

A photograph of a cafe interior. The background is a wall with a dark wood-grain paneling. On the wall, there is a white rectangular light fixture with a gold-colored top and bottom. To the right, a framed picture and a potted plant are visible. In the foreground, a wooden table and a wooden chair are partially visible.

**HOLIDAY CAFÉ  
AVENUE DE VERSAILLES  
PARIS [75]**

**FRANKLIN AZZI**



# PRESS RELEASE

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# HOLIDAY CAFÉ

SUR PLACE ET À EMPORTER  
WITH CUP AND SPOON FOR FREE

Tel: 01 42 490 21

Ouvert du mardi au samedi de 8.30 à 22.00

Dimanche de 9.00 à 15.00

Chef: Jean-François Lenoir

ÉTABLISSEMENT  
SOUS TELLÉPHOTIOLANGE





## FOREWORD

In the heart of the 16th arrondissement of Paris, at 192 avenue de Versailles, the Holiday Café is a place just like the Holiday Magazine: chic, timeless, with a certain aesthetic sensitivity. Franklin Azzi managed to give a bright and elegant atmosphere to the restaurant. Throughout the space, the Parisian brasserie's world matches perfectly with the mood of a coffee shop. Thought as a place where we come to discover restyled traditional French meals, the Holiday Café is a perfect address to have coffee, lunch or to get the finest products. A real hedonist life!

## AN AUTHENTIC REFERENCE TO THE MAGAZINE

Holiday is an American magazine founded in the 40's and is addresses to travelers. Since 2014, the magazine has reborn thanks to Atelier Franck Durand. He took over the magazine editorial management and the artistic direction to recreate the identity with a new and modern vision.

The interior design of the Holiday Café reflects the creative and graphic spirit of the magazine. It uses the aesthetic codes and the artistic direction. The architecture and the uses of the place emulate the magazine's modern vision. After we go through the neo-brasserie door, we discover a very sophisticated open space. As a harmonious and balanced place, it displays elegant spatial and graphic qualities. The space is defined by the strong bias of the materials and colors layout. It plays with the volumes' perception and reinforce the perspectives.

Just like the magazine pictures, strong lines outline the space. The creative spirit is also found in the decoration, composed with paintings, sculptures, small vases with different colors and ancient styles. They add a touch of uniqueness and authenticity to the space.



HOLIDAY CAFE	
<b>BOISSONNES</b>	
* Boisson chaude ou froide à volonté	4,00
* Espresso Macchiato (Espresso à la crème de lait)	4,50
* Cappuccino	4,50
* Latte à la vapeur (300 ml) Macchiato	4,50
* Boisson froide (café, thé ou lait) à volonté	4,50
<b>BOISSONNES &amp; SUCRÉS</b>	
Prix à l'unité	
<i>Café de la journée</i>	
* Capot Chocolaté (Café et Crème)	26,00
* Cappuccino à la vanille (Café et Crème)	26,00
* Pastis au Lait (Café et Crème)	26,00
* Café de Noël (Café et Crème) à la vanille (Café et Crème)	26,00
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<b>DÉJEUNER</b>	
* Déjeuner à l'unité (Café et Crème) à volonté	10,00
* Déjeuner à l'unité (Café et Crème) à volonté	10,00
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HOLIDAY





AY CAFÉ







## A SPACE OUT OF TIME

The Holiday Café seemed to have always been present. Chic and refined, the café's aesthetics will last through time.

Materials and details are the most essential elements in the fifties style decoration. Nothing comes to obstruct the sight. Immersed in sunlight, the space invites to sit around the wooden tables, on fine seat with a vintage design, or on a large light blue bench. Also, we can choose to take a seat at the very elegant counter that offers a privileged view on the professional kitchen that has been drawn in an ergonomic way. The retro style veiling sends us back to an ancient time. The light is going through them and confers a warm atmosphere and a unique softness. The cutlery and dishes have been selected with a delicate hand to reinforce the traditional spirit.

Yet modern, the space invites to a parenthesis where times stops.

