

**EVOK & AMÉLIE DU CHALARD:
A CLOSE ARTISTIC
COLLABORATION FOR
A COLLECTION OF RARE WORKS**



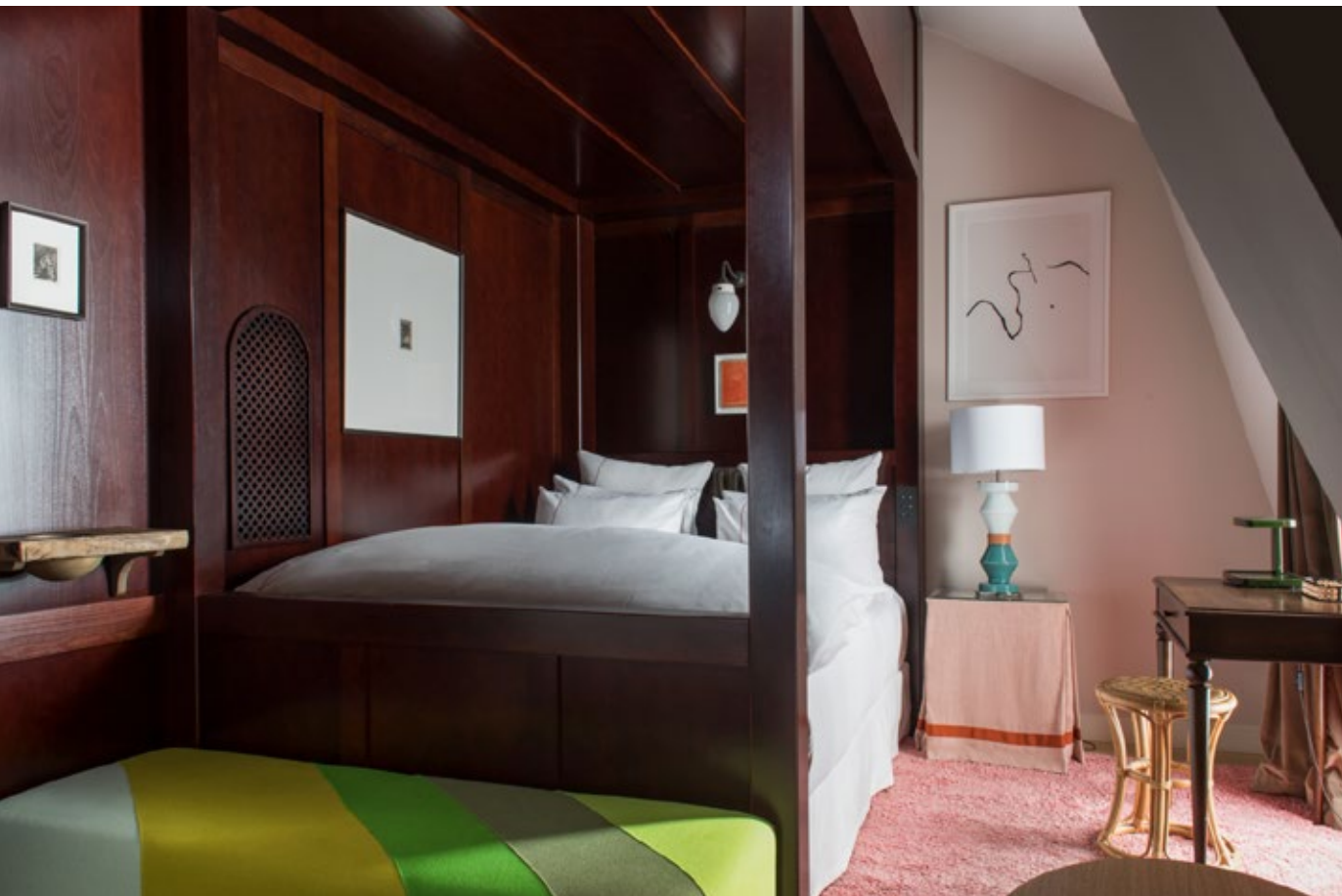
EVOK



Evok has been putting its trust in the sound taste and eyes of the art director and gallery owner Amélie du Chalard ever since 2018. As the curator for the hotel group co-founded and directed by Pierre Bastid, Romain Yzerman and Emmanuel Sauvage, she hunts out and unearths hundreds of amazing works for each establishment. Evok has thus begun building up a one-of-a-kind collection of antique and contemporary pieces.

