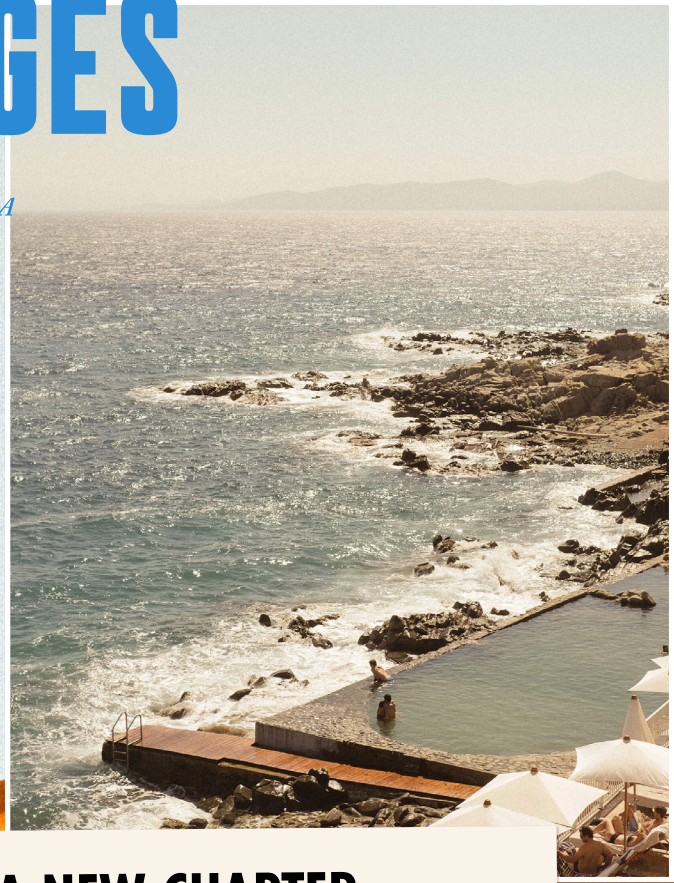




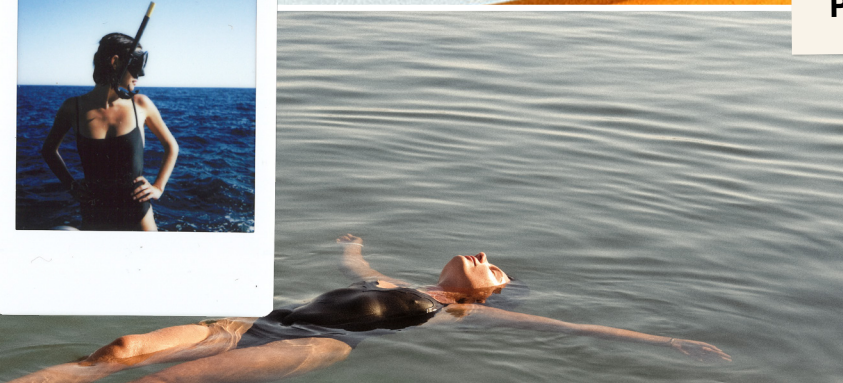
*Beaumier*

# LES ROCHES ROUGES

FRENCH SAINT-RAPHAËL RIVIERA



**BEAUMIER BEGINS A NEW CHAPTER.**  
PRESS KIT — 2025



# THE FRENCH RIVIERA, A CINEMATIC VIEW

*Les Roches Rouges*

## IN A WORD

On the Estérel road, overlooking the Mediterranean Sea and the Ile d'Or (Golden Island), Les Roches Rouges is embarking on a new chapter. The iconic Beaumier hotel is being revived with an extension of its outdoor spaces, the renovation of a neighbouring building with the addition of 25 new bedrooms, new dining spaces in its restaurant headed by a new Chef, and easier access to the sea.

