



LE PELICAN <sup>★★★★</sup>  
Annecy . France

Press kit

# Le Pélican<sup>★★★★</sup>

## A brand-new hotel experience in the heart of Annecy

This new luxury hotel and the latest development from the Groupe PVG (Pollet-Villard Groupe) is set in a listed building and ideally located at the entrance to Annecy's old town overlooking the lake. Boasting an ancient wing and a fresh new building that harmonises perfectly with the centuries-old setting, this innovative four-star hotel weaves a symbolic link between history and modernity. Needless to say, Annecy has just welcomed a new flagship hotel.

With its 100 rooms and suites (including the Experience Suite), Ô Bon Bec (a chic lounge and gourmet-bistro restaurant), Ô Grand Bleu (a heated outdoor pool), Ô Cèdre (summer terrace) and a resident DJ, the hotel is designed to be an authentic living space.

The whole establishment provides multiple, dynamic, cosmopolitan, experiences, all in a strategic location, making it a welcome addition to the Annecy scene. Overlooking the lake and sat at the entrance to the old town, the Pélican is already a must-visit hotspot in the "Little Venice of the French Alps".





# The revival of the alms house: a site steeped in history

The original building – an alms house – was built in Annecy in **1820**. Several years later, local architect Prosper Dunant oversaw the construction of the very first hospital, which integrated the former Capuchin Convent. Later, Ignace Monnet took over the extension works planned for the complex.

This is where the Pélican's history begins. In an effort to break from the previous, monotone façade, Joseph Tavernier was commissioned to create a sculpture of a pelican, which was to be installed on top of the gabled roof. Pelicans symbolise charity and maternal love, and are known for fiercely defending their young and providing them with regular nourishment. The sculpture remains today, embodying the values of hospitality and making it a marvellous coincidence that the site is now home to a hotel.

At the time, it was also customary to plant a tree when a building was inaugurated. With this in mind, a majestic, **century-old Lebanese cedar** stands proudly at over **80 feet** in front of the Pélican's façade. The hotel is steeped in Annecy's full history of 19th-century hospitality, including the heritage of works celebrating charity, hope, and life carrying on no matter what.

1820





## A project designed by Christian de Portzamparc



In 2009, the Avant-Scène eco-neighbourhood project began in Annecy, with modern residences built around a five-acre park, covered in vast lawns and open to the public. Christian de Portzamparc is the architect, urban planner, artist and author behind this project.

He drew inspiration from this eco-neighbourhood to design the Pélican. On one side there is a building steeped in centuries of history which has been magnificently renovated. Upheld by the pelican statue and a very apt inaugural tree, this part of the hotel is named **Le Cèdre**.

On the other side, the new part of the Pélican Hotel, known as **La Scène**, is like a cliff or wild mountain wrought by nature and the elements. With gardens to the back, this mineral building adds to the Pélican's cosmopolitan concept, drawing inspiration from the lake and the mountains. These are the deep roots of this latest addition to such a historical structure.

The **glass-walled passageway** linking them represents both a break between the two buildings and a link between history and modernity, tradition and renewal. This site offers a remarkable view with Lake Annecy on one side and the Basilica of the Visitation on the other.



## An eco-friendly approach driven by the hotel

Adopting an eco-friendly strategy, the Pélican is heated and cooled by a **water loop system** installed at **40 feet below the surface** of Lake Annecy. This energy innovation enables the hotel to meet 95% of its needs in terms of heating and domestic water use, as well fully supplying the cooling system in the Avant-Scène neighbourhood. This local, renewable energy source consumes 15 times less energy than a traditional system while saving 2,250 tons of CO2 per year – a first in the hotel industry!

But the Pélican hotel wanted to go even further in its eco-friendly approach, and so has also joined **1% for the Planet**, a network of businesses working together to protect the environment. Through this group, the Pélican donates 1% of its annual revenue to accredited charities, paving the way for other hotels in France as the first establishment of its kind to make such a commitment! The hotel has also committed to helping **Unisoap**, the first French charity to recycle hotel soaps to provide access to hygiene and sanitation for underprivileged populations as part of an environmental, humanitarian and social mission.

What's more, the fittings and furniture were sourced as close as possible to the hotel, as the owners wanted to support local talents and expertise by working with artisans in Annecy and the surrounding region to promote the local economy.

