



Zaka
Investments

&



EVOK

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**THE ZAKA/EVOK TEAM ANNOUNCES
ITS FIRST LOCATION IN SPAIN
IN MADRID: A NEW PLACE FOR
ELEGANT AND ECLECTIC LIVING
BY DESIGNER PHILIPPE STARCK.
PLANNED FOR 2022.**

Zaka Investments (real estate) and Evok (hotels), both owned by Pierre Bastid and headed respectively by Romain Yzerman and Emmanuel Sauvage, have just announced the purchase of *20 Gran Via* in Madrid.

Since 2014, these three have transformed the luxury hotel industry with successful hotels in Paris such as Nolinski, Brach, Sinner, and Cour des Vosges, as well as the Hameau de la Volière in Courchevel 1850. They are now expanding abroad, with Italy (Venice and Rome) and Spain (Madrid) as their first destinations outside France.

After significant renovations, the over 50,000-square-foot building, which dates to the 1920s, will be transformed into a 5-star hotel under the artistic direction of Philippe Starck. After Brach Paris, he will create a new version of the Brach identity in Madrid, making it a cosmopolitan meeting place of life and culture. The hotel will be connected to its neighborhood, where travelers and Madrid residents can mix together.

“Brach is not a hotel – maybe it’s a palace, but certainly a hiding place for citizens who believe luxury isn’t luxury, who think that quality is quality and that intelligence is the best way to love.

These citizens are us, the strange tribe of Brach Paris where everything is combined to make the future sublime.

So why Brach in Madrid? Because we are there, too, the same and different, fortunately, with passion, shadows, deep red and light, and the severity of mystery. Values that are Madrid and Spain.

Onward for meeting people, onward for fusion, onward for the best and for...simply the best.

– *Olé.*” Philippe Starck

The project includes sixty rooms and suites, terraces, a rooftop, a restaurant, a pastry shop, and a sports club with a pool whose energy will radiate through the building’s 7 floors. A place of balance, combining well-being, culture, art, and lifestyle.

Including the purchase and renovation, the Zaka/Evok team anticipates an investment of 65 million euros to fulfill the group’s ambition for this new location.

ABOUT ZAKA INVESTMENTS

ZAKA Investments, the Paris real estate company of industrialist Pierre Bastid's Family Office, headed by Romain Yzerman, has completed around sixty transactions totaling over 900 million euros since 2012.

What is its strength? A limited team of about ten people with almost government-level financing and instantaneous entrepreneurial decision-making abilities. What is its specialty? Emphasizing complex investments and overseeing the entire investment process internally: acquisition, financing, removal, construction permit and management, as well as marketing or property sale.

Since its founding, Zaka Investments has already handled many institutional sales (Generali, Macif Immo, Cardif, Sofidy, AEW, Ardian, etc.) of restructured core office & core plus buildings, as well as several valued portfolios of commercial premises.

Since 2014, Zaka Investments has handled real estate development for the EVOK hotel company, with 4 luxury 5-star hotels delivered and opened in Paris (Nolinski, 34,000 square feet on Ave. de l'Opéra, Brach, 65,00 square feet at La Muette with Philippe Starck, Sinner, 32,000 square feet on Rue du Temple, and Cour des Vosges, 8,600 square feet on the Place des Vosges), with Venice, Madrid, and Rome to follow.

ABOUT EVOK

Since 2014, Evok, a luxury hotel group founded by Pierre Bastid, Romain Yzerman and Emmanuel Sauvage, has put forward concepts and a vision that are innovative and different, with the desire to offer various versions of luxury and lifestyle.

We find a suitable location – an old office building, a mail sorting center – and transform these characterful Haussmann-era, neo-industrial or 30s buildings into places to live and linger, where guests and locals can mingle. Evok is determined to reinvent hospitality in a luxury 5-star hotel.

A transformation that takes place with the skill of designers, architects, decorators such as Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer, Lecoadic & Scotto, and John Whelan. They are the soul of the Evok hotel collection. They establish the identity of these exceptional places: Hameau de la Volière, the Michelin-starred Restaurant du Palais Royal, the Nolinski, the Brach, the Sinner, or the Cour des Vosges. The list has only begun...

Today, Evok employs over 600 people across 6 hotels, 4 restaurants, a sports club, different spas and more.

Its international expansion will begin in Italy in late 2021 with the opening of Nolinski Venice, followed by Brach Madrid and Brach Rome, set to open in 2022/2023.

@evokparis
www.evokhotels.com

ABOUT STARCK

Philippe Starck, a designer with an international reputation and multifaceted inventiveness, has always focused on the essential, his vision: that design, whatever form it may take, can make life better for as many people as possible. He is one of the pioneers and central figures of "democratic design."

With his prolific work in all areas, whether it's products for daily life (lemon squeezers, furniture, electric bikes, or a personal windmill), architecture (hotels and restaurants aspiring to be stimulating places), or marine and space engineering (mega-yachts, capsules for private space tourism), he has never stopped pushing the boundaries and criteria of design, becoming one of the most visionary and recognized designers of the contemporary international scene.

Philippe Starck and his wife Jasmine live mainly in the sky or "in the middle of nowhere."

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