In keeping with the spirit of the hotel, Les Roches Rouges continues to celebrate the Mediterranean lifestyle. The ASL interior architects carrying out the renovations have integrated the surrounding landscapes into each space. From the bedrooms bathed in light to the restaurants, the lap pool and seawater pool, this modernist building blends into its environment, without ever altering it. A new chapter, the same ethos: to enjoy life the Côte d'Azur way.

At Les Roches Rouges, the architecture takes a back seat to make way for the sea and Mediterranean gardens. Bathed in light, the minimalist bedrooms and suites open out onto the horizon, immersing guests in the landscape.



Concept drawings, ASL 2023

# ROOMS & SUITES

At Les Roches Rouges, the architecture remains discreet, allowing the sea and the Mediterranean garden to take center stage. Bathed in light, the refined rooms and suites open wide onto the horizon, offering a precious sense of intimacy with the surroundings.

With the addition of 25 new rooms designed by ASL, the hotel now boasts a total of 67 rooms and suites





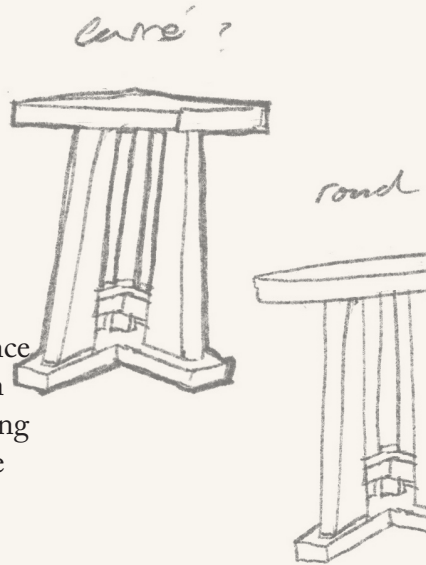
# ARCHITECTURE

## RENOVATION

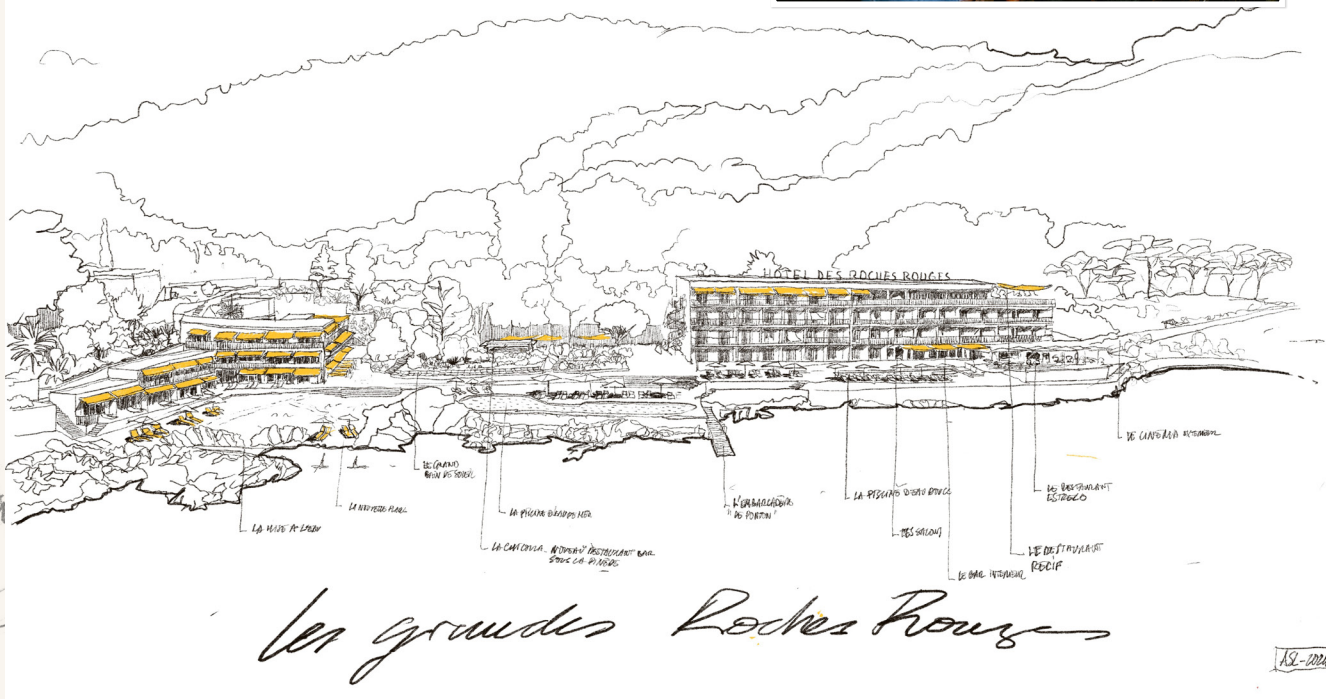
In 2025, Antoine Ricardou and Clémentine Larroumet of ASL, loyal partners of Beaumier since the very beginning, embarked on a new chapter in the story of Les Roches Rouges. By further opening up the hotel to the sea, the interior architects have reinvented it, while also keeping the spirit of the place alive: the Mediterranean gardens extended along the natural contours of the Estérel, spaces expanded around the pools for easier access to the sea, sun loungers close to the water's edge, private little terraces among the rocks... French Riviera ambience. The hotel also has 25 new bedrooms and a conference room. Renovated in a previously unoccupied neighbouring building, these rooms offer a more immersive experience overlooking the sea, constituting an extension of the initial Les Roches Rouges project.