With this in mind, **Ô Bon Pain**, an artisanal bakery and one of the town's icons since 1927, has opened a branch in the Pélican Hotel. The smell of fresh bread and warm pastries entices foodies into the boutique found at the entrance of the hotel, crafted in modern, black Sahara marble and traditional wood. Vincent the baker and Quentin the pastry chef, reinvent themselves throughout the year to offer you seasonal products to take home, to friends... by the lake, or simply to taste on the spot under his green canopy. Everything at the bakery is laid out just like at home, with Savoie cakes, pastries, bread, crispy baguettes, sandwiches, cakes...







# The canopy

A photograph of a modern restaurant lobby. The space is characterized by a curved wooden canopy structure that arches over a curved wooden bench. The canopy is adorned with greenery and illuminated by warm, glowing lights. Several round tables with white chairs are arranged in the foreground. The overall atmosphere is warm and inviting.

## Walking into the canopy

The lobby at the Pélican is a vibrant space designed to be a pathway from the real to the spiritual. An area filled with positive energy.

From the moment you walk through the revolving door, your eyes will be drawn to the floor and the **17 sunbeams** at the entrance inviting you into this singular place.

Everything is open-plan, from the lobby desk crafted in moulded concrete to the glass-walled reception room. The two majestic trees designed by Jean-Lux Ramasco are part of the carefully curated and totally immersive setting, along with the sounds of animals and the forest that take visitors into a unique new world. Guided by a bird in flight, guests naturally follow the path through the canopy where they can choose from the restaurant and the upstairs rooms.





## The concept of decoration

Hervé Lefillatre, is a local through and through, who went to the Lycée Berthollet before pursuing his studies at the Annecy School of Art. In fact, he was even born in the former hospital where the Pélican Hotel stands today! **Perhaps this project was meant to be?**

As a highly driven architect, he draws his inspiration from his heritage and the surrounding natural environment. The lake and the mountains are his roots, but also those of the Groupe PVG, which has been established in La Clusaz and Annecy for more than 40 years. Hervé Lefillatre has a vast clientele spread all over France, but the Pélican gave him the opportunity to return to the very heart of his native town.

The Groupe PVG put its full trust in him and gave him carte blanche. With nature as his cornerstone, the architect has interplayed the links between elements and materials.

# The rooms and suites

Continuing a **vegetal theme throughout the hotel**, access to the rooms has been designed according to two main inspirations: **water**, in a nod to Lake Annecy, and ice. Needless to say, this extraordinary hotel has taken a bold stance in combining both the natural and the original.

94<sub>rooms</sub>

6<sub>suites</sub>



# A new vision of the traditional hotel room



The **94 rooms and 6 suites** at the Pélican all boast the full charm of their unique setting and are bathed in natural light – especially in the listed building.

Developed in the style of « **open cupboards**, » there are no doors on the walk-in wardrobes or other storage units. This is the result of the owners' observation that many guests forget their things when they leave.

The bespoke furniture in these elegant spaces combines marble and dark wood, with evocative notes of modernity and sophistication blended with the comfort of a sanctuary designed with fulfilment and self-discovery in mind.

Meanwhile, the mirrors are positioned to optimize the natural light while offering breathtaking views over the lake or the basilica.

Much like the cracks in the majestic mountains the walk-in wardrobes and desks are deconstructed and made with wood in Pélican blue. The rooms are lit with hanging lights decorated with feathers or chrome-plated smoked glass, and the windows are framed with speckled curtains woven by artisanal workshops in nearby Talloires- Montmin.

The bathroom is nothing short of an invitation to relax with its white marble and warm mosaic tiles. Your well-earned break continues on the comfortable seats with generous cushions upholstered in dark blue fabric.



The rooms and suites in the Le Cèdre building are more spacious and luxurious with either a mezzanine or a raised level, which offer the best views possible over Annecy, the lake, or the Basilica of the Visitation. These warm, elegant spaces are topped off with high ceilings and exposed beams.



# The Igloo Lake Suite

The Igloo Suite is the real gem, nestled on the sixth floor under the roof of the listed building. This unbelievable space is a must-see for guests at the Pélican Hotel, **featuring a round, room with a vaulted ceiling**. More than enough to take you into an exciting new world all of your own.

