



©Studio Björg



LE BRISTOL  
PARIS

## Le Bristol Paris reimagines traditional *décor* for the 2023 Festive Season

Octobre 2023

During the holiday period, Le Bristol Paris is known to enchant with a **festive *mise-en-scène*** that glistens from the sidewalk on rue du Faubourg Saint-Honoré all the way through the lobby's rotating door, tempting passersby to discover the magic within. This year, the Palace hotel will play host to a decorative winterscape featuring the work of Paris-based **Studio Björg** and Neapolitan **artist Ulderico Pinfildi**, revisiting tradition to surround guests with holiday cheer and a true feeling of home in the heart of Paris.

### “Tree of Life” inspired art direction by Studio Björg

For the second year in a row, renowned Parisian creative studio, Studio Björg, will grace Le Bristol Paris' façade and common areas with imaginative and sophisticated *décor*. Inspired by a **“tree of life” theme** for 2023, the studio has eschewed the traditional grand Christmas tree to create a symbolic focal point on the lobby's central table in the form of a living tree painted glistening gold, from which iconic Le Bristol ornaments such as the emblematic keychain will dangle.

To complement the dazzling scene, light-filled wreaths will line the street-facing windows and decorated pines will embellish the marquis.

### Original Nativity Scene by Ulderico Pinfildi at Epicure

A recent visit by **Elvira Oetker**, member of Le Bristol Paris' owner family, to the Naples atelier of famed sculptor and nativity artist, Ulderico Pinfildi, has led Le Bristol to commission an original **nativity scene** by him to present at Epicure this festive season. Ulderico Pinfildi learned the art of the traditional Neapolitan nativity scene from an early age growing up amidst his family's ceramics workshop in the heart of Naples. The artist specializes in an 18th-century interpretation of the nativity scene, combining classic iconography with Neapolitan architecture of the period.

Like all his nativity scenes, Ulderico Pinfildi's work for the hotel will be entirely **handmade**. The scene will feature a multi-ethnic cast of characters in a nod to the rich diversity of guests who visit Le Bristol Paris each year.

“It is an honour to be represented with one of my artworks in such a prestigious place as Le Bristol Paris. I hope that travellers who see my nativity scene will be captivated by this work of art and intrigued by its diversity. The Oetker family has given me the opportunity to narrate, through my work, a cultural moment for my art and the history of my city, Naples,” comments Ulderico Pinfildi.

## Press Contacts Le Bristol Paris

### Giulia Panossian

Head of Communications

+33 1 53 43 41 86

[giulia.panossian@oetkercollection.com](mailto:giulia.panossian@oetkercollection.com)

### Océane Franc

Communications Officer

+33 1 53 43 44 11

[oceane.franc@oetkercollection.com](mailto:oceane.franc@oetkercollection.com)

## Press Contact Oetker Collection

### Jennifer Gorevan

Head of Global Communications

+33 1 53 43 41 41

[jenny.gorevan@oetkercollection.com](mailto:jenny.gorevan@oetkercollection.com)

## STAY TUNED

#MasterpieceHotels

[instagram.com/OetkerCollection](https://www.instagram.com/OetkerCollection)

[facebook.com/OetkerCollection](https://www.facebook.com/OetkerCollection)

[linkedin.com/OetkerCollection](https://www.linkedin.com/OetkerCollection)

## OETKER COLLECTION

Masterpiece Hotels



L'APOGÉE  
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA  
CÔTE D'AZUR - VENICE - FRENCH RIVIERA



JUMBY BAY ISLAND  
ANTIGUA - WEST INDIES



BRENNERS PARK-HOTEL & SPA  
BADEN-BADEN



EDEN ROCK  
ST BARTHS



THE LANESBOROUGH  
LONDON



THE WOODWARD  
GENEVA



HOTEL LA PALMA  
CAPRI



LE BRISTOL  
PARIS



THE VINETA HOTEL  
PALM BEACH



HOTEL DU CAP-EDEN-ROC  
CAP D'ANTIBES



PALÁCIO TANGARÁ  
SAO PAULO