*"The original building was restored as simply as possible to bring the Mediterranean Sea in. The functional structure has been left in its raw concrete state so that it interacts harmoniously with the Mediterranean landscape."*

**ANTOINE RICARDOU**  
Les Roches Rouges architect, 2025



*Antoine Ricardou and Clémentine Larroumet, Architects, Saint-Lazare Studio*





Charlotte de Tonnac & Hugo Sauzay,  
Architects, Festen

## CHARLOTTE DE TONNAC & HUGO SAUZAY

Architects of Les Roches Rouges, 2017

*Captivated by the sea bursting into view from the rooms at Les Roches Rouges, they sought to elevate this iconic image. The result? A modernist architecture fully open to the Mediterranean.*



## A SHARED VISION

In 2016, interior architects Charlotte de Tonnac and Hugo Sauzay from design studio Festen, completed the first stage in renovating Les Roches Rouges, opening up the 1950s building to the sea and integrating it harmoniously into the landscape. ASL is extending their vision, asserting the unique identity of Les Roches Rouges, and celebrating it in every space and at every moment, with the help of an eclectic team of creative talents: the blue-hued works of Rosemarie Auberson inspired by the Mediterranean Sea; the iconic 1970s furniture chosen by H el ene Breheret and Benjamin Desprez; the kaleidoscopic musical compositions by Spectre; sculptures by Hiromi inspired by the world of sailing; and the gestural and colourful artworks by Caroline Denervaud. The terracotta sconces by artist Guy Bareff add a touch of Mediterranean authenticity and warmth to the ambience. Everything complements the Mediterranean gardens designed by Stan Alaguillaume and Gwena lle Grandjean, which extend along the natural contours of the Est rel and create a perfect continuity between the hotel and its setting

## HOMAGE TO THE MEDITERRANEAN

In homage to the great Masters of art such as Man Ray and Picasso, and inspired by Villa E-1027 by Eileen Gray and by Le Corbusier's Cabanon at Cap-Martin, all while re-exploring the charm of the French Riviera, ASL elegantly reinterprets the C te d'Azur, redefining the seaside experience once more, through understated luxury, simplicity and immersion in nature on the French Riviera.

