

L'ÉTOILE DES BAUX

iconic house



ICONIC
EDITION

iconic house



L'ÉTOILE DES BAUX

An exceptional Mas in Provence



L'ÉTOILE DES BAUX

An exceptional Mas in Provence



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MANIFESTO

MOODBOARD

CONCEPT

THE HOUSE

HUMANS OF DESIGN,

ARTS & CRAFTS

À TABLE

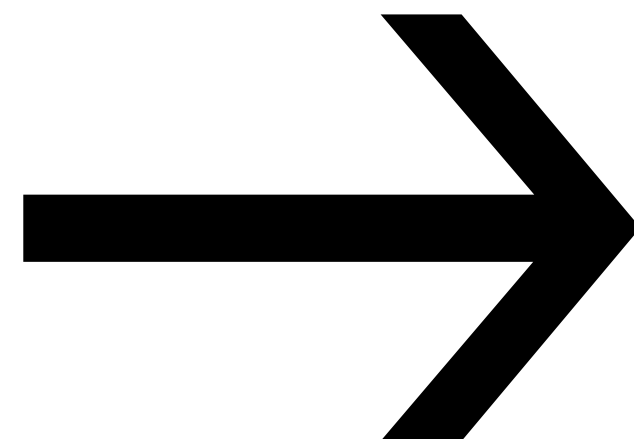
AROUND



manifesto

iconic house

make yourself at home
Thibaud et Robin





MAKE^(hospitality)
yourself
AT^(L'Étoile des Baux)
^(conviviality)HOME¹¹

"ICONIC HOUSE'S FOUNDING VALUES OF AUTHENTICITY, CONVIVIALITY
AND RESPECT"

Thibaud & Robin

Here at Iconic House, we've created what we've long searched for: a collection of stunning and exclusive properties, combining an intimate feel and high-end services, worthy of the finest hotels. Founded by two brothers with an eye for beauty and a shared love of hospitality, Iconic House is a family affair.

Our collection embodies our unique vision of luxury hospitality: relaxed and authentic, more welcoming, more subtle, more personal. We're always expanding our collection, adding one-of-a-kind properties in places that really mean something to us. Our homes are all unique and tell their own story, inspired by the local area.

We envisioned this house as a place open to nature, designed to inspire creativity and artistic expression.

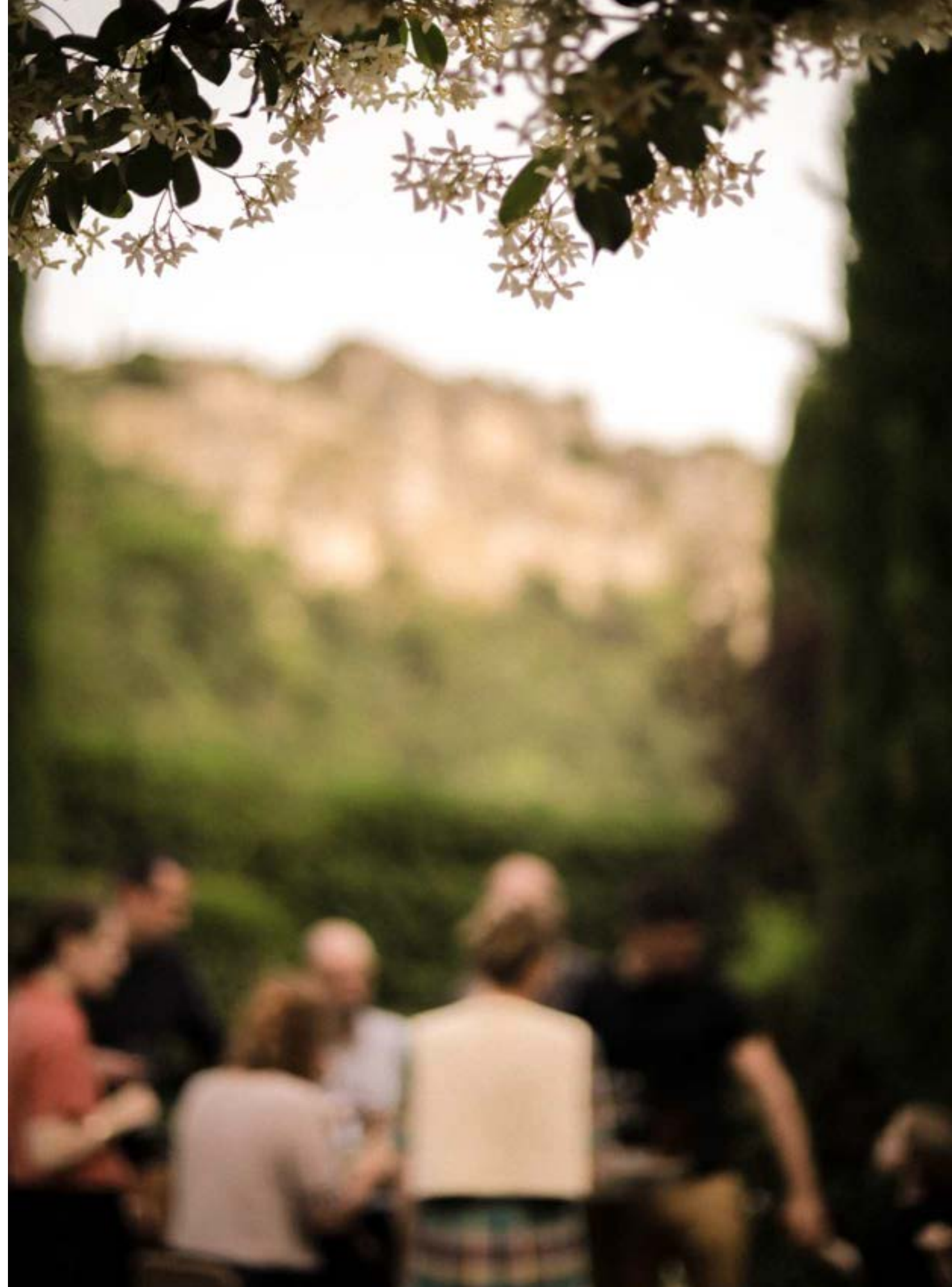
A home where life is enjoyed, whether with family or friends—a place where art is truly lived.

Deeply connected to its surroundings in the Alpillles, where we grew up, this house echoes a region that has long inspired artists such as Vincent van Gogh and Jean Cocteau.

Each one is the result of months of work in which we are closely involved: from deciding on architectural renovations to choosing lighting, artwork, fittings and fixtures. We've put our heart and soul into these properties and we're thrilled to give you the keys today. We're counting on you to uphold Iconic House's founding values of authenticity, conviviality and respect.



HAVE A WONDERFUL STAY !

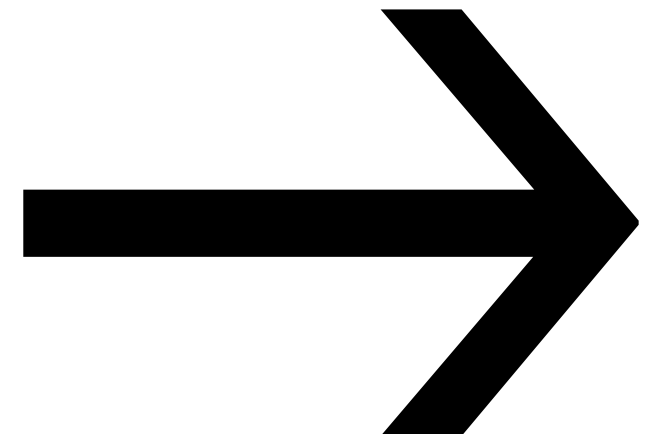




moodboard

iconic house

Art
Creation
Materials
Textures
Shapes
Naturalness
Light
Provence
Nature
Craftsmanship
Family
Painting
Stone
Rattan
Terracotta
Cliffs
Myth
Sanctuary
Harmony





