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FARM FRESH

A five-pavilion hotel complex in rural Quebec features pastoral design motifs that channel the massive farmhouse that once stood on the property.

BY MEGAN KRAUSE

COURTESY OF LE MASSIF DE CHARLEVOIX; KATRINE BEAUDRY (BEAUDRY)



GRUPE LE MASSIF ACQUIRED FAFARD FARM

in Charlevoix, Quebec, several years ago with plans to convert the sprawling wooden farmhouse on the site into a hotel. However, that structure was destroyed by fire soon after. Despite the setback, the hotel owner/operator forged ahead with its plans for Le Massif de Charlevoix, a new-build development that includes several hotel pavilions, a spa, restaurants, a theater and a train station.

The owner chose the Quebec office of LEMAYMICHAUD Architecture Design to create the accommodations and spa facilities within the development's Hôtel La Ferme. "The mandate was to represent the history and culture of the area, to use local items and to showcase the talents of area artisans," says senior designer Katrine Beaudry.

To create a farm-like feel, the designers used natural materials such as barn-inspired wood pillars and exposed wood beams. The hotel's cabinets,



KATRINE BEAUDRY
senior designer,
LEMAYMICHAUD
Architecture
Design

1 Floral fabrics and a modern windmill sculpture bring the outdoors into one of the Le Moulin suites.

2 The hotel's owners planned to convert the original farmhouse into a hotel before it was destroyed by fire.



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Beaudry explains. "This organization creates a space in a space and defines the sleeping area."

Le Moulin, the hotel's tallest building, takes a literal approach to melding indoor and outdoor spaces with seven botanically themed suites with views of the river from each of its four stories. The same nature-inspired aesthetic is also seen in the 49-key La Berge building, where slate floors and wooden docks beneath each bed pay tribute to the river. La Berge also includes the six-room Spa du Verger, which offers all-season outdoor experiences.

The hotel's remaining 12 guest rooms can be found within La Basse-Cour, which brings the farm concept full circle with a design punctuated by barn doors and farm animal-shaped occasional pieces.

Taken altogether, the diverse aesthetics of each pavilion work together to create a modern-day country vibe. Beaudry says a lot of time and research went into finding local artisans and materials, but the creative team's commitment to building an authentic sense of place paid off in the end.

"This approach meets the human need for a place to have a soul," Beaudry explains. "We wanted to create a unique ambiance for each building, so that guests could have a distinct experience that would have them coming back again and again for more." ●



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PROJECT PARTICIPANTS

OWNER/OPERATOR
Groupe Le Massif

ARCHITECTS
LEMAYMICHAUD
STGM
Hudon & Julien

INTERIOR DESIGN TEAM
LEMAYMICHAUD, Quebec
office

FLOOR COVERINGS
Interface (carpet)
Centura (ceramic tile)

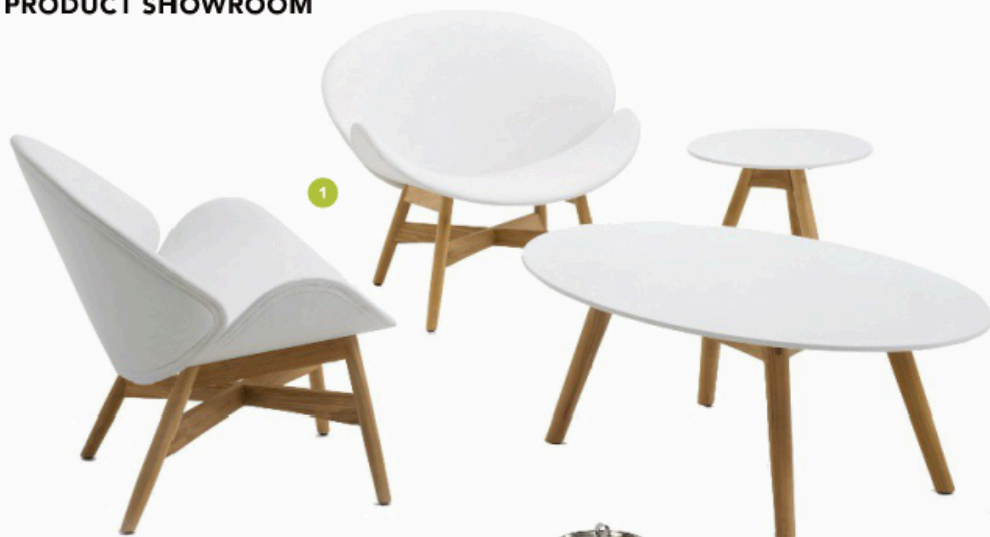
WALL COVERINGS
Veser's antique wood
(barn wood)

FURNITURE
Ébénisterie St-Damase
(custom)
École d'ébénisterie techno
concept (wood)
Le Saint Canapé (upholstered)

LIGHTING
Rejuvenation
Eureka

For a complete list of participants,
go to boutiquedesign.com.

PRODUCT SHOWROOM



1 GLOSTER FURNITURE gloster.com

Designed by Povl Eskildsen, the Dansk collection features clean, tapering lines that resemble classic Danish furniture.

2 SAMUELSON FURNITURE samuelsonfurniture.com

The 7893 upholstered ottoman incorporates a detached serving tray. Its decorative feet are offered in 30 finishes, including tarnished silver (shown).

3 GRAND RAPIDS CHAIR CO. grandrapidschair.com

The minimalist Cara armchair comes standard with welting on its seat and back. Also available in an armless version or as a barstool.

4 CABOT WRENN cabotwrenn.com

The Winston, designed in collaboration with in.design studio, can be used as an ottoman, coffee table or bench.

5 VOILA! GALLERY voilagallery.com

The handmade Nature Expose coffee table features a welded metal base and a hand-burnt reclaimed redwood face with a satin finish.