

Campanile teams up with the UXUS design agency to give the new “Le Comptoir” concept a natural twist!

Once upon a time, there was a Campanile restaurant in Villepinte and the famous international design agency Uxus...

Today, hotel clients can all enjoy this tale’s happy ending: the new face of the *Comptoir Campanile* with a “nature design” look.

This all-new design is the latest addition to a line of *Comptoirs Campanile* with “Urban” and “Contemporary” looks.

This new living space, modern and refreshing, provides comfort, choice and familiarity as it projects us directly into the budget hotel of the future where design and low price share the spotlight. The *Comptoirs Campanile* are standout initiatives thanks to their design and layout, bringing a fresh approach to the budget hotel market.

This innovative feature will be continually adapted by Campanile to create the brand’s next *Comptoirs*.

JOINING FORCES FOR “ACCESSIBLE DESIGN”!

The Villepinte Campanile and Uxus agency worked together to create an exceptional space with a light designer touch and natural charm.

Exuding a cosy, warm Scandinavian charm, the *Comptoir Campanile* becomes a haven of peace offering modern, minimalist design.

The restaurant has made way for an open space offering comfort and cocooning with its soft, streamlined graphic universe.

The furniture, chosen by the Villepinte Campanile and Uxus agency, enhances the theme with natural materials and a subdued, authentic design giving the restaurant Scandinavian elegance and the serenity of a family-friendly space. The predominant colours of luminous white and pastels marry perfectly with the simple wooden geometric shapes for an atmosphere that brings us closer to nature.

Linen wall coverings, cosy and colourful armchairs, design with character and ceramic flooring, the *Comptoir* at the Villepinte Campanile breaks out of the budget hotel box with three modern and functional areas :

- **The bar counter**, with its ceramic tiles and rustic chairs is a friendly invitation that extends to the wooden **table d’hôte** with its sleek, simple lines,
- **The “kitchen” area** with its timeless graphic curves sends out a cosy, welcoming message,
- **The lounge area**, with its cocooning colours, is perfect for resting and relaxing while the **work zone** offers a casual, user-friendly spot to work in peace and quiet.

One thing is certain, the Villepinte Campanile and Uxus have swept aside the prevailing codes of budget hotel decoration to provide clients with a feel-good space offering comfort for body and mind.

<u>The</u>	<u>Campanile</u>	<u>Advantage</u>
------------	------------------	------------------

The newest addition to the family, the Villepinte Campanile’s <i>Comptoir</i> joins the <i>Comptoirs</i> of Villennes, Saint-Germain-en-Laye and Nancy.		
---	--	--

Reflecting its personality, the Villennes Campanile boasts a “Contemporary” look while the Saint-Germain-en-Laye and Nancy Campaniles share an “Urban” design.		
--	--	--

Louvre Hotels

GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hotel industry, currently boasting over 1,100 hotels for a total capacity of more than 95,000 guest rooms in 48 countries.

Headed by Pierre-Frédéric Roulot, it is owned by Chinese Group Jin Jiang International Co. Ltd., one of China's leading travel and tourism conglomerates. The Group's main business includes investments, hotel operations, travel services, transport and logistics.

The alliance between Louvre Hotels Group and Jin Jiang's hotel branch currently accounts for over 2,800 hotels and 345,000 guest rooms in 50 countries... making it one of the world's foremost hotel groups.

About Campanile

The first Campanile hotel-restaurants opened in 1976. Conviviality and authenticity have been its values from the start. Today, Campanile counts 398 hotels in 10 countries across Europe and represents the 4th largest food outlet in France.

About Uxus

Created in 2003, Uxus is a design strategy consulting agency that creates innovative client experiences for the world's largest multinationals. Uxus, a global leader in its field, creates emotional and intelligent design illustrating the principles of "Brand Poetry": a balance between creative excellence and commercial success. The Uxus award-winning team consistently delivers the most unique and passionate solutions possible, thus creating remarkable design and leaving their mark on sector standards. Uxus has built its reputation on excellence and innovation, while understanding product universes and client experience. Uxus works with cutting-edge companies in over 40 countries, including the Qatar Luxury Group, Selfridges, Bloomingdale's, Chanel, InterContinental Hotels Group, Tate Modern, P&G, McDonald's and many other clients. In 2013, Uxus joined forces with FutureBrand, a leading brand consulting network counting over 25 offices worldwide.

Press contacts: We agency

17 rue de Javel – 75015 Paris

Phone: +33 (0)1 44 37 22 44

Magali Bluzat – magali.bluzat@we-agency.fr

Elodie Balsamo – elodie.balsamo@we-agency.fr