

VENICE SIMPLON-ORIENT-EXPRESS

A BELMOND TRAIN
EUROPE



THE VENICE SIMPLON-ORIENT - EXPRESS, A BELMOND TRAIN, EUROPE CELEBRATES AN EXCLUSIVE PREVIEW OF L'OBSERVATOIRE BY JR WITH A- LISTERS AHEAD OF ART BASEL PARIS

14 OCTOBER 2024, PARIS, FRANCE - As the French capital prepares to welcome the 2024 edition of Art Basel, on Saturday night, the Venice Simplon-Orient-Express, A Belmond Train, Europe hosted a spectacular red-carpet event starting in the heart of Paris. A-listers and tastemakers

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took a first look at L'Observatoire, the train's latest and most exclusive sleeper carriage to join the rake in March 2025, designed by world-renowned artist JR.

Joining from the music, fashion and film worlds, guests included actors Daisy Edgar-Jones, Sami Outalballi, Cécile Cassel, designer Amina Muaddi, supermodel Anja Rubik, together with étoile au Ballet de l'Opéra dancer Hugo Marchand, French musicians Olívio Ordonez of BigFlo & Oli, Charlotte Cardin and Naomi Diaz of duo Ibeyi. creative director Sarah Andelman and gallerist Emmanuel Perrotin.

Boarding the iconic Venice Simplon-Orient-Express, each guest had an intimate first-look at L'Observatoire sleeper carriage. JR took every attendee on a tour that offered a peek into the secrets hidden in the marquetry and the micro-environments that flow throughout his 'artwork in motion.' The evening continued with a look at the train's other opulent accommodation types - the Suites and Grande Suites.

Dinner was curated by the train's renowned Executive Chef, Jean Imbert, and served in the train's Étoile du Nord and L'Oriental dining cars. Guests indulged in an exquisite, three-course meal while the historic train winded through the Parisian night. As the evening unfolded, the festivities continued into the sapphire velvet-clad glamour of the Bar Car with champagne, live music and handcrafted cocktails.

L'Observatoire is a one-of-a-kind carriage that replicates the spirit of JR's Parisian art studio, with personalised treasures that guests uncover throughout the "studio on wheels" whilst journeying on the world's most iconic train. As the largest accommodation type onboard, the carriage infuses new life into the historic Sleeping Car 3553, through a restoration of the interior, which includes a bedroom featuring a free-standing bathtub with an adjoining bathroom, a lounge that includes a daybed with a built-in a vinyl record player, a full library, and hidden tea room with fireplace.

L'Observatoire will officially launch in March 2025 onboard the Venice Simplon-Orient-Express, for further information or to book see [here](#).



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NOTES FOR EDITORS

Images can be downloaded [HERE](#).

Photography credits: Bobby and Martin Colombet (please see image captions)

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ABOUT VENICE SIMPLON-ORIENT-EXPRESS, A BELMOND TRAIN, EUROPE

The original icon of the rails, Venice Simplon-Orient-Express, A Belmond Train, Europe has been at the forefront of luxury railway travel for nearly half a century, since its first journey in May 1982. The history of this legendary train began in 1977, when Belmond's founder, James B. Sherwood, bought two original Art Deco sleeping cars at a Sotheby's auction in Monte Carlo with the ambition to bring back to life the 'golden age of travel' with the Venice Simplon-Orient-Express train. An enduring symbol of luxury, today the train operates between March and December. It features 16 painstakingly restored 1920s and 1930s carriages, inviting guests to surrender to the journey as it criss-crosses Europe's most dramatic landscapes and uncovers some of the world's most fabled cities, such as Vienna, Rome, Florence, Paris, Venice and Istanbul. On board, guests can choose between three different accommodation categories - characterful Historic Cabins; lavish newly launched Suites; and opulent Grand Suites; indulge in refined dining by Michelin-starred French Chef Jean Imbert in the colourful restaurant carriages and enjoy an evening of late-night revelry with live performances and handcrafted cocktails in the famous Bar Car '3674'.

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ABOUT BELMOND

Belmond was born from a passion for connecting discerning travellers with the world's most remarkable properties, locations and journeys. From hotels and trains to river cruises and safaris, Belmond curates incomparable experiences and crafts unforgettable stories. With a legacy spanning over 45 years, since the acquisition of Hotel Cipriani in Venice in 1976, Belmond has grown into a global collection of 47 properties spread across 28 countries and territories. Exceptional destinations connected by legendary journeys are the very soul of Belmond, where the path that brings you to a place is as important as the destination itself. As a pioneer of slow travel, Belmond has been operating the Venice Simplon-Orient-Express since 1982. The group later expanded to include pristine beach resorts, such as Maroma on the Riviera Maya, historic hideaways such as Villa San Michele in the Florentine foothills, urbane icons, such as Copacabana Palace in Rio de Janeiro, and gateways to UNESCO world heritage sites, such as Hotel das Cataratas in Brazil's Iguassu National Park. As proud custodians of storied properties, Belmond is committed to building on the past to create a new legacy: the heritage of the future. Working with communities and local talents, together with the world's most respected chefs, designers and artists, Belmond continues its purpose of perpetuating the legendary art of travel. Since 2019, Belmond has been part of the world's leading luxury group, LVMH (Moët Hennessy Louis Vuitton).

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ABOUT JR

JR is known for creating monumental public art that inspires passers-by to ask questions and confront their own perceptions. A multimedia artist at his core, he's incorporated audio, film and dance into his works. Most recently in the autumn 2023, he transformed the facade of the Palais Garnier in Paris into a stage for 153 dancers who performed on scaffolding thirty meters high for 25,000 onlookers. JR further explores the subjects of his public installations through studio artworks, which include sculpture, glass works, ink on wood, marouflage on

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canvas, among other mediums and forms. JR's artworks and installations have been exhibited globally, including at the Venice Biennale (2022), the San Francisco Museum of Modern Art (2019), and the NGV Triennial (2020).

jr-art.net

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