Meanwhile, the La Scène building boasts the finest terrace in the whole hotel with the Pélican Lake Suite. This room spans 430 ft. sq. with sophisticated interior design, along with French doors leading onto a 650 ft. sq. terrace directly overlooking Lake Annecy. This outdoor space also offers a **Nordic hot tub, a summer lounge area and expansive sunbeds**, all topped with breathtaking, panoramic views for an unforgettable stay.





# The Pélican Lake Suite



An exceptional suite is hidden away on the top floor, **the Pelican Suite**. It offers a 60m<sup>2</sup> terrace with sun loungers, garden furniture and a Nordic bath for a unique view of Lake Annecy. Located in the new building, La Scène, this suite comprises a bedroom, a lounge with sofa bed, and can accommodate up to 4 people. Ideal for family getaways or get-togethers with friends, it combines comfort and 4-star standards, with access to facilities such as the pool bar and outdoor swimming pool reserved for guests.

## Room and suite categories

### Rooms

- Classics
- Superiors
- Prestiges
- Mezzanines

### Suites

- Junior
- Lake View
- Pélican Lake
- Igloo Lake



## Ô Bon Bec revolutionizes the traditional restaurant concept

Ô Bon Bec proudly balances a lounge atmosphere, a festive energy, and a trendy culinary offering. Featuring several different spaces, the gourmet-bistro eatery is constantly trying to surprise its diners. Whether sat at a table, by the bar, on a sofa, under the glass roof or on the terrace, the establishment has revisited the art of hospitality.

As visitors make their way up to the first floor, they walk under a canopy filled with birdsong to arrive at Ô Bon Bec. The entrance boasts an oyster bar, a glass-fronted wine cellar and a space for aging fine meats and the premium cheeses from Meilleur-Ouvrier-de-France titleholder Dubouloz.

Basking in the cosmopolitan ambience so typical of the Pélican, several vibes and colours can be found in the different areas of this vast 3,000 ft. sq. space. The coffee tables and benches at the entrance contrast with the classic restaurant seats and the high tables near the windows. A dividable couch, a revisited version of the "conversation sofas" of times past, offers a pinch of designer originality in the lounge area. Meanwhile, guests at the bar can sit on stools overlooking the open-plan kitchen to enjoy an innovative, interactive culinary experience.

The middle of the floor is home to an understated yet imposing bar crafted in blackened wood. This meeting place for foodies and gourmets has countless features, including a hot and cold buffet depending on the time of day.

Ô Bon Bec can host up to **160 people indoors**, with some guests seated under the glass roof with lakeside views, available whatever the season. During the summer, the terrace can also welcome 110 people for an al fresco dining experience by the lake.

# Chefs

**Sylvain Fombertasse**



**Guillaume Sarrazin**



The Chef of the Restaurant Ô Bon Bec, Sylvain Fombertasse, is already a well-known member of the PVG Group since he worked within the walls of the Impérial Palace\*\*\*\* in Annecy. Trained in the Lyon kitchens of Bocuse and Pignol, this son of restaurateurs and brother of a chef definitely has gastronomy in his genes. After 7 years at the Brasserie de l'Impérial, Chef Fombertasse is changing banks to offer bold and gourmet bistronomic cuisine.

Sylvain has been accompanied since the restaurant opened by Guillaume Sarrazin, who has now become Executive Chef.

Together they offer inventive and seasonal cuisine to reinvent gastronomy.









## The Menu

The menu features a shrewd blend of exotic dishes and local French fare in an explosion of flavour.

## Ô Midi

For a business meal, a lunch with colleagues or simply to treat yourself during the lunch break, the restaurant Ô Bon Bec has created a dedicated offer at an attractive price:

- ▲ Dish of the day: € 17
- ▲ Starter + Main dish *or* Main dish + Dessert: € 21
- ▲ Starter + Main dish + Dessert: € 24

## P'Tits Pélicans

At the Ô Bon Bec restaurant, children are welcome and we have concocted a P'Tits Pelicans menu for them to awaken the taste buds of these future gourmets!

They will be able to enjoy a dish with a side dish of their choice, a stick of ice cream and a drink, all at a low price for parents, only € 15!





## Ô Cèdre terrace and pétanque **NEW**

To continue its singularity, the hotel Le Pélican has imagined a place where the contemplation of the lake can be experienced while sipping a drink. Comfortably curled up in the sofas of the lounge area, sheltered under the branches of the hundred-year-old cedar, it is time to let go and enjoy the panorama that awaits you.