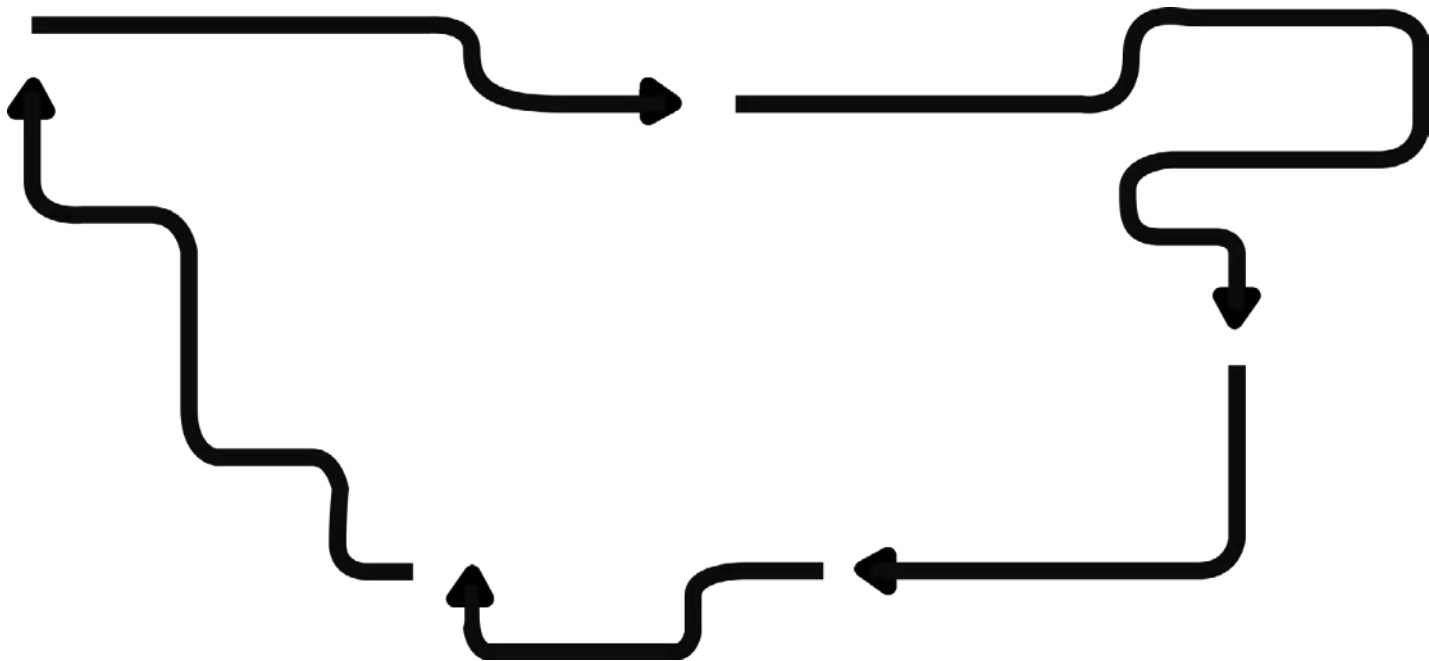
VISION (ideation)

(dedication) effort


CREATION (execution)

heart (authenticity)

17

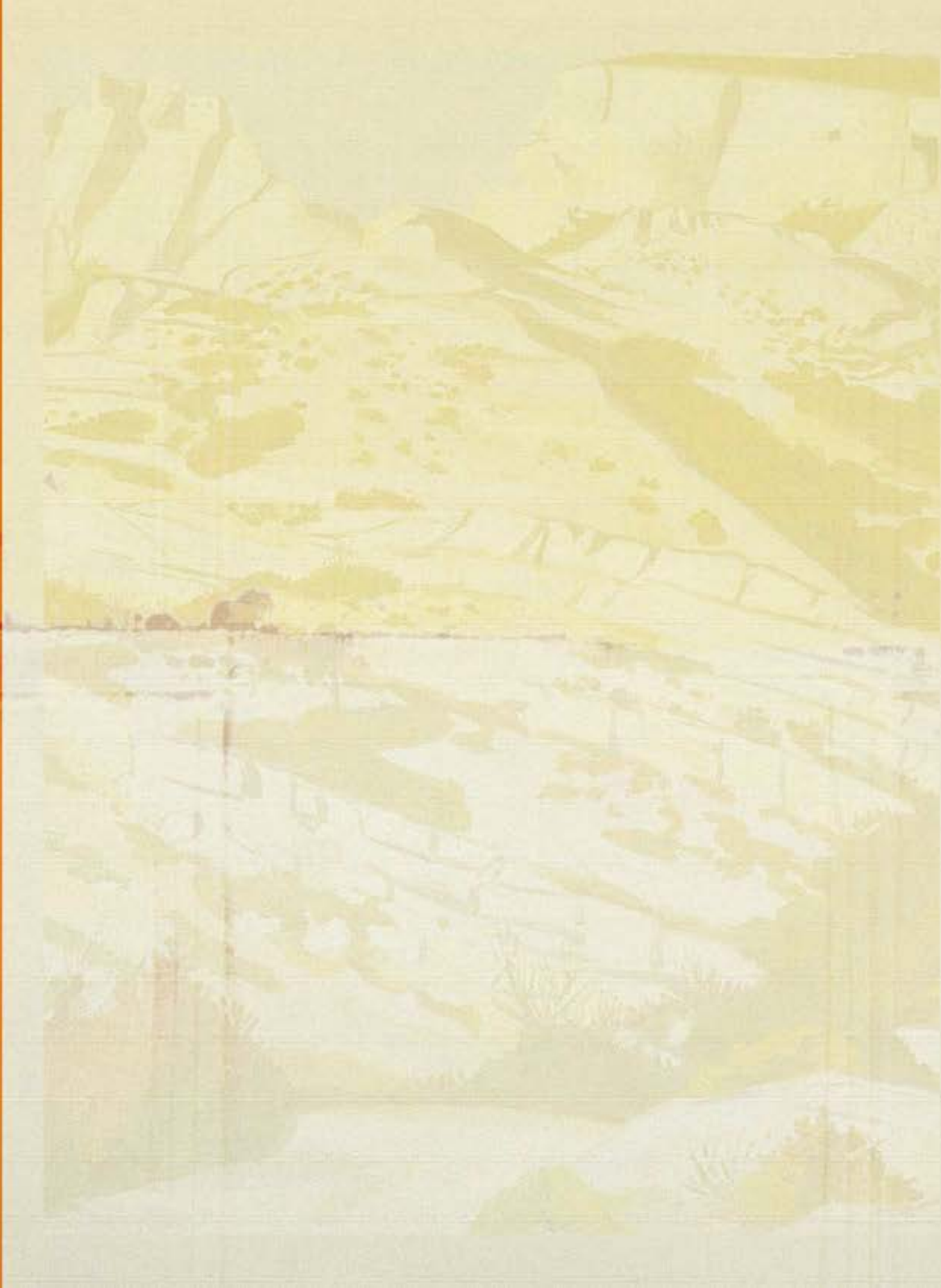
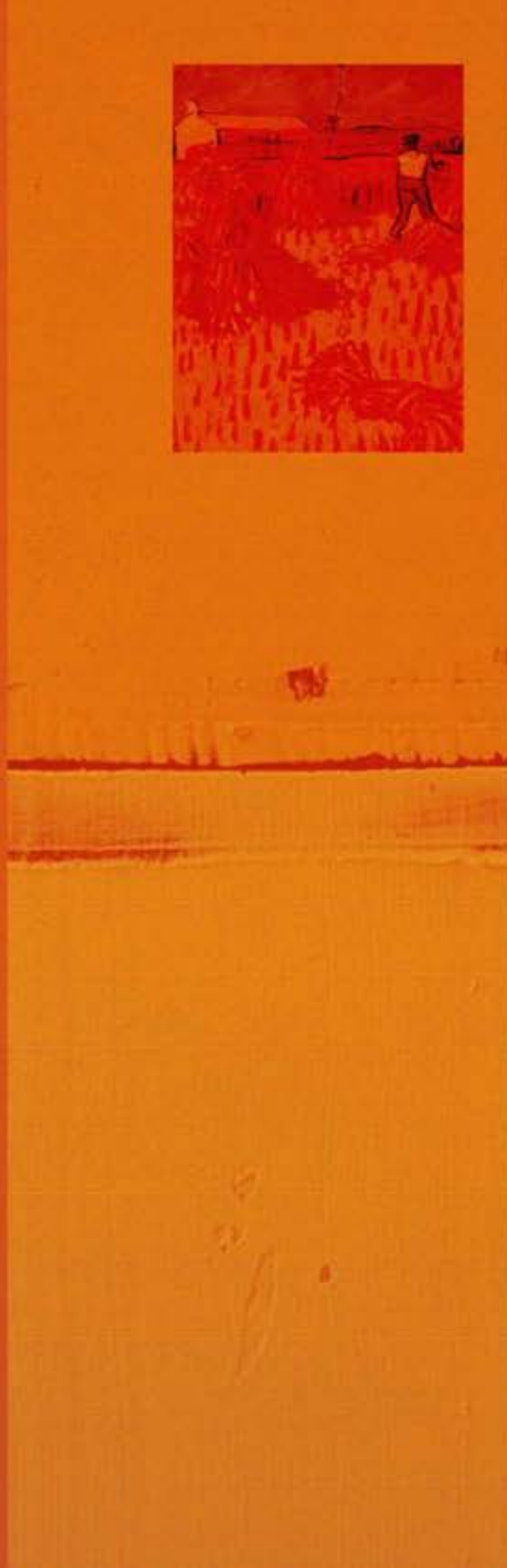





 Jean Cocteau
 *



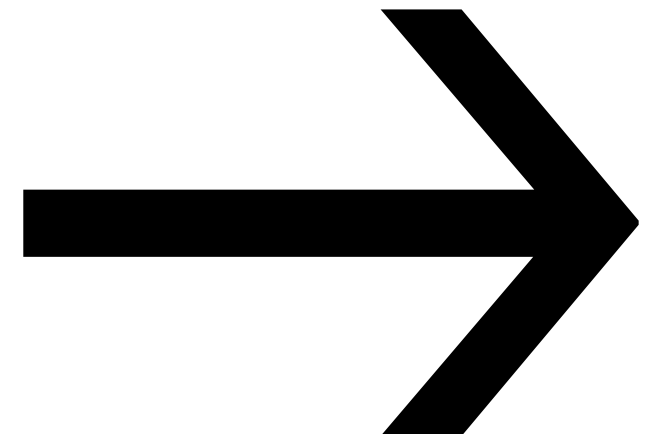
LA PROVENCE. - Les Baux. - Vue p. l'Est. - De gauche à droite, Les Méjanès, Galéri
Château et Tour des Banes. - Trou de Lormme. - Plan du Château, Rochers avec fortin dominant
la Place de Lormme. - LL



concept

iconic house

*The Alpilles
L'Étoile des Baux
The Myth of the Artist's House*



WELCOME TO THE ALPILLES

26

The Alpilles: a landscape that has been sculpted by nature and tamed by man; a land that fosters an enduring relationship with art and culture, inspiring many writers, painters, intellectuals and musicians. This region certainly has a long list of admirers: this is where Vincent Van Gogh reached the pinnacle of his creation. Where Jean Cocteau shot his legendary film, Testament of Orpheus, where Alphonse Daudet wrote his most beautiful texts and where Charles Gounod composed his opera Mireille. This landscape of stone, cliffs, caves and grottoes is said to have inspired Dante's Inferno.

