

## Press Release

Montreuil le, 15 mars 2021

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### Hotel Paradiso, a cinema in each room

#### **CINEMECCANICA France is building the projection and sound installations for the Hotel Paradiso in Paris.**

The mk2 group inaugurates the first cinema-hotel in Paris!

Under the aegis of Nathanaël and Elisha Karmitz, the mk2 Group creates the event by giving birth to a hotel entirely dedicated to the 7th Art.

Located near Nation, in Paris, the hotel has 6 movie theatres, 34 rooms and 2 cinema suites, all equipped with the latest innovations in cinematographic projection.



*Hotel Paradiso ©Romain Ricard*

The 2 suites are particularly remarkable and innovative since they each have a real cinema room that meets the highest standards of the movie industry.

The fully automated screening projection system of the 2 suites facilitates the use of the equipment by hotel guests.

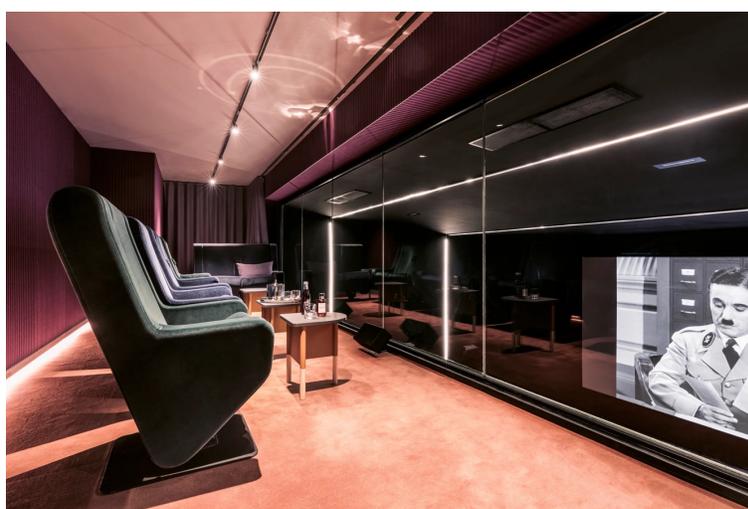
The technology designed by the company Cinemeccanica, allows Hotel Paradiso customers to choose, via a "Streaming" process, any film offered on the servers of the mk2 Nation cinema.

The other 34 rooms are also unique as they are equipped with powerful video projectors, combined with a particularly surprising sound system.



*Hotel Paradiso ©Romain Ricard*

For the enjoyment of moviegoers, a cinema lounge that opens directly onto one of the 6 theaters is at the disposal of the hotel guests.



*Hotel Paradiso ©Romain Ricard*

Finally, a karaoke and coworking spaces complete the hotel infrastructure.

Cinemeccanica France, partner of the mk2 group, was responsible for the installation and integration of the cinematographic equipment.

Patrick Muller, General Manager of Cinemeccanica France and Jérôme Roche Sales Director of the same company, say they are extremely proud to have supported mk2 throughout the Hotel Paradiso project.

Patrick Muller and Jérôme Roche added: "We sincerely hope that the Hotel Paradiso, cinema-hotel, will be the first from a long line of mk2 to the delight of moviegoers, lovers of the 7th Art".

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### **A propos de Cinemeccanica**

*Since 1920, when the company was founded, Cinemeccanica has always been at the forefront of projection and sound technology for movie theaters. The brand is closely associated with the notions of quality and reliability. Cinemeccanica remains the benchmark for the installation and integration of cinematographic equipment. Cinemeccanica combines Tradition, Experience and Innovation in order to always satisfy its customers. The head office of the Cinemeccanica group is located in Milan, Italy. Cinemeccanica France, a subsidiary, is located in the Paris region, in Montreuil.*

#### Contact

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### **A propos de mk2**

*mk2 is a family company founded by Marin Karmitz and currently managed by his sons Nathanaël and Elisha Karmitz. mk2 defends another idea of cinema. Designed as places to live, since their creation in 1974, mk2 cinemas have integrated spaces for meeting and creative discoveries, while combining arthouse movies, mainstream films and cultural events.*

*A commitment that is conveyed by three values: selection, otherness and transmission. With 26 cinemas in Paris and Spain which welcome nearly 9 million spectators each year, mk2 is the leading arthouse circuit in France and the leading network in Andalusia. In France, there are 13 cinemas, 70 screens, more than 4 million spectators per year, 20% market share in Paris, 550 events per year, 2 stores and 6 restaurants and cafes.*

*Created by mk2 in the early 2010s, the Paradiso brand intends to create life experiences around cinema. It becomes the creative laboratory for new uses of cinema and rethinks before and after screening with the Cinema Paradiso events in 2013 and 2015 at The Grand Palais and in 2019 in the square courtyard of the Louvre Museum in Paris.*

#### Contact Médias

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