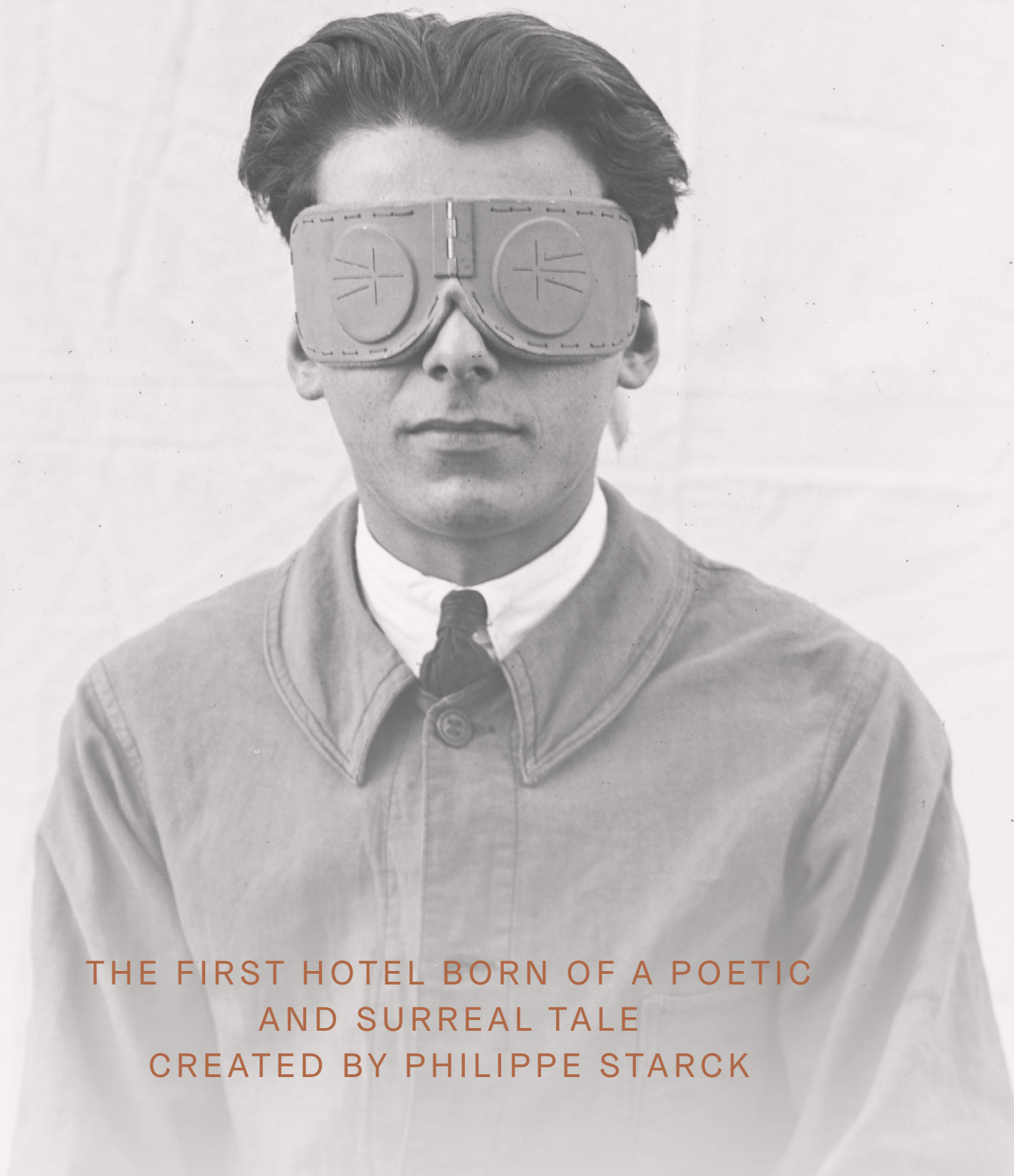




MAISON HELER



THE FIRST HOTEL BORN OF A POETIC
AND SURREAL TALE
CREATED BY PHILIPPE STARCK

IN THE VIBRANT AMPHITHÉÂTRE
DISTRICT OF METZ,
MAISON HELER WELCOMES EVERYONE





104 ROOMS AND SUITES,
 2 RESTAURANTS,
 2 BARS, AS WELL AS EVENT SPACES.

In Metz's dynamic Amphitheatre neighborhood, Maison Heler is opened for everyone. With its 104 rooms and suites, two restaurants, two bars and event spaces, Maison Heler is a unique and surprising hospitality experience that narrates the imaginary story of Manfred Heler. Living alone in a grand residence emblematic of 19th-century Lorraine architecture, he is a man with a contemplative and meticulous mood, devoted to new inventions, perpetually marveling, and seeking to charm his fantasized beloved, Rose. These amazing adventures were brought together in a book dreamed up by Philippe Starck, "*The Meticulous Life of Manfred Heler*", a new page in contemporary hospitality. "A concept in which surrealistic, poetic and fantastic work crystallizes in matter," says Starck.

RUE JEAN LAURAIN

RUE DES MESSAGERIES



MAISON HELER *In Metz*

Maison Heler is an extraordinary, surreal and literary work of living art, resonating with its iconic museum neighbor, the Centre Pompidou-Metz. Philippe Starck gives birth to a wonderful tale: “The Meticulous Life of Manfred Heler”, a novel imagined by the French creator and published by Allary Éditions. This poetic project tells the adventures of Manfred Heler, its main character, and is inspired by the poetic spirit of Raymond Roussel, the writer behind “Impressions of Africa” (1909).

“Manfred Heler has inherited his parents’ beautiful house. As an orphan, he finds himself all alone, in this mansion surrounded by a large park. Everything’s going well for him, until he starts to get bored. To cope with this boredom, he tries to invent everything. An extraordinarily rigorous and inventive man, he doesn’t necessarily succeed in everything he undertakes, but it’s always done with intelligence and poetry, guided by a naive desire to create meticulously at all costs...”





...One day, Manfred is in his park. It's springtime. He's daydreaming in his armchair. Suddenly, the earth begins to tremble. He doesn't understand what's happening. He looks around and realizes, to his aghast, that he's going up in the air, along with his park, his house and his armchair. He climbs and climbs and climbs, until the shaking stops. Then there's silence. Manfred is high above the city. His house has been extruded: as if a cookie-cutter had arrived from below, cut off the earth's cap and mounted it vertically." Philippe Starck.

