

Casa Barbara, a unique place for active seniors in France, opens in Levallois-Perret (92)



Casa Barbara's bar, lounge and restaurant

A new cheerful, comfortable place to live, open to the outside world, where bonding and sharing take precedence. Combining 'at home' intimacy with shared space conviviality, Casa Barbara, a unique concept in France, opened its doors on 9 May 2022 in the heart of Levallois-Perret (92). It is the result of an alliance between Korian, committed to serving seniors, the Trigano family, renowned creators of warm and festive living spaces (Mama Shelter, Club Med, etc.) and Pierre Gagnaire, a multi-starred chef.

Through Casa Barbara, Korian is pursuing its innovation strategy to meet the new needs and expectations of seniors who aspire to an active social life. More than a physical space, it offers a friendly, human experience. The decoration? "Like a country house", signed by Sandra Benhamou. The restaurant menu? Elaborated by the great starred chef Pierre Gagnaire. The hosts? A couple who shares daily life with the inhabitants.

"With the launch of Casa Barbara, designed in collaboration with Serge and Jérémie Trigano and Pierre Gagnaire, we are redefining what senior living means by creating a warm place to live," says Sophie Boissard, CEO of the Korian Group.

In France, the concept will be implemented progressively in city centers, with another Casa Barbara opening planned for Nice in early 2023. Casa Barbara should also be established in other European countries where Korian is present.

This new living space is in line with Korian's development strategy to offer solutions adapted to the needs of seniors, a growing and diverse population. Since 2018, Korian has been expanding its inclusive, shared-housing network, Ages&Vie, which already includes 150 homes in France, plus 300 more targeted by 2024. A concept that will be adapted in Europe, particularly in Germany, in 2022. The Korian Group has also developed a home services network, Petits-fils, the leading private French home help network comprising 260 agencies.

For Serge Trigano, Casa Barbara encompasses all the riches of a fulfilled life in one place. *"Casa Barbara is first and foremost about protecting your health; meeting new people, because solitude doesn't exist there; and living in flats, designed by the talented decorator Sandra Benhamou, adapted to your tastes and desires. It means enjoying meals created by the renowned chef Pierre Gagnaire. It means making your dreams come true because you finally have the time, continuing to learn, passing on knowledge, welcoming your grandchildren in a festive atmosphere and giving even more meaning to this stage of your life. And then simply enjoying yourself because after a life of hard work, constraints and stress, it's time to have a good time."*

"I am passionate about this collaboration with Casa Barbara. I have put everything I love into developing the menus and recipes - good quality, healthy products proposed with recipes and at the rhythm I like. A composition which chef Olfa will lead with her entire team and which will delight the Casa's inhabitants and the restaurant's guests",, underlines Pierre Gagnaire.

Casa Barbara

2 Rue Trezel, 92300 Levallois Perret

110 flats from from 26m² to 74m² furnished and decorated as desired, the vast majority with outdoor spaces.

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