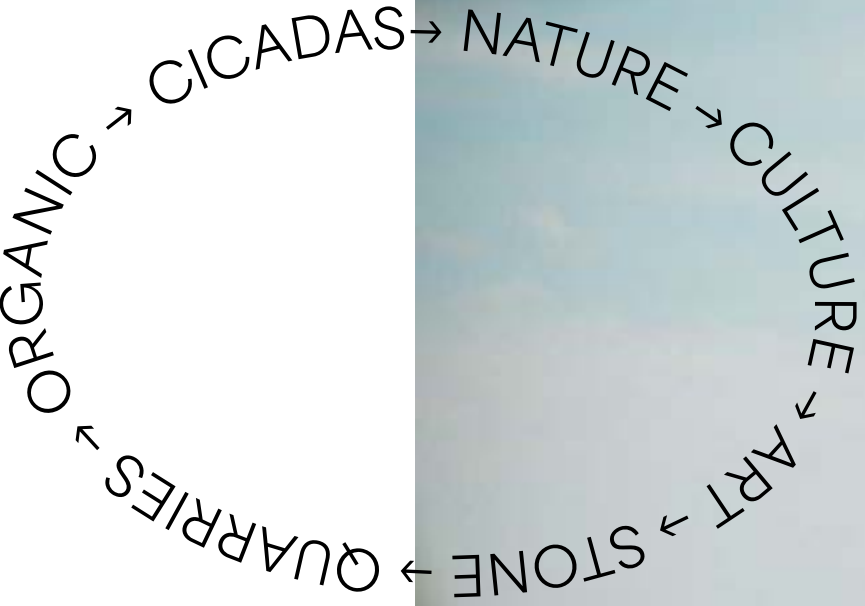
Les Baux-de-Provence is in the heart of the Alpilles Regional Nature Park, an incredible mosaic of diverse natural environments: garrigue scrubland, limestone cliffs, forests, marshes and much more besides. Stretching out to a genuinely unique setting and several millennia of civilisation, this park is home to truly stunning landscapes, which are remarkably unspoilt and are characterised by incredible fauna and flora.

The village's stone quarries date back to antiquity; the 19th century saw a boom in production as French industry flourished. Renowned for the ease with which it can be cut and its white colour, the stone was used, among other things, to build Glanum (a Gallic city near Saint-Rémy-de-Provence) and the medieval village of Les Baux-de-Provence. Over time, the vibrant limestone has developed a patina and been sculpted by the winds to create a genuinely unique setting. Marine fossils can be found in the rocks here, proving that the sea once covered this land.

In the Alpilles, the roads wind and the cicadas sing. Suddenly, the village of Les Baux-de-Provence rises into view. It stands proudly on a rocky spur; naturally formed, it juts abruptly upwards, reaching for the sky, looking down on the foothills below. There's no doubt about it: this is one of France's most beautiful villages. It's home to 450 lucky souls, 22 of whom still live "up there", within Les Baux-de-Provence's original walls and its residents are well aware of how lucky they are to be able to enjoy its unique location. It's a delight to get lost in its maze of narrow streets, filled with the superb scents of the south of France. The château overlooks stunning countryside where paths, vineyards, garrigue scrubland and olive trees are intertwined. Together, they create a unique panorama.

Arles and the Camargue are just a little further away. They're ideal destinations to explore, whether you're in the mood to make a creative pilgrimage to the latest photography exhibition or you're keen to marvel at the natural wonders of the Camargue's flamingos and bulls. In the distance, the Mediterranean can be glimpsed.

Winters are mild, summers are hot and dry. Here, life is for living. This is the real Provence: a cultural heritage.







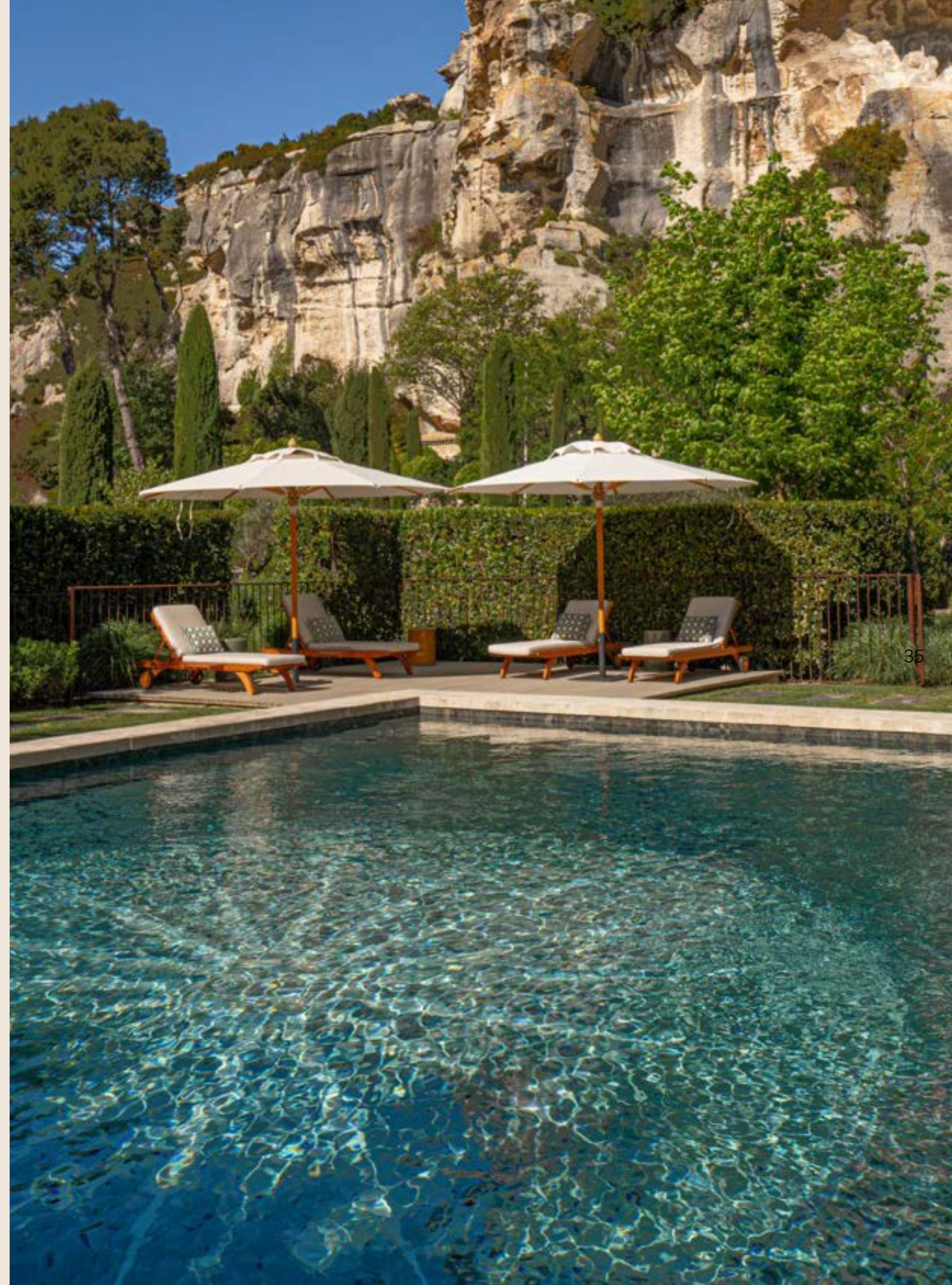
L'ÉTOILE DES BAUX

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Hidden within a magnificent, lush park in the heart of the Val d'Enfer, nestled beneath the towering limestone cliffs of Les Baux-de-Provence, this property enjoys an exceptional setting. It transforms into an idyllic holiday home, conceived as a refuge for artists—full of character and creativity.

The décor has been entirely reimagined in an organic way by Joséphine Fossey, shaped through visits and encounters with local artists and artisans, whose work she projects into this unique space.

