



THE SHAPE OF THINGS TO COME



LIGHT

A wide-angle landscape photograph capturing a sunset over rolling hills. A paved road winds through the valley, curving from the bottom left towards the right. The hills are covered in dry, golden-brown grass. The sky is a mix of orange, yellow, and blue, with scattered clouds catching the low sun's light. The overall mood is serene and expansive.

WE ARE LIGHT

Bright and clear in all that we do.

WE ARE HUMAN

Management is not vertical neither horizontal. The management is circular and where everyone, together, seeks to build the best experience for everybody.

WE ARE HOTEL

A place for rest, haven and refuge.
We are the light in the middle of the night, the warmth in the cold, the shelter in the storm.

CONCEPT

Everything here is designed to generate human interaction, provide meaningful experiences and entertainment. Our aim is to go far beyond the traditional vision of hotels and develop sustainable 'places to live' for the 21st century.



CUSTOMIZE
YOUR STAY



KIDS
BEDROOMS



KIDS BAR



BREAKFAST
DINING
24H/7DAYS



AFFORDABLE
GASTRONOMY
BY MICHELIN
CHEF STAR



VEGETABLE
GARDEN



GROCERY &
SHOPPING
SERVICE



COWORKING &
FAMILY SPACES



ATELIERS:
GARDEN,
PATISSERIE,
ARTS



FITNESS
LIGHT



SPA BY L'OCCITANE



POOL



AMAZING
PLAY AREA



SKY BAR
ENTERTAINMENT
AREA



DOGS &
CATS
LODGES



BIKE
LIGHT FOR
RENTAL



CAR ELETRIC
STATION



SCOOTER
FOR RENTAL



EXPERIENCES DISRUPTIVE & FUN

A happy and welcoming team and a vibrant place animated by special events, music and culinary creations, delivering an authentic and unforgettable guest experience.



CUSTOMIZE YOUR STAY

- Bath amenities of your choice.
- Unpacking | Repacking of luggage.
- Personally select the minibar items.
- Shopping service.

A special dream?

Tell us, we can help you!

KIDS ARE SPECIAL!

KIDS BAR

A place to make friends, have fun, celebrate and... adults can be accepted.

KIDS BEDROOM

We have bedrooms especially for them, designed in every detail to ensure comfort, safety and fun. And there are bathrobes and slippers in their size!

ATELIERS

Horticulture, Patisserie, Handicraft and Arts, a lot of Arts!



AFFORDABLE GASTRONOMY

Created by **Michelin Starred** Chef, Baptiste Denieul, amazing food in a vibrant place, ensuring that every day will bring simple pleasures and fond memories.

BREAKFAST AND DINING 24H

Better than room service, we have tasty and healthy food to "grab & go", available in our grocery!





GREEN & UNIQUE

A global brand strengthened by an amazing Design 'sur mesure', inspired by local soul and service Innovation. An urban reinterpretation of nature and culture, truly environmentally friendly through a **BIOCLIMATIC** architecture.

A group of four diverse people are sitting at a small round table in what appears to be a cafe or outdoor dining area. They are all laughing and smiling, creating a warm and joyful atmosphere. In the foreground, a woman with long dark curly hair is laughing heartily. Next to her, a woman with long brown hair is smiling broadly. To the left, a man with a shaved head is laughing. In the foreground, the back of a man's head and shoulders are visible as he looks towards the group. On the table, there are two white coffee cups on saucers. The background is slightly blurred, showing a patterned wall. A large, semi-transparent yellow circle is overlaid on the right side of the image, containing the text 'PEOPLE FIRST! ALWAYS!' in a large, bold, sans-serif font.

PEOPLE FIRST, ALWAYS!

WE BELIEVE THAT

Only happy people can spread happiness. Good memories are the best way to keep customers, employees, partners and investors with us. This is loyalty.

Companies don't have ideas. People do! They can come from anywhere at any time. We are the start for start-ups.

