

VENICE SIMPLON-ORIENT-EXPRESS

A BELMOND TRAIN
EUROPE



L'OBSERVATOIRE BY WORLD-RENOWNED ARTIST JR JOINS THE VENICE SIMPLON-ORIENT -EXPRESS, A BELMOND TRAIN, EUROPE, WITH AN INAUGURAL JOURNEY FROM PARIS TO VENICE

Celebrity guests Trevor Noah, Beck, Shailene Woodley, Sofia Boutella, Aweng Chuol, Soo Joo Park and more joined the inaugural journey of L'Observatoire on the Venice Simplon-Orient-Express, A Belmond Train, Europe, accompanied by a live performance by British singer-songwriter Lianne La Havas on 15-16 March 2025.

18 MARCH 2025 - The Venice Simplon-Orient-Express, A Belmond Train, Europe, proudly announces the official arrival of L'Observatoire, an extraordinary new addition to its legendary

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rake. Designed by world-renowned artist JR, L'Observatoire is more than a mesmerising sleeper carriage, it is an artwork in motion that pays tribute to the train's rich history of timeless crafts.

To mark this extraordinary milestone, an exclusive one-night maiden voyage from Paris to Venice on 15-16 March offered a meticulously curated experience to a distinguished guest list of celebrities and tastemakers. Following the whirlwind of Paris Fashion Week, the journey provided the perfect opportunity for guests to unwind, embracing the essence of Slow Luxury.

Among those in attendance from the worlds of music, fashion, and art were acclaimed singer-songwriters Beck and Patrice Bart-Williams, comedian and writer Trevor Noah, as well as actresses and models Leila George, Shailene Woodley, Sofia Boutella, Aweng Chuol, Gabriella Brooks, and model-musician Soo Joo Park. The gathering also welcomed prominent stylists and creative directors including, Katie Grand, Marc Forne, Maria Bernad, Margherita Missoni, Lamia Lagha and Olivier Leone, alongside Brazilian artist duo Os Gemeos, designer Bethan Laura Wood, artist and director Petra Collins, and fashion KOL Tamara Kalinic.

A JOURNEY OF CREATIVE CONTEMPLATION

The onboard programming was carefully crafted to ignite the guests' imagination, expanding upon the theme of 'creative contemplation' inspired by the artistry of L'Observatoire. It was a voyage of thoughtful, artistic encounters, and an invitation to experience the meditative essence of train travel. Guests were invited to slow down, enjoy the beauty of the ever-changing landscapes - from the snow-covered Alps to the sunny plains and lagoon - and rediscover the charm of unhurried exploration.

As the day unfolded, guests were treated to a sumptuous three-course dinner curated by the train's Michelin-starred Executive Chef, Jean Imbert, in the elegant dining cars. The celebration continued in the sapphire velvet-draped Bar Car, where champagne and handcrafted cocktails inspired by L'Observatoire were served. The magic of the evening was topped off by a special live performance by British singer-songwriter Lianne La Havas.

With the introduction of L'Observatoire, guest discovered a space that mirrors the spirit of JR's Parisian studio. Hidden treasures, intricate marquetry, and micro-environments transform the carriage into a living artwork, designed to spark imagination and wonder. As the largest accommodation type onboard, the carriage infuses new life into the historic Sleeping Car 3553, through a meticulous restoration of the interior. The carriage features a bedroom featuring a free-standing bathtub and an adjoining bathroom, a lounge with a daybed and a built-in vinyl record player, a fully stocked library, and hidden tearoom with fireplace.

L'Observatoire joined the Venice Simplon-Orient-Express on 15 March 2025. For further information or to book see [here](#).

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NOTES FOR EDITORS

Images can be downloaded [HERE](#).

Photography credits: Greg Williams 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 safari lodges, Belmond's Slow Luxury invites guests to discover a new pace of travel as they savour time, engage with local culture, and connect with nature and people around them through incomparable experiences and

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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 44 properties spread across 25 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. A pioneer of slow travel, Belmond has been operating the Venice Simplon-Orient-Express since 1982. Belmond 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). belmond.com

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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 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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