Maison Heler was born. A strong symbol of the city of Metz, a monolithic 9-story building is overlooked by a house with stunning views, whose architecture is reminiscent of 19th-century Metz mansions.

"Maison Heler is a game on uprooted roots," explains Starck, "a symbolic construction of Lorraine whose historical identities create an inspiring intermediate state, where the houses and their fortress-like allure served as the central soil for this project and the surreal story of its owner Manfred Heler."

Maison Heler is a symbol of the past, present and future, united in a timeless artistic statement, built in perfect symbiosis with the cultural, social, economic and environmental development of the neighborhood.



FROM EARTH

Maison Heler invites the entire world – curious onlookers, neighborhood regulars, seasoned travelers, occasional wanderers, and local and visitors alike to step into the imaginative universe of its mysterious owner Manfred Heler. A journey through his life, from the earth to his house perched atop. A delightful escape designed to live, dream, reflect, and love.

TO SKY

LOCATION



Reproduction – Jacques Carelman @ Adagp, Paris, 2025



INSIDE MANFRED'S MIND

Maison Heler reveals Manfred's passion for inventions. From his attempts to escape in a propeller plane to his catalog of ingenious fantasies. A world inspired by the creations of Jacques Carelman, French painter, illustrator and author of the memorable "*Catalogue d'objets introuvables*"¹ (1969). "An absolute masterpiece" describes Starck, "a great and comic spirit of invention, but above all very poetic, which tells of the beauty of the human spirit to invent rightly or wrongly."

Whimsical objects, such as the crystal hammer, the plaster anvils, the double-ended axes and the inverted rocking chairs, give rise to a collection of items, photographs, and sculptures to be admired in the hotel's display cases, which are also to be taken home as souvenirs.

1 Translation in French: "Catalog of impossible-to-find objects"



IN THE HOTEL RECEPTION, IMMACULATE CERAMICS CONTRAST WITH THE ELEGANT DARK FURNISHINGS. NEXT, THE RESTAURANT LA CUISINE DE ROSE.