A MEETING OF MINDSETS

This is the story of a meeting. Between Emmanuel Sauvage and Amélie du Chalard. The former, Co-Founder and CEO of the Evok hotel group, wanted to start a collection of artworks. The latter, an art director and gallery owner, had just set up her Maison d'Art gallery, where she imagines and designs places and spaces, like vibrant homes that are lived in and embodied. Two personalities. An opening of minds. The makings of a collaboration. The first took place in 2018 with the Brach hotel in Paris, where Amélie du Chalard proposed and then installed a selection of ornamental works. A year later, the gallery owner moved on to the Parisian hotels, Sinner and Cour des Vosges, where the bold, radical avant-gardist, Emmanuel Sauvage, offered her a greater margin for manoeuvre.

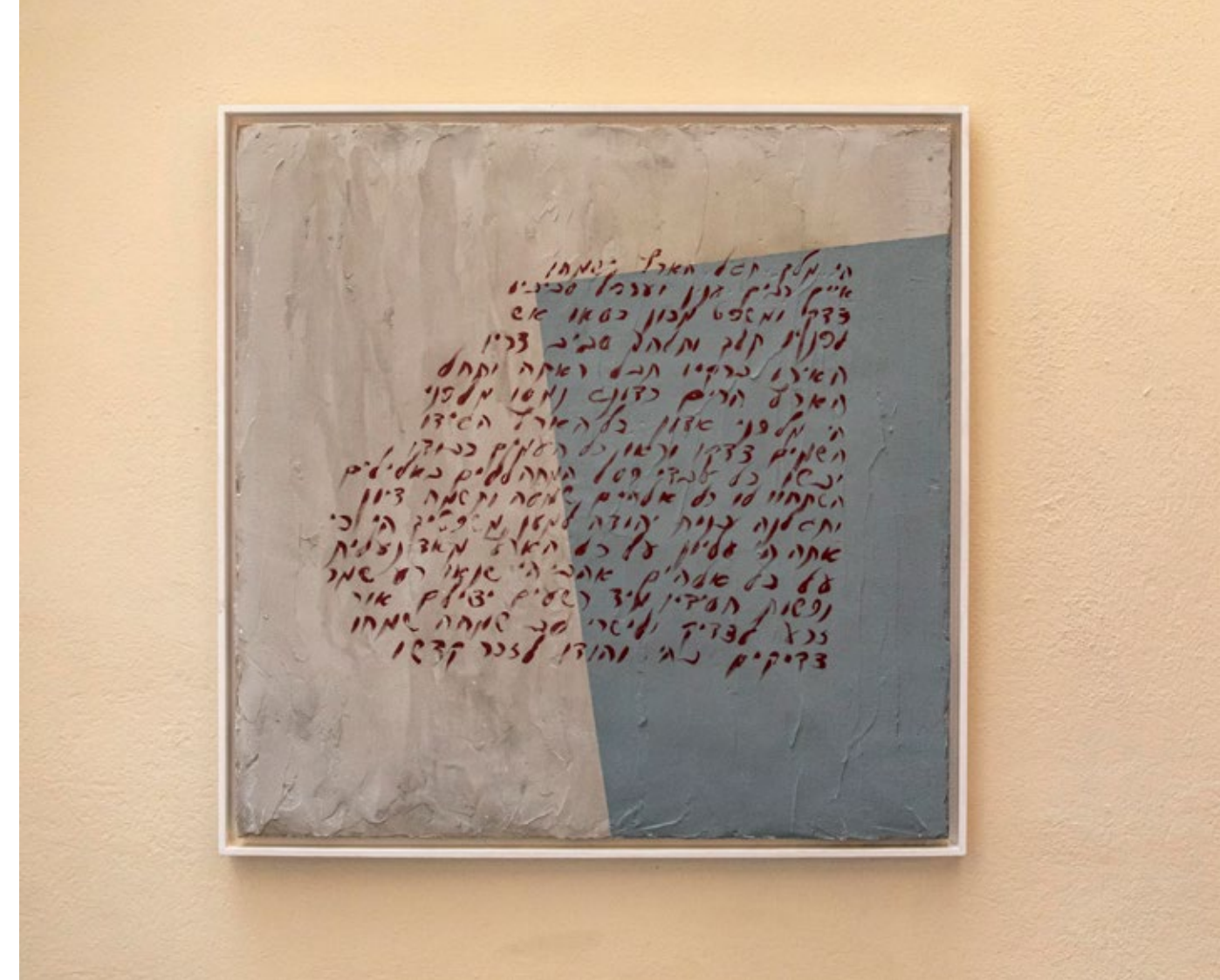


A MIX OF STYLES AND PERIODS

As art curator for the Evok group, Amélie du Chalard seeks out extraordinary works and unique pieces, both contemporary and antique. Her additional talent is knowing how to mix styles and periods. With her, Louis XIII furniture can be found alongside 1970s designs, and terra cotta pieces from the past coexist with stainless steel tables from the present. It's an original, relevant and universal mix that greatly appeals to Emmanuel Sauvage. So much so that Amélie du Chalard even worked her charm in the Evok group's offices in Paris before starting on the curation of the Nolinski Venice hotel in 2022.

A PROCEDURE

There is no collection worthy of this name without proper research upfront. The task of sourcing, entrusted to Amélie du Chalard, can take several months. Because, in addition to working with her own antique dealer networks, the curator goes to the city and neighbourhood where each new Evok hotel is due to open. She takes her time strolling around there and soaking up her surroundings to gain a better grasp of the details of the local heritage, historic subtleties and cultural peculiarities as well as meeting new talent and discovering new avenues and sources of inspiration. This complete immersion on the spot results in greater precision and aptness in her quest for works and objects, in which she has carte blanche. She then submits her choices, proposals and options for consideration by Emmanuel Sauvage and the architect or interior designer involved in the project for the future hotel.



A GUARANTEE OF LOGICAL CONSISTENCY AND AESTHETIC QUALITY