A person is captured mid-air, performing a backflip over a blue and yellow obstacle. The background is a bright, overcast sky. The person is wearing a dark tank top and shorts. The overall image has a high-contrast, slightly desaturated aesthetic.

LIGHT

LIGHT HUMAN HOTELS' BENEFITS

- 01_**The freedom of soft brands and the support of the franchises for less
- 02_**Easily operational – a digital tool to keep management simple
- 03_**Cloud based, cost neutral booking platform for reservations
- 04_**Software that works, simple to integrate and friendly prices
- 05_**Disruptive center: we are always looking for innovations to keep hotels up to date
- 06_**Agility to change the route: independent of our growth, a startup mindset will always be our status quo
- 07_**Your marketing budget is to promote only your hotel not our brand
- 08_**Brand mix – we partner with great brands

HUMAN

HOTEL

SAME IS LAME

Every **Light Human Hotel** is different, an individual expression of local soul, a unique interpretation of culture and space.

A **LHH hotel** is imprinted with the LIGHT design ethic of improving lives with extraordinary living spaces.

LIGHT IS THE PLACE TO BE.



ONE BRAND

Unlike other brands, Light was not created to identify budget or luxury hotels, but to highlight Hotels that embrace Light culture and concept.



LIGHT
HUMAN
HOTEL®

Swimming Pool;
Outdoor Recreation
Area; Ballroom;
Gastronomic
Restaurant; Events
Area; Spa; Fitness; Sky
Bar; Kitchen Garden;
Casual Restaurant, Kids
Bar and Light Lobby

**MINIMUM
ROOM
SIZE: 32m²**

LIGHT
HUMAN
HOTEL®

Affordable
Gastronomic
Restaurant;
Events Area; Spa;
Fitness; Sky Bar;
Kitchen Garden; Kids
Bar, Light Lobby and
Coworking

**MINIMUM
ROOM
SIZE: 22m²**

LIGHT
HUMAN
HOTEL®

**RECOMMENDED
ROOM SIZE: 27m²**

*in some cases 17m²
can be accepted.*



MULTIGENERATIONAL

For ALL people looking for a welcoming and vibrant place, our state-of-the-art design-led hotels are inspired by French aesthetics to offer an unmistakable Metropolitan Village Concept.

We are charming and sophisticated whilst remaining accessible.

LIGHT IS FLEXIBLE

The hotel market is changing and so are the needs of owners.

While many of the large chains offer inflexibility, the way we work is entirely flexible and tailored to your needs.

That's because our clients become part of our group and not just a number in a corporation.

There is no bureaucracy and our interests and objectives are always aligned. We are quick to adapt our service and fee model to your needs and changes.

LIGHT is tailor made for:

- **DEVELOPERS**
- **INDEPENDENT OWNERS**
- **INVESTORS**
- **MANAGEMENT COMPANIES**



EASY
OPERATION

ARCHITECTUR

**A NEW BRAND
FOR HOTELS LOOKING
FOR A INNOVATIVE
CONCEPT, DISRUPTIVE
SOLUTIONS AND
AMAZING DESIGN.**

BRAND
MIX

DESIGN

DIGITAL
WIT

BRAND MIX BENEFITS



THE FREEDOM OF SOFT BRANDS AND THE SUPPORT OF THE FRANCHISES FOR LESS

While most major brands charge an average of **12%** of total revenue with complex charges, **LHH** offers one simple **5%** of gross fee.

SOFT BRANDS
INITIAL FEE

€176K

LIGHT
INITIAL FEE

€45K

THERE IS NO
'DIGITAL
STRATEGY'
ANYMORE,
JUST STRATEGY
IN A DIGITAL
WORLD.



RECOGNITION AND VISIBILITY

Our business model and our culture has attracted great interest from the international media.

Numerous international events, interviews and articles published in the USA, UK, Brazil, Germany and France add real and relevant value to the brand and consequently to the hotel.



