
CINÉMA - HÔTEL
LE PLAZA

LE PLAZA CINEMA-HOTEL

When cinema becomes an art of staying.

On 4 December 2026, Geneva will welcome a new hospitality destination with a unique concept: Le Plaza Cinema-Hotel. With 17 rooms conceived as private screening rooms, the hotel adds a new dimension to the Plaza experience, following the opening of Brasserie Europe and ahead of the cultural centre's launch in spring 2027, featuring a 600-seat cinema, an immersive space and a bookshop-café. The Plaza will bring together cinema, hospitality, gastronomy, art and leisure within a listed historic building.

In Geneva, the Plaza Centre Cinéma is reimagining the relationship between cinema and hospitality, bringing the seventh art into the heart of the hotel experience in an entirely new way. Neither a conventional hotel nor simply accommodation attached to a cinema, Le Plaza Cinema-Hotel has a distinctive identity at the intersection of culture, hospitality and architectural heritage.

Just a short walk from the railway station and Lake Geneva, the Plaza Centre Cinéma introduces a 17-room boutique hotel where every room doubles as a private screening space. Each room combines state-of-the-art audiovisual technology with a film programme specially curated by the Plaza's artistic team, while carefully chosen materials and colours create a warm, relaxing atmosphere. An experience designed not only for film lovers but also for curious travellers eager to explore new cinematic worlds, discover unexpected works and enjoy cinema at their own pace.

Every element of the interior contributes to this distinctive hospitality experience. Far removed from standardised hotel design, Le Plaza Cinema-Hotel favours intimacy and character, with a strong architectural identity. Bespoke furniture, carefully selected materials and discreetly integrated technology create an environment where contemporary comfort meets the architectural elegance of the 1950s. The hotel occupies a landmark building in Geneva's architectural heritage, whose meticulous restoration revives its original modernist spirit.

Beyond the rooms, the Plaza experience continues at Brasserie Europe, which has recently established itself on Geneva's dining scene. From screen to plate, the pleasure continues, with inventive cuisine served in an exceptional architectural setting. Behind its expansive glass façade, a window onto the city and its vibrant street life, unfolds an elegant modernist interior dominated by a spectacular bespoke aluminium counter, where conversations linger over cocktails or a glass of local wine. In spring 2027, this vibrant atmosphere will gain a new cultural dimension with the opening of the Plaza Centre Cinéma, bringing together the historic cinema auditorium, an immersive space and a bookshop-café.

In the heart of the city, just steps from Geneva's lakefront, Le Plaza Cinema-Hotel is also an ideal starting point for exploring Geneva. With its distinctly cinematic and contemporary identity, the Plaza Centre Cinéma offers a gateway to another side of the city: a creative, culturally vibrant Geneva whose remarkably rich artistic scene may come as a surprise in this human-scale European city.





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CINEMA ROOM SERVICE

Some people live for cinema.
Others sleep in it.

At Le Plaza Cinema-Hotel, the seventh art finds its way into the intimacy of the guest rooms. Far more than a conventional on-demand film catalogue, guests can explore an exclusive selection of films curated by the Plaza's artistic team, offering a personalised cinematic experience. An invitation to immerse oneself in cinema in an entirely new way.

A world away from impersonal hotel standards, the experience unfolds in a boutique setting where every detail has been thoughtfully considered. Bespoke furniture, fine materials and bold architectural lines create an intimate, warm and inviting atmosphere.





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HIGH-TECH IMMERSION

Buster Keaton dreamed of stepping into the screen.
At the Plaza, cinema steps into your room.

Every room becomes a fully equipped private screening room thanks to a premium audiovisual system. A Sony 4K laser projector, combined with an immersive 5.1 surround sound system featuring Genelec speakers and a Marantz amplifier, delivers an exceptional cinematic experience.

Yet the technology remains discreet, designed above all for comfort and ease of use. An intuitive interface allows guests to control every aspect of the room, from lighting and curtains to projection and sound. With just a few taps, the space transforms into a cinematic retreat, offering the comfort of watching a film at home with the sensory impact of a real cinema.



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FROM BED TO SCREEN TO TABLE

The credits roll.
The story goes on.

Le Plaza Cinema-Hotel forms part of a cultural destination unlike any other in Geneva, where cinema, gastronomy and discovery come together under one roof.

At Brasserie Europe, the experience continues through the pleasures of the table, in a setting of distinctive sophistication. Guests can enjoy refined, inventive dishes that evolve with the seasons and the chef's creativity, or simply linger over a cocktail or a glass of wine from Geneva's vineyards.

Once the entire complex is open, guests will be able to move from a film premiere in the grand historic auditorium to an immersive experience, before browsing the bookshop-café.





AN ARCHITECTURAL GEM

Cinema has always been an invitation to travel.
Now, it's an invitation to stay.

Staying at the Plaza also means inhabiting a piece of Geneva's architectural history. An outstanding example of 1950s modernism, this heritage complex has undergone a meticulous restoration, balancing respect for its original character with contemporary expectations.

The fluidity of the spaces, the architectural lines and the distinctive details—from the unusual vertically opening windows and aluminium features to the pale green mosaic-clad columns on the building's exterior—reveal the boldness and elegance of its design.

Located in the very centre of Geneva, within easy reach of Lake Geneva, the city's shops and Cornavin railway station, the Plaza enjoys a prime location. Beyond Geneva's international organisations and diplomatic institutions lies a city with a flourishing cultural life. From museums and galleries to festivals, theatres and creative spaces, Geneva boasts a particularly vibrant arts scene, which the Plaza aims to help bring to wider attention.



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CENTRE
CINÉMA

PLAZA

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