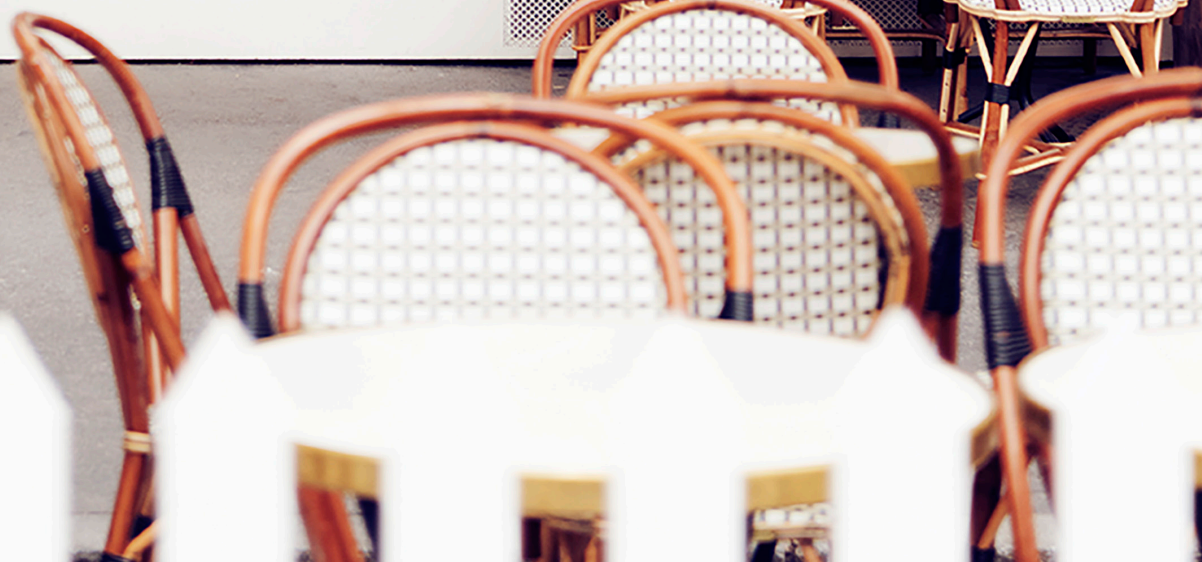
## PRECIOUS MATERIALS

Here, luxury prevails with sobriety. Materials are exquisite to the eye and pleasant to the touch. They give to the space fineness and character. Materials complete each other and compose a rich color and texture palette. The ground, light and bright, is recovered with terrazzo (stone shards and colored marble) which comes to temper the precious marble of the counter with a vegetal and intense green. The wood at the bottom of the walls refers to varnished wooden boats from the 50's, which is a wink to traveling and holidays. The caramel-colored brown wood softens mineral materials and heats the general atmosphere up. The blue-lagoon benches allude to the sea. Finally, the golden brass details highlight the interior design refinement.





# HOLIDAY CAFÉ



## THE PATIO

On the white facade, the name « Holiday » is written with black ink in a graphic way just like in a coffee shop. Attired with brass details as inside, the facade is composed with a sash-window and a transparent glass door on which are written in golden letters the information useful to the client. The outside gives an atmosphere as rich as the inside.

The patio is planted with different fruit trees and is composed with diverse scents. Generously sun lighted, it offers to the client a sought-after vegetal decor.

In the shade of large with parasols, the outside furniture is attired in a black trim and is dressed in the proper colors of the brand. The chairs and the benches have a very Parisian style. Their cane work is simple, neat and carried by a lacquered bamboo structure. The space is ideal for a comfortable and elegant break.

## TECHNICAL SHEET

### CLIENT

Atelier Franck Durand

### SURFACE AREA

30 m<sup>2</sup>

### PROJECT MANAGEMENT

Architect: Franklin Azzi

### CALENDAR

Design studies : 2016

Completion : 2016

### PROGRAM

Café, Restaurant

### LOCATION

192 avenue de Versailles, Paris, France

### COMMAND

Private

### CREDITS

Franklin Azzi

Alexandre Tabaste



## FRANKLIN AZZI



Since the foundation of his agency in 2006, Franklin Azzi has been developing architectural, urban design and design projects in France and abroad.

The agency has approximately forty collaborators: architects, designers, decorators, graphic designers, art historians, as well as a computer research laboratory and parametric design team. His style is at the crossroads of disciplines and fields of reflection.

Its transversality allows him to explore the heavy rehabilitation of industrial and functional buildings, new construction as well as the design and specific furniture of luxury shops. Influenced by the interdisciplinarity of the Glasgow School of Art, where he studied, the industrial world, Google Image, Paul Virilio, modernism and contemporary art, Franklin Azzi's practice is hybrid and rigorous. Always with a view to sustainability, efficiency and the clarity of the proposals. He has been distinguished by major publicly commissioned cultural projects.

First, the Centre de la Francophonie des Amériques in Quebec City in 2007, then the Saint-Sauveur train station and the Tripostal in Lille followed by the Mame print shops in Tours.

The transformation of the Alstom Halles on the island of Nantes into the Nantes Saint-Nazaire School of Fine Arts is an emblematic project in his career. These projects are characterized in particular by the generosity of

their public spaces. We find this aspiration again in 2013, when he created a walk on the Berges de Seine between the Musée d'Orsay and the Quai-Branly with the City of Paris - a UNESCO World Heritage Site. Currently under study is the Grand Paris station project, which will connect Paris to Orly airport, which also participates in his reflections on what constitutes the city of tomorrow, the sustainability and flexibility of architecture in the city.

