



## **MOB HOTEL, INHABITING THE WORLD**

*"I have stretched ropes from steeple to steeple; garlands from window to window; golden chains from star to star, and I dance." Arthur Rimbaud, Illuminations.*

We are at a point in our history when the certainties of the past are being disrupted by new ideas, new players and new challenges across all industries. In the world of hospitality, the moment of truth came several years ago with the arrival of a new type of competitor that has changed the hospitality industry.

MOB HOTEL – OF – THE PEOPLE is the result of that fact. We took the time to think, listen and meet today's travellers around the World. After reflecting on the fresh meaning of hospitality in the 21<sup>st</sup> century, we are ready to offer a new hotel experience, one that focuses on individual and community wellbeing, as well as on human progress.

## **MOB HOTEL, AN ETHICAL COOPERATIVE MOVEMENT**

MOB HOTEL is a concrete utopia that is totally porous to its environment, anchored in places that are constantly changing and bringers of hope.

MOB HOTEL - OF - THE PEOPLE is designed with its guests in mind. Wellbeing and hospitality are the focus of the hotel concept, designed with an open environment for guests to experience a new movement in hospitality. MOB HOTEL is designed to be conducive to the emergence of new ideas, the sharing of cultures, and the desire to move forward together.

Long live the porosity!

# **MOB HOTEL, A HOUSE, A VILLAGE, A WORLD ON THE MOVE**

The hotel design is an open environment designed for continuous movements with its bar-restaurant, organic produce from cooperatives, food trucks and well-tended gardens. Entertainment facilities include an outdoor cinema and a live stage. And activities from meditation to cookery, music to books and film to workshops, will exist to create lasting bonds between guests.

Hospitality has taken on a new meaning. An experience that will welcome its travellers, share vegetable gardens with its local residents and host entrepreneurs (companies, associations, artists and more).

Its reception area will feature a market that will promote a rotating selection of local and handmade goods.

The rooms are designed to be warm and welcoming with beds worthy of a luxury hotel. Free Wi-Fi will rival the best in the world and guests will be surrounded by fabulous terraced gardens. And other surprises will be revealed...

Behind MOB HOTEL there are real people working together with a sharing cooperative approach. Cyril Aouizerate, the alchemist, is the founder and CEO. He has gathered friends and partners around him: Michel Reybier - faithful associate and highly successful entrepreneur, Philippe Starck - visionary, ally and forever friend, Steve Case - founder of AOL and Revolution LLC, Glyn Aepfel - founder of Glencove Capital and former partner at Standard Hotels. This modern creative family is united in a movement for progress.

MOB HOTEL has plans to develop eight hotels in Europe and the USA over the next five to six years and will manage the property and operation.

The goal is not to create a hotel chain, but rather an ethical cooperative movement that will regularly welcome new players. Together, we inhabit the World.

## **THE MOVEMENT HAS BEGUN**

PARIS LES PUCES – MARCH 2017 – 100 ROOMS  
LYON CONFLUENCE - MAY 2017 - 100 ROOMS  
PITTSBURGH STRIP DISTRICT - 2018 - 120 ROOMS  
WASHINGTON DC UNION MARKET - 2019 - 150 ROOMS  
LOS ANGELES CHINATOWN - 2020 - 150 ROOMS

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