At L'Étoile des Baux, one steps into the intimate world of a creative spirit—the home of an imaginary artist. A place that is immersive, singular, and deeply alive.



35



34



35

Bathroom

THE MYTH OF THE ARTIST'S HOUSE

36

Inspired by the myth woven around artists' homes—such as the sculptor Takis' residence in Athens, Jorge Pardo's house in Mexico, or Jean Cocteau's Villa Santo Sospir (the “tattooed villa”) in Saint-Jean-Cap-Ferrat—this home establishes a true dialogue between art, nature, interior design, and architecture.

This vision infuses the property with a unique soul and fresh energy, steering clear of artistic elitism or imitation. Because L'Étoile des Baux is, above all, a holiday home—dreamed of, imagined. A place that stands apart, as photogenic as it is welcoming, ready to captivate inspired groups of friends, curious families, or creative souls drawn to the artistic vibrancy of the region (with Arles and Avignon just 30 minutes away).

Between inspirations, collections, everyday objects, memories, and tools for creating and working, the line between studio and living space fades. These collected memories shape an eclectic décor that brings together different eras. Modernity coexists with carefully sourced vintage pieces—the result of countless hours spent exploring the flea markets of the region, from Avignon to L'Isle-sur-la-Sorgue.

The color palette favors natural tones—warm hues blended with bold, artful touches.

artist



37

houses





the house

iconic house

*house specifications
construction
presentation*

380-410 ROUTE DE BAUMANIÈRE, 13520 LES-BAUX-DE-PROVENCE



HOUSE

(L'Étoile des Baux)

(hospitality)

specifi- cations





46

property name →

address →

property area →

capacity →

bedrooms →

outdoor facilities →

indoor facilities →

in room features →

interior designer →

art curator →



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L'ÉTOILE DES BAUX
380-410 ROUTE DE BAUMANIÈRE, 13520 LES-BAUX-DE-PROVENCE
650 SQUARE METERS
15 GUESTS
8 BEDROOMS
HEATED POOL, PÉTANQUE COURT, OUTDOOR CINEMA, OPEN-AIR
THEATRE, OUTDOOR SHOWER
LIVING ROOM, TV AREA, WINE CELLAR, HONESTY BAR, KITCHEN, BACK
KITCHEN, GYM, ARTIST'S STUDIO
AIR CONDITIONING, TRECA BEDDING, LA SERVIETTE BED LINENS
JOSÉPHINE FOSSEY OFFICE
JOSÉPHINE FOSSEY OFFICE