INTERNATIONAL EVENTS AS SPEAKER:

- **BLLA 16/17**, LA & NYC
- **EQUIP'HOTEL16**, PARIS
- **IHIF 2017**, BERLIN
- **HOSPITALITY MINDS 2018**,

Through our large public relations network and LHH brand`s we continually highlight our hotels across the world.

\$1.2 Million

OVER **\$1.2 Million** IN EDITORIAL COVERAGE ACHIEVED IN **2019**



MADE IN FRANCE

SAVOIR-FAIRE

We work together with recognized French companies, made by great people. Each of them adds culture, charm, elegance, beauty, creativity, and personality, making our hotels even more human.

But we do not stop here, there is a lot of opportunities for new talent to join us, from all over the world.

Promoting the exchange of cultures is enriching and is part of our culture.

ATELIER
ARCAU
URBANISTES & ARCHITECTES ASSOCIÉS

m o o i

MUZÉO

chef
BAPTISTE
DENIEUL

L'OCCITANE

evian®



ATELIER
ARCAU
URBANISTES & ARCHITECTES ASSOCIÉS

ATELIER ARCAU

A 40 Years multi award
winning French-design
And Architecture Atelier.



ATELIER ARCAU

URBANISTES & ARCHITECTES ASSOCIÉS

Recognized by Design, Architecture and City planning **ATELIER ARCAU IS PUBLISHED WORLDWIDE AND GIVES VISIBILITY TO PROJECTS AND INVESTMENTS.**

ATELIER ARCAU becomes the first French Architecture Company to win the World Architecture Festival Award in 2012 in Singapore, and has been shortlisted with various projects since then in 2013, 2014 and 2015.

In 2015, Julien Veyron was invited to Shanghai by one of the most prestigious architecture universities in the world (AA London) to talk in a SYMPOSIUM about the FUTURE of ASIAN CITIES entitled «Customized Cities».

In January 2016, Julien Veyron represented French Architecture in the AICA festival in Mumbai (India) and he was invited again as a jury and speaker by WAF organization in November.

In 2016, atelier arcau was invited by the Global Art Affairs Foundation to exhibit its work during the **BIENAL DE ARQUITETURA DE VENEZA.**

The French Designers and Architects of the atelier showcased their work in November 2017 through a big exhibition in **LA GALERIE D'ARCHITECTURE,**



JULIEN VEYRON AND ATELIER ARCAU

Founded in France, more than 40 years ago, on the shores of the “Golfe du Morbihan”, **ATELIER ARCAU** is an international architecture company characterized by an entrepreneurial spirit, true team-work across expertise areas and new ways of approaching conventional tasks.

ATELIER ARCAU is one of the most outstanding french architecture studios. Its engagement and work in architecture, urbanism and design has won many awards such as such as in 2012 when the whole team won the World Architecture Festival Award in Singapore.

Led by Veyron and Fraud, **ATELIER ARCAU** is deeply involved in creating unique places, matching with local context and culture.



MUZÉO

**BRINGING LIFE TO
SPACES WITH IMAGES**

"A production entirely developed in France" The craftspeople of the Muzeo workshop provide work made by hand, with the best materials with quality equal to that found in an art gallery.



chef
**BAPTISTE
DENIEUL**

**THE YOUNGEST
MICHELIN STARRED CHEF**

The guide knows the young chef **Baptiste Denieul** - 25 years - awarding him for the Auberge Tiegezh in Morbihan-which he runs brilliantly. Tiegezh means family Breton: and that says it all!

Cuisine as generous as his smile, guided by his roots, he is surprisingly brilliant and creative. A perfect combination with the values of **Light Human Hotel**.



SPA BY L'OCCITANE

SPA BY *Melvita*
ORGANIC CERTIFIED COSMETICS

The L'OCCITANE Group is an international group that manufactures and retails beauty and well-being products that are rich in natural and organic ingredients. Present in 90 countries, the Group offers new and extraordinary beauty experiences, using high-quality products that respect nature, the environment and the people in it.

