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**JULES & JIM**  
 11 RUE DES GRAVILIERS 75003  
 WWW.HOTELJULESETJIM.COM

ARCHITECTURE: HENRICH FITGER  
 INTERIOR ARCHITECTURE: NATACHA FROGER / ATOME  
 PHOTO: SEBASTIEN VERONESE

Three separate buildings, 23 made-to-measure rooms, a magnificent paved courtyard with an inflatable Blofield-Chesterfield sofa and a fireplace, a bar open to curious passers-by, a reception hall that doubles as a photo gallery... Jules & Jim, a new hotel in the Parisian district of Marais, is finally open to public after five years of preparatory work and a series of teaser presentations while construction was still in progress. A brainchild of hotelier Antoine Brault and marketing expert Geoffroy Sciard, had a very precise understanding of a hotel they needed here, even though — and maybe that's why — the brief given to the interior architect contained a collection of literary references and psychological «moods». Guestroom types include a duplex suite with a courtyard view, three rooms stacked one above the other in a separate small building with a roof micro-garden; rooms where beds are cocooned inside white backlit pods, and two top-floor rooms with tilted ceilings and extraordinary views of Parisian roofs.

Natacha Froger, interior architect with hotel design for a core expertise, was responsible for Jules&Jim's guestrooms. For Froger, who confesses to have learned much of the twists, turns and nuances of her metier from line managers and maintenance people, the biggest challenge was having to provide «mid-scale plus» level of comfort in Jules & Jim's minuscule rooms. The task required a few tailor-

made solutions, like a bedroom enclosed in a Hi-Macs shell with sliding doors. By no means a decorative fantasy, the translucent cocoon was a direct consequence of the restrictive room size. On a total of 16 sqm, rigid walls between the night space and the wet room were out of the question, while Hi-Macs was just the right material to create a visually dissolvable partition. Hi-Macs is robust and durable, therefore the hotel won't have to replace it every couple of years. It is translucent, so an alcove surrounded by a Hi-Macs shell will provide the desired intimacy with no claustrophobic effect. The central cocoon lives outside the four corners of the room, which are occupied by closet, toilet, shower and wash basin. Another solution for smaller guestrooms was the use of wood laminate in both the main space and the bathroom to create visual continuity. To mute the sometimes obtrusive presence of technical devices, Froger opted for TV screens that disguise into mirrors when inactive, and invisible amplifiers built into the false ceiling and transmitting sound by vibration.