50

outdoors



51

outdoors

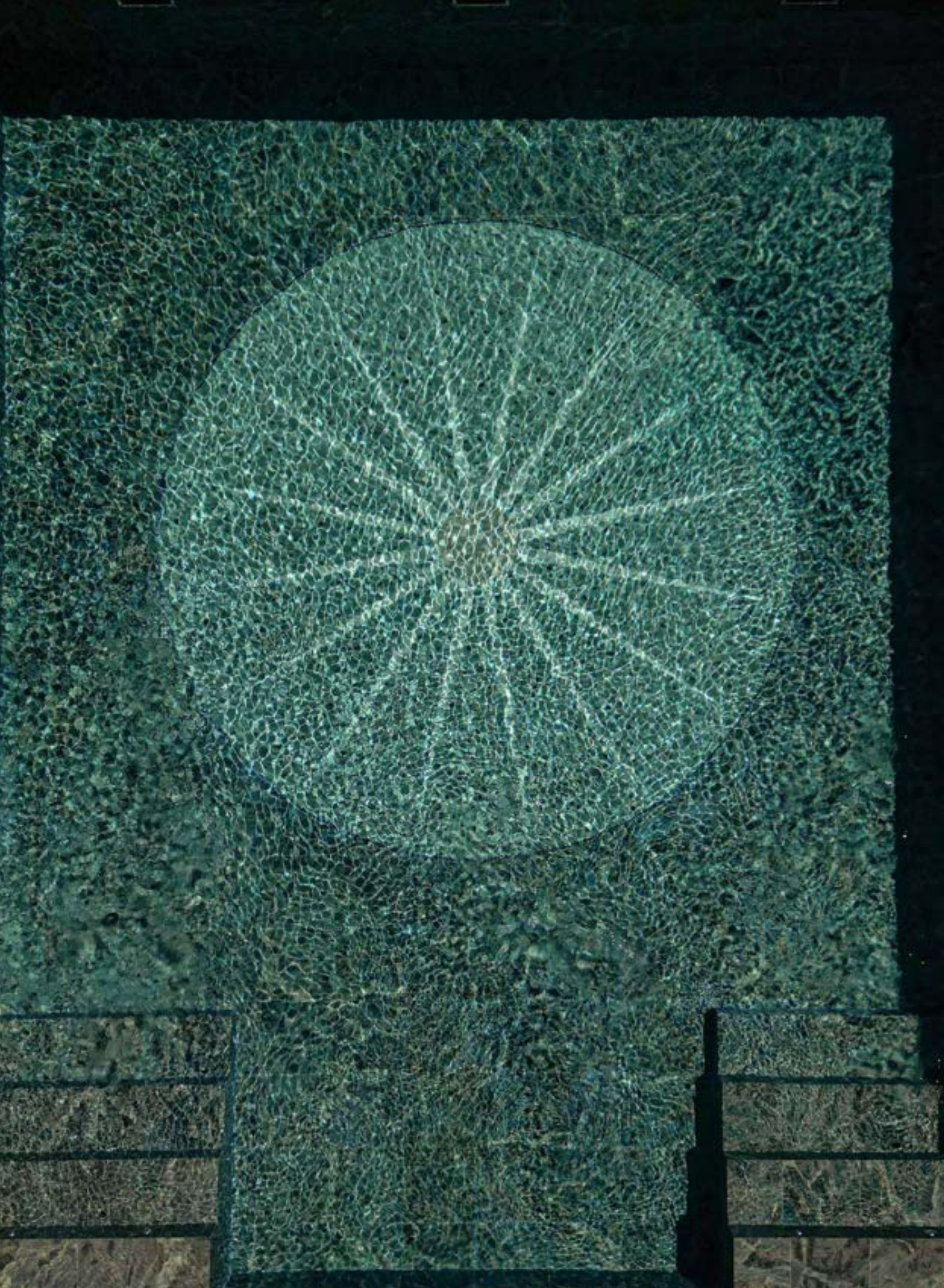






outdoors







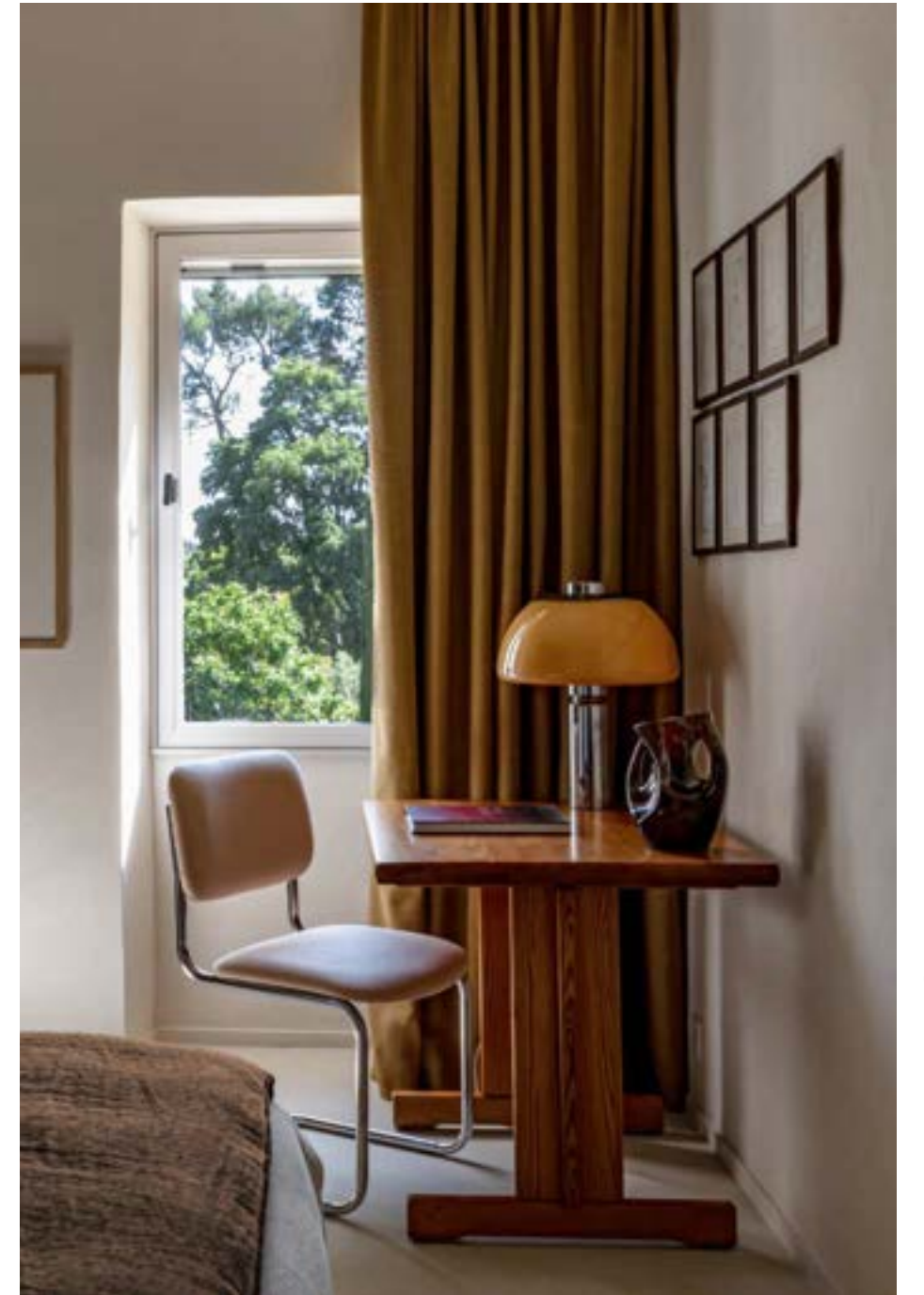
bedrooms



bedrooms



62



63

bedrooms







68



69



bedrooms





bathrooms



bathrooms



74

bathrooms







bedrooms



80

indoors



81

indoors

L'ÉTOILE DES BAUX → THE HOUSE → INDOORS → L'ÉTOILE DES BAUX → THE HOUSE → INDOORS → L'ÉTOILE DES BAUX → THE HOUSE



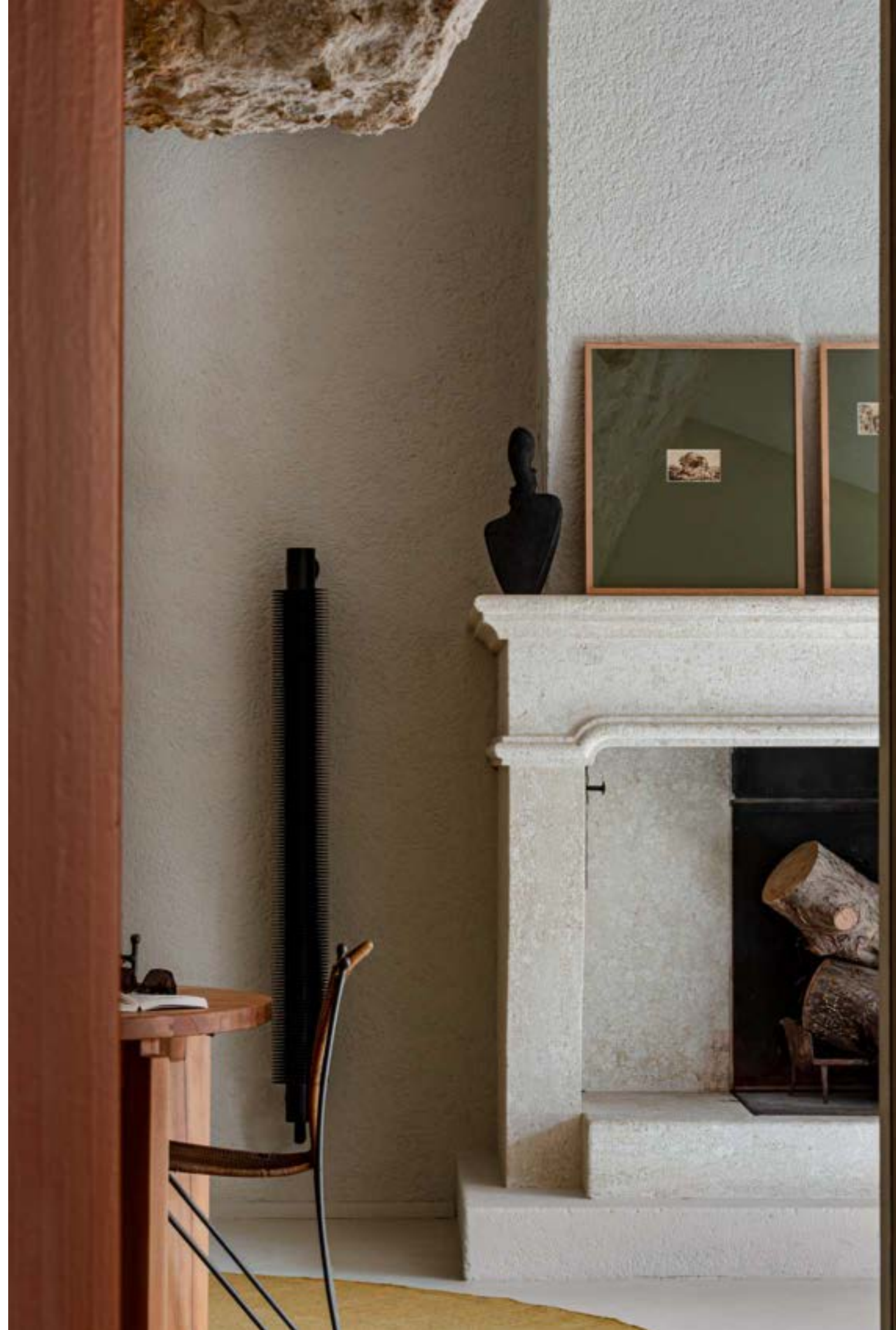


84



indoors









humans of design, arts & crafts

iconic house

*Arising from an encounter
From an insight
From an idea
From an inspiration
Crafted with skill
Embracing the beauty of motion*

"BEHIND EACH OF THESE CREATIONS ARE ARTISTS AND CRAFTSMEN,
BOTH MEN AND WOMEN, WHO NOT ONLY INSPIRE BUT ALSO DEEPLY
RESONATE WITH US."

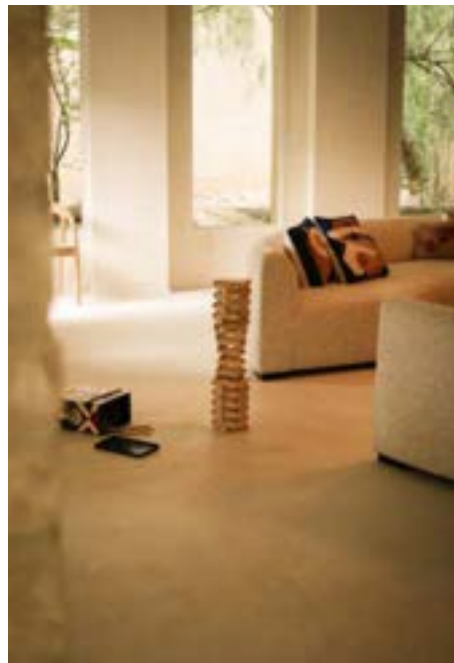
Thibaud & Robin

Behind each of these creations are artists and craftsmen, both men and women, who not only inspire but also deeply resonate with us. They are the talented individuals whose work we admire and whose artistic sensibilities align with our own.

Passionate individuals, with whom we are eager to share and exchange ideas throughout the creative process. These are the individuals who shape a vibrant ecosystem that we envisioned as vital and integral to our Iconic House journey.

An ecosystem we continue to cultivate with passion as we initiate new projects and restore properties to expand our collection. Our homes are resolutely alive and can evolve over time. New works or objects may have appeared, and others may have moved on to new horizons.

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SPOTLIGHT ON...



JOSÉPHINE FOSSEY

interior designer, art curator

CRAFTS
ARTS
→ DESIGN

94

Joséphine Fossey developed her artistic sensibility and expertise at Christie’s, where she worked as a specialist in the Impressionist and Modern Art department. In 2013, she co-founded an art consultancy dedicated to high-end residential projects and luxury hospitality. Seeking to place creativity and her evolving vision of *art de vivre* at the heart of her practice, she founded her own creative studio in 2021. Today, the Joséphine Fossey Office brings together artistic directors, interior architects, and art curators.

Her work is guided by the principle of *Gesamtkunstwerk* - “total work of art” - a concept dear to the Arts & Crafts and Art Deco movements that inform her approach; a creative process in which different art forms are combined to create a single cohesive whole. An aesthetic journey, a complete artistic creation that, through research and human experiences, embraces visuals, emotion, and meaning.

For L’Étoile des Baux, Joséphine Fossey oversees interior design and artistic curation alongside Thibaud Elzière and Robin Michel. Together, they curated a collection of nearly one hundred art works – some of them commissioned specifically for the house.



95

FLORENCE BAMBERGER

artist

CRAFTS

→ ARTS

DESIGN

96

Originally from Paris with Italian roots, Florence Bamberger studied at the prestigious Central Saint Martins in London before graduating top of her class from Penninghen in 2011. A multidisciplinary artist, she seamlessly navigates between traditional painting and ceramics. Embracing Matisse's belief that "painting must serve a purpose beyond itself," Florence seeks to create work that is not only decorative but also functional.

Florence Bamberger created a stunning five-meter-long mural for the vestibule, L'Enigme des Baux, which has quickly become one of the house's most emblematic pieces.

