



EVOK

COLLECTION

A LASTING COMMITMENT  
TO CULTURE





## A LASTING COMMITMENT TO CULTURE

Since its creation, Evok Collection has distinguished itself through a unique vision of hospitality, one where luxury goes beyond excellence to embrace a true philosophy of living.

Culture is a cornerstone of this approach: a unifying force that inspires dialogue, awakens the senses, and fosters connection. Throughout the year, Evok Collection affirms this commitment through a curated calendar of cultural events spanning fashion, literature, cinema, and the arts. These signature moments are hosted across the group's properties, spotlighting emerging talent and celebrating artistic expression in all its forms.



## THE EVOK COLLECTION X BRACH CINEMA PRIZE: A Fresh Perspective on French Cinema

The Cinema Prize was established to champion a form of French cinema that is both unifying and deeply human. Following its inaugural edition in 2024, chaired by acclaimed actor Pierre Niney, alongside a jury of artists including Laura Felpin (comedian & actress), Ana Girardot (actress & director), Thomas Lavelle (photographer), Leslie Medina (singer & actress), and producer Dimitri Rassam, the event honoured several promising and creative talents.

Among the award winners: the RYSK agency received the Best Poster Prize for *Boléro*; Malik Frikah was named Best Emerging Talent for *L'Amour Ouf*; Hafsia Herzi was awarded Best Actress for her performance in *Borgo*.

For its 2025 edition, the Cinema Prize will be co-chaired by the renowned directing duo Éric Toledano and Olivier Nakache, known for their socially conscious comedies blending humour, emotion and social commentary. Their iconic works include *The Intouchables*, *C'est la vie!* (*Le Sens de la fête*) and *The Specials* (*Hors normes*). They are also the creative minds behind the celebrated series *In Therapy* (Arte) and *Les Rencontres du Papotin* (France TV), embodying a cinema that is both widely accessible and intellectually engaging.

This edition will once again present multiple awards, including: Best Film, Best Actor, Best Actress, Best Emerging Talent, Best Make-Up Artist, Best Hairstylist, Best Poster and Best Trailer.



## THE EVOK COLLECTION X BRACH

### PARIS LITERARY PRIZE:

### The Literary Spotlight

Launched in 2019, the Evok Collection Literary Prize reflects the brand's commitment to championing talented authors and celebrating moving, inspirational works of fiction.

Created in collaboration with Tristane Banon and Emmanuelle de Boysson, and later joined by Anne-Marie Revol, who oversees the selection of twelve novels each year, the prize recognises a single title distinguished by its literary quality and its ability to capture the spirit of summer reading: vibrant, uplifting, and memorable.

Since its first edition, the prize has honored talented authors:

Anne-Sophie Stefanini for *Cette Inconnue* in 2020  
 Constance Joly for *Over the Rainbow* in 2021  
 Nathalie Azoulai for *Une fille parfaite* in 2022  
 David Thomas for *Partout les autres* in 2023  
 Éric Chacour for *Ce que je sais de toi* in 2024

In 2025, the Evok Collection Literary Prize was awarded to Céline Robert for her novel *Ceinture*. The prizewinner received several distinctions, and her work is now featured in all guest rooms across the group's hotels.

The 2025 jury brought together personalities from the literary, artistic, and cultural world, united by a shared passion, literature:

Tristane Banon, Eleonore Baudry  
 Laurence Benaim, Valérie Bonneton  
 Charlotte Bouteloup, Romain Brau  
 Philippe Caverivière, Karima Charni  
 Emmanuelle de Boysson, Boris Derichebourg  
 Karine Dijoud, Arielle Dombasle  
 Raphaël Enthoven, Laurence Ferrari  
 Roland Perez, Anne-Marie Revol  
 Aurélie Saada, Laura Tenoudji  
 Keren Ann Zeidel, Oli

Emmanuel Sauvage  
 Co-founder and CEO  
 of the Evok Collection group





# THE EVOK COLLECTION X NOLINSKI

## PARIS FASHION PRIZE:

### Revealing tomorrow's talents



The Evok Collection Fashion Prize, created in collaboration with Nathalie Baumgartner and the French fashion school Atelier Chardon Savard, offers a new generation of designers the opportunity to showcase their creativity and vision. For each edition, selected students are invited to design an exclusive piece inspired by the world and values of the Evok Collection.

