



3 rue d'Antin  
PARIS



**BNP PARIBAS**

The bank for a changing world

# 3 RUE D'ANTIN

The townhouse, standing at 3 *rue d'Antin*, is named "Mondragon" after the last individual owner, whereas the magnificent setting dubs BNP Paribas "the bank of Rue d'Antin". Yet a flagship conjoining both grand houses, family and bank, this landmark played host to some of the most leading figures in French social, economic and political history through centuries. Even though the 1926 National Heritage listing of the iconic façades, salons and monumental entrance door by the General Management, obliged the successive refurbishment works, these original features drenched in history were carefully preserved since 1869, when the bank first set foot in the premises.



Evening concert at the *Orangerie*

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An early mention of the then country site, located between the Vendôme estate enclosing wall and a horse market, describes **the duel fought in 1652 between the Duke of Beaufort and the Duke of Nemours**, his brother-in-law, where the latter lost his life. The spot is referred too as where **a temporary workshop was built in 1692** to lost-wax cast in one piece **the monumental equestrian statue of Louis XIV** as a Roman emperor. The sculpture was designed by **François Girardon** (1628-1715) to adorn the nearby *Place Louis-le-Grand*, today's **Place Vendôme**, inaugurated on August 13, 1699. The seven-meter high colossal statue swallowed up eighty thousand pounds of bronze, cast by **Jean-Balthazar Keller** (1638-1702), **a Swiss caster** appointed Chief Superintendent of the French Royal Artillery & Foundry for his **outstanding mastery of the arts of fire and gigantic works**. **At the center of the Orangerie**, a small-scale version of the huge sculpture, a late 19<sup>th</sup> century bronze reproduction with brown patina, stands as **a reminder of this technical and artistic feat**, a first in France at the time, the original work being destroyed in 1792 during the French Revolution.

After buying the Lacour-Deschiens mansion in **1713**, the Duke of Antin, seeking a more convenient access, had a road opened up across these fields. Soon, the new street, that still bears his name today, was lined with **numerous townhouses and further developments turned the neighborhood into a busy area**. The residence at number 3 **was erected between 1715 and 1725 by the French architect Jean-Baptiste Leroux** (1677-1746) for **Étienne Bourgeois de Boynes**, Member of Parliament and Treasurer of the Royal Bank founded in 1716 by



Jean Balthazar Keller and his temporary workshop where he cast the statue of Louis XIV



Louis Duval de L'Épinois

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The function room used as the wedding hall of Paris 2<sup>nd</sup> district town hall

John Law. His son, Pierre Etienne Bourgeois de Boynes, President of the Parliament of Franche-Comté and later Minister of the Navy, resided there until 1754, when it was sold to **Louis Duval de l'Épino**y, Advisor and Secretary to King Louis XV, who then bequeathed it to his daughter, the **Marchioness of Mongragon**.

The townhouse, filling a strip of land stretching into *rue Louis-le-Grand*, retains the French classical style

and boasts sober façades designed by Leroux, head of a prominent architecture studio in Paris. For the first floor function rooms, that overlook *rue d'Antin*, he commissioned two famous artists: **interior designer and wood-carver Nicolas Pineau and painter Sébastien II Clerc**.

After spending ten years in Russia decorating Peter the Great's palaces, Nicolas Pineau, who adopted the family

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lore passed down by 4 generations, **was even credited with infusing the Rococo (*rocaille*) style**, soon a must in Paris at the time. This decorative trend pannelled the inside walls with carved wooden wainscoting rich in intertwined curves and motifs.

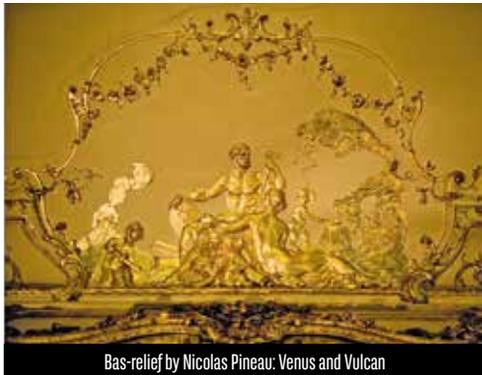
One of these fine gold leafed bas-reliefs, depicting a languid Venus exhilarating Vulcan sat on a military cannon, **witnessed the wedding of Napoléon Bonaparte and Joséphine de Beauharnais on 9 March 1796.**

Numerous books report the historic event where Josephine deliberately shaved a few years off her age on the marriage certificate and had to wait for two hours before her groom's arrival.

The *Hôtel de Mondragon* was then the town hall for the 2<sup>nd</sup> district of Paris, created in 1795, after it was seized as "national property" during the French Revolution. As such until 1834, it was the venue for more weddings: in 1798 Maréchal de Marmont wedded Hortense Perregaux, daughter of the banker associate of Jacques Laffitte and regent of the French Central Bank ; the parents of the French novelist George Sand got married in 1804.

**The property was acquired in 1869 by *Banque de Paris* from the Mondragon family and became the headquarters of the bank, upon the foundation of *Banque de Paris et des Pays-Bas* in 1872, and subsequently the operational headquarters of BNP Paribas in 2000.**

When both customer operations and staff numbers increased, the bank was able to buy in 1875 the adjacent townhouse at number 5, designed by Ange-Jacques Gabriel, the architect of the palaces lining *Place de La*



Bas-relief by Nicolas Pineau: Venus and Vulcan



Decorative lintel by Sébastien Il Clerc: Music

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The mahogany counters (hall to become the *Orangerie*)

*Concorde* in the heart of Paris. Hence its coat of arms, joining the crests of the City and Paris and the kingdom of the Netherlands (*Pays-Bas*), adorns the façade and the main entrance door. Furthermore **by 1914, the bank encompassed the whole “Antin block”** delimited by *avenue de l’Opéra, rue Louis-le-Grand, rue Danièle-Casanova* and *rue d’Antin*.

Over the years, substantial renovation works enlarged the office spaces, joined the many historical houses together and enabled the bank to adapt the premises

to its needs, while retaining the historical feel of this architectural heritage.

In the late 1950s, Jean Reyre, CEO and subsequently Chairman of the bank between 1948 and 1969, had the idea of **building a conservatory styled hall (*Orangerie*) on the site of the former inner courtyard** topped by a glassroof in the early 1880s to house the Securities Department and its heavy mahogany counters. **On the first floor, the *Orangerie*** laid out the main hall at the centre of the bank, leading to both the General

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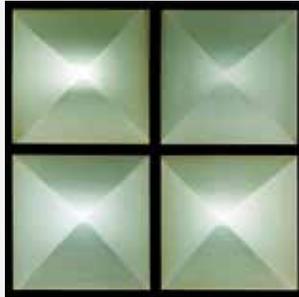
Management offices and the function venues which lined a wide corridor. **Jansen House designed the bright lighted ceiling. A dealing room** was installed above.

During the 1980s, the reception rooms were rearranged, and a side courtyard was covered to host the new board room **equipped with stunning and innovative features** at the time.

Nowadays, the smoothly embedded 21<sup>st</sup> century technology **showcases the resilience** of the *Hôtel de Mondragon*, enabling BNP Paribas to fulfill its critical

role at the heart of the global economic system. Since 2014, it houses the first ever Feng Shui meeting room built in the Group. Further high-tech works rejuvenated both the board room and the General Management meeting room **into a brand new digital world.**

Not only do the lounges and reception areas host business meetings and luncheons, but also staff working sessions. *The Orangerie* sports its flexibility when providing the seat for the result unveil as well as the kingpin for artistic and cultural events.



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