

Paris, 30 April 2024

***First ever Radisson Collection hotel in Paris to open in  
Redevco BPM project at Rue de Rivoli***



Radisson Hotel Group is delighted to announce the arrival of its lifestyle brand Radisson Collection in the heart of Paris, in partnership with Redevco, a European real estate player. The hotel will open its doors to the public in early 2027, at 126 Rivoli, a prestigious district where tourists and Parisians converge. The hotel will comprise 57 rooms, as well as a rooftop garden open to the public and a listed 12th-century medieval crypt operated by the hotel. Following a call for tenders launched by Redevco, this signing comes just a few months after the announcement of the launch of refurbishment work on the Haussmann-style building.

Named 'BPM' (Beats Per Minute), this large-scale project, which includes the future Radisson Collection, is committed to a mixed-use approach and compliance with CSR standards (Net Zero Carbon objectives by 2040, BREEAM RFO and In Use Excellent certification). The project totals more than 13,000 m2 and includes hotels,

shops, offices, urban logistics, restaurants, and a community centre. Developed by Redevco and designed by Franklin Azzi Architecture, the project encourages a mixed-use approach and porosity between the different uses on the site and aims for social and environmental excellence. With this major new development, the French portfolio of the Radisson Hotel Group has grown to 23 hotels in operation and under development.

*Radisson Collection* has developed as a range of iconic establishments in unique locations, comprising both renowned heritage hotels and new properties. The iconic location of the 'BPM' project was therefore an obvious choice for Radisson Collection in Paris. With more than 13,000 m<sup>2</sup> spread over 8 floors, the project is designed to ensure fluidity between the different activities and uses on the site and aims for social and environmental excellence. The ground floor and 1st floor will offer 3,000 m<sup>2</sup> of retail space, while the 2nd to 4th floors will house 4,000 m<sup>2</sup> of office and coworking space.

The 57-room Radisson Collection hotel will span the 5th to 7th floors. The 8th floor will be enhanced by a planted rooftop. This will offer a unique 360-degree view of the City of Light and its Parisian monuments, including the Eiffel Tower, Montmartre, and Notre-Dame.



**Federico J. González, Executive Vice President of Radisson Hotel Group, said:** *'We are delighted that Radisson Collection is coming to Paris with this iconic hotel. This project will strengthen the position of our brand both nationally and internationally. This project will not only enrich the Radisson Collection brand offering globally,*



but also in France, where we currently have 23 hotels in operation and under development. With a focus on bespoke design, rich heritage and exceptional experiences, the Radisson Collection hotel in historic 126 Rivoli is sure to be an exceptional destination for local and international guests...'

'The Redevco teams and I are delighted with this long-term partnership with the Radisson Hotel Group. The implementation of the Radisson Collection hotel concept, tailor-made to suit the unique character of our 'BPM' operation at 126 Rivoli, demonstrates our strategic commitment to transforming all our assets into vibrant and innovative living spaces. Thanks to the high social and environmental standards we have set for this refurbishment and its new uses, Redevco is once again confirming its role as a major player in the sustainable and positive reinvention of the city of the future,' **comments Thierry Cahierre, Chairman of Redevco France.**

The hotel's rooms and suites will be spacious and offer breathtaking views of Paris as the hotel's floors overlook the surrounding buildings. The hotel's restaurant on the seventh floor and rooftop bar on the eighth will offer a delightful culinary experience enhanced by breathtaking panoramic views of the city. The 12th-century medieval crypt, scheduled to be integrated into the hotel during its renovation, will add an extra touch of history and charm to this exceptional establishment.

**Elie Younes, Executive Vice President and Global Chief Development Officer at Radisson Hotel Group, comments:** 'Building on our growing Radisson Collection portfolio of more than 65 iconic hotels in operation and under development in unique locations around the world, the introduction of this brand in Paris marks an important milestone for our guests seeking upscale and accessible lifestyle experiences. We continue to offer more possibilities to our customers and opportunities to our owners; and are grateful to Redevco for the trust they place in our brands and our people.'

'The collaboration between Redevco and Radisson Hotel Group establishes the precedent for the ambition that will drive the creation of a new chapter in the history of our iconic "BPM" asset at 126 Rivoli and makes it an exceptional place that is open to its environment, lively and connected. We were won over by the intense collaboration with the Radisson teams in the run-up to the signing, as well as by the pro-active range of services proposed for other users and in the vicinity of the site, and also by the strong social and environmental commitments that we share,' **adds Cécile Pouzadoux, Portfolio Director at Redevco France.**

### ***BPM at 126 Rivoli, a unique prime address in the heart of Paris***

Located on Rue de Rivoli, one of the busiest streets in Paris with 15 million pedestrians a year, the hotel is just 45 minutes from Charles de Gaulle airport and 30 minutes from Paris-Orly airport. It is also ideally located next to metro line 1, Paris' main line offering direct access to major attractions such as the Louvre, Champs-Élysées, La Défense, Concorde and Bastille.

Redevco was assisted by CBRE Hotels Valuation & Advisory and Brun Cessac, Avocats. Radisson Hotel Group was assisted by Baker McKenzie Avocats.

To download the pictures : [swisstransfer.com](https://www.swisstransfer.com)



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## **About Redevco**

Redevco, part of COFRA Holding AG, is a European focused urban real estate and regeneration specialist. Redevco has a clear ambition to create positive impact by helping cities become more sustainable and liveable and being a force for good. On behalf of our clients Redevco invests in properties with a view to developing future-proof and vibrant places in dynamic urban locations where people want to live, work and play. Our specialist investment strategies consider opportunities to re-purpose to mixed-use, in the segments of living, leisure & hospitality and retail in addition to specialist projects across the risk-return spectrum. Together with the local real estate knowledge and the scale of our pan-European platform, Redevco creates value for both investor clients and occupiers. Our highly experienced professionals acquire, develop, lease, and manage properties, ensuring that the portfolios optimally reflect the needs of Redevco's clients. We believe in long-term investments where quality and sustainability are key. Redevco's total assets under management as per January 1st, 2024, is circa €9 billion.

## RADISSON HOTEL GROUP

Radisson Hotel Group is an international hotel group, operating in EMEA and APAC with over 1,340 hotels in operation and under development in +95 countries. The international hotel group is rapidly expanding with a plan to significantly grow the portfolio. The Group's overarching brand promise is Every Moment Matters with a signature Yes, I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is Radisson Hotel Group's loyalty program, which delivers an elevated experience that makes Every Moment Matter. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

At Radisson Hotel Group we [care for people, communities and planet](#) and aim to be Net Zero by 2050 based on the approved near-term Science Based Targets. With unique solutions such as 100% carbon neutral Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.



The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to health and safety requirements, ensuring we always care for our guests and team members.

For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

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