Franklin Azzi also develops office suites with iconic performance and design. They are treated 'surgically', with a great concern for the quality of uses, such as the Dock en Seine in Saint-Ouen, the Raspail building in Paris and now the Workstation Tower with Hines in La Défense and the Montparnasse Tower with the grouping of the new AOM (Franklin Azzi Architecture, Chartier Dalix, Hardel Le Bihan).

Interior architecture and design are summoned together with the same care as the architecture, under the watchful eye of Noémie Goddard, Associate Artistic Director. Creators such as Christophe Lemaire, Isabel Marant, Jerome Dreyfuss, Bali Barret, Lacoste and the LVMH group have entrusted them with the design of their boutiques in the United States, Japan, Korea, China and France. Franklin Azzi has also been distinguished by the creation of establishments such as Café Holiday in tribute to the eponymous magazine dedicated to travel and style. These projects are developed by a specialized department within the agency, which also intervenes on the interiors of new constructions and rehabilitations.

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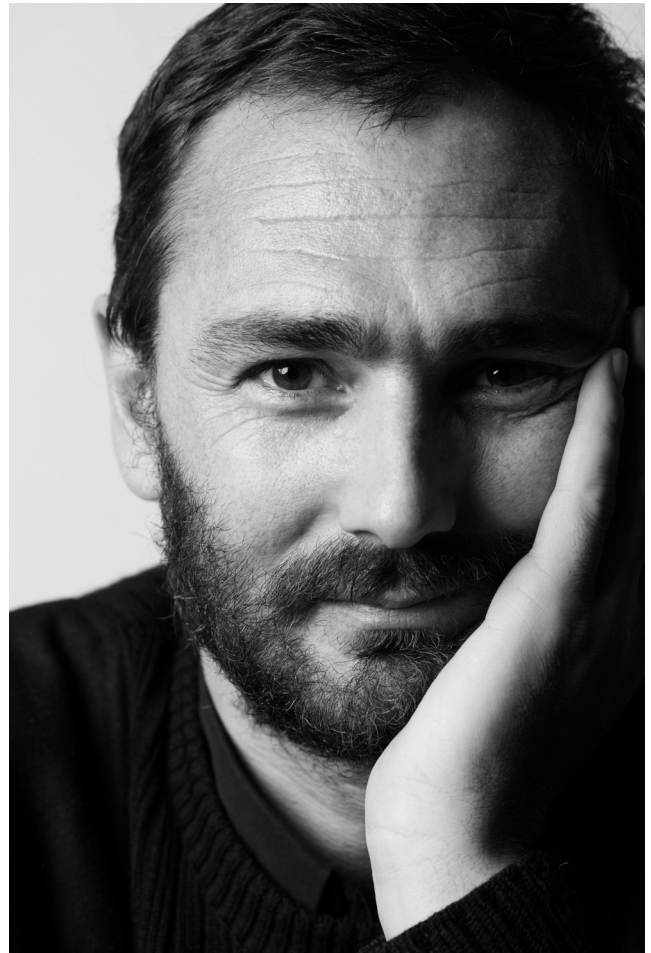
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ICONOGRAPHY AVAILABLE TO THE PRESS