Participants begin with a white cloth generously provided by Garnier-Thiébaud, which they transform into a one-of-a-kind fashion creation.

These pieces are then exhibited in the prestigious setting of the Grand Salon at Nolinski Paris, offering the young designers exceptional visibility.

During the award ceremony, a jury of professionals from the worlds of fashion, art, and design selects the winner of the Evok Collection Fashion Prize. A People's Choice Award is also presented to the creation that captures the public's imagination, based on an open vote.



## LE PRINTEMPS DES POÈTES : Poetry as a form of expression

The Printemps des Poètes event celebrates poetry as a living, sensitive, and contemporary form of expression, one that is accessible to all and guided by a strong desire to pass it on, particularly to younger generations. As part of an unprecedented partnership with Nolinski Paris, a poetry competition is being launched for students from primary school through to sixth form. Each participant is invited to submit an original text that reflects their imagination and emotional sensitivity. Entries will be accepted from 8 September 2025 to 31 January 2026, and the winners will be honoured at an awards ceremony held on 16 March 2026, at the heart of Nolinski Paris.

To echo the competition, Nolinski Paris will also host monthly poetry evenings from September 2025 to March 2026, offering guests the opportunity to explore the diversity of contemporary poetic voices, engage in dialogue with poets, and celebrate poetry in the refined setting of the Grand Salon.

## BRACH & NOLINSKI ENCOUNTERS: nurturing dialogue and inspiration

Beyond its awards and cultural initiatives, Evok Collection is also the driving force behind a series of recurring encounters that now form an integral part of the group's cultural calendar. Nolinski Paris hosts the *Conversations with Enchanters* led by Laurence Benaïm, the *Philosophical Encounters* with Emmanuel Leclercq, as well as the Legend Ladies Breakfasts with the participation of Laura Lesueur.

Charity concerts are also organized in Paris and Venice, alongside the Coline en Ré association, showcasing young virtuosos in support of solidarity causes.

At Brach Paris, the monthly *Encounters* hosted by Stéphane Tortora provide privileged exchanges around diverse topics. This same dynamic can also be found in Madrid with the *Brilliant Women Circle*, led by Sara Zaldívar, which brings together voices and talents around the theme of female leadership.

These gatherings, sources of connection and reflection, have become the stage for privileged discussions.







## EXHIBITIONS Artists' perspectives at the heart of our properties

Throughout the seasons, Evok Collection hosts a series of curated art exhibitions across its properties, offering both visitors and residents a chance to immerse themselves in the world of contemporary art.

Artists such as Cédric Rouillat, René Jacob, and Abigail Auperin have already been spotlighted as part of this ongoing artistic programme.

In 2023, Brach Paris welcomed visual artist Emmanuelle Rybojad for her exhibition ART LIGHT. A self-taught artist, Rybojad explores the vibrant culture of Pop Art and the spirit of the 1970s through her luminous and dynamic works. In 2025, the Paris address will unveil a new exhibition entitled *La Boxe fait son cinéma*, in partnership with Belgian Golden Gloves. For this occasion, twenty photographs, taken from the book published by Éditions Chronica and prefaced by Jean-Paul Belmondo, will be displayed in the entrance hall of Brach Paris. These striking images pay tribute to over fifty French and Belgian actors, captured in cinematic scenes where the noble art of boxing meets the magic of the silver screen.



## EVOK COLLECTION TRAVEL JOURNALS: a different way to tell destination stories

Conceived as immersive interludes, the Evok Collection Travel Journals explore new horizons and capture the essence of each destination through a fresh, personal lens. The first season takes us to Venice, unfolding across six episodes that offer a renewed perspective on La Serenissima.