In the case of the Nolinski Venice, for example, the Evok group's curator was guided by the theme of the sea. A single, unifying theme but with a whole host of materials that play with light: blown glass; enamelled and non-enamelled ceramics; paintings; drawings, and so on. The same sensitivity but from different periods. Amélie du Chalard is the guarantor of logical consistency and aesthetic quality, open to anything as she goes to work, picking up, hunting out and unearthing discoveries. With zero restrictions, either in the past or present. "It's the richness of these differences and the resonance between them that makes a collection", she says.



SHARING

A collection is not to be hidden. On the contrary. It's to be shown. Laid out. In Evok group hotels, artworks serve as markers, providing a common thread. There are hundreds of carefully selected pieces in each establishment, taking their rightful place in a lobby, guest room, lounge, bathroom and public spaces... Largesse for all to see and enjoy. Without duplication. "There are no two identical works and they're all original creations", says Amélie du Chalard. The Cour des Vosges artwork collection is even the subject of a book, available to travellers and the curious, as a way of explaining, sharing and talking about what goes on behind the scenes in this passion for art, rarity and beauty.

LOOKING TO THE LONG TERM

Emmanuel Sauvage, a collector in his own right, respects and supports artists. To such an extent that he asks some to produce bespoke works for Evok. Such as a series of frescoes for Cour des Vosges and bas-reliefs designed in situ for the Nolinski Venice lobby. As a result, a third of the hotel group's artwork collection consists of antique pieces, a third are contemporary creations and a third are works made exclusively for Evok. A strong and demanding stance is taken to achieve a comprehensive, specialist selection that now sets the standard. Amélie du Chalard talks of "real vision", of "work done with a view to the long-term" and of a hotel group that aims for an "out-of-the-ordinary experience." This was the three co-founders' firm intention right from the group's inception in 2014. And they're staying on course.



ABOUT EVOK

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: the Hameau de la Volière, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group's brands: Nolinski in Venice (2023), and Brach in Madrid (2024) and Rome (2025).

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