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FRANKLIN AZZI PORTRAIT © ALEXANDRE TABASTE



LOGO

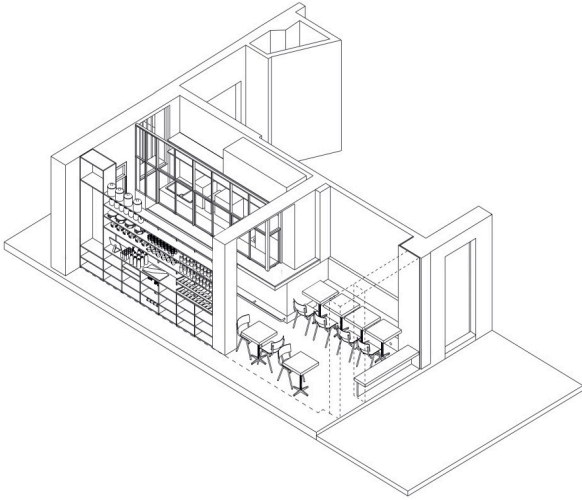
FRANKLIN AZZI

PICTURES OF THE AGENCY, 13 RUE D'UZÈS, PARIS 2<sup>ème</sup> © MATHIEU DUCROS





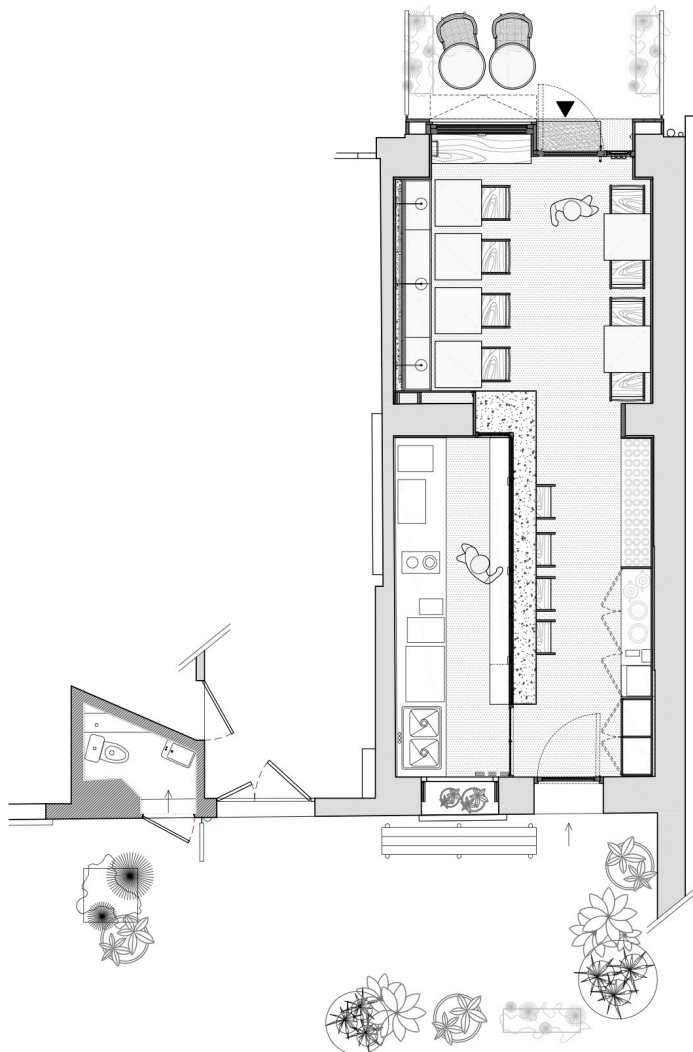
DRAWINGS © FRANKLIN AZZI



HOLIDAY CAFÉ\_AXONOMETRY



HOLIDAY CAFÉ\_FACADE



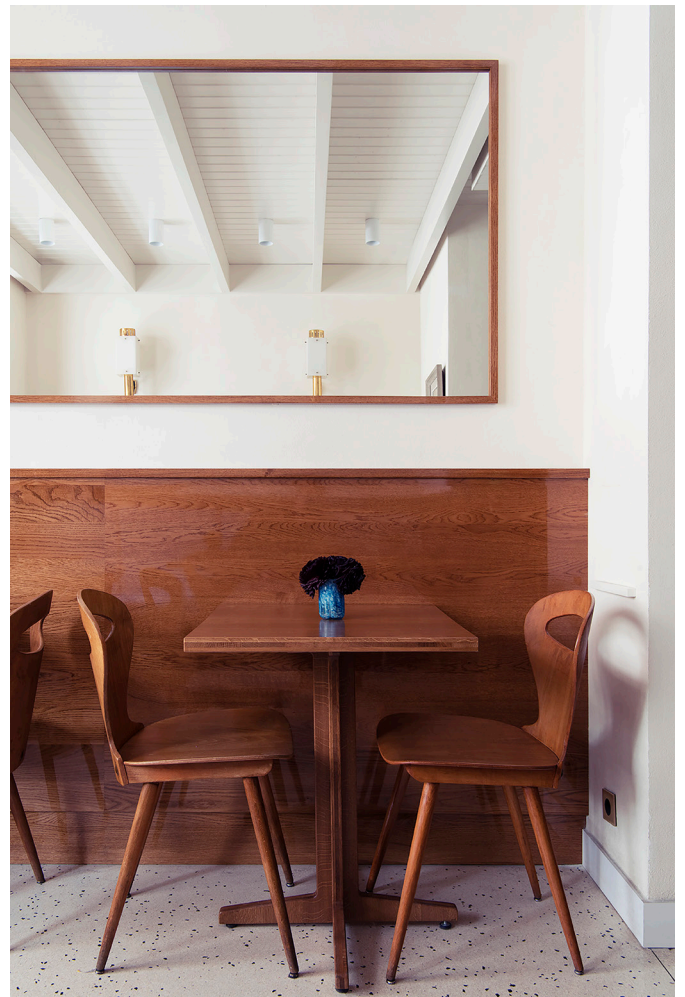
HOLIDAY CAFÉ\_PLAN

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