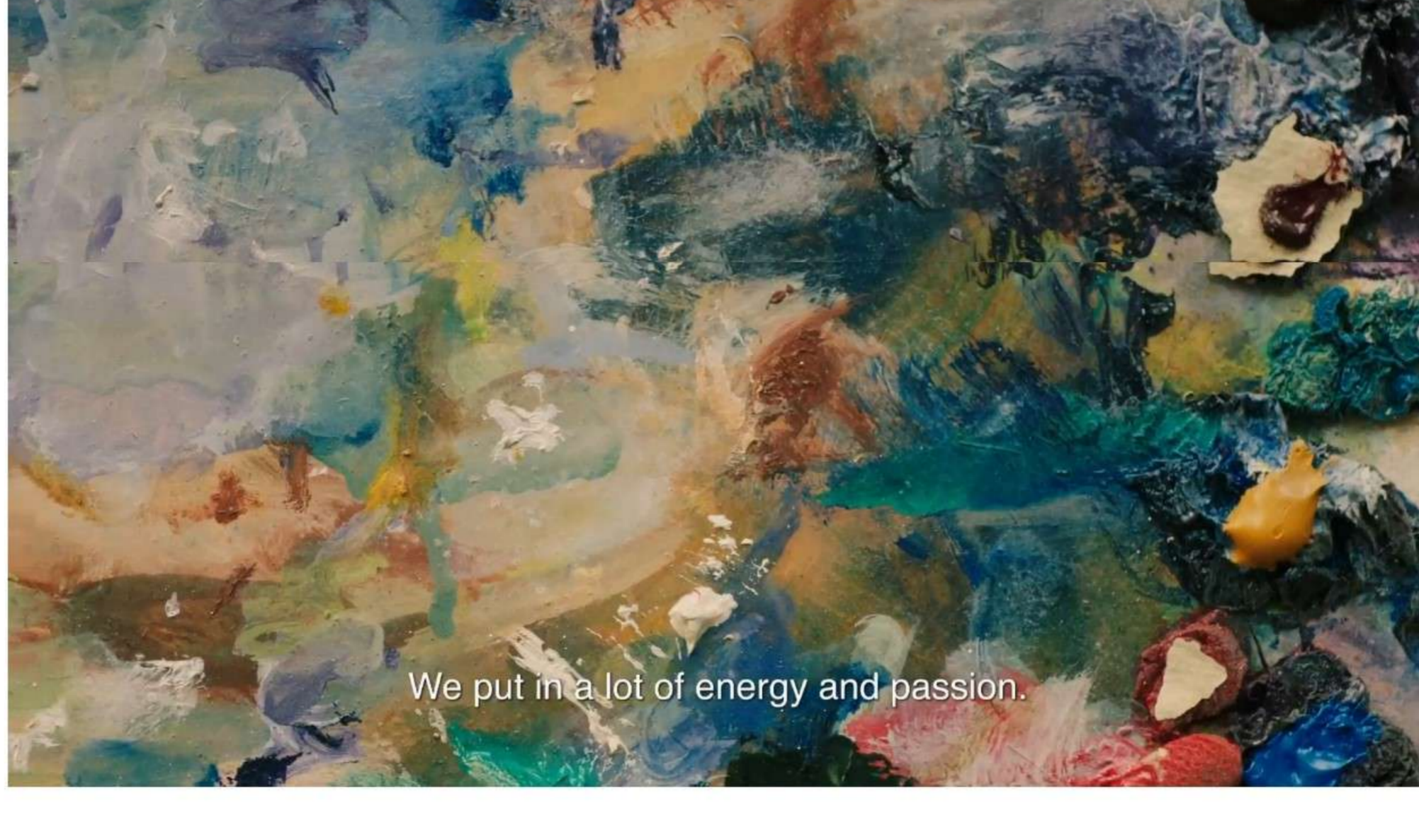


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WITH OVER 130 YEARS OF HISTORY  
**COURVOISIER**  
*Le Cognac de la République*



## Explore Behind-The-Scenes of the Stylish Transformation of Courvoisier's Heritage Property in the Region of Cognac

Bringing together artisans, artists and the brand's own history, this storied riverside Maison gets a new lease on life.

### The Restoration of Maison Courvoisier

Maison Courvoisier is a prominent sight in the town of Jarnac. Standing tall on the banks of the Charente River, the stately Maison embodies the bold spirit of the cognac brand founded in 1828 by Félix Courvoisier.