"I chose this title because, while some elements are easily identifiable at first glance, others remain more mysterious, inviting contemplation. It's a figurative painting on the edge of abstraction – intentionally minimalist and distinctly graphic. I wanted it to bring a strong artistic presence to the space while blending seamlessly with its Provençal setting, through its colors, architectural elements, and layered references."

"I always draw from multiple artistic influences, allowing them to intersect and enrich one another. Jean Cocteau, for his continuous lines and poetic sensibility. Le Corbusier, for his mastery of fresco art and his attention to texture. Giorgio de Chirico, for his geometric compositions, archways,

terracotta hues, and the dreamlike sense of mystery in his work. Jean Arp, for his organic, free-flowing forms, particularly in wood."

The chosen color, a terracotta shade, contrasts with the white wall – an homage to the red clay of Provençal ceramics. Beyond the drawing, depth and texture were introduced through graphic treatment, evoking the bark of wood or the movement of a potter's hands shaping red earth.

The mural integrates various symbols drawn from the Mas' architecture, the village of Les Baux-de-Provence, and the iconography of Jean Séverin's 1976 book, L'Étoile des Baux. These include: archways, found in both the Mas and the village, as well as in L'Étoile des Baux; stepped vertical lines, representing the stone quarries, their carved shapes, and the meticulous craft of stone cutting; flowing water, echoing the water streaming from the rocks, especially in the troglodyte chambers; cypress trees, elegant sentinels of the region, towering over the garden; the star, a tribute to L'Étoile des Baux, mirroring the carved stone star on the adjacent wall; and the bell, representing the village carillon, whose chimes can be heard from the Mas.

This immersive, symbolic, and deeply contextual piece transforms the vestibule into a true gateway between art, history, and landscape.





JOSEPH BAYOL

artist

100

No need to ask Bayol for the time. For this artist, born under the Provençal sun just a few kilometers from L'Étoile des Baux, it is always time to paint. With his head lost in clouds of natural pigments, chalk dust, and diaphanous inks, he tirelessly merges canvas and inspiration. Seyssaud, Gleizes, and Chabaud saw his talent clearly when, at just fifteen, they recognized him as one of their own.

One of his paintings can be found in one of the bedrooms of the main building.

DESIGN → ARTS CRAFTS



CREA-
TIONS

102

*ins-
pira-
tions*

(HUMAN)

(ARTS)

(CRAFTS)

(DESIGN)

CAROLINE BEAUZON

artist



104

Living in L'Isle-sur-la-Sorgue, just a few kilometers from the house, Caroline Beauzon is a painter with a deep passion for the 20th century. She enjoys experimenting with different mediums and techniques, exploring various themes until she captures the essence of her subject. One of her particular interests, which dates back to childhood walks with her great-grandfather, is her fascination with chairs. For this project, she has created several drawings inspired by this passion.

CRAFTS

→ ARTS

DESIGN

HENRI CANIVEZ

designer



105

Born in 1990, French designer Henri Canivez lives and works in Paris. He holds a bachelor's degree from the Design Academy Eindhoven and also studied at ECAL / École Cantonale d'Art de Lausanne in Switzerland during an exchange program. While studying at DAE, Henri completed a furniture design internship at Christopher Guy's design studio in Semarang and an industrial design internship with Philippe Starck in Paris. After graduating, he went on to collaborate with Philippe Starck for two and a half years. Influenced by technology, emotion, and function, Henri takes a multidisciplinary approach

to design, working across bespoke furniture, industrial design, graphic design, and art direction. Since September 2020, he has been running his own design studio, focusing on furniture, industrial design, and architecture. For this project, Henri designed the striking custom-made library. Inspired by the world of Miró - an artist admired by the homeowners - the library's star motif reflects both the artist's work and the house's identity. It houses a selection of several dozen paperback books.

CRAFTS

ARTS

→ DESIGN



THALIA DALECKY

artist

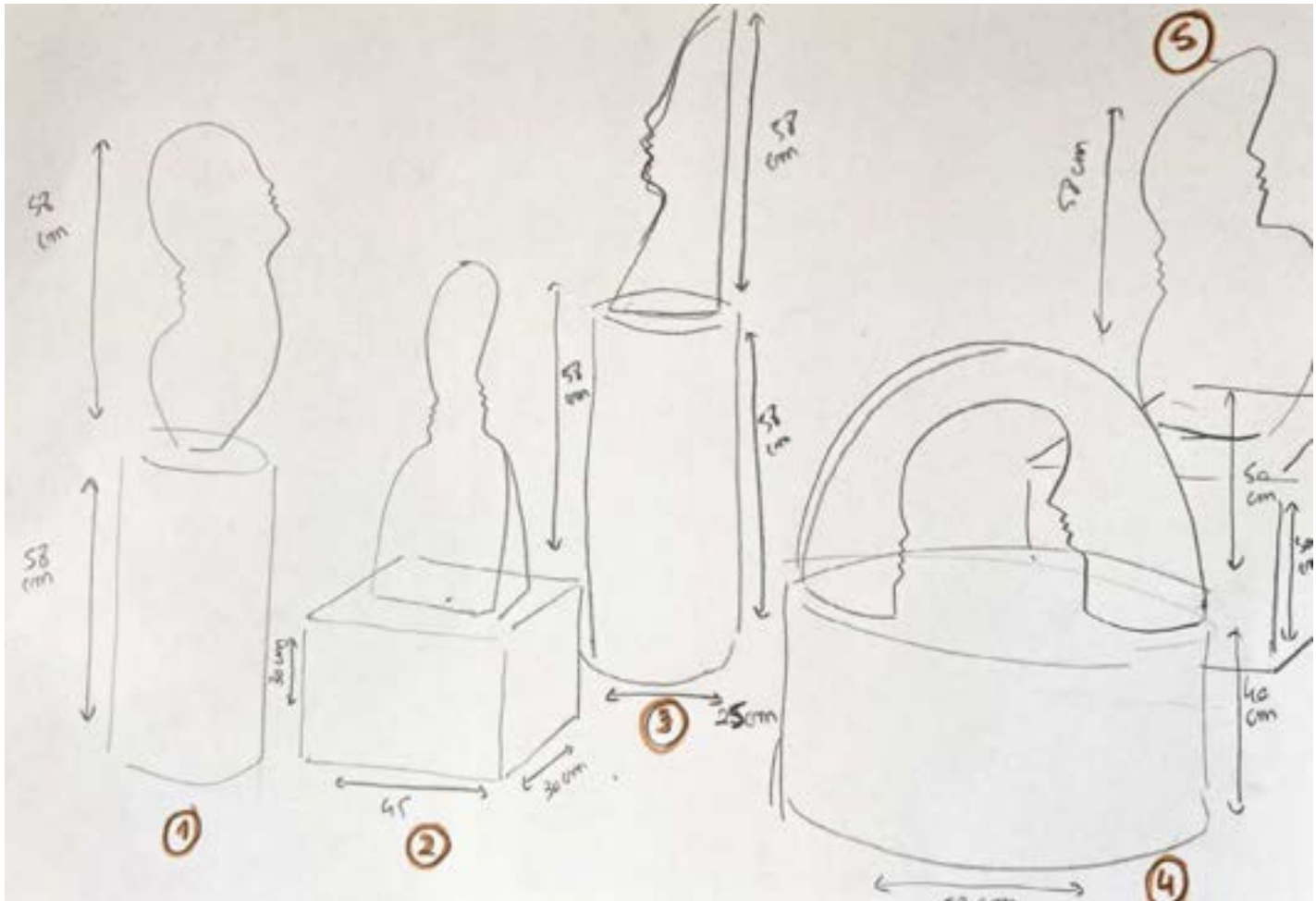


108

ceramic

Passionate about the representation of the human body, Thalia trained at the Beaux-Arts de Reims and has a particular focus on body sculpture. Her artistic vision is steeped in femininity, celebrating poetic depictions of the human form. For the artist, human beings naturally express themselves when given the freedom to do so; left unhindered, they powerfully convey their inner struggles. The women emerging from the water, rising from the depths, symbolize rebirth. Initially, they surface piece by piece - an arm here, a knee there. These body parts, sometimes abruptly severed, carry a surreal, almost Dalí-esque quality. They are symbols.

For the property, Thalia has created a set of five organic sculptures, each evoking faces or bodies. Placed outdoors in a cavity of the limestone cliff, the sculptures interact with the sunlight, creating a dynamic play of shadows. The display evolves throughout the day, offering an ever-changing display.



109

sketches

ALESSANDRA WILLIAMS - STUDIO AEAND

design studio

Independent design studio Aeand creates homeware and art prints with hand-rendered, print-based designs, using natural materials and bold, abstract shapes.

