

HOTEL GENEVE

MEXICO CITY

HOTEL MUSEUM

Our most valuable piece IS YOU.



WITNESS OF HISTORY since 1907

Elegance, avant-garde and good service are attributes that **GENEVE HOTEL** has preserved in its 114 years.

Its architecture and decoration evoke the classic European style, visitors discover antiques and works of art that have been part of the history of this **Hotel Museum**.

*Since its inception, **GENEVE** has been a tireless innovator in the tourism industry: it was the first in the country to offer taxi*

service, operator, dry cleaning, travel agency, elevator, tennis court and hairdresser, as well as telephone and bathroom in each room, unusual services at that time. With an incipient tourist industry in our country, it was the most modern and elegant hotel that offered a very European, a totally new concept that was not known in Mexico.



The most legendary hotel of the country



20's

In February 1921, during the government of President **Álvaro Obregón**, the first plans to turn Mexico into a center of tourist attraction began, for which *the best hotel rooms available in the entire republic were registered, the figure reached 1,000 rooms, of which 400 corresponded to the capital of the country, and 200 of those rooms belonged to GENEVE.*

In 1922 **HOTEL GENEVE** was founder of the Mexican Association of Hotels and Motels.

By the end of the 1930's the **HOTEL GENEVE's** professionalism achieved such international prestige that an American newspaper published: *A confirmed reservation at the Hotel Geneve is like having a deposit of one thousand dollars.*

The **GENEVE HOTEL** was the main



50's

promoter of foreign tourism in Mexico, between 1909 and 1953 it hosted people from all five continents, it had visitors from more than 50 countries.

The wide representation of nationalities and cultures was surely unprecedented for other hotels in Mexico because you could hardly find a more cosmopolitan venue.

The sixties bring a libertarian air to **GENEVE HOTEL**, *a meeting place for the generation of intellectuals and artists of that time.* Obligatory landmark around which the establishments that formed what is now known as the Zona Rosa.

It was surprising that **GENEVE HOTEL** suffered no damage during the earthquakes of September 19 and 20, 1985, not even a broken window or a detached partition, so it was then decided to publish an insert in a newspaper that read:



90's

The **GENEVE HOTEL**, as firm as an oak, follows your esteemed orders. In May 1991 **Grupo Carso** acquired the hotel.

In 2007, **Ostar Grupo Hotelero**, convinced to celebrate the first hundred years of **Geneve Hotel** and in order to give special emphasis to its undeniable and great past, undertook a robust project of investigation that concluded with remodeling of **GENEVE HOTEL** in order to give back what belonged to it for years, its place as:

The most legendary hotel in the country.

The result of this was a classic but at the same time innovative concept of thematic hotel, making every corner, column and corridor an exhibition permanent and fascinating, thus turning it into a **Hotel Museum**, the only one of its kind in the country, where you can breathe the anecdotes stored on its walls.

With this profound remodeling in all its facilities, **GENEVE HOTEL** has retaken its place in the history of Mexico City, once again wearing its emblem and insignia as an icon of national tourism, which can only be awarded through time, roots and tradition.

In 2007 as part of the commemoration of its one hundred years, the **GENEVE HOTEL** presented the book **TESTIGO DE LA HISTORIA**, an exciting national narrative of extraordinary events that give know the meaning of the hotel throughout its history. Through this X-ray of the nation, it is shown how, in its more than one hundred years, **GENEVE** has become the host of illustrious national and international figures from politics, economics and culture.



Historical Facts



1905



1908



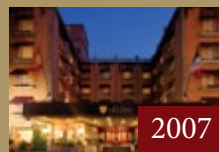
1915



1929



1939



2007

1. One of the most characteristic features of the regime of the President of the Republic; General Porfirio Díaz was his international policy, which promoted foreign investment in Mexico. That is why he was a great promoter of the opening of the Geneve Hotel in 1907.

2. In 1910 and on the occasion of the centenary of Independence, Porfirio Díaz held important and ostentatious festivities in which the Geneve received distinguished guests who came from all over the world.

3. On November 20th of 1910 Porfirio Díaz ate at the Palm Garden restaurant with his family and hours later the revolutionary movement broke out.

4. During the Revolution, the Geneve Hotel, faithful to its spirit of service, was declared a neutral zone hosting ambassadors and their families, as well as some revolutionaries.



“On November 20th of 1910, the day the Mexican Revolution broke out, General Díaz ate at the Geneve Hotel.”



Guillermo Kahlo photos

Guillermo Kahlo was a photographer from German descent and **was the official photographer of the Presidency of the Republic during Porfirio's time.**

The first images of the Geneve Hotel were made by him and it coincides that in 1907 when the hotel opened its doors, his daughter, **was born the artist Frida Kahlo.**



Log Books

Geneve's log books are important pieces to tell some of the many stories that this Hotel preserves.

