

TRAVEL AND HOSPITALITY

Cheval Blanc Paris features architect Frank Gehry in new showcase

May 25, 2023



In an ode to the name uniting the luxury network of global maisons, a collection of white horse statues housed in the halls of Cheval Blanc Paris centers the first episode of "Creative Encounters." Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group **Cheval Blanc** is bringing viewers to the City of Lights by way of a new digital exercise.

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The brand is out with a new video series celebrating the minds that have helped mold the look and feel of its global maisons. Renowned Canadian American architect Frank Gehry stars as the central figure of the digital tale's first excerpt.

Cheval signature

In an ode to the name uniting the luxury network of global maisons operated by LVMH Hotel Management, Mr. Gehry speaks to the bespoke approach backing a collection of "white horse" statues now housed in the halls of Cheval Blanc Paris during the first episode of "Creative Encounters."

Responsible for developing the visual identity of such large-scale works as the Guggenheim Museum in Bilbao and the Walt Disney Concert Hall in Los Angeles, and even LVMH's own Fondation Louis Vuitton, the expert is shown weaving similar codes into the fabric of the Cheval Blanc location, which debuted in 2021 ([see story](#)).

For the first episode of Creative Encounters, Cheval Blanc hosts Frank Gehry, the artist behind the signature artwork of Cheval Blanc Paris.

Learn More: <https://t.co/nLrfrck8Sg#LVMH #ChevalBlanc pic.twitter.com/GKs20U3Zky>

LVMH (@LVMH) [May 25, 2023](#)

With plans to highlight artworks at properties from Saint-Tropez to Randheli, Saint-Barth and Courchevel, future iterations of the mini-films featuring a number of Cheval Blanc Maisons are to be released throughout the year.

"Cheval Blanc is based on four core values, the sum of which is unique in the world of hospitality," said Olivier Lefebvre, CEO of Cheval Blanc, in a statement.

"Craftsmanship, with a sense of detail pushed to extremes and painstaking groundwork on the product itself," Mr. Lefebvre said. "Creativity, which means that traditional codes are reinterpreted with boldness and modernity.

"And finally, the Art de Recevoir and its thoughtful approach to service, which gives a unique character to each stay."

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