CRAFTS
ARTS
→ DESIGN



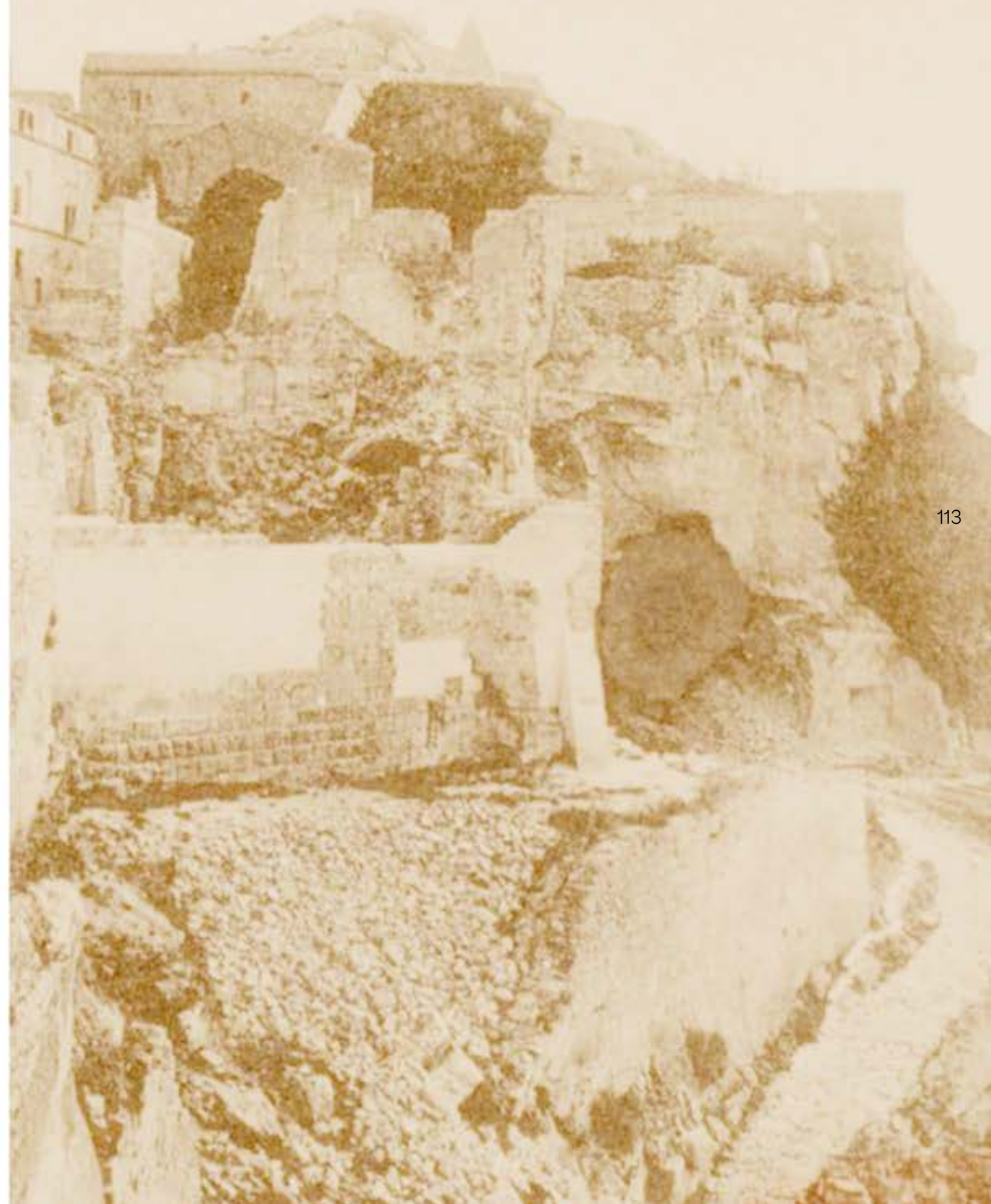
hu- mans'

humans of design, arts & crafts

112

WORK

Les BAUX - Les Remparts



113

JEAN JULLIEN

artist

114

Jean Jullien is a French graphic artist based in Paris. Originally from Nantes, Jean earned a graphic design degree in Quimper before moving to London. He graduated from Central Saint Martins in 2008 and from the Royal College of Art in 2010. His practice spans painting, illustration, photography, video, costume design, installations, books, posters, and clothing, creating a coherent yet eclectic body of work.

Jean has exhibited his work internationally in museums and galleries across Paris, London, Brussels, Los Angeles, New York, San Francisco, Berlin, Tokyo, Seoul, Singapore, and beyond. Iconic House celebrates its various properties through the unique perspective of artist Jean Jullien. He has created a series of exclusive paintings, displayed at different Iconic House locations. From Gordes, Les Baux-de-Provence, and Hossegor to Courchevel – and soon Cap Ferret – each painting captures a moment and encapsulates the essence of its respective place.

Jean’s time spent with family and friends in the different hotel residences has deeply inspired his work. Immersed in the guest experience, he has skillfully brought to life the story, architecture, light, atmosphere, and unique essence of each Iconic House destination.

CRAFTS

→ ARTS

DESIGN



115





GALERIE YVON LAMBERT

gallery



118

Yvon Lambert is a gallerist and contemporary art dealer, born in Vence and based in Avignon. A pivotal figure in the international art scene, he represented some of the most influential artists of his time, including Theo Van Doesburg, Richard Long, Cy Twombly, Christo, and Anselm Kiefer. In the 1960s, he opened his gallery in Paris, and by 1972, was exhibiting groundbreaking American artists in conceptual art, minimalism, and land art, alongside leading European figures. In the 1980s, his visionary approach expanded to include painting, photography, and video, curating exhibitions with major names in contemporary art.

Several exhibition posters, prints, and photographs from his gallery now adorn the walls of the property.

DESIGN → ARTS CRAFTS



119

MATTHIEU MERCIER

artist

120

Mathieu Mercier is a French contemporary artist known for his multidisciplinary practice covering sculpture, installation, and design. Born in 1967, his work explores the intersection of art, design, and everyday life, blurring boundaries and questioning the roles each plays. Mercier frequently engages with ideas of functionality and aesthetics, using humor and irony to challenge expectations and prompt reflection.

The Love & Hate gloves, designed for handling artworks, reflect Mercier’s playful yet critical approach. Inspired by tattoo iconography and referencing the 1955 film *The Night of the Hunter*, the gloves revisit the emotional tension between love and hate, two forces often present in the creative process.

DESIGN → ARTS CRAFTS



121

ARTS



crafts

ATELIER VIME

crafts

124

Based in Vallabrègues, in the Gard region, Atelier Vime continues the age-old tradition of basket weaving unique to this Provençal village. Wicker cultivation and craftsmanship have long been part of life on this former Rhône river island, nestled between Arles and Saint-Rémy-de-Provence. Two pendant lights by Atelier Vime now illuminate the grandeur of the main house’s spacious living room.