As part of the collection of antique pieces, the **Geneve Hotel** preserves guest and employee record books that have been part of its history. In them you can discover guests from all over the world, as well as collaborators who have even worked for generations in this legendary hotel. Such is the case of our housekeeper, **Juanita Peñaloza Jiménez**, who knew the hotel since she was a child because her grandfather and her mother worked here and she is still part of the Geneve family, providing excellent service to the guests who visit us.

There are also accounting books that tell us surprising stories such as that on November 20, 1910, the day the Mexican Revolution began, President **Porfirio Díaz** ate at the **Geneve Hotel** restaurant; proof of this is the registration of the check in the amount of \$ 30.²⁵ in one of those books.

These and other stories can be discovered in the corridors and showcases of this Hotel Museum.



HOTEL GENEVE
MEXICO CITY



Palm Garden, Restaurant now *Veranda Bistro*

The Palm Garden restaurant at the Geneve Hotel was a famous meeting point for the most prestigious Mexican society, as well as the favorite place for foreigners.

In 1910, the sandwich that was prepared for the first time in Mexico was offered as a novelty on the hotel menu.

Saucer that was inspired by the sandwich possibly invented by the legendary John Montagu IV, Earl of Sandwich, in the 18th century. The heyday of this restaurant began in 1911, when a remodeling turned it into an orientalist space, where visual delight and the



pleasure of food were combined with exquisite national and international dishes.

Currently at the Geneve Hotel is the Veranda Bistro restaurant where diners can be enjoyed by the unique seasoning of its international dishes and Chef's specialties; they can also be enjoyed by a cozy space, framed by a beautiful vertical garden that provides a natural environment within the city; its style achieves a sense of privacy in diners and invites them to fully enjoy the moment.



Accesories

Among the pieces on display at the hotel, we can find silver accesories that date back to 1850, tea sets, porcelain dishes that reflect the memory of a society of that time.

You will also find miniature portraits of men and women with faces of the Mexican society of the 19th century.



Women in Geneve

From the beginning, the **GENEVE HOTEL** has shown a strong commitment to its guests.

It was the first hotel that offered lodging to women who traveled alone, since it was badly seen at the beginning of the 20th century; other hotels of high category, prevented them from entering since they considered that a lady could'nt go out without the male company.

It gave guarantees of accommodation and care...



HOTEL GENEVE
MEXICO CITY



“ A GOOD
CONVERSATION
SHOULD
EXHAUST THE
SUBJECT, NOT ITS
INTERLOCUTORS”

Sir Winston Churchill



Distinguished Guests

Among the hotel's most renowned guests are: Mexican actress **Virginia Fábregas**; the world's first woman ambassador, Russian **Alexandra Kollontai**; American magnate **William Randolph Hearst**; as well as British Prime Minister and Nobel Prize winner **Sir Winston Churchill**; he received Mexican Art promoter **Antonieta Rivas Mercado** and **Charles Lindbergh**, the first man to cross the Atlantic alone and take advantage of the hotel's proximity to the American embassy to court the then ambassador's daughter; he hosted one of the most extraordinary actors of all time, **Marlon Brando**. Also staying were **Paul Newman**, **Jack Palance**, **Miroslava**, **Luis Barragan**, **Julio Cortazar**, **Franz Meyer** and the distinguished historian and chronicler of Mexico City, **Don Jose Iturriaga**.

For decades he was visited by all the presidents of Mexico and recently received the former presidents **Felipe González** -Spain-, **Ricardo Lagos** -Chile-, **Romano Prodi** -Italy- and **Fernando Henrique Cardoso** -Brazil-.

Other distinguished guests have been: **Mother Teresa of Calcutta** (1985) who requested the simplest room of that time and did not sleep on the bed but on the floor. Nobel Peace Prize winner (2006) **Muhammad Yunus**, New York Yankee star **Alex Rodriguez** (A-ROD), one of the top ten contemporary photographers **David LaChapelle**, the multi-times world champion boxer **Evander Holyfield**; top model **Elsa Benitez**, singer **Filippa Giordano**, currently considered one of the best voices in the world; as well as Nobel Prize winners **Gabriel García Márquez** and **Mario Vargas Llosa** and famous film actress **Sophia Loren**. Recently the Hotel had the pleasure of hosting the Nobel Peace Prize winner, **Malala Yousafzai**.

For the **Geneve Hotel** what is really endearing is not only the great personalities, but all those guests and visitors who for more than a century have arrived with their suitcases and stories at the doors of **GENEVE**, which is honored to receive them.



Virginia Fábregas



Alexandra Kollontai



Charles Lindbergh



Antonieta Rivas Mercado



Mother Teresa of Calcutta



Felipe González



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