# ALEXANDRE BAULE

## THE NEW CHEF AT LES ROCHES ROUGES



### BETWEEN THE SEA AND MOUNTAINS

Since 2022, Alexandre Baule has been heading the restaurant La Table de L'Alpaga in Megève, where he has introduced his bold yet environmentally respectful cuisine, an approach that earned him a Michelin star in 2023. The Chef presents a gourmet experience comprising six or eight dishes, offering diners a surprise menu only revealed once they are seated. He has brought this ethos of light, plant-based and seasonal dishes and gourmet adventures to Les Roches Rouges, where he reinterprets Mediterranean and inland Provençal cuisine, while continuing to champion his terroir-based cooking from the Alps.

### THE ETHOS OF TERROIR

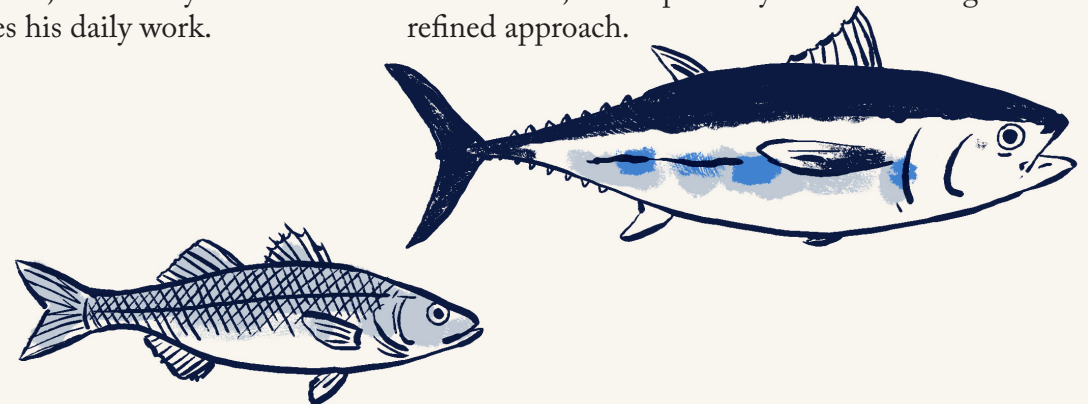
Originally from the north of Isère, Alexandre Baule trained with renowned chefs such as Romain Hubert, Sylvestre Wahid and Christian Sinicropi, before developing his own culinary approach: a style of cooking firmly rooted in the environment and shaped by the changing seasons. It is this ethos, based on respecting local products, seasonality and short supply chains, that guides his daily work.

### ODE TO THE MEDITERRANEAN AND PROVENCE

By drawing inspiration from the ecosystem around him and by being attuned to nature, his teams, his moods, and the region's producers and artisans, he nurtures the balance between respect, high standards and creativity, with a constant dedication to flavour. By allowing the colourful sun-kissed plants of the South of France to dictate the pace of his menus, Chef Baule also puts the spotlight on freshly caught fish and local meats.

### RÉCIF, MICHELIN-STARRED RESTAURANT BY THE SEA

Perched on the top floor and overlooking the sea, the restaurant Récif\* invites its guests to embark on an exceptional gourmet journey. Chef Alexandre Baule proposes a refined and creative cuisine, where plants are given pride of place to delicately embellish fish, seafood and meats from the hinterland. Among his signature dishes are squid with petit pois, fava beans and black garlic, or local lamb with courgette and einkorn, which perfectly illustrate his light but refined approach.

