



70 **BORIS LUMÉ**

68 **POILÂNE**

**8 rue du
Cherche-Midi
A6 – Saint-Germain-
des-Prés & Mont-
parnasse (LB) ⑤**
+33 (0)1 45 48 42 59
poilane.com

Not much has changed since this bakery opened in 1932. The loaves are still hand-fashioned and baked in a wood-fired oven. And although Poilâne's best known product is its bread, the *Punitions*, tiny buttery crisp cookies, are the bakery's other best-seller. These perfectly round cookies with their scalloped edge are simply inimitable. The charm of the main bakery in Saint-Germain-des-Prés is the perfect setting for a real taste sensation.

69 **SAIN**

**23 Rue des Gravilliers
A3 – Marais &
Bastille (RB) ③**
+33 (0)6 50 36 78 17

This organic bakery sells pastries and cakes, but it's the excellent hand-kneaded loaves of bread, made from natural yeast and ancient grains, that have attracted a large fan base. Do taste their Saint-Martin: a honey-scented loaf that is both tasty and easy to digest.

70 **BORIS LUMÉ**

**48 rue Caulaincourt
A18 – Montmartre
(RB) ⑧**
+33 (0)1 46 06 96 71

This bakery is listed as a historical monument and is owned by a young Franco-Asian couple. It is a must-see during any visit to Montmartre. Its postcard setting truly epitomises Paris as everyone knows it, but at the same time this bakery is also renowned for its *savoir-faire*. Everyone adores the traditional baguette but Lumé's pastries like *pain au chocolat* or the *brioche* with almond flour are just as delicious.

The 5 best places for GRAPHIC ART AND PAPER

181 **PAPIER PLUS /
ARMORIAL**
109 boulevard
Haussmann
A8 – Arc de
Triomphe, Champs-
Élysées & Grands
Boulevards (RB) ①
+33 (0)1 42 77 70 49
papierplus.com

This pretty stationery shop is known for its amazing notebooks, which are called *livres blancs* (white books) and come in various sizes. They are locally made by craftsmen who employ traditional expertise to make them. The range of colours is subtle and varied, which explains why these notebooks are so popular. PAPIER+ also sells a wide range of gift sets, binders and photo albums.

182 **PAPIER TIGRE**
5 rue des Filles
du Calvaire
A3 – Marais &
Bastille (RB) ③
+33 (0)1 48 04 00 21
papiertigre.fr

This tiny brand has energised the French stationery industry with its range of notebooks, calendars and greeting cards made of colourful recycled paper with graphic designs. Papier Tigre designs, manufactures and distributes fun objects for daily use in a contemporary Parisian spirit.



The 5 most inspiring JEWELLERY DESIGNERS

226 MARIE-HÉLÈNE DE TAILLAC

8 rue de Tournon
A6 – Saint-Germain-
des-Prés & Mont-
parnasse (LB) ⑤
+33 (0)1 44 27 07 07
mariehelene
detaillac.com

For her Parisian outlet, this amazing designer worked with the British designer Tom Dixon. The powder blue walls, the poppy red furniture and the mirrors only highlight her unique designs with coloured gems from all over the world. Marie-Hélène de Taillac's jewellery is very popular because of its refinement and the vibrant designs.



230 MEDECINE DOUCE

227 AIMÉE.AIMER

SHOP BY APPOINTMENT
ONLY AT: GRAND HÔTEL
DU PALAIS ROYAL
4 rue de Valois
A1 – Louvre &
Les Halles (RB) ②
aimee-aimer.com

The two designers of this elegant and colourful jewellery design brand create Parisian designs with Brazilian panache. Because they believe jewellery shopping should be an enjoyable experience, they now offer private consultations, by appointment only (through their website), in the elegant setting of the Grand Hôtel du Palais Royal.

228 MARION VIDAL

13 avenue Trudaine
A9 – Montmartre
(RB) ⑥
+33 (0)1 49 24 04 01
marionvidal.com

Marion Vidal trained as an architect, retaining a clear sense of structure and volume. She creates sculptural jewellery that is both majestic and graphic, and likes to mix materials. Her statement pieces add a certain *je ne sais quoi* to any outfit.

229 MONSIEUR PARIS

53 rue Charlot
A3 – Marais &
Bastille (RB) ③
+33 (0)6 50 02 01 75
monsieur-paris.com

This tiny (work)shop in the Marais sells refined, pretty jewellery, all Made in Paris. Nadia Azoug's designs are handmade by the workshop's talented jewellers. Looking for a medallion or a golden bangle? Browse Monsieur's iconic collections. Alternatively, Azoug is happy to help you design your own one-of-a-kind creation, helping you select the right gemstone and finish.