LA CUISINE DE ROSE

A lovely and romantic brasserie

Rose is the ideal, imaginary love of Manfred Heler. This ground-floor brasserie, open all day, is Manfred's gift to Rose. The warm, inviting space is a perfect place to share a drink or a coffee, to enjoy a lovely lunch with a friend, or to settle in and get some work done.

Starck imagined La Cuisine de Rose as a charming white room enveloped in love and touches of pink around its bar. Furnitures in carbon tones, a giant origami airplane hanging from the ceiling, and photos of surprising, poetic inventions evoke memories of Manfred's workshop.

The bright restaurant opens onto a large terrace and is surrounded by a beautiful garden planted with trees.

At Rose, "everything that comes from Rose is pink", says Starck. From the soft pink tableware to the cheerful, seasonal dishes made from produce sourced as locally as possible; every detail has been designed by Philippe Starck to appeal to the most discerning guest.



ROSE'S MENU

Rose cherishes cooking that nourishes both the heart and the soul. On the menu, there is a seasonal and changing selection created in collaboration with the best artisans and producers weekly. The dishes are healthy, invigorating and flavorful, inspired by traditional regional cuisine as well as Manfred's travel tales, such as beet soup from the Domangeville farm, monkfish with coconut-curry cream, and vegetable risotto.

One of Rose's irresistible specialties: the "Tarte du jour", is a recipe always made with vegetables and seasonal products. For dessert, the must-have is the "île flottante" as before, or the "éclair XL" with Piedmont hazelnut cream.

AT ROSE'S BAR

At Rose, sparkling wines from Lorraine are combined in a collection of cocktails with surprising flavors of rhubarb, damson and white peach. There's also a signature cocktail, the "Douce Rose". This elegant recipe is served in a champagne glass and combines Lorraine bubbles, grapefruit juice, and rosewater.

Detox juices and carefully selected spirits complete the menu.

LA CUISINE DE ROSE





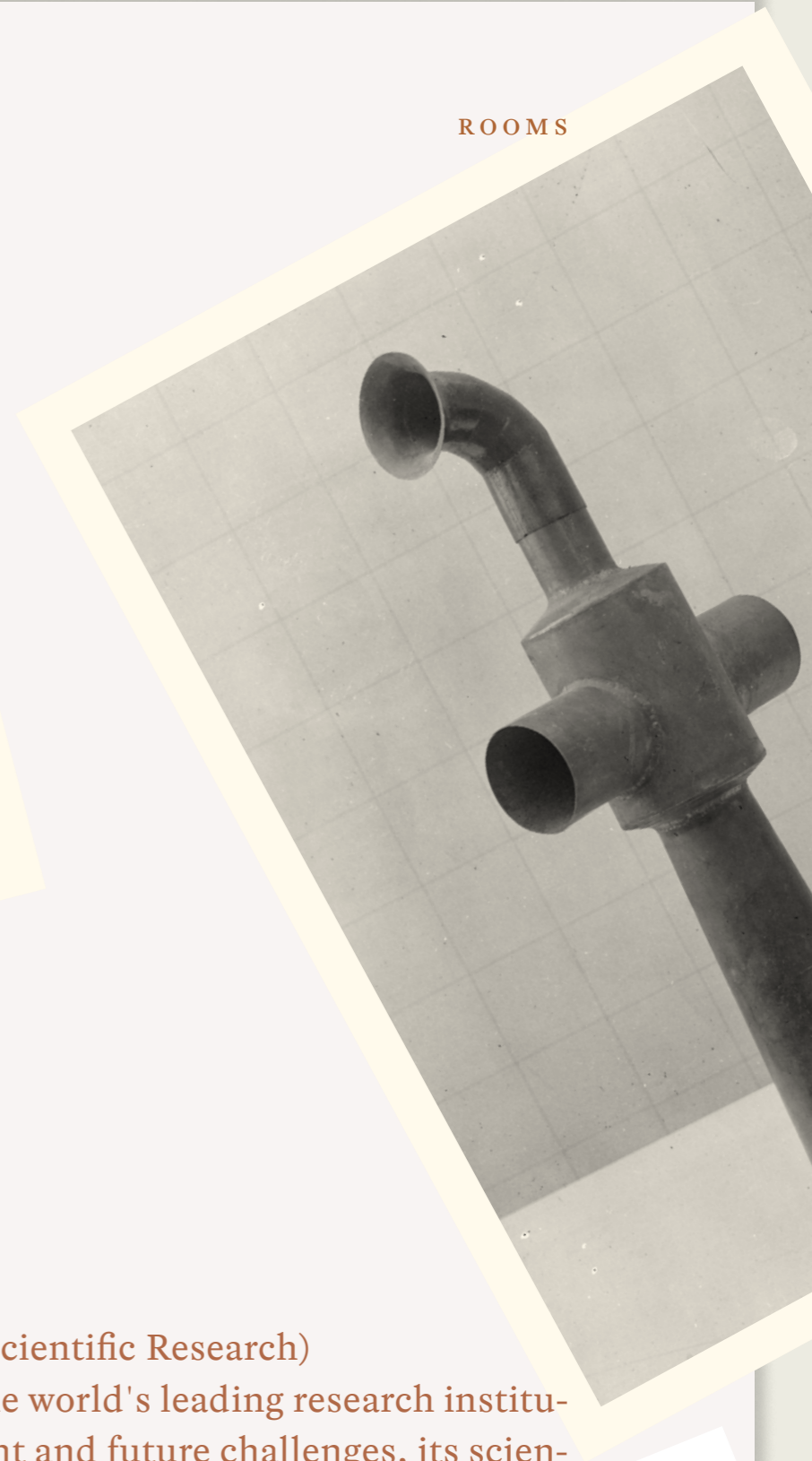
104 ROOMS AND SUITES SUSPENDED BETWEEN SKY AND EARTH