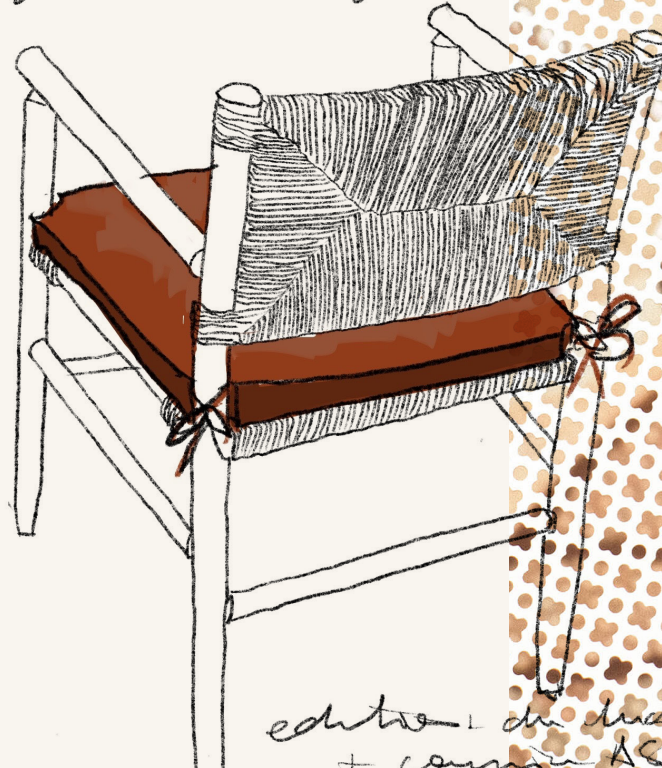


# GASTRONOMY

The cuisine at Les Roches Rouges, led by the talented Chef Alexandre Baule, is an ode to Mediterranean and Provençal flavours. In the Michelin-starred restaurant Récif, as well as the two new dining spaces, Chef Baule embellishes products from land and sea with a seasonal and environmentally respectful approach.



*Chaises Récif*



*les Broyes du Sud*

*Chaises  
Hiroshi  
me mignon  
PARIS*

*editeur du livre  
+ conseil AS*





## ESTELO, A MEDITERRANEAN TERRACE

Estelo celebrates the simple and tasty pleasures of Mediterranean cuisine, which can be enjoyed from its terrace overlooking the breathtaking sea view. The restaurant welcomes guests for lunch and dinner in a relaxed ambience. Here, fresh grilled fish from the daily market and Provençal-style dishes come alive under the supervision of Chef Baule, such as aubergine confit with savory or aioli and early Spring vegetables – an invitation to share delicious moments. At the eight-metre-long bar, there's a varied menu of chic cocktails to be enjoyed gazing out to sea or in one of the cosy restaurant lounges.



## LA CHICOULA, AL FRESCO DINING UNDER THE PINE TREES

For somewhere to completely unwind, La Chicoula's warm and informal atmosphere is the ideal place to grab a bite at any time of the day. Focaccia in all its forms, rainbow salads, refreshing cocktails and sweet treats can be enjoyed informally, on a sun lounger or in the shade of pine trees. In the evenings, live music concerts accompany the sunset. A place where time slows almost to a stop to leave space for pure pleasure, relaxation and spending time with friends and loved-ones.

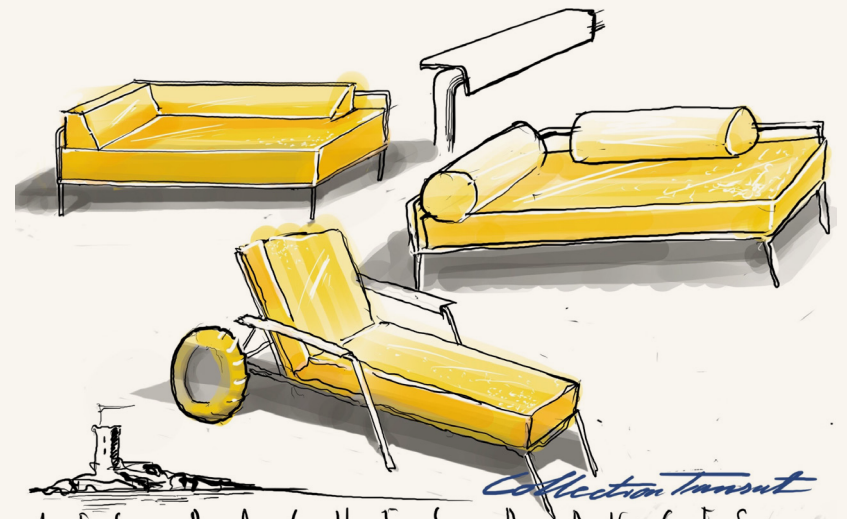


# EXPERIENCES

The pools, the Mediterranean... An invitation to swim, paddle, dive, fish, and sail. The Estérel mountains and the coastal road... Perfect for galloping, cycling, exploring, and hiking. In short, letting yourself be carried away by sensations, breathing it all in—deeply.