Through its brands L'OCCITANE en Provence and Melvita, the L'OCCITANE Group concluded a deal for the Light Human Hotel Spa offer.

The two companies meet around an integrated wellness concept, with a common will to offer a new & intergenerational guest experience, while respecting each property identity.

SPA L'OCCITANE - JOURNEY TO PROVENCE THROUGH YOUR SENSES

Spa L'OCCITANE is a natural extension of the L'OCCITANE Brand, where authentic ingredients from Provence, with certified origin and proven effectiveness, are combined with the best of traditional massage therapies from all around the

world.

Both expert and authentic, all of our rituals offer an unforgettable well-being escape to the sunny soils of the South of France, to experience the brand through an holistic journey inspired by the Mediterranean art-de-vivre.

SPA by Melvita – AN IMMERSION IN THE HEART OF NATURE

Because revealing the greatest version of yourself by offering the best of nature is our mission.

Because we offer made in France organic cosmetics since 1983.

Because we deliver best in class clean beauty with no compromise on efficiency.

Because we believe that to look well, you have to feel well.

An immersion in the heart of Nature to lead you to the true well-being.



LIGHT HUMAN HOTEL®

PIPELINE II

HOTEL I

DESTINATIONS 6

KEY CONCEPT

A **HUMAN HOTEL** where **WELCOMING IS BACK.**

We want to be recognized as the company that shapes the things to come.

POSITIONING

RATING: UPPER-MIDSCALE | UPSCALE | UPPER UPSCALE

SEGMENT: BOUTIQUE - LIFESTYLE

BRAND: NO STANDARDIZED

LIGHT: UPPER-MIDSCALE | UPSCALE | UPPER UPSCALE | BOUTIQUE - LIFESTYLE

MGALLERY COLLECTION

Nominated managing company

UPCOMING OPENINGS

9 HOTELS & 857 ROOMS

CORSICA France - 2024

VILA REAL Portugal - 2024

MIAMI USA - 2024

SÃO PAULO Brazil - October 2026

NEW YORK USA - 2025

PORTO Portugal - 2024

TEXAS USA - 2025

ECOTONE PARIS ARCUEIL France - 2026

ORANGE France - 2025

UNDER NEGOTIATION

OVER 11 HOTELS.



LIGHT HUMAN HOTEL PARIS - ARCUEIL

The project will accommodate 82.000 square meters of mixed-use program that blends offices, residential, retail, restaurants, health, sport facilities, Light Human Hotel Boutique with 140 rooms keys. Biomimicry and biodiversity are the central approaches of the project oriented towards shaping an environment for its future users based on innovative technologies. These elements are reflected in all aspects of the project conception developed by the Compagnie of Phalsbourg.



LIGHT HUMAN HOTELS E CASELLE - CORSICA

In the heart of Corsica and the UNESCO World Heritage-listed Regional Natural Park, the 66-room Boutique E Caselle Hotel is remarkably located on the banks of the Vecchio River, surrounded by lush nature. This unique location in central Corsica allows you to move freely on the island. Located between the village of Venaco and the small town of Corté, it is a cozy environment that invites you to discover the charms and secrets of the mountains, not to mention the proximity of the most beautiful beaches in the world.

OPENING SOON



TEXAS
USA - 2025

MIAMI
USA - 2024

NEW YORK
USA - 2025

PORTO
Portugal - 2024

VILA REAL
Portugal - 2024

SÃO PAULO
Brasil - October 2026

CORSICA
France - 2024

**ECOTONE PARIS
ARCUEIL**
France - 2026

ORANGE
France - 2025

FRANCE

68 Rue Anita Conti, 56000 - Vannes
contact@lighthumanhotels.com

NEW YORK

One Rockefeller Plaza – 10th floor
New York City,
New York 10020

fb.com/lighthumanhotel
www.lighthumanhotels.com