The rooftop Ô Cèdre is the bar that offers one of the most beautiful views of Lake Annecy at the entrance to the old town.

Here, all that's missing are the cicadas to accompany your game of pétanque, thanks to our two courts located next to the bar. Open every day in summer from 6 to 10pm, your evenings will be entertained by live DJ sets.

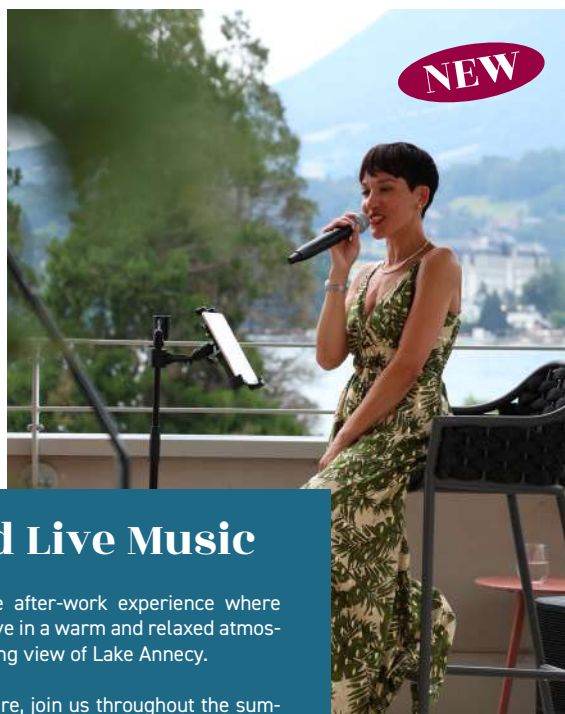




## The pool

Just next to the enigmatic cedar tree, the outdoor heated pool reserved for hotel guests is an oasis of calm and relaxation.

To create the pathway leading to it, interior designer Hervé Lefilatre drew inspiration from the renowned Pont des Amours near the hotel. The walkway is an icon of Annecy, and its romantic twist really lends weight to the town's nickname, the « Little Venice of the French Alps ».



## Afterwork and Live Music

Immerse yourself in a memorable after-work experience where laughter and conversation come alive in a warm and relaxed atmosphere, all enhanced by a breathtaking view of Lake Annecy.

For an even more festive atmosphere, join us throughout the summer for our special evenings:

- Every Wednesday evening, singer and DJ Karo takes the lead to thrill you with her dynamic performances,
- Every Friday evening, let yourself be enchanted by live music from local and talented groups who liven up your afterwork with captivating musical performances.

Join us on the Ô Cèdre terrace for unforgettable evenings where good music and a good atmosphere are always on the agenda.







**The hundred-year-old cedar  
lights up your festive season  
end-of-year  
every year!**



# Business travellers

## Seminar rooms

Located in the La Scène building, the two seminar rooms offer a calm, inviting setting. Whether for study days, seminars, symposiums, exhibitions, product launches, showrooms, or receptions, the adjoining spaces can be configured (up to 5 separate rooms) and adapted to suit the needs of a professional clientele.

With a capacity of 6-140 people, these spaces have a natural, welcoming atmosphere and benefit from the prestigious services of the Pélican Hotel – meaning you can work with total peace of mind. The rooms are equipped with flat screens Newine MIRA, enabling you to easily organise talks with guest speakers and video-conferences.



## Conference spaces

In the same wing of the hotel, two conference spaces are available for business clients. These adjoining rooms are equipped with the latest technology and can be configured to suit your needs. They also feature a 650 sq. ft. terrace with lake views for breaks overlooking the exceptional surroundings, coupled with a four-star service to ensure professionalism and peace of mind.



## The other Groupe PVG establishments

The Pélican Hotel belongs to the regional Groupe PVG, which also owns the Impérial Palace Hotel on the other side of Pâquier Park.

«In our family, time has always lent meaning to our actions. It has forged the path of our history, rooted in humanity, know-how and hospitality. We are deeply attached to Annecy and the town's own history, which is much like our own. With this in mind, we have made its promotion an extension of our own personal and professional fulfilment. The Pélican is the sixth hotel in our Group, and our second in Annecy. Today it represents our accomplishments and renewal. We dreamed of it for many years before making it a reality. It sums up our values and philosophy of authenticity, while expressing our vision of art de vivre and hospitality. We now invite you to stop time with us, and take your time in this unique hotel. Everything has been designed to offer privacy and space, service and discretion, peace of mind and festivities, fun with the family and shared romantic moments.»  
Gaston and Olivier Pollet-Villard, owners.