From the 2nd to the 8th floor, Maison Heler unveils its rooms and suites. 104 in total, spread across seven floors suspended between sky and earth.

Wrapped in functional elegance, the rooms and suites embody a form of refined luxury, characterized by expansive marble panels and sliding mirrors. “An almost Spartan spirit,” explains Starck, “stripped of any superficiality, where each material asserts its own color: the white of cotton, the gray of concrete on the ceiling and walls.” These are comfortable spaces, enriched by the softness of plush carpets and the warmth of natural leather armchairs. The rooms invite dreams and inspiration, through fertile surprises and little mental games scattered about to awaken both the eyes and the mind. Among them are ancient coins and quotations, a secret alphabet to uncover and decipher, which reveals a little more of Manfred’s literacy and inventive imagination.

In the corridors, images sourced from the National Archives² and CNRS³, Centre National de la recherche scientifique, evoke the poetic imagination of Manfred and his inventions that remained in the realm of ideas, such as the Mâchicoulis de Poche, the Lunettes à Vision Coturne and the Centrifugeuse à chagrins d’amour.⁴

4 Portable Machicolation, Bypass-Vision Glasses, The Broken Heart Centrifuge



ROOMS

THE NATIONAL ARCHIVES ²

Created in 1790, the National Archives is a national-level institution responsible for preserving records produced by the central administrations of the State. Its mission is to collect, classify, conserve, restore, communicate, and promote public archives of all kinds, including written documents, photographs, plans, and drawings—for example, from Merovingian papyrus from the 7th century to the most recent electronic records. It also preserves privately sourced materials.

THE CNRS ³

(National Centre for Scientific Research)

The CNRS is one of the world's leading research institutions. To tackle present and future challenges, its scientists explore life, matter, the Universe, and the functioning of human societies. Internationally recognized for the excellence of its scientific work, the CNRS is a benchmark both in the field of research and development and for the general public.







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BRAINSTORMING ROOMS

One floor above, Manfred Heler opens the doors to private lounges and dining rooms. With five in total, spanning 300 sq meters of versatile spaces, they are designed to bring any dream to life. Here you can indulge in an unforgettable wine tasting, inspiring literary journeys, sessions of deep meditation, and stimulating brainstorming sessions.

Dedicated to conferences, seminars, and private events, these spaces offer businesses companies unique opportunities to gather as a team, spark brilliant ideas, and ignite creative minds.

MANFRED'S SECRET ALPHABET



LA MAISON DE MANFRED,
*A family dining room both elegant and
cheerful*

Head to the 9th floor. Perched atop it all and overlooking the city, La Maison de Manfred invites guests to gather in the family dining room, a space reminiscent of the home inherited from his parents. A place to come together, whether as a couple, with family, or among friends to share a warm and convivial moment.

