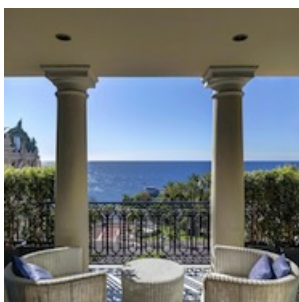


AUTOMOTIVE

## Maserati's timeless elegance repurposed for pop-up hotel suites

July 1, 2016



*View from the Maserati pop-up suites at Htel de Paris, Monaco*

By STAFF REPORTS

Italian automaker Maserati is taking over two suites at Monaco's Htel de Paris, Place du Casino de Monte-Carlo for a literal in-room experience.

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Between the dates of July 1 and Sept. 30, guests can book suite 321 or 322 at the Htel de Paris to immerse themselves in the elegance of Maserati while in one of the world's most luxurious cities. The suites were conceptualized by up-and-coming Italian interior designers Ludovica+Roberto Palomba as the hotel undergoes renovations.

### Maserati in Monaco

Maserati's interaction with the Mediterranean city-state and its La Socit des Bains de Mer dates back to May of 1957, when Juan Manuel Fangio won the Formula 1 Grand Prix in a Maserati 250F.

Since then, Maserati has become a mainstay on the Monaco racing circuit, and has become synonymous with creative style and excellence.

This synergy between Monaco's racing culture and the automaker made way for the pop-up suites' development. For the suites, L + R Palomba evoked Maserati's style through the use of grey tones and precious materials to capture "absolute minimalism" and express timeless elegance.



*Living room in the Htel de Paris' Maserati pop-up suite*

Both suites are located on the third floor of the Htel de Paris and offer views of the sea and the Casino de Monte-Carlo.

Details include a headboard upholstered with fabric by Italian menswear brand and Maserati collaborator Ermenegildo Zegna ([see story](#)) and leather armchairs inspired by the automaker's "sumptuous salons."

When the suites are booked, guests will be picked up from the nearby Nice airport in a Maserati and returned at the end of the stay. While staying at Htel de Paris, the guests will have access to a Maserati GranCabrio, a four-seat convertible, to drive around the city.



*Bedroom in the Htel de Paris' Maserati pop-up suite*

The package also includes breakfast and a cocktail buffet of Modena-style dishes, Maserati's hometown in Italy, paired with Laurent Perrier Cuve Ros Champagne.

As for leisure activities, guests staying three or more nights are invited to enjoy a complimentary cryotherapy session at the Thermes Marins Monte-Carlo.

Htel de Paris' Maserati pop-up suite package starts at \$3,900 per night for two adults. The starting price is for a three-night stay, with additional nights being priced at a different rate.