



**FOLLOWING PARIS AND VENICE,  
BRACH MADRID  
HAS BEEN AWARDED GREEN  
GLOBE CERTIFICATION.**



**EVOK**

COLLECTION

PRESS RELEASE - FEBRUARY 2025





ALL EVOK COLLECTION ESTABLISHMENTS IN PARIS  
AND ABROAD ARE NOW GREEN GLOBE CERTIFIED,  
INCLUDING BRACH MADRID, JUST A FEW WEEKS  
AFTER ITS OPENING.

Evok Collection has reached a new milestone in its commitment to responsible luxury. All the group's hotels have now been awarded the international benchmark for sustainable tourism, Green Globe certification. Included in this recognition is Brach Madrid, which received the accolade just a few weeks after opening.

This certification attests to Evok Collection's ongoing efforts to manage resources responsibly, reduce its carbon footprint and demonstrate its social commitment. This approach is at the very core of the group's philosophy: combining excellence and environmental awareness for an increasingly responsible approach to hospitality.

Green Globe also rewards the group's commitment to the community: fair working conditions, support for local communities and promotion of cultural heritage. Conscious, committed luxury, in keeping with the group's values.

With this global certification, Evok Collection is reasserting its vision of delivering exceptional luxury, founded on a desire for sustainability and respect for the environment.

**Nolinski Paris, Brach Paris and Cour des Vosges certified in June 2024.  
Nolinski Venezia certified in September 2024.**

*For further information and details on the various initiatives undertaken, the "ambition for a new future" brochure is available online at [www.evokcollection.com](http://www.evokcollection.com).*

## ABOUT EVOK COLLECTION

Since 2014, Evok Collection has set itself apart by its ambition to bring something new and innovative to the luxury hotel sector. Creating unique establishments where the art of living, culture and refinement intertwine, Evok Collection offers guests an experience that is so much richer than a traditional hotel stay. These establishments are not just hotels: they are spaces that inspire creativity and evoke emotions.

Each establishment embodies an experience offering different authentic spaces. Nolinski Paris and Nolinski Venice offer a true haven of peace amidst the buzz of their lively neighbourhoods. Brach Paris and Brach Madrid embody community spirit and vibrant energy.

Palais Royal Restaurant in Paris and Venice, Cour des Vosges and Bast enrich this collection of exceptional establishments.

The creative process at Evok Collection is a fundamental element of its identity. Each project starts with a meticulous search for the ideal location, whether this involves renovating an historic building or creating a new space. The Group works with creators including Philippe Starck, Tristan Auer, Jean-Louis Deniot, and Christophe Tollemer, to design spaces in which every detail counts, and where impeccable service becomes a way of life. Excellence within these establishments is achieved through every aspect of their design and service.

The Group is also passionate about people and the planet. It strives to nurture talented individuals within its teams as well as to become more environmentally friendly. The development of know-how, the passing on of knowledge and the sharing of human values form the very essence of its activities. A project anchored in strong values and propelled by a shared passion for culture in all its forms.

An expert in hotels, restaurants and well-being, Evok Collection oversees every step of its projects in France and abroad, from design to management. It uses its expertise to provide tailored solutions, relying on its management, auditing and consulting excellence.

The next chapter for Evok Collection involves global expansion. Having opened Nolinski Venice in 2023 and Brach Madrid in 2024, it plans to open Brach Rome in 2026. Nolinski Golfe de Saint-Tropez will open its doors in 2027, adding new chapters to an ever-evolving collection.

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