

The
WOODWARD
GENEVA

**THE WOODWARD OPENS 37: GENEVA'S NEWEST COCKTAIL AND PIANO LOUNGE
INSPIRED BY ITS SISTER CONCEPT BAR BASTION IN NEW YORK CITY**



Geneva, July 4th, 2024 – The Woodward is thrilled to announce the grand opening of its new cocktail and piano bar, 37. Designed by renowned architect Pierre-Yves Rochon and set within one of the mansion's stunning verandas, 37 offers breathtaking views of Lake Geneva and the surrounding mountains. Inspired by its highly successful sister concept Bar Bastion in New York City, this new venue brings an unparalleled blend of luxury, culinary creativity, and exclusive musical ambiance to Geneva, elevating the traditional hotel bar experience.

Almost three years after its debut, Geneva's newest five-star luxury hotel and member of Oetker Collection has undergone a refurbishment to elevate its bar experience. Opening to the public on July 11th, 37 will offer to the Geneva community a vibrant and definitively glamorous social haven with an intimate, residential charm.

37 seamlessly blends world-class music with an exceptional food and beverage menu. The award-winning team includes consultant Maxwell Britten, renowned for his contributions to the James Beard recognized Maison Premiere and Jazz Bar Django in New York, alongside The Woodward's own Two Michelin Star Executive Chef Olivier Jean and Pastry Chef Titouan Claudet. 37 invites guests to experience the spirit and music of Bar Bastion New York right in the heart of Geneva, combining elegance, culinary excellence, and vibrant entertainment in a setting unlike any other.

Situated on Quai Wilson, 37 is positioned above the famed L'Atelier Robuchon and adjacent to the celebrated Le Jardinier restaurant, both a part of The Bastion Collection. A sanctuary for dining and bespoke cocktails, 37 is a vibrant stage for world-class musical performance that complement and enhance the sophisticated atmosphere of the space. The Woodward and 37 will welcome VIPS for a private Grand Opening on July 10th featuring Daoud, a Monreaux Jazz Festival performer, and an innovative musician and producer known for his work that spans genres such as hip-hop, R&B, and electronic music. Following the Grand Opening, 37 will present weekly live music sessions on Thursdays and Fridays from 8:30 PM to 11:00 PM, showcasing both renowned global artists and emerging local talents.

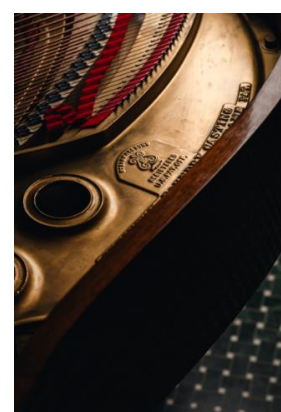
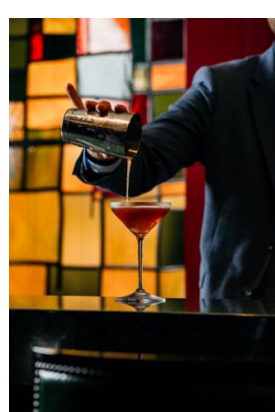
The bar's design, envisioned by Pierre-Yves Rochon, is inspired by an elegant winter garden. A centerpiece of 37 is a century-old, hand-polished 1920 walnut Steinway piano, which embodies the bar's deep musical appreciation. The space features a striking dark-green marble bar, a stained-glass wall in hues of green and red, and a Chinese-inspired red lacquer cabinet. The ambiance is enriched with dark-green curtains, straw blinds, red velvet armchairs, and large trees, creating a unique setting for an extraordinary experience. An adjoining intimate lounge with Macassar ebony walls and a marble fireplace offers guests a secluded retreat for various occasions.

“Our 37 cocktail bar & piano lounge is a fabulous addition to Geneva's vibrant nightlife scene. With the expertise of The Bastion Collection’s iconic concept in the heart of Manhattan, we’ve designed a magnificent bar and we look forward to inviting our guests to experience the next era of The Woodward and create memorable moments in this historic building” says Jean-Marie Le Gall, General Manager.

Executive Chef Olivier Jean has crafted a menu featuring refined bar bites such as Spicy Persian Geneva cucumber with sesame, Swiss beef sliders with Swiss cheddar, and Tuna tartare with lemongrass and crispy rice. The bar serves both signature and classic hand-crafted cocktails alongside an extensive wine list. The cocktail menu curated by Maxwell Britten reflects Geneva’s rich cultural heritage, offering drinks like the Woodward Pimms with strawberry-infused Pimms and celery water, and the sophisticated Apricot Senata, a blend of Clase Azul Blanco and apricot with vanilla essence. A variety of mocktails, including the Basil Lovers with the botanicals of gin and fresh basil, are also available.

The 37 “Haute Gourmandise” menu, served daily from 3:00 PM to 6:00 PM, offers a well-curated gourmet pause with savory and sweet options, including pastries by Pastry Chef Titouan Claudet, accompanied by refreshing or comforting summer drinks.

37 is open daily from 12:00 PM to 12:00 AM. The bar and lounge area can be privatized for groups of up to 60 people upon request. For reservations and further information, please email: bar.twg@oetkercollection.com, follow @37BarGeneva @BarBastionNYC, or visit our website.



About Bar Bastion

Bar Bastion is an opulent and intimate lounge experience bar in the heart of Midtown Manhattan, brought to life by the global hospitality group The Bastion Collection. Bar Bastion offers a selection of playful yet refined cocktails, elevated light bites and dinner, along with weekly jazz music programming, in a stunning space designed by renowned French architect Joseph Dirand. Located in the heart of Midtown Manhattan, the highly successful flagship offers a chic, hidden escape, with décor that evokes Art Deco glamour through velvet upholstered banquettes, mirrored glass and double-height ceilings. The intimate space has become a gathering spot for after-work cocktails, post-dinner indulgences & late dinners served by a Michelin awarded culinary team. Bar Bastion invites guests to experience a harmonious blend of elegance, culinary excellence, and vibrant entertainment and music programming in a setting that transcends the ordinary.

About The Woodward

Located on Quai Wilson on the shores of Lake Geneva and offering a panoramic view of Mont Blanc, The Woodward opened in 2021 and is the first all-suite hotel in Geneva. Originally built in 1901 in a post-Haussmann style, following an extraordinary renovation by renowned architect Pierre-Yves Rochon, today the hotel boasts 26 suites, which are complemented by two gourmet restaurants, L'Atelier Robuchon (2 Michelin stars) and Le Jardinier, two bars including the brand new 37 cocktail bar and piano lounge, private lounges, as well as a 1200m² Guerlain Spa and a private sports club.

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