

PRESS RELEASE

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The Grand Hotel in Turin Reopens After a Complete Renovation



In the heart of the 9th arrondissement, between Pigalle and the Opéra, the Grand Hôtel de Turin reopened on September 15, 2026, after eight and a half months of renovations. The 3-star hotel features 50 rooms that have been completely redesigned around a central theme: love, in all its forms.

The renovation was led by the firm SGA Architectes, while the interior architecture and design were entrusted to NOVAOM. The project transformed the hotel's 50 guest rooms, the lobby, and the common areas, establishing a unique identity that blends Italian elegance with Parisian energy.

The decor is organized around three themes. "Passionate Love" plays with intense colors and an almost theatrical atmosphere. "Nostalgic Love" creates a softer, more subdued ambiance. "Free Love" gives way to graphic lines and light. In each theme, works of art depict glances, encounters, and moments frozen in time.

The common areas, with their bar and breakfast room, have been designed as warm, inviting spaces, opening onto one of Paris's liveliest neighborhoods, just a few steps from Rue des Martyrs.

"With this renovation, we wanted to give the Grand Hôtel de Turin an identity that lives up to the neighborhood around it: vibrant, sensitive, and deeply Parisian. Love, in all its nuances, seemed to us to be the most beautiful thread to weave together the stories of those who pass through here."

– Carine Kelley, General Manager of the Grand Hôtel de Turin

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HD images available upon request



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