TERRACES WITH CITY VIEWS

From the terrace and gardens of La Maison de Manfred, one can admire the historic Fort Queuleu, the Centre Pompidou, the Cathédrale Saint-Etienne⁵, the vibrant life, and the houses of Metz.





Beneath its rooftop, La Maison de Manfred offers the setting of a dining room with an elegant and welcoming family spirit, thanks to natural wooden and leather furniture and warm lighting. The central columns are adorned with textured green embossed leather, while the walls are warmed by terracotta tiles and stacks of logs. Everywhere, memory-filled photographs evoke the history of a place that has always existed.

For this unique space, the multidisciplinary artist Ara Starck has created 19 stained glass windows, including a monumental one that casts a cathedral-like radiance of color, illuminating both the restaurant's main hall and the city of Metz.

“This stained glass invites one into the heart of a conceptual and habitable work of art. It creates the atmosphere and theatricalizes the space” says Ara Starck. “Historical and surrealist symbols of the city’s history are etched into it, the whole coming to life with the rhythm of the light, like a series of anamorphoses intersecting throughout the day.”

From breakfast to lunch, dinner, and the final drink of the evening, La Maison de Manfred welcomes all to its exceptional setting and breathtaking views of Metz’s lights.

LA MAISON DE MANFRED





LA MAISON DE MANFRED'S MENU

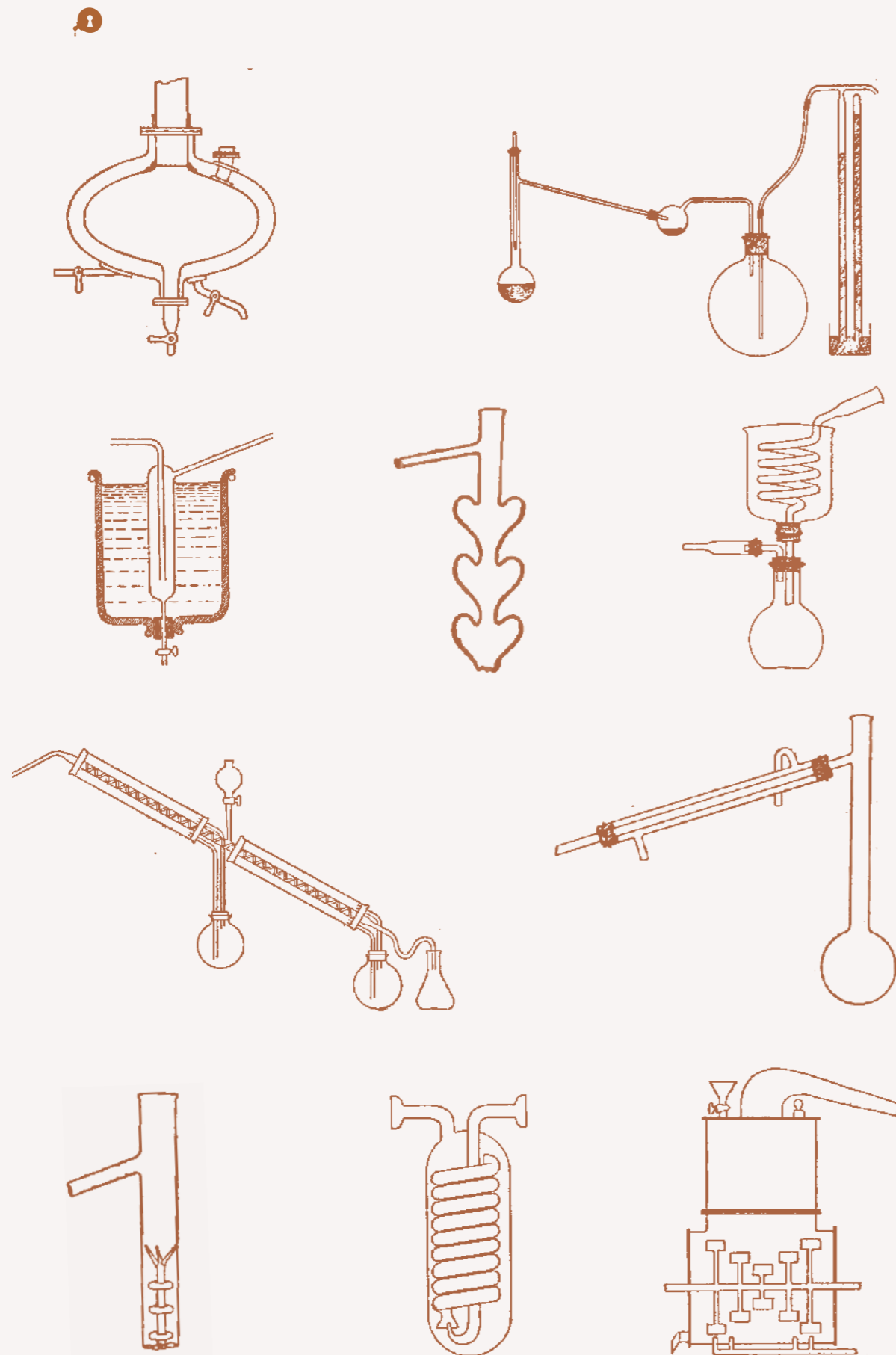
In homage to his travels as well as his cherished family meals, Manfred offers the finest seasonal, locally sourced ingredients to create elegant and comforting French cuisine that nourishes both the heart and the soul.

