

LUXURY HOSPITALITY MAGAZINE

Today, MOB, Artisans Hôteliiers, opens the doors of its new 100-room establishment: MOB HOUSE

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It is in the heart of Saint-Ouen that Cyril Auizerate, Michel Reybier and Philippe Starck have joined forces to write this new adventure. MOB HOUSE offers a new model of hotel with its 3-in-1 room designed for longer stays: a bed, office and meeting room all in one.

100 rooms, an organic brasserie with 200 seats, a garden of over 2000 m², a 20-metre outdoor swimming pool, a gym, a conversation room, a large table d'hôte for budding entrepreneurs... And then MOB HOUSE is a thousand other surprises, hidden references and little glimpses that it will be up to each person to discover as they reveal themselves...



MOB HOUSE is first and foremost about finding France as a destination and the reason for the journey. A France which, in its universal vision, speaks to the World. Because it is the most visited nation. Because the French tend to rediscover and reappropriate their own country. Because in a perfect hexagon, France offers the most incredible diversity of landscapes and climates, of natural or cultural heritage that can be imagined. At MOB HOUSE, France will be present everywhere. Starting with the menu of its restaurant "Feuille de Chou", a local and organic brasserie with 200 seats, which draws on historical know-how to give birth to a light cuisine, giving pride of place to the products.



MOB HOUSE is based on the principle of social ecology. From the construction of the building, which favours terracotta, wood and clay, to the furniture, which gives priority to natural materials. From the catering offer, which focuses on fresh produce, small-scale organic producers and short supply chains. To its 2,000 m² of open-ground garden planted with trees.



With, exclusively and as always at MOB, natural hygiene products, obviously certified organic and produced in a traditional way in Bordeaux. MOB HOUSE is above all work dedicated to the very heart of wandering and hospitality. From the construction of the building, favouring the know-how of craftsmen from France and Italy. Right down to the open kitchen, where guests can see the dishes they are about to eat. With its spaces dedicated to the nomadic worker, who comes here for an hour or a meeting, for the day or for a professional lunch. With its shop offering stationery, drawing and writing materials for the visitor to covet and the worker to buy.



With its conversation rooms, welcoming teams who have come here to find a refuge, at once exotic, welcoming and stimulating, likely to help them think, work and produce their projects together. And then, perhaps more than anything else, it is in the “3-in-1 room” that the centrality of work and production is embodied at MOB HOUSE.

It is here that work and rest, the professional and the intimate, intersect without ever merging. This is where, for the price of a night in a hotel, the travelling entrepreneur now has a large bedroom, a real meeting room and a real office in one modular space.



MOB HOUSE revisits the notion of value and the concept of luxury. With its organic restaurant, its gym, its terraces, its outdoor swimming pool or its high-speed wifi in every space. However, the deep conviction of its creators: Cyril Auouzerate, Philippe Starck and Michel Reybier, is quite different.

For them, the real wealth offered by MOB HOUSE to all its guests lies elsewhere. A wealth that could be summed up as follows: time and space. The value of suspended time, for an hour, a day or a whole week. The luxury of a space open to everyone, somewhere between work and leisure.



A place, not of dilution, but on the contrary of conciliation between the professional and the intimate...

As Cyril Aouizerate likes to remind us, the real luxury in our time where everyone wants everything in one click, is to take one's time.

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<https://lhmagazine.co.uk/today-mob-artisans-hoteliers-opens-the-doors-of-its-new-100-room-establishment-mob-house/>