## Mini Big Forest

For this association the objective is simple "Together, let's plant forests!"

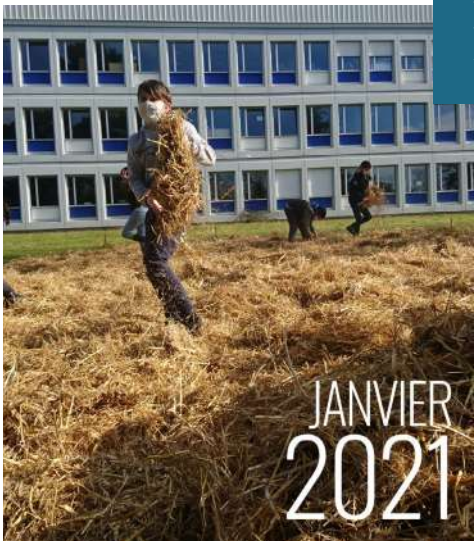
Inspired by the Japanese botanist Miawaki method, Mini Big Forest aims to recreate small forest ecosystems with dense vegetation that function like a natural forest in schools, businesses and even communities.

Here, the project is to "Debitumen and renature schoolyards" whose mission is to reconnect students with nature. A collective project lasting several months through concrete actions in class but also in the field to learn about biodiversity, select species, prepare the soil...

This action lasts over time, since after the creation of the ecosystem we must take care of it and become a "guardian of the forest". An experience that will be passed on to future generations.

An action full of meaning which makes it possible to bring biodiversity back to tarmaced schoolyards, to raise students' awareness of ecology, to create an island of freshness (-2° under a tree), to reduce fine particles (from 50% according to the WHO) and above all to create cohesion between students whose objective is Nature.

**Amount donated: € 15.000**





## ASTERS - CEN74

Created on June 7, 2000, the association protects and promotes the natural spaces of Haute-Savoie on a daily basis. For more than 20 years now, Asters-CEN74 has managed 41 natural sites including 9 national nature reserves located in Haute-Savoie, including the "Bout du lac d'Annecy". It therefore ensures that these reserves are accessible to all while guaranteeing the good health of the ecosystems.

The association's missions are to help stop the decline of biodiversity in Haute-Savoie, to support the territories in the long term in a context of climate change, to put nature at the heart of everyone's concerns (citizens and politicians) and to protect natural and wild environments while enhancing them.

But its fight does not stop there, since Asters-CEN74 is a major transalpine player involved in cross-border and international programs!

**Amount donated: € 15.393**



## HOP

### STOP PLANNED OBSOLESCENCE

First of all, what is planned obsolescence?!

Planned obsolescence is the voluntary reduction of the lifespan of a product in order to accelerate its renewal, and France was the first country in the world to ban this practice in 2015.

The HOP association mobilizes citizens, public and political decision-makers as well as private companies in France, Europe but also internationally.

It acts to extend the lifespan of products through advocacy for standards and laws in favor of the design of durable and repairable products, participates in the development of reparability indices and ensures their application to transform today's world.

Thanks to its involvement and dedication, the association was even co-organizer of the first National Repair Days in October 2023.

Its objective is to put an end to obsolescence and move from DISPOSABLE to SUSTAINABLE by transforming the "Serial Shopper" into an "Eco-consumer actor"!

**Amount donated: € 10.000**















# Practical information



Marquisats beach	3 mins
Old town and town centre	5 mins
Pâquier Park and Jardin de l'Europe	8 mins
Impérial Palace (Casino, Cristal Spa)	12 mins
Albigny and Petit Port beaches	15 mins



Annecy train station	8 mins
A41 and A43 motorways	15 mins
Geneva Airport	40 mins
Chambéry	40 mins
Ski resorts (La Clusaz, Le Grand Bornand, Megève, Chamonix...)	Between 50mins and 1h30
Lyon and Grenoble	1h30
Paris (via TGV train from Annecy or Genève)	3h40

getting here



## Press contact

Céline GOURGAUD  
[presse@groupe-pvg.fr](mailto:presse@groupe-pvg.fr)  
 04 50 09 34 60