Every morning, the sacred ritual of breakfast showcases the specialties of regional producers: fresh yogurts from a nearby farm, local mirabelle plum jam, honey from the Vosges, and a seasonal fruit salad. A highly anticipated tradition: the generous pink praline brioche takes pride of place on the counter daily.

As Manfred's signature treat, the beloved madeleine with house-made butter – a favorite pastry and a nostalgic nod to childhood.

For lunch and dinner, the menu features: authentic Montbéliard tartare, oysters paired with jambon de pays and a pickle sorbet, roasted squash with crostini, ceviche of sea bream, the Lorraine egg with its bacon foam, corn reinvented as popcorn, and the crispy pork burger. Guests can choose the “plats minutieux”⁶ option including small plates designed for sharing, and a “5-experiences” menu, featuring 5 of Manfred's signature dishes. Every day, Manfred organizes his Tea-Time around a savory and sweet offering. These include Madeleine “au fuseau lorrain”, a typical specialty from Metz, Club cucumber sandwich with Vosges trout, and a host of sweets in individual or shared formats.

6 Translation in French: “refined dishes”



MANFRED'S BAR

Manfred's bar offers all the classic cocktails alongside creations born of his own imagination, some inspired by his declarations of love for Rose. The M+R cocktail combines cognac infused with Meuse truffles and Amarena cherries. The Vous dansez madame? cocktail marries cinnamon-infused gin, homemade brioche syrup and roasted fruit. Like a true alchemist's laboratory, the Centrifugeuse à chagrin d'amour cocktail combines vanilla cordial with the acidity of maracuja.