Relaxation follows, whether by the pools or at the spa. Body and mind are now reconnected. On a terrace overlooking the Mediterranean garden, yoga sessions for all levels offer gentle relaxation under the guidance of our experts.

To complete this moment of well-being, our bespoke treatments by Maison Caulières and Holidermie soothe, nourish, stimulate, protect, and relieve.



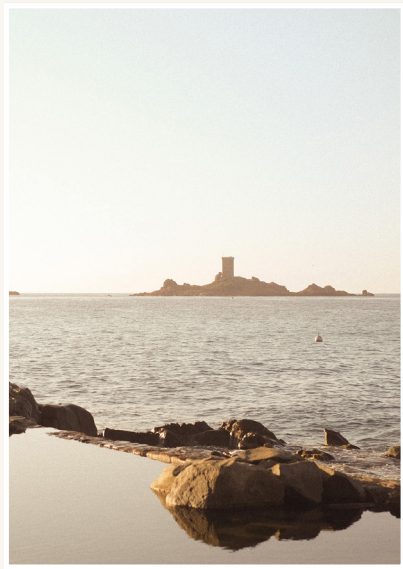
LES ROCHES ROUGES

# LOCAL

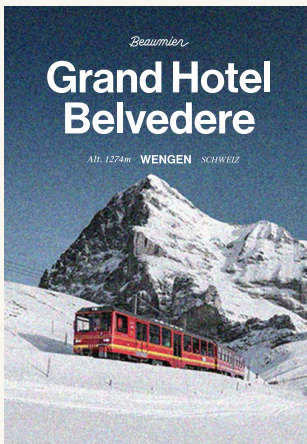
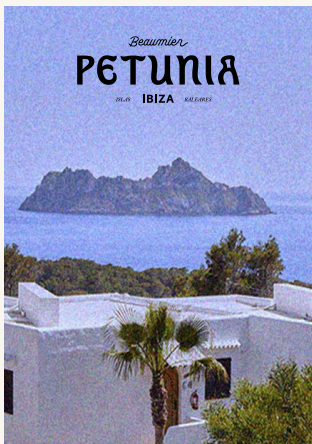
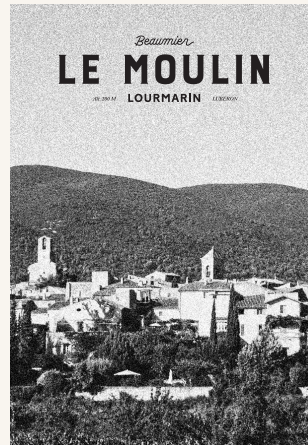
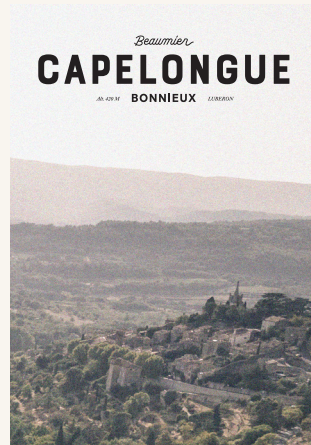
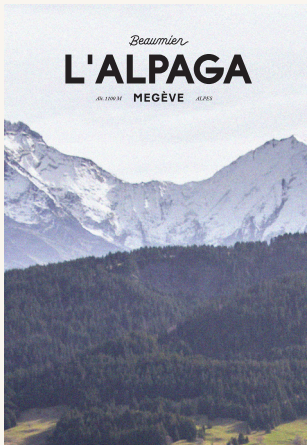
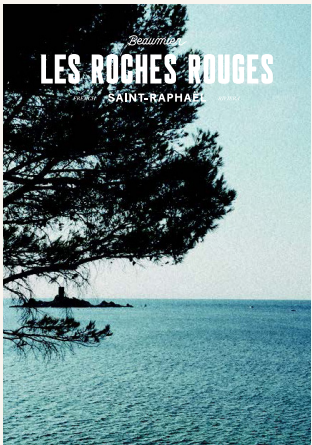
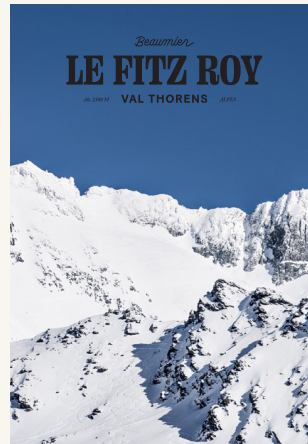
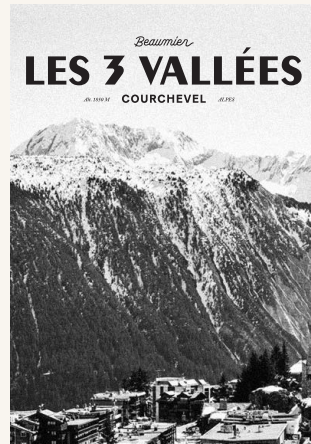
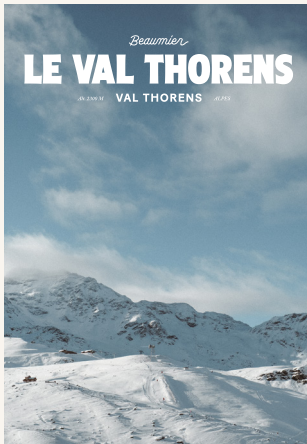
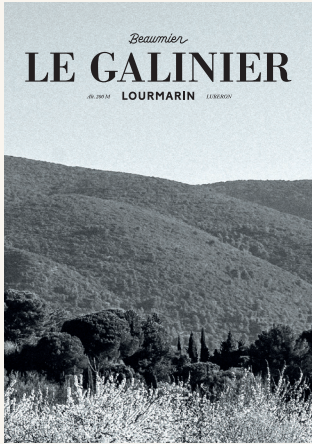
The scene is set.

