

Beat: Sports

## STEPHANE NOVICK SERIAL ENTREPRENEUR LAUNCHES A NEW STADIUM AT MULTIPLEX DIEPPE

### ONE OF A KIND FRENCH SPORT PUB CONCEPT

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**USPA NEWS** - Stephane Novick has just launched a new Stadium bar in Dieppe (after that in Rouen) with an area of "€1,000 m<sup>2</sup>, near the SNCF , railway train station in partnership with the new Multiplex cinema in Dieppe. Stéphane Novick is a dynamic young serial entrepreneur because he is already the owner of the most iconic brewery in Dieppe, Le Tout Va bien "and the pizzeria Henri IV, niches opposite the port and marina of this city of Normandy. This happy young boss , hard worker, does not spare his time or his energy to vs excellence in his approach to catering. the Multiplex Cinema in Dieppe, which has already started with a great success of fermenting young people, sportsmen and even seniors, coming from all over the suburbs of Dieppe. Remaining open until 1am, the Stadium boosts competition whose opening and closing times in the French way, are usually limited to 10 pm, would have to make extra efforts, beyond jealous of the success of Novick´ concept. We interviewed Stephane Novik, a young serial entrepreneur like France knows. In his thirties, alongside his wife, who is already the owner of several restaurants, launches a new STADIUM at the Dieppe Multiplex.

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### BIRTH OF THE INNOVATIVE CONCEPT OF STADIUM SIGNED BY STEPHANE NOVICK WHO WANTS TO DEMOCRATIZE SPORT-----

The STADIUM wants to be a place of sport, and of fun in the American way, but French Touch way. The proof is that relay goalkeepers are aligned in afce of the Boxing Ring, or real boxers compete for tournaments French, Thai or Full Contact boxing, under the nostalgic gaze of Mohamed Ali, in a giant fresco fixed to the Wall. It´s a bit like "A Disney Land of French Sport, I invented nothing, I observed a lot abroad and got inspired, before then designing in my own way! "As he likes to call him modestly, Stephane Novicks, whom he launches laughing -----

### STADIUM IS A FRENCH CONCEPT INVENTED BY STEPHANE NOVICK INSPIRED BY AMERICAN SPORT BARS

Since then, Le TOUT VA BIEN, we have another STADIUM in Rouen with 1600 square meters on the Seine opened a year ago, before brasserie restaurant « e tout va bien ». Stephane Novicks explains to us how he recruited a young Pizzaiolo Normand, apprentice, aged 16, who had never left Normandy and whom he encourages towards excellence at the Pizzeria HENRI IV, which has become a reference address on the port of Dieppe: "I sent him for immersion training in Italy, to compete for the best pizza in Normandy, and sent him to the French championship and he finished 7th, and also to the World championship where it was classified 27 th, it makes its dough with three fermentations using a flour which comes from Naples. Stephane Novick, archon with great enthusiasm and nostalgia how from the age of 7 he already knew that this is what he wanted to do later: "My parents had a restaurant in Dieppe, and I love them. people and make them happy and I knew already at 7, that it would be the same orientation as those of my parents. I told them that I would have a restaurant later and that I would serve Canadian, English customers. "A few years later, even as a boss, I still do it and it's only happiness, and my pleasure is to please customers, I don't aim for money, it is more valuable than money, to give pleasure to customers who are delighted with my service! "He adds when he intends to treat this to his children" This is what I say to my children: have fun in what you do! 'Explains he, who is the father of five children and the oldest of whom are already

multilingual, like a father who lived several years in England, in Yorkshire, being young, for his studies, and traveled to several states of the USA, where he trained his wife armed with a list of bars to visit, to soak up atmospheres, and feed inspiration from the future STADIUM! As for his wife FrancoRusse, as beautiful as intelligent, is never too far away, helps her decorate the Stadium, distills ideas and advice, to innovate and be creative in the arrangement of this concept of STADIUM, quite new in his genre.

#### THE IDEAL LOCATION FOR A PLACE OF SPORTS OVER INTERGENERATIONAL MINGLE-----

It is true that the STADIUM differs from sports bars in that in addition to TV screens that display football games, or other sports, are only the minimum descriptions of these new bars of a kind. Indeed, Stephane Novicks wanted to bring Sport to sports lovers through live, because a real boxing ring is placed in the center of the STADIUM and where real boxing champions come in the evening, to fight in fights. The banners of ALL sports clubs in the region are affixed to the wall and ceiling to highlight them and in all fairness. While table football, darts, and memo a Basketball cage, or those who want to score baskets, can challenge yourself! The Beer Wall is indeed fun and allows you to line up beers at a competitive and declining price. Nostalgic cyclists can also have fun observing the ceiling or dominate from the ceiling many bikes, reminiscent of the Tour de France. As for the legendary Alpine, a rally car racing car, it is a majestic semi-recessed, one wonders how, at the top of a STADIUM wall pays homage to this French car, built and designed in Normandy and Dieppe.

