

## **Chef Christophe Hay, patron of EquipHotel 2022**



© Fleur de Loire

EquipHotel has chosen Chef Christophe Hay as patron of the 2022 edition of the trade show, on the topic of “conscious hospitality”.

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On 27 June 2022, Christophe Hay opened Fleur de Loire in Blois. This 44-room “Relais & Châteaux” hotel with two gourmet restaurants (Amour Blanc and the Christophe Hay restaurant), pastry shop, Sisley spa, swimming pool and one-and-a-half hectare vegetable garden, was created and designed to be environmentally-friendly. Even the 17th century building in which the establishment is located has been renovated with respect for the environment and in line with a commitment to promoting the region of Loir-et-Chérien, so dear to Christophe Hay. It was therefore a logical and even obvious decision for EquipHotel to ask this chef, who was awarded two Michelin stars in his former establishment in Montlivault, to be the patron of this 2022 edition on the theme of “conscious hospitality”.

“We chose Christophe Hay because he is a conscious chef, committed to a human adventure, project, nature and the environment, committed to promoting a region and committed to local and ultra-short supply chains.”

**Béatrice Gravier,**  
Director - EquipHotel

With Fleur de Loire, Christophe Hay embodies conscious hospitality through sustainability and local supply, but also the well-being of his teams at work and their quality of life. He explains that “being conscious should not just be about

communication. You need real willpower.” This is the case at Fleur de Loire. The teams, suppliers and producers are all on the same wavelength. This dynamic encouraged the chef to create an asparagus conservatory and to refurbish a 1930s greenhouse, where he now grows around fifteen varieties of citrus fruit, “including the last Collioure citrons”, he confides.



Christophe Hay and Sylvain Arnoult / © Julie Limont

### **3 questions for Christophe Hay**

#### **What material did you choose for the *Fleur de Loire* project?**

Christophe Hay: All of the hotel's furniture is made of wood from sustainably managed and environmentally certified forests (FSC or PEFC certifications). In addition, I'm trying to limit the use of plastic, so the room keys are also made of wood, to avoid disposable cards.

#### **What kinds of things have you done when it comes to energy?**

C.H.: All the light bulbs are LEDs and the building is powered by wind energy. A closed-loop air conditioning system has also been installed, to avoid wasting electricity with energy-intensive heat pumps. Outdoor heating and air conditioning have been excluded from the project. Finally, there are two collapsible rain barrels in the cellar stores for recovering rainwater, which will eventually be used to water the *Fleur de Loire* gardens.

#### **The establishment blends into its environment without distorting it. How have you achieved this?**

C.H.: The gardens have been designed as an extension of the Loire River, located downhill from the establishment. Each plant species has been selected because it is endemic to the region and adapted to the Loire valley climate. Finally, we have 1.5 hectares of vegetable gardens around the building, in the centre of Blois, on an area that used to be market gardening land.

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## **About EquipHotel**

EquipHotel is an event organised by RX France, a leading professional tradeshow organiser. EquipHotel Paris is the go-to B2B event for the hospitality industry. Every two years, it hosts over 1,200 exhibiting companies (including 40% from outside France) in Paris around 5 major sectors: food service, design, well-being, technology & services. Its unique approach makes it the most comprehensive international trade show in the hotel and restaurant industry. It showcases the sector's leading French and international companies, as well as the newest and most innovative companies in the hospitality sector. The event attracts 113,000 HORECA decision-makers, including chefs, restaurant industry professionals, hotel managers, architects, decorators, investors, café and bar professionals, local government administrators, design engineers and fitters. Over the course of the 5-day event, these professionals have the opportunity to meet a range of suppliers and discover their latest products and solutions. EquipHotel is also a hub for hospitality trends and innovations. Pop-up restaurants and hotels, showrooms, studios, conference sessions, master classes and renowned competitions are organised by the sector's best architects and experts.

**EquipHotel** will take place from 6 to 10 November 2022 in Paris, at Porte de Versailles.  
[www.equiphotel.com](http://www.equiphotel.com)

## **About RX France**

RX works to support the development of companies, communities and individuals. We combine the impact of in-person events with digital products and data to help our customers understand markets, find products and complete transactions with over 400 events in 22 countries and 43 business sectors.

RX France, the French subsidiary of RX, organises the leading in-person, digital and hybrid events in around twenty different markets. RX France's most prominent key national and international trade shows include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo and many others. Our events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX is committed to making a positive impact on society and creating an inclusive working environment for all our employees.

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## **Press contacts**

**Oytun SARITAYLI** – [oytun.saritayli@rxglobal.com](mailto:oytun.saritayli@rxglobal.com) - +33(0)6 28 03 05 91