst century and is in perfect harmony with the culinary excellence it offers.

**RESTAURANT DE LA MAISON
DE L'AMÉRIQUE LATINE**

217, boulevard Saint-Germain, 75007 Paris.

Subway: Solferino

Reservations: 00 33 1 49 54 75 10

Open Monday to Friday from 12:00 pm to 2:00 pm,
and from 7:00 pm to 10:00 pm

Closed: Saturday/Sunday

2- and 3-course formulas:

first course/main course - or - main course/dessert: 40 euros

first course/main course/ dessert: 51 euros

A la carte: around 60 euros

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