

PRESS RELEASE



EVOK

EVOK LAUNCHES AN EXCLUSIVE
COLLECTION OF TRAVEL ILLUSTRATIONS



Evok is delighted to announce the launch of its first collection of travel illustrations created in collaboration with the illustrator Mathieu Persan. Presented in a special collector's edition book, the illustrations will leave you dreaming of future destinations.

This new collection features Nolini Paris, Nolini Venezia, Brach Paris, Sinner, Cour des Vosges, Palais Royal Restaurant Paris as well as future destinations – Palais Royal Restaurant Venezia (2024), Brach Madrid (2024) and Brach Roma (2026).

More than just stickers, these travel illustrations will transport visitors to Evok destinations all over Europe.

For more information, visit <http://boutique.evokcollection.com>
Price: €90





ABOUT MATHIEU PERSAN

Mathieu Persan is a French illustrator born in 1978. Self-taught, he is passionate about graphic design from the 1930s to the 1960s from which he draws a large part of his inspiration. His retro style and thought-provoking themes have caught the eye of the press, both in France and around the world, as well as a number of publishing houses, who commission him for their book covers. He has also written his first book, *Il ne doit plus jamais rien m'arriver*, published by L'Iconoclaste.

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: BAST, 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. After Nolinski in Venice (June 2023), Brach Madrid (2024) and Brach Rome (2026) will join the collection.

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