The building's carefully chosen location puts Courvoisier at the nexus of two grape growing regions—Grande Champagne and Fins Bois. It's here, in southwest France, that the brand's unique blend starts its life as luminous eau-de-vie, before ageing carefully in French oak barrels to become the amber libation recognized the world over for its play of rich and floral notes.

The son of a distinguished businessman, Félix designed the impressive stone maison in the Parisian architectural style—a homage to his family's history in the capital city.

His great aspiration was to establish a solid foundation in his new home. "He really wanted to put down roots in the region," Maison Courvoisier archivist Isabelle Vignon explains. "He wanted to be in direct contact with the vines, the winegrowers and all the activities that revolve around the cognac making process."



### Legacy Building

For nearly two centuries the Maison Courvoisier has done more than house the brand's business operations, it's where family and guests have gathered in celebration and to share peaceful moments overlooking the Charente River. Determined to preserve this welcoming spirit while looking to the future, three years ago the company embarked on the maison's most ambitious restoration project to date. Following in the footsteps of its forebears, Courvoisier once again turned to Paris for creative allegiance, enlisting French architecture and interior design agency Gilles & Boissier to oversee the transformation of the beloved property.

"Our ambition, and Courvoisier's ambition, was to create this very warm and welcoming house as it had been in Félix Courvoisier's time," says Gilles & Boissier cofounder Dorothee Boissier. With such a strong legacy supporting their vision, the designers were encouraged to amplify the distinctive qualities of the maison; rejuvenating its soul with a modern sensibility.

As floors, furniture and coverings were removed from the five-storey building, heritage pieces including marble fireplaces, ornamental cornices and the central staircase were reconditioned. The designers introduced sympathetic new furnishings and fittings, surface treatments and artworks, creating unique common rooms and private bedrooms.

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### Natural Touch

The greatest inspiration for the new design came from the surrounding region. With an emphasis on floral and arboreal motifs, the interiors express how cognac is tied directly to the land. "Nature was a common thread running through the whole project," says Boissier. "The earth is very present, the soil, the vine, the wood."

Working closely with Ateliers De France, an umbrella group that unites the country's leading artisans, Gilles & Boissier commissioned unique pieces made from elemental materials, including leaf-patterned bronze hardware, veined marble countertops, and grasscloth wallpaper depicting mythic woodland scenes.

In a salon that was once used as a private sitting room, traditional elements like oak paneling and an imposing portrait of Félix, by Véronique Van Der Esch, are balanced with modern components including a mirrored ceiling, and upright settees. French doors open onto the adjoining 'flower salon', a light-filled salon with ornate mouldings, gold accents and textiles in full bloom.

To keep with the natural theme, eight artists were commissioned to create one-off works to be placed in the maison, drawing inspiration from nature and the spirit of cognac. Inside the grand foyer a towering paper sculpture made by Lilian Daubisse resembles a collection of oak barrels. On the same floor, the walls of the intimate tasting room are resplendent with fantastical interpretations of the local landscape, drawn by engraver and landscape artist Francois Houtin. Upstairs in the large formal dining room, a series of wood-panels hand-engraved by artist Zoé Ouvrier shows a trio of trees in communion.



### The Color of Cognac

"Courvoisier is looking forward to welcoming guests once again," Boissier says of the maison's recent grand opening. At the start of the restoration three years ago, she explains, "we imagined the project in a certain way. And when we open the door today, it's exactly the house we'd imagined."

The stylish red bar room on the main floor of the maison encourages visitors to linger and explore the history of Courvoisier. Photos, illustrations, paintings and ephemera from the brand's archives are grouped salon-style on the walls, in a space designed to resemble a lively private members' club. Idyllic views of Jarnac hang alongside gold medals earned by Courvoisier at the 1889 Paris World Fair.

Proudly arranged on elevated shelves, dozens of varieties of Courvoisier are emblems of an illustrious past. There are pictures of previous master blenders, cellar teams, and banquets held at the maison, even a vintage photo of a 1935 Courvoisier cocktail mixing event in New Orleans.

"The most exciting part of this restoration was to bring back to life the history of the Maison Courvoisier, and to design it for the future," Vignon says, referring to the eclectic mix of legacy and contemporary elegance that has revived the interiors.

Discover more about the rich history of Maison Courvoisier [here](#).

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