

## Alexandre Durand-Viel: hospitality, an art and a pleasure



Alexandre Durand-Viel has been the General Manager of the Château de la Messardière since 2010.

His contribution to the development and to the rise of the Château began many years ago in 1991. Returning from London, he accepted a new career challenge: the organisation of the Château de la Messardière, which had opened a year earlier.

As a result of his ongoing efforts and the quality of his team, in 2012 the 5-star establishment became one of the sixteen 'Palace Hotels' in France, proof of its excellence and the quality of its hospitality.

Alexandre Durand-Viel, with his passion for harmony and culture, embodies the talent and finesse necessary to delight the traveller. These are qualities that his team also share. Together, they continue to perpetuate the *Messardière Spirit* so dear to their guests.

### A Palace with true values

The Château de la Messardière is a haven of peace, comfort and pleasure, but it is also far more than that. It offers a delicate blend of professionalism and poetry that instils every guest with a deep sense of well-being. The values of sharing and synergy, so important to Alexandre Durand-Viel, are clearly evident in his many projects: from renovations to ensure even greater comfort for his guests to exhibitions by local artists and the *Prix Messardière* award for the best summer novel (since 2011).

His *savoir-faire*, combining a mastery of hotel skills with culinary excellence and luxury services, creates a permanent symphony in perfect accord with the majesty of its natural environment. This is a generous environment where honey is produced by the bees at the end of the garden and oil from the domain's olive trees, and then there are the local fragrances, an unforgettable souvenir.



## Hospitality through sharing

For Alexandre Durand-Viel, sharing is not an empty word. It is a return to former times when travellers were proud of their knowledge and ready to learn from others; when sharing was to everyone's advantage and encounters had true meaning. But the hotel is also at the very peak of today's standards for the industry, with constant improvements and updating—an effort driven and directed by the General Manager.

## Alexandre Durand-Viel: a man with commitment

Chairman of the 'Société Tropicaine des Amis de la Musique' since 2013, he continues to be involved with the association, which organises classical recitals in Saint-Tropez during the spring, autumn, and, more recently, in winter.

He also works closely with several humanitarian and social associations (notably the charities and their volunteers who combat the problems of autism), assisting with aspects such as funding research, ensuring access to care, the problems of integration, support for carers, and sharing best practices. This work is a testament to his ethical values, concern for others and dedication to sustainable development.



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