

## South Of France Icon Le Negresco Adds Luxe Offerings For The 2024 Season

As a bustling holiday destination packed with museums, restaurants and a shimmering stretch of Cote d'Azur coastline, Nice delivers big on French Riviera magic. But amidst the Promenade des Anglaise, centuries-old buildings and outdoor eateries churning out niçoise salads and Aperol spritzes is one hotel that embodies the essence of Nice - [Le Negresco](#) .



A view of Le Negresco and the Promenade des Anglais  
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You've probably seen Le Negresco - or some version of it, whether in real life or on a tote bag or poster. A regal white building set against the sea, its pink domes, wrought-iron balconies and mix of ornate Neo-Rococo, Neo-Baroque, and Art Deco architecture juts over the promenade in true extravagance. Since its 1913 opening, this symbol of the Belle Époque has evolved into the symbol of Nice. Now, in its 110th year, the Negresco is marking its next chapter as a year 'round destination by adding new amenities, such as a white washed beach club that could rival any St. Tropez hotspot, and a spa opening this winter.

" Le Negresco is one of the last independent palaces on the Côte d'Azur, with a true identity representing the great tradition and gastronomic culture of France, says Lionel Servant, general manager at Le Negresco. " The creation of N la Plage and N Le Spa contribute to the modernity of Le Negresco, promoting well-being and providing a varied range of excellent services. More than ever, Le Negresco cultivates its French savoir-faire of hospitality.



The entrance to N la Plage

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With florals by florist and master craftsman Hervé Frézal, [N la Plage](#) is a garden lover's delight situated directly on the beach, featuring a green foliage vegetable pergola that greets you upon entrance, and an abundance of overgrown plant life that blends into low slung seating areas in neutral hues and toile accents. At the large round tables, the new beachfront kitchen under the helm of award-winning chef Virginie Basselot is churning out delicacies like whole fish, veal filets, local ceviche and seasonal vegetables. Further out on the beach, rows upon rows of sunbeds decorate the pebbled lined coast, where servers sling glasses of rosé and espresso martinis for delighted guests baking in the sun. N la Plage is open from May to September.

Beyond Le Negresco's whitewashed facade, every corner, hallway and room is a vibrant world all its own. Le Negresco has a deep and longstanding connection with the art world. It's played a central role in shaping the hotel's identity. The hotel's founder, Henri Negresco, was a passionate art collector and its current owner Madame Jeanne Augier has continued its legacy by showcasing over 6,000 works throughout the hotel and its 128 rooms and suites. The eclectic assortment includes everything from 18th-century portraits to modern abstracts, providing a visual journey through the evolution of art.



Le Negresco's domed lobby showcases tremendous works of art.

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Le Negresco has hosted numerous famous artists and writers over the years, making it a gathering place for creative minds. Figures like Salvador Dalí, Henri Matisse and James Joyce were among the hotel's guests. Many of these artists left their mark on the hotel in various ways, from creating artworks to leaving behind personal mementos. Dalí in particular had a strong connection to the Negresco. He considered the hotel his "second home. Madame Augier formed a close friendship with Dalí, and he created some of his works in the hotel. The hotel also houses the Dalí Room, a suite designed by the artist himself.

Le Negresco values its role as a guardian of art and cultural heritage. The hotel has invested in the preservation and restoration of its historical and artistic elements. It also hosts art exhibitions and cultural events that showcase both contemporary and historical artworks, further establishing the hotel's role as a cultural hub. In June it organized a preview of a black and white photo exhibition in collaboration with Paris Match, featuring photos of 30 celebrities who've stayed at the hotel. The exhibition is visible at the hotel and along the Promenade des Anglais until December 3.

Later this year, Le Negresco will open the doors of its brand new Spa: N Le Spa, designed by architect Jean-Philippe Nuel. Featuring over 700 meters of space, will feature multiple treatment rooms and a wet lounge, including an 11 by 4-meter swimming pool. In keeping with the hotel's affinity for art, N Le Spa will also play home to 27 works of art and open its doors to both hotel guests and clients alike.