Each detail has been seriously studied and with a lot of ingenuity from a feasibility point of view, proving that French fear is beautiful and indeed a legend asserting itself in the narration of beautiful innovative concepts.-----

The STADIUM attached to the MULTIPLEX Cinema is opposite the station and next to an EPHAD, from where the senior retreats, residents of the EPHAD are delighted to have fun at the STADIUM and see films at the cinema, mixing with young people of two other generations in an inter-generational mix for eating, drinking, playing sports and cultivating.

#### A LIVELY CONCEPT WITH VINTAGE DECORATION APPEALING ANGLO-SAXONS TOURIST BUT ALSO THE FRENCH PEOPLE FROM 6PM TO 1AM

Stephane Novick, this passionate and fascinating young entrepreneur, having largely succeeded in catering, and become known as young Patrons of nightlife establishments, in Paris and Dieppe, takes us back in time to his youth, where he had been a great sportsman, especially in wrestling, fan of Olympic champion Yani Gallouz.-----

He loves boxing, and paid tribute to Mohamed Ali, whose fresco lines a large wall of the STADIUM. He explains to us where his idea for the STADIUM concept came from: "This concept that I created myself by going to Thailand, to the USA, and to Argentina, all sport, by saying he didn't want to make a bar and then, just a sports screen with only screens. I wanted and wanted the boxing ring, dart, s and this in boxing ring, Kung Fu, Wrestling, English Boxing, French, Thai Boxing, Full Contact. I want to bring this ring to life, and we can play basketball, with the friendly cage and the basketball hoop and democratize the sport BAR. "He added that he wanted to democratize bitch sport at the STADIUM:" I want to give clubs the opportunity to show their sports, democratize sport, and that makes young people and children want to do it. I want the Stadium to be accessible to everyone, so I put the stands in the STADIUM. Stephane Novicks takes a break while sweeping his gaze around his bar which is filled with more and more customers, very numerous. he continues, passionate: "This very strong symbol, I gave them to all these clubs to put their sign in front of the boxing ring, all sports combined, to offer them visibility".

#### AT STADIUM ONE CAN DRINK AND EAT VERY GOOD BURGERS OR CHEESE & DELICATESSEN PLATTER

The simple idea of the STADIUM concept also stems from the fact that its owner designer Stephane Novick wants a place accessible to all, both for reading (sports newspapers are available), a table football, all free, for consumers, or from 2.5 € per beer, down the price is aggressive in the Beer Cellar "Beer Wall", inspired by bars in Los Angeles. Virgin or alcoholic cocktails start at low prices, between 5 and 6 €. The Burgers are revisited by cooking, Italian style, with parmesan crisps and Roquette, unless the Normandy fans are tempted after the NORMAND burger

#### STEPHANE NOVICK TELLS ABOUT HUMAN ADVENTURE WITH JEAN EDOUARD CRIQUIOCHE FROM MULTIPLEX CINEMA-----

"Jean Edouard came to my restaurant in Dieppe, the TOUT VA BIEN, and then he came the opening 1 year ago of the first STADIUM in Rouen, and there, he offered to launch a new STADIUM next to his MULTIPLEX cinema in Dieppe. He had a clear vision of what he wanted to do, you had to trust me and we tapped each other's hand, old-fashioned, it's worth a contract "And that's how human adventure made us work together foot, the designer of the STADIUM alongside the designers of the MULTIPLEX of Dieppe, against all odds, to the point of fare their respective 1 and a half years later and despite the countless obstacles and administrative brakes, down only their determination allowed to overcome . "There are 600 women who worked here in the last century, this tobacco factory, to restore it, we felt very good vibes, vibes and it is for this soul of the place that encouraged us to have left, not only the exposed

beams, friends also the wagons of the wagons of the factory, and the bags of tobacco, to preserve the spirit of this place which lived and knew the transmission of the work of our ancestors "explained Stephane Novick telling ow he met Jean Edouard Criquioche and became his future parter, for the Multiplex and Stadium concept.

#### STEPHANE NOVICKS STRIVES FOR EXCELLENCE AND HIRES MIGRANTS TO HELP THEM REINTEGRATE

Stephane Novick explains to us how he plans to "pass on the torch. it's great this solidarity., among other things through the recruitment of "migrants" whose term he considers too pejorative with regard to our notes from elsewhere. "I love to present the best of ourselves and that is why France, which is cosmopolitan, can offer what is best, live advice from foreigners who watch or how our ancestors were" He tells how difficult it is to manage the staff, "When you have a lot of staff you have to work differently even if for young people some who are extraordinary, others find it difficult to do excellence naturally, often because they do not like what they do . These are the ones to insist on pushing them towards excellence. As for those who are gifted and this passion I push them even further, because they will not disappoint. I hired three migrants who have been there for a year and a half and I took them on an apprenticeship, they do an excellent job, punctual and very hardworking. They suffered so much during their stay here in France, well they gratify me with such recognition, to the point that it is embarrassing. " Stephane Novick, closes this interview by expressing a single regret about the recruitment of people with disabilities, and launches an appeal, "I would like to hire disabled people, but I don't have the relay, to recruit disabled people who are often isolated , who have credible strengths and talents that can bring great added value to our cultural, sports, sharing and catering establishments. "

#### Article online:

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