Among the featured voices is Servane Giol, French author and passionate ambassador of Venice, who invites us to discover the city's singular way of life. Stuart Parr, American designer and co-owner of Piedaterre, shares his favourite Venetian spots and reveals the city through his discerning eye. We also meet Mariapia Bellis, an Italian architect and Venetian by adoption, who offers an intimate and artistic view of Venice, far from the usual paths. Finally, Alberto Nardi, Italian gemmologist and heir to a century-old

jewellery house, explores the city's blend of history and modernity through his passion for precious stones.

Each episode of the Evok Collection Travel Journals invites viewers to see the city from a unique perspective, through the eyes of those who live and breathe its spirit. The series will soon continue its journey in Madrid and Paris, following personalities who embody the vibrant pulse of these iconic cities.

Discover the full series on [Evokcollection.com](https://www.evokcollection.com).



## ART CURATION: the signature of culturally inspired destinations

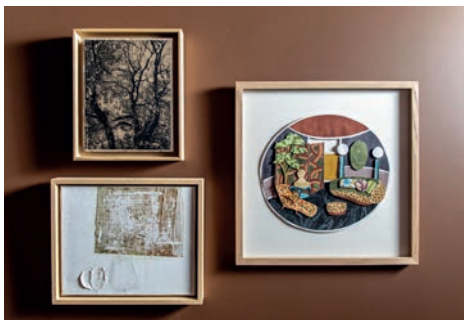
Since 2018, Evok Collection has entrusted the art curation of its properties to Amélie du Chalard, gallerist and founder of Amélie Maison d'Art. Working in close collaboration with architects and designers, she assembles a bespoke collection for each hotel, an inspired dialogue between classical works and contemporary creations. This approach affirms the group's cultural vocation: to make every property a unique, living, and emotionally resonant aesthetic experience.

In the same spirit of nourishing both mind and senses, the selection of books placed in each room and throughout the hotel libraries is curated with particular care by Anatole Desachy, an independent bookseller specialising in photography publications and rare volumes.



At Nolinski Venezia, the library bar exemplifies this vision: eclectic, abundant, and generous, it unfolds like a cabinet of knowledge and inspiration, open to all.

This literary haven is paired with a dreamlike mural by Simon Buret, stretching between sky and sea. Rich and evocative, the piece blends mythical figures and shimmering reflections, subtly revealing a map of Venice's iconic canals. At Evok Collection art flows freely throughout the spaces, and culture is not only observed, it is lived.



## FOR MORE INFORMATION

explore the Culture and New In sections at [evokcollection.com](https://evokcollection.com),  
follow our updates on Instagram (@evokcollection),  
or discover our world through the biannual magazine,  
available at all our properties.

## ABOUT EVOK COLLECTION

In 2014, Evok Collection began creating exceptional premises, combining art of living with culture and emotion, and stamping them with its unique luxury signature. More than just a simple collection, Evok Collection designs and creates vibrant spaces that immerse guests in a sensory and intellectual experience.

Havens of peace in the heart of vibrant cities, Nolinski in Paris and Venice personify this subtle balance. Brach in Paris and Madrid are vibrant and sociable spaces where the energy level is just right. Palais Royal Restaurant, Cour des Vosges and Bast enrich this collection, celebrating classic elegance and attention to detail.

Through a meticulous selection of premises and exclusive partnerships with creators, Evok Collection creates environments in which every element and every design feature serve a purpose. Service is treated as an art form that lives up to the highest expectations.

The Group is committed to placing people and the passing on of know-how at the heart of its development, focusing on responsibility to ensure a lasting heritage.

In 2023, the collection embarked on its international journey with the opening of Nolinski in Venice, followed by the opening of Brach in Madrid in 2024. It plans to open Nolinski in the Gulf of Saint-Tropez in 2026, then Brach in Rome in 2027.

Every address tells a unique story, faithful to an exacting and refined vision of the art of living.



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