



# MARTELL

COGNAC

FONDÉE



EN 1715



ROOFTOP

# INDIGO

BY MARTELL



## MARTELL PRESENTS INDIGO BY MARTELL

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INDIGO BY MARTELL is located right at the heart of the Martell complex, 24 metres up at the top of the Gâtébourse Tower which houses the Fondation, and offers spectacular views over the rooftops of Cognac, from the historic town centre to the banks of the Charente river. The vast, open terrace bar has been designed as the perfect place to meet, its convivial atmosphere conducive to

sharing a drink en tête-à-tête or relaxing with family and friends. Indigo by Martell is an opportunity for the people of Cognac to view their town from a new perspective, and for visitors from all over the world to discover it in an entirely original way. It will be open from 13 July until 30 September, with visitors able to enjoy this unique place from 5:30 pm to 1 am, and on Sundays from noon to 10 pm.

### The House opens its panoramic bar on the rooftop terrace of the Gâtébourse Tower in Cognac.

The layout of the 420-m<sup>2</sup> rooftop space was entrusted to the Paris-based interior design studio Prémices and co, which specializes in ecological design. The furniture was specially conceived and commissioned by the Fondation d'entreprise Martell, which enlisted the talents of local artisans. The cabinetmakers and designers Atelier W110, Christophe Bret and Thierry Drevelle created an array of original objects combining aesthetics with practicality. The beauty of the wood used on the rooftop terrace – exclusively French oak supplied by Tonnellerie Leroi in Cognac – echoes that of the Passage, which is situated under the Tower of the Fondation. Other natural or recycled materials are integrated harmoniously into the unique design and environment of the space.







## INDIGO BY MARTELL

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welcomes its clients with the generosity and authenticity that have characterized the House of Martell since it was founded.

Head Barman Maxime Le Gal and his team have put together **an unusual and creative cocktail menu.**

Which naturally features mixology classics – Highballs and Collins, Juleps and smashes, Sours and crustas – alongside imaginatively revisited recipes, such as the bar's signature Indigo Collins cocktail: Martell Blue Swift, buckwheat syrup, blackberry and lemon.

There are also a number of delicious surprises: clients can sample the complete range of exceptional Martell cognacs, some of which cannot be found anywhere else in France, starting with

Martell Blue Swift, the first Martell VSOP aged in bourbon casks.

In keeping with its convivial ambiance, INDIGO BY MARTELL also offers a complete range of punches for sharing created by Maxime Le Gal, from classic recipes with rum to more original options with gin or cognac.

A delicious choice of light bites made with local produce accompanies the cocktail menu.

A space dedicated to the discovery and expression of talents, INDIGO BY MARTELL will also regularly host exceptional pop-up events.

ROOFTOP  
**INDIGO**  
BY MARTELL

July 2018

## MENU

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A SIGNATURE COCKTAIL:

INDIGO COLLINS (10.50€)

**Martell Blue Swift**

**Buckwheat syrup**

**Blackberry**

**Lemon**

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A SIGNATURE PUNCH TO SHARE:

SUMMER DELIGHT (45€)

**Plymouth Gin**

**Watermelon**

**Parsley**

**Vermouth Dry**

**Green tea**

## INDIGO, THE COLOUR OF TRAVEL

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Indigo was one of the first products traded by Jean Martell. When he founded his business, his main activity was in eaux-de-vie, supplemented by wine and stockings from Jersey. **Today, the colour indigo evokes the blue of Martell and of the oceans across which the House continues to export its cognacs worldwide.**

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#### MAXIME LE GAL

US-born Maxime has a dual cultural heritage – American on his mother’s side, French on his father’s. **He has worked in top bars around the world, from London to Melbourne via Paris, where he headed up Little Red Door from 2015 to 2017.**

His mission: to create convivial moments.

His signature: inspired cocktails.

#### PRÉMICES AND CO

**This design and interior design agency specializes in the circular economy and prioritizes responsible creative concepts based on the enhancement of the “already there”.**

The agency comprises the designers Camille Chardayre, Amandine Langlois and Jérémie Triaire, all three graduates of the prestigious École Boulle. Established in Paris in 2012 and housed by Les Ateliers de Paris between 2013 and 2015 under the name Collectif Prémices, the agency was renamed Prémices and co in 2016. Its varied projects include the rehabilitation of public and private spaces, the conception of materials from reuse or recycling, and public production workshops.

#### CHRISTOPHE BRET

**The structures and forms of nature are an endless source of inspiration.** Tables have a spiral structure – as do certain tree trunks, enabling them to better withstand the wind – in order to be both lightweight and robust. Each strip of solid oak is steam-bent, a technique almost as old as humanity. Christophe Bret established his cabinetmaking workshop in 2013 in a former farm building along the Gironde estuary between Bordeaux and Cognac. **His natural surroundings are his primary source of inspiration.** Trained in traditional techniques at the École Boulle, **he designs and**

**crafts furniture to order and one-off pieces with contemporary lines.** Wood bending and shaping techniques are a key factor in his work.

#### ATELIER W110

Sarah Babaud and Martin Lecomte founded Atelier W110 in 2014 based on their experiences in art, design and cabinetmaking. **From the creation and production of spaces to graphic design via the crafting of furniture, the company brings to life custom-made projects.** The coexistence of the design studio and the workshop highlights the multi-disciplinary approach of a team attached to local values. Their work for the Fondation d’entreprise Martell is the result of a collaboration between artisans and designers, which also involved Thibaud Klepper and Alfredo Da Silva, freelance creatives based in Paris.

#### LES ATELIERS DREVELLE

**Les Ateliers Drevelle create unique objects which travel the world.** A cigar humidor for Castro, a contemporary desk for a leading luxury house, the restoration of a 15th-century Gothic chest for national heritage, a design commemorating the 150th anniversary of the America’s Cup, and even the tasting table for Martell’s Chanteloup Perspective cellar. Each one tells a story.

Christian Thierry Drevelle is the heir to four generations of cabinetmakers, whose work contributed to the popularity of Art Deco. This heritage of savoir-faire is not an end in itself, but rather the foundation for two guiding principles: firstly, the respect for noble materials – rare woods, metals, minerals, all meticulously selected; secondly, the relevance of the lines and the future uses of the object. A Drevelle creation engages both body and mind, and its value is measured in emotions.

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## ADDRESS

16, avenue Paul Firino Martell, Cognac

## 2018 SEASON

From 13 July 2018 to 30 September 2018

Open from Wednesday to Saturday from 5:30 pm to 1 am,

Sunday from noon to 10 pm.

Available for private functions.

Tel: +33(0)5 45 36 34 65

## CONTACT MEDIA - MAISON MARTELL

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