On one side, the sea and the coastal path, still unspoiled, protected and lush; an invitation to explore the craggy coves and the sandy beaches.

On the other, the Massif de l'Estérel, the colours, the flora and fauna, and myriad activities, from sports to exploration and contemplation.



L'île d'Or, Saint-Raphaël



*Beaumier*  
*Le groupe Beaumier exploite  
aujourd'hui dix hôtels en Europe.*

# BEAUMIER

Far from postcards and international standards, Beaumier takes each of its green destinations as a starting point to rewrite a tailor-made story, full of relevance, with the help of a whole collective of passionate individuals.

Each hotel transports its guests into its immediate environment. From the snow-capped peaks of the French or Swiss Alps to the sun-drenched shores of the Mediterranean, and through the beauty of Provence, Beaumier sketches the contours of a sensitive luxury, blending the pursuit of authenticity, a deep sense of hospitality, and ethics.

## LES ROCHES ROUGES

90 boulevard de la 36ème division texas  
83530 Agay - Saint-Raphaël

# PRESS RELATIONS

## FRANCE

### MAGNA PRESSE

13, Rue de la Grange Batelière,  
75009 Paris  
+33 (0)1 76 47 12 90

beaumier@magnapresse.com

## UK / US

### RE:AGENCY

UK : 21A Noel Street,  
London, W1F 8GR  
+44 7501 948 351

US : 223 West 13th Street, The Studio,  
New York, NY, 10011  
+1 (718) 877 1787

beaumier@re-agency.com

## AUSTRIA / GERMANY / SWITZERLAND

### MELCHIOR DACH

Kaulbachstrasse 70  
80539 Munich  
+49 (0)176 43242451

beaumier@agencemelchior.com