→ CRAFTS

ARTS

DESIGN



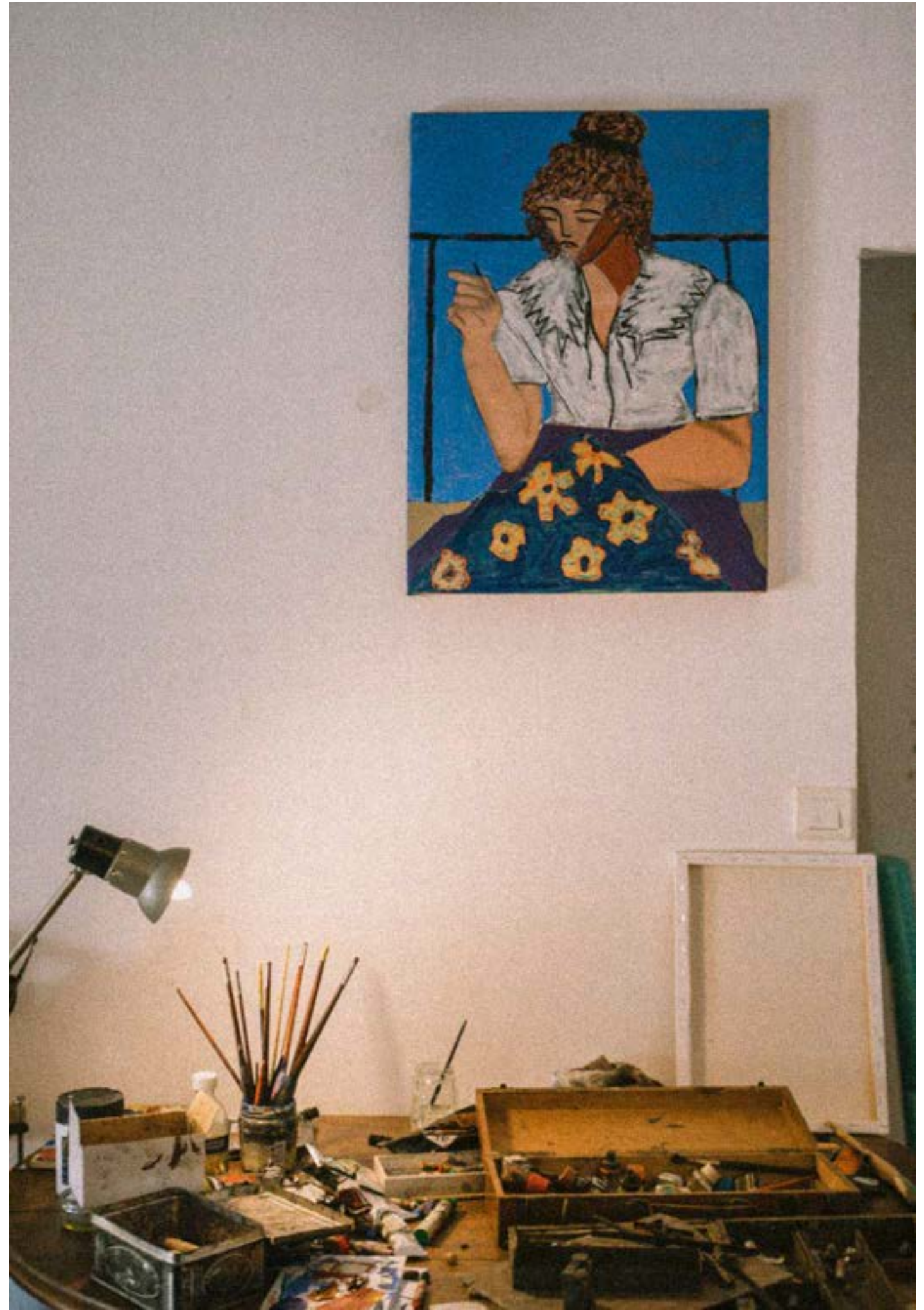


ARSÈNE WELKIN

artist

Born in Paris in 1993, Arsène Welkin lives and works in Arles. After studying philosophy at the University of Paris-Sorbonne, the self-taught painter and musician gained recognition following a solo exhibition at Maison Close (Arles) in 2020. Guided by a pursuit of purity and contemplation, his work unfolds through still lifes and portraits in which familiar figures coexist with imaginary beings - often infused with historical and mythological references. This trajectory led to a residency at the Château de Tarascon and a first solo show at Double V in Marseille. He has since continued with a residency at Riad Secret Garden in Marrakech and a group exhibition by The Tesoro in Amsterdam.

One of his paintings, portraying a torero - an emblematic Provençal figure - hangs in one of the main house's bedrooms.

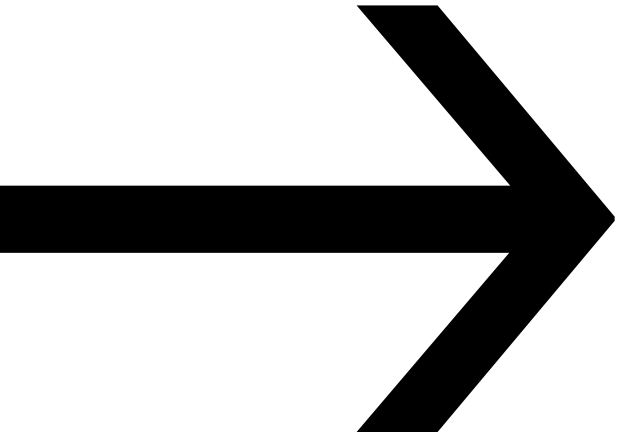




à table

iconic house

*chef
recipes
conviviality
friends
family*



Imagine a vacation where everything is designed for absolute relaxation. Our chefs are an integral part of the Iconic House experience.

We offer our guests a local and convivial gastronomic experience, entirely personalized. Menu planning, shopping, meal preparation... forget the hassle. Passionate about their region, our chefs prepare generous dishes on demand.

Every meal becomes a convivial moment, designed to delight both young and old. Our teams take care of everything, so you can concentrate on what's most important: enjoying every moment.



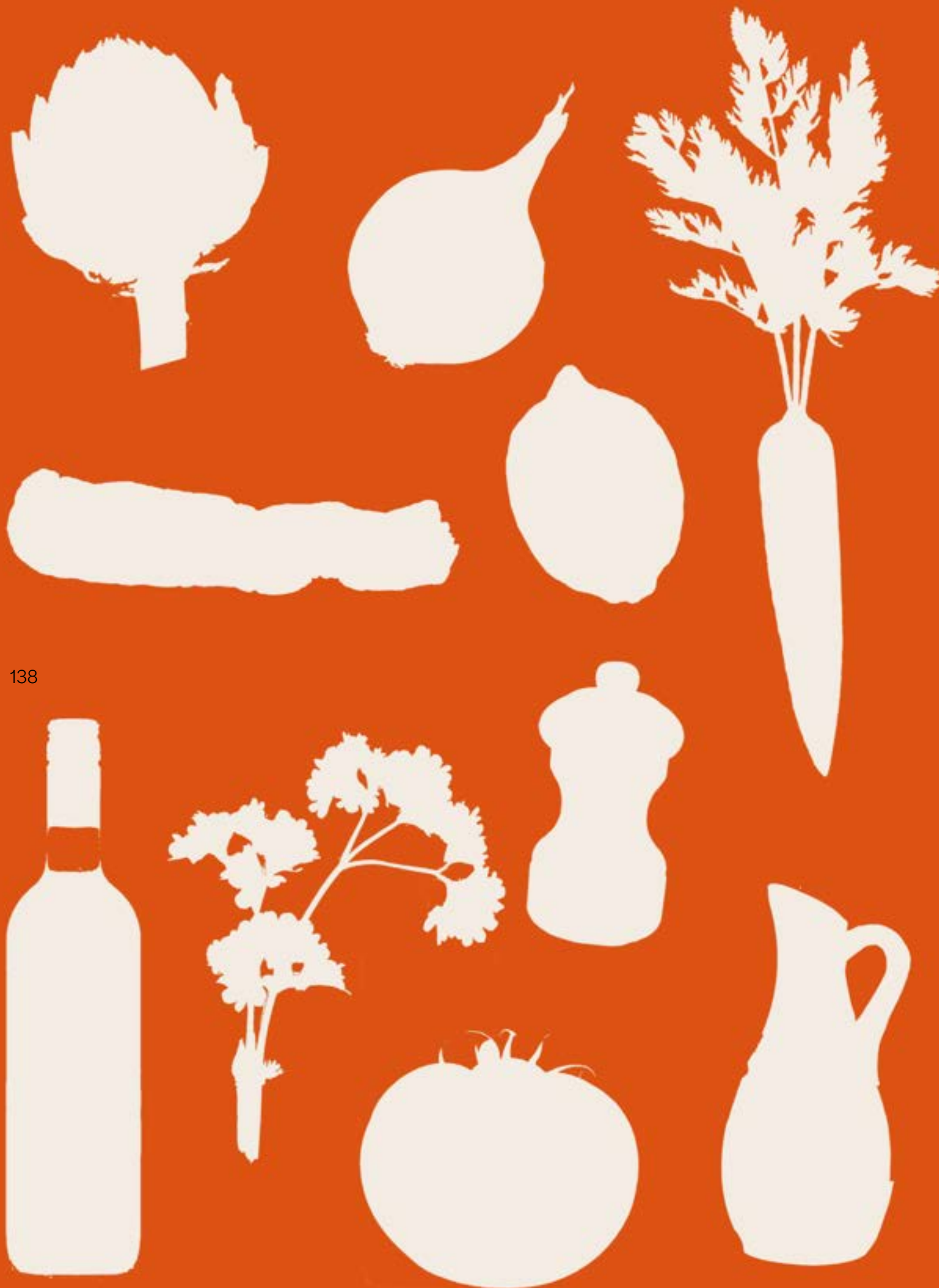
132



À TABLE !







Artichokes Barigoule (provençal braised artichokes)

1 carrot

8 young artichokes

2 onions

100g of smoked bacon

Juice of 1 lemon

Salt and pepper

A few sprigs of flat-leaf parsley

10cl dry white wine

2 tomatoes

2 tablespoons olive oil

PREPARATION :

1. Prepare the artichokes, trim off the tough outer leaves and cut a third of the pointed leaves, then slice the hearts in half lengthwise and rub them with lemon juice to prevent browning.
2. Peel and finely slice the onions and carrot, then wash, dry, and chop the tomatoes, discarding the seeds.
3. Dice the smoked bacon.
4. In a sauté pan, heat olive oil and add the carrot, onions, and bacon.
5. Arrange the artichokes on top of the vegetables, fitting them snugly, and season with salt and pepper.
6. Add the chopped tomatoes, pour in the dry white wine, and add an equal amount of water.
7. Cover the pan and simmer gently for at least an hour.
8. Serve hot or cold, sprinkled with chopped flat-leaf parsley.



around

iconic house

Les Baux-de-Provence
Mineral
Escape
Nature

"LA MAISON IS DEEPLY CONNECTED WITH ITS ENVIRONMENT"

Thibaud & Robin

La Maison is deeply rooted in its region and local environment. In this portfolio, we invite you to explore the area around the property. Cliffs of the Alpilles, perched villages, the landscapes of Camargue, local producers, favorite restaurants... Discoveries to be made throughout the pages of Icons, a collection of printed guides, self-published by Iconic House, dedicated to each of its destinations. In the meantime, here's a glimpse of what's in store for you in this beautiful region.

Photographer: Agathe Boudin



AROUND...

















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Publication directors →
Creative direction, texts, project management →
Art direction - Graphic design →
Translation →
Images →

- Thibaud Elzière & Robin Michel
- Grégoire Boulant
- Zoé Bouquet
- Pia Gray
- Mr. Tripper, Stéphanie Davilma, Agathe Boudin



Conceived by Iconic House - An Iconic Edition
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