

**EVOK ANNOUNCES
THE ARRIVAL OF
MIGUEL ANGEL DOBLADO
AS GENERAL MANAGER
OF BRACH MADRID**



EVOK



EMMANUEL SAUVAGE, CO-FOUNDER AND
CEO OF THE EVOK COLLECTION GROUP,
HAS APPOINTED MIGUEL ANGEL DOBLADO
AS GENERAL MANAGER OF THE FUTURE
BRACH MADRID, DUE TO OPEN IN 2024.

Miguel Angel Doblado has over 20 years' experience in luxury hotel management, so is well-equipped to head up the teams at Brach Madrid as General Manager.

Having gained his Executive Chef diploma at the Arnadi Hofmann School in 1993, he began his career in 5-star establishments in Spain and the USA. In addition to an acute sense of detail and real appetite for business relations, he gained in-depth knowledge of each operational sector of the hotel industry.

In 2021, this friendly and energetic natural leader gained his Master's degree in Hotel Management, Tourism and Restaurants from the ESDEN Business School. Meanwhile, he has held posts in general management at renowned establishments in Madrid and Barcelona, such as the Gran Hotel Inglés in Madrid, before joining Evok as General Manager of Brach Madrid.

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).

EVOK PRESS COORDINATION

MARTIN MOUNOT
mmounot@evokcollection.com

PRESS CONTACT

France
BÉATRICE KORB KAPLAN
beatrice.korb@agenceproches.com

United-Kingdom
NICOLA FRANKLIN
nicola@bacchus.agency

USA
CARA CHAPMAN
cara@bacchus.agency

Middle-East
DANIA SAWEDG
danial@hfaconsultancy.com

Italy
JASMINE LE VAN KIM
jasmine@levankim.it



EVOK

17 AVENUE DE L'OPÉRA
PARIS 1^{er}

T. +33 (0)1 58 12 03 03
CONTACT@EVOKCOLLECTION.COM
EVOKCOLLECTION.COM