230 MEDECINE DOUCE

10 rue de Marseille
A10 – Belleville &
surroundings (RB) ④
+33 (0)1 82 83 11 53
bijouxmedecine
douce.com

Designer Marie Montaud designs and manufactures delicate jewels with a bohemian spirit. The necklaces and bracelets with quirky details, which mix various unexpected materials, have contributed to the success of this small Parisian brand.



LES JARDINS DES HÔTELS D'ASSY ET DE BRETEUIL

5 old STREET ADVERTISEMENTS

you cannot afford to miss

331 **BOWLING PUBLICITY**
82 rue Mouffetard
A5 – Quartier Latin
(LB) ⑦

This slightly flaky painting depicts a couple, in fifties-style clothes, surrounded by bowling balls and pins. They are looking to the other side of the street. This ad encourages people to cross the street and go to the bowling alley. Don't hesitate to follow the advice and visit this tiny but fun neighbourhood bowling alley.

332 **KUB PUBLICITY**
50 rue de Charonne
A11 – Marais &
Bastille (RB) ③

This ad for Kub stock is a real masterpiece. It has been very well preserved and covers an entire façade. In 1990, he artist-upholsterer and designer Christian Zeimert added a fun element to this 19th-century painted ad: it now reads 'kiss me kub'.

333 **CHOCOLATS ROZAN PUBLICITY**
1 rue Marx Dormoy
A18 – Belleville &
surroundings (RB) ⑨

At the time, this wall invited people to indulge – this ad extolled the benefits of the milk chocolate that was produced in the Pyrenees. It was very successful in the early 20th century, before it was acquired by Swiss company Lindt.

334 **SUZE PUBLICITY**
7 rue Barrault
A13 – Quartier Latin
(LB) ⑦

This ad for liqueur was painted on the gable end of a building so you could see it from the street level as well as from the metro viaduct. Nowadays it is partly covered with graffiti and the colours are fading. However, it still is a good example of the ubiquitous advertising on the city streets at the time.

335 **SAVON CADUM PUBLICITY**
5 boulevard
Montmartre
A2 – Louvre &
Les Halles (RB) ②

Take a moment to look up on the busy Grands Boulevards at the advertisement painted here in 1912 by the famous painter and fireman Arsène-Marie, which was recently restored. A baby with blonde curls smiles cutely against a blue background. This illustration was used as the brand logo for the well-known French soap brand Cadum.



The 5 best CONTEMPORARY ART GALLERIES

361 GALERIE KAMEL MENNOUR

47 rue Saint-André-
des-Arts

A6 – Saint-Germain-
des-Prés & Mont-
parnasse (LB) ⑤

+33 (0)1 56 24 03 63
kamelmennour.com

This gallery, in the heart of Saint-Germain-des-Prés and in La Vieuville mansion, dates from the 17th century and is owned by the energetic Kamel Mennour. It exhibits work by emerging artists as well as prominent international painters, including Anish Kapoor, Lee Ufan and Daniel Buren, who have already had major exhibitions here. Check the website for their other gallery spaces in Paris.

362 GALERIE PERROTIN

76 rue de Turenne

A3 – Marais &
Bastille (RB) ③

+33 (0)1 42 16 79 79
perrotin.com

This very trendy gallery has three spaces in Le Marais. Although it may feel intimidating to push the door and enter it is definitely worth the detour because here you can see the works of all the leading contemporary artists.

363 GALERIE THADDAEUS ROPAC

7 rue Debelleye

A3 – Marais &
Bastille (RB) ③

+33 (0)1 42 72 99 00
ropac.net

Another well-known gallery that represents internationally renowned artists such as Gilbert & George as well as young talent and a few designers. The exaggerated proportions of the gallery's space make the exhibitions here very intense.

364 CLAVÉ FINE ART

10-B rue Roger

A14 – Saint-Germain-
des-Prés & Mont-
parnasse (LB) ⑤

+33 (0)1 88 40 44 30
clavefineart.com

This modern and contemporary art gallery in the former studio of the sculptor César has no street frontage. The space was redesigned by Japanese architect Kengo Kuma, with *washi* ceilings and walls. The gallery hosts exhibitions of works by established and emerging artists in a superbly inspiring space.

365 GALERIE MARIAN GOODMAN

79 rue du Temple

A3 – Marais &
Bastille (RB) ③

+33 (0)1 48 04 70 52
mariangoodman.com

This leading American gallerist, who also has galleries in New York and London, represents several major contemporary artists including John Baldessari, Tony Cragg and Christian Boltanski and Annette Messager on the French art scene. The exhibitions in the gallery can be theoretical and sometimes even disconcerting.



