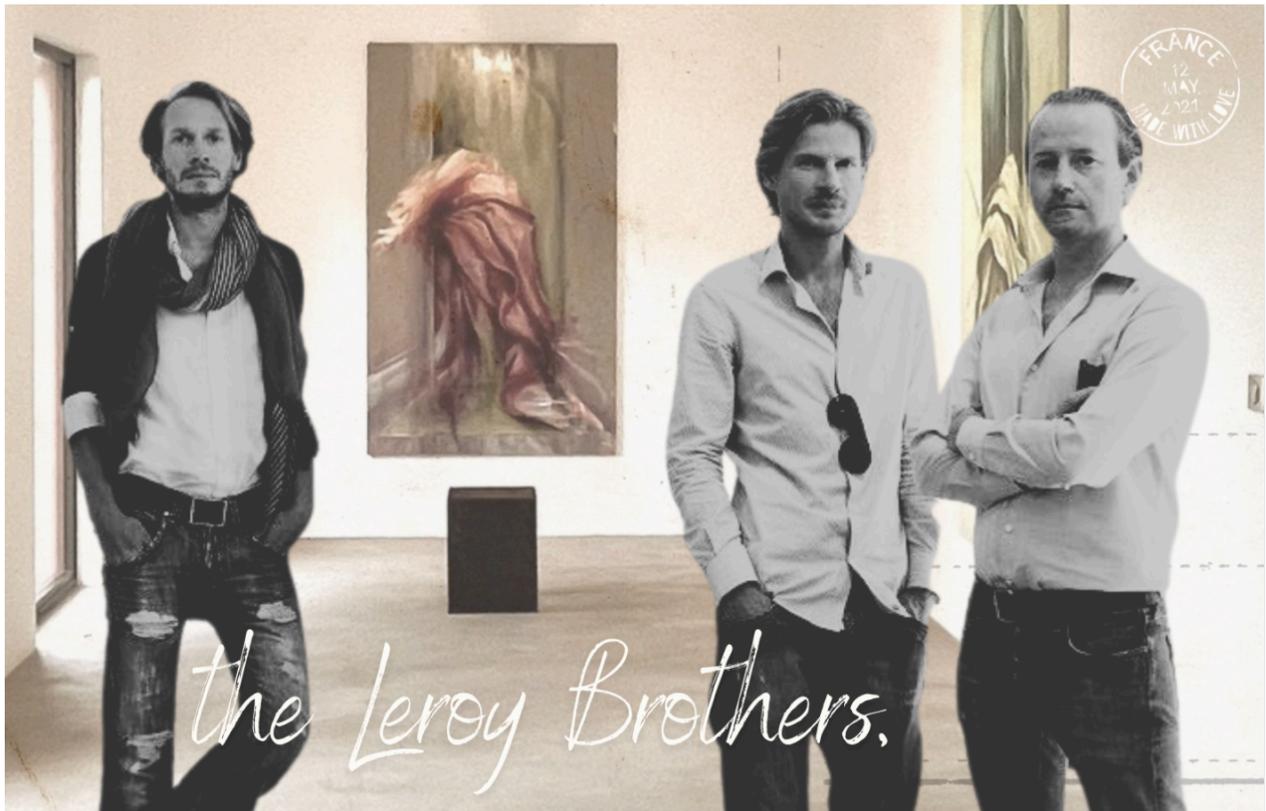


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A POSTCARD FROM

A POSTCARD FROM TOILE BLANCHE: PROVENCE'S MOST ARTISTIC BOUTIQUE STAY

By Fused · On April 22, 2025

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Art isn't just something you admire at Toile Blanche—it's something you live inside. Perched on the sun-drenched hills just outside Saint-Paul-de-Vence, this refined retreat fuses contemporary luxury with immersive creative energy. Here, guests don't just sleep beside the art—they wake up inside the world of the artist.

The hotel is the vision of Leroy Brothers, a Belgian artist collective made up of siblings Nicolas, Gilles, and Gregory Leroy. With a background in Post-Internet Art and a practice that explores identity, digital culture and the evolving value of art in the modern world, the trio have shown their work everywhere from the Shanghai World Expo to MMOMA in Moscow and the New Digital Art Biennale. Their latest solo show, *Segmented Realities*, tackled the intersections of art, NFTS, and ownership—proof that their work is as much about future-thinking as it is rooted in emotional resonance.

At Toile Blanche, they've created more than a boutique hotel. It's a living gallery spread across 20,000m² of gardens, sculpture-dotted lawns, and 22 light-flooded suites, some with private pools. This season marks an exciting evolution for the property, with the expansion of its on-site art spaces and the introduction of artist residencies, curated exhibitions, and intimate creative gatherings.

Set in the heart of one of France's most iconic artistic enclaves—where Matisse, Chagall and today's contemporary stars have all found inspiration—Toile Blanche is redefining the art of hospitality. It's a place where design is personal, art is part of the atmosphere, and creative travel becomes a truly transformative experience.

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Words by the Leroy Brothers, the founders of Toile Blanche, Saint-Paul-de-Vence

We came to Saint-Paul-de-Vence, like so many artists before us, drawn by its light, its stories, and its magnetic pull. The echoes of Chagall, Picasso, César, and Arman still drift through the cobbled lanes and jasmine-scented air. For us—artists with roots in the Post-Internet generation—it felt inevitable. We didn't want to open a hotel. We wanted to build a canvas.

Toile Blanche is a living gallery nestled in the Provençal hills. Here, art isn't curated behind glass—it lives in the rooms, flows through the gardens, and dances in the light. Guests don't simply check in; they step inside a creative vision. Our 200-year-old farmhouse hums with colour, texture, and stories. Even the light is choreographed, bouncing through open spaces and across original beams with painterly precision.

This season, we expanded our vision with a new contemporary art space—discreetly integrated into our 20,000m² sculpture-strewn garden. It's a space for discovery and intimacy. Guests wander through rotating exhibitions, stumble across installations beneath olive trees, and join our *Toile Blanche Sessions*—intimate events where artists, chefs, and musicians converge in an unfolding sensory experience. In the quieter months, we host artists-in-residence, blurring the line between guest and creator.

Every artwork here is handpicked—pieces that provoke and challenge, creators who explore the edges of the digital and the visceral. While our roots are contemporary, we're also deeply connected to the rawness of creativity that transcends time. We want the past to speak with the future here. Our influences span Matisse to glitch art.

Still, it's the landscape that keeps us grounded. Lavender-scented breezes drift through our open terraces. Pine trees stand like sentinels against the endless blue. Earthy Provençal tones echo through our interiors, anchoring the experience in nature's quiet elegance.

There are small surprises too: a vintage find from our travels tucked into a suite; the way a beam of morning light lands across a canvas; the cabana where guests sip rosé in what feels like a secret artist's hideaway. We design not just with aesthetics in mind, but with memory, with the feeling we hope lingers long after our guests leave.

Hospitality, for us, is an extension of our practice. It's about rhythm, instinct, and texture. Our team embraces this creative approach to service—warm, unforced, and always intuitive. We obsess over the little things, not because they are expected, but because they create moments of quiet joy.

If we were to send a postcard from Toile Blanche, picture a sun-drenched Mediterranean garden, a vibrant canvas leaning against an olive tree, the valley shimmering below. We'd write something like: *"Greetings from a dream you didn't know you had—come and leave with a quiet glow, inspired, as if you've borrowed a piece of our art."*

toileblanche.com