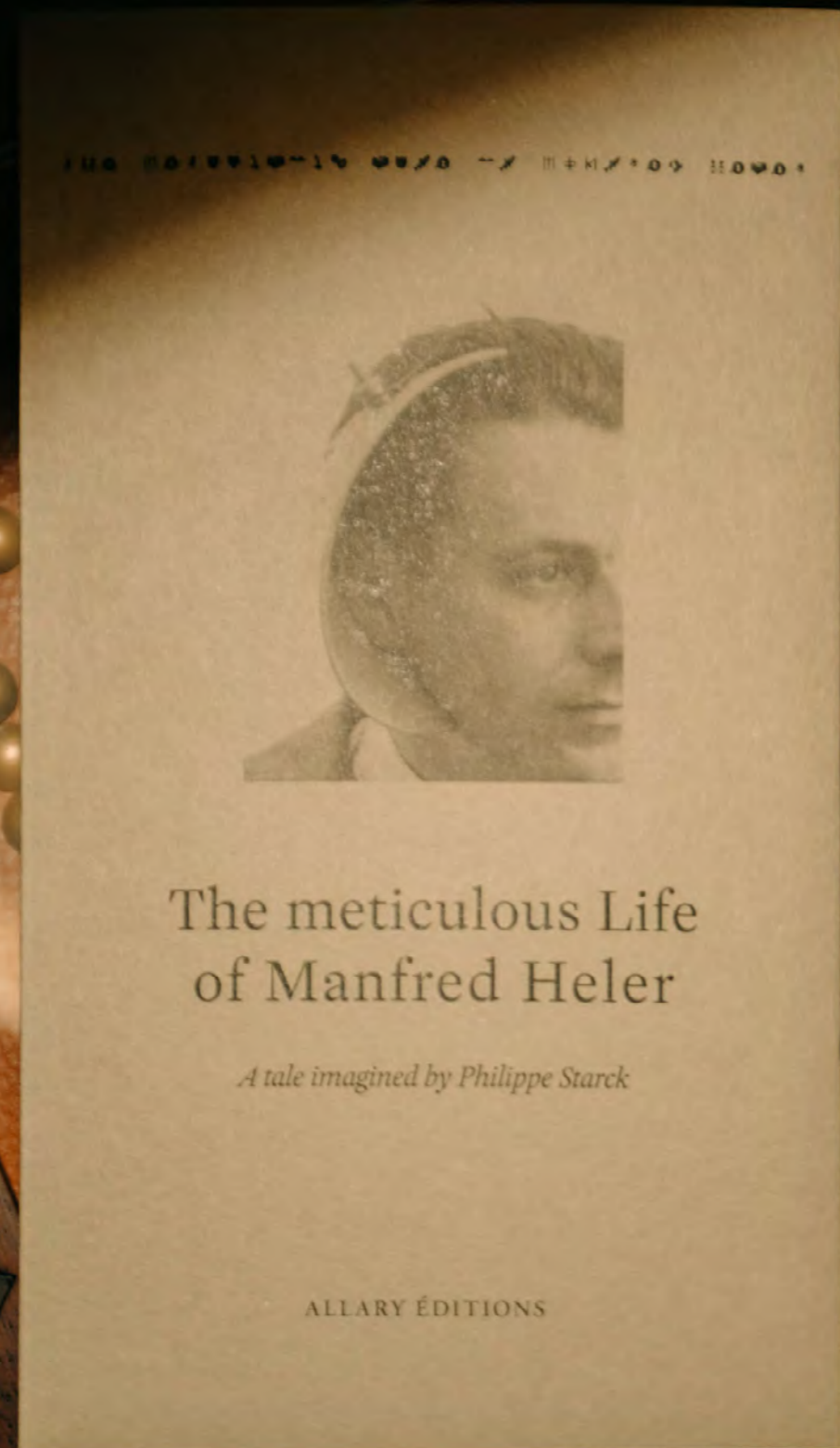
On the wine list, Manfred celebrates every shade, offering a selection of wines for lovers of beautiful labels. Sparkling wines chosen to please everyone. Liqueurs, digestifs and beers from the best local and German breweries complete the menu.

In the world of hospitality, a singular vision comes to life with the opening of Maison Heler in Metz. A unique, poetic, and extraordinary space, open to all year-round, to gather, dream, and rise above.

THE BOOK

The story of Maison Heler began with a novel, “La Vie Minutieuse de Manfred Heler”, imagined by Philippe Starck and published by Allary Éditions. The novel tells the adventures of Manfred Heler, its main character, and is inspired by the surrealist spirit of Raymond Roussel, the writer behind “Impressions of Africa” (1909).

The book is available online from Allary Éditions and on order in all book stores.



ABOUT CURIO COLLECTION (BY HILTON)

Curio Collection by Hilton is a portfolio of over 150 upscale hotels, carefully selected for their unique character and located in some of the world's most sought-after destinations. Each Curio Collection property appeals to travelers seeking unexpected and authentic experiences while enjoying the benefits of the Hilton Honors loyalty program.

ABOUT HILTON

Hilton is a global leader in hospitality, boasting a portfolio of 24 renowned brands and more than 8,300 properties, encompassing over 1,250,000 rooms across 138 countries and territories. With a community of over 200 million Hilton Honors members, Hilton is committed to fulfilling its mission of being the world's most welcoming company by delivering exceptional experiences – at every hotel, for every Guest, every time.

ABOUT PHILIPPE STARCK

Philippe Starck, an internationally renowned creator with a protean inventiveness, has always focused on the essential. His vision that creation in whatever form it takes should improve life for as many people as possible. This philosophy has made him one of the pioneers and leading figures of the “democratic design” concept.

By employing his prolific work across all domains, from everyday products (furniture, citrus squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, space habitation module), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

Website www.starck.com
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BOOKING

From €170 for a room

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