The 5 most MYTHICAL HOTELS

436 L'HOTEL

13 rue des Beaux Arts
**A6 – Saint-Germain-
des-Prés & Mont-
parnasse (LB)** ⑤
+33 (0)1 44 41 99 00
l-hotel.com

This intimate hotel is one of the mythical hotels in Saint-Germain-des-Prés. Its impressive spiral staircase, the baroque and at times even downright theatrical decoration of the rooms, the private pool under the arches and the bar make for a meeting place where artists, actors and Parisian personalities contributed to the legend of this hotel where Oscar Wilde lived in 1898.

437 HÔTEL REGINA

2 place des Pyramides
**A1 – Arc de
Triomphe, Champs-
Élysées & Grands
Boulevards (RB)** ①
+33 (0)1 42 60 31 10
regina-hotel.com

This upscale establishment opened in 1900 for the World Expo. The family that owned it had been working in hospitality for several generations. Its art nouveau interior, a symbol of French luxury, was used as a backdrop for many a film. The Regina faces the Louvre Museum and the Tuileries Gardens. All the fashionistas stay here during Fashion Week.

438 HÔTEL BEL AMI

7-11 rue Saint-Benoît
**A6 – Saint-Germain-
des-Prés & Mont-
parnasse (LB)** ⑤
+33 (0)1 42 61 53 53
hotelbelami-paris.com

This hotel is named after the eponymous well-known masterpiece of 19th-century French literature by Guy de Maupassant. It is one of the landmarks of Saint-Germain-des-Prés, like Café Flore, Les Deux Magots and Brasserie Lipp, which is just a short walk from the hotel. The hotel's contemporary style embodies the intellectual and bourgeois French spirit.

439 LE PAVILLON DE LA REINE

28 place des Vosges
**A3 – Marais &
Bastille (RB)** ③
+33 (0)1 40 29 19 19
pavillon-de-la-reine.com

Set back slightly from place des Vosges this hotel is named after Anne of Austria, who stayed here. It is perfectly suited to guests who prefer peace and quiet, discreet luxury as well as the lively and genuine spirit of Paris. This four-star hotel has 54 rooms and suites. Its beautiful ivy-covered façade and sheltered garden allow you to participate in neighbourhood life, for example as you walk past children on their way to school.

440 HOTEL DU NORD

102 quai de Jemmapes
**A10 – Belleville &
surroundings (RB)** ②
+33 (0)1 40 40 78 78
hoteldunord.org

In 1938 Hôtel du Nord, along canal Saint-Martin, acquired legendary status thanks to the film that Marcel Carné made here. Although you can no longer rent a room here it is still a mythical hotel in the minds of many movie fans and Parisians. It reopened 10 years ago as a pleasant bar-restaurant with a crowd of regulars and tourists.

The 5 most BEAUTIFUL CINEMAS

471 LOUXOR

**170 boulevard
de Magenta**
A10 – Montmartre
(RB) ⑥
+33 (0)1 44 63 96 96
cinemalouxor.fr

Architect Henri Zipcy designed this stunning historical venue in 1921. It recently regained some of its lustre after a thorough restoration. The large cinema, nicknamed 'la Pharaonne', immerses cinema goers into an exotic world. The Louxor's bar, with its terrace that gives out onto Sacré-Coeur and boulevard Barbes, is perfect for an after-movie drink.



472 LE CHAMPO

472 LE CHAMPO

51 rue des Écoles
A5 – Quartier Latin
(LB) ⑦
+33 (0)1 43 54 51 60
lechamp.com

This arthouse cinema, known and loved by Parisians, opened in 1938 and is now listed as a historical monument. Every month they organise 'Les nuits du Champo' from midnight onwards. The package includes three films and breakfast.

473 NOUVEL ODÉON

**6 rue de l'École
de Médecine**
**A6 – Saint-Germain-
des-Prés & Mont-
parnasse (LB) ⑤**
+33 (0)1 46 33 43 71
nouvelodeon.com

Matali Crasset designed this arthouse cinema as a friendly, colourful and outgoing space. Every three months they organise exceptional evenings, film previews and meetings with actors here.

474 BLANCHE

21 rue Blanche
A9 – Montmartre
(RB) ⑧
+33 (0)1 42 40 12 12
21blanche.com

Attention: this is a super-secret address! When you arrive at Blanche, an old mansion, that is also a listed historic monument, and has since been converted into an ultra-chic gym, you would never think that there is a cinema here. And yet... on the top floor, there is a tiny private cinema, that can seat 30, with a programme that is put together by various cultural stakeholders.

475 CINÉMA EN PLEIN AIR

**211 avenue
Jean Jaurès**
**A19 – Belleville &
surroundings (RB) ⑨**
+33 (0)1 40 03 75 75
villette.com

Every summer Parc de la Villette is converted into a temporary cinema, showing timeless classics as well as unknown feature films. Films which you watch as night falls, sitting on the grass after a picnic with friends. The film is free, you only have to pay for your lawn chair.