What’s new in France 2013
PRESS KIT
SUMMARY

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© Ville de Toulouse – P. Nin
Toulouse - Garonne banks
Key Facts about France

The French Republic: 22 mainland regions, four overseas regions (Guadeloupe, Martinique, French Guiana and Réunion Island) plus French Polynesia, New Caledonia, Wallis & Futuna, Mayotte, St-Pierre & Miquelon, and the French Southern and Antarctic Territory

France GDP: 7.12%
Employment: 2 million direct and indirect jobs

International Travelers in 2012: 81.2 million visitors
International Travelers Spending in 2011: 39.16 million €

Number of International Travelers in 2011 (million):

<table>
<thead>
<tr>
<th>Region</th>
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<td>Africa</td>
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<tr>
<td>TOTAL</td>
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Source: EVE-DGCIS

Promising Sectors

Mountains

With 55 million days of ski passes sold (+3%), France is the 1st skiing destination in 2012, ahead of United-States (51 million, -16%), and Austria (50 million, -2%).

MICE industry

6,081 events organized in France in 2011 including:
- 734 National and International Conferences
- 1,011 Exhibitions and fairs
- 2,140 Business meetings
- 264 Trainings/Examinations
- 1,091 Shows, cultural, or sporting events
- 841 Other events

*source: FSCEF – data provided by 53 venues
Lifestyle and Culture

France is increasingly establishing itself as a cultural destination, with the organization of multiple international events, such as: Marseille Provence 2013, lille3000, Normandie Impressionnist, as well as the opening of several museums, including Pompidou Metz, Louvre Lens, Fondation Maeght, and MUCEM in Marseille (opening May 2013).

France offers a whole host of treasures which make it a superb destination for a cultural holiday: over 40,000 listed monuments and sites, 33 UNESCO World Heritage Sites, 8,000 museums, around 500 festivals, numerous theatre, concert and dance performances, ultra-modern exhibition spaces and superb parks and gardens – more than ever before, France’s cultural sites are bursting with art and culture.

Museum facts:
- Oldest museum in France: The Fine Arts and Archeological Museum of Besançon, France Comté established in 1694
- Louvre: most visited museum in the world with a record 8.8 million visitors in 2011 and the world’s fourth largest museum after the #1 Smithsonian, #2 Hermitage and #3 Metropolitan Museum of Art


Oldest Christmas Market in France: in Strasbourg created in 1570
Major Events & Celebrations

Marseille-Provence 2013 European Capital of Culture
Marseille
www.mp2013.fr
Throughout this year-long celebration, art installations will fill the streets, new museums will pop up, music will be ubiquitous, local street food at the ready, spectacles will abound. The region will see the opening of 10 new cultural venues, 40 restoration projects, 100 exhibits and 500 events from theatre to music and more. Find more information on events, program and new openings: www.mp2013.fr

Notre Dame’s 850th Birthday
Paris
www.notredamedeparis2013.com
For the iconic cathedral’s birthday, Notre Dame will get new bells in March bells and there will be an array of exceptional programs throughout the year, including exhibits and concerts. On May 6, 850 organ concerts will be given on all five continents in honor of her anniversary.

Year of Le Notre
en.chateauversailles.fr
France’s most famous gardener is being celebrated this year in honor of his 400th birthday. André Le Notre has designed over a dozen gardens around France, including the Paris Tuileries, Vaux-le-Vicomte, the Chateau de Fontainebleau, and the Palace of Versailles, where he served as King Louis the 14th's principal gardener. To mark his birthday, chateaux and gardens around France that Le Notre influenced will celebrate his accomplishments. The Palace of Versailles is hosting exhibits dedicated to the gardener throughout the year, and will bring the palace’s gardens back to their 17th century splendor through restoration projects, recreating designs of le Notre that have since been destroyed.

60 Years of the Alsace Wine Route
www.vinsalsace.com
Officially established as a tourist route in 1953, the Alsace Wine Route spans over 100 miles, where nearly 1,000 producers open their cellars to the public. To mark this occasion, wine producers are welcoming tourists to join in on the traditional Alsatian grape harvest and learn how the wine-making process works first-hand. Also, from June to October, wine harvest festivals will take place in villages all around the region to celebrate the grape and enjoy local customs.

Honoring Aimé Césaire’s
France and Martinique will celebrate and honor the 100th anniversary of the birth of Aimé Césaire in 2013. Born in Basse-Pointe on June 26, 1913, this African-Martinican was a towering voice of the 20th century and one of the founders of the literary and ideological movement known as “la négritude,” created in the 1930s by black francophone intellectuals in France. Poet, author, playwright and politician, Aimé Césaire dedicated his life to the affirmation of an independent African cultural heritage, the struggle against colonialism and its racial stereotypes, and to the fight to give overseas territories, including Martinique, equal status as regions of France.

Normandy’s Impressionist Festival
April 27 - September 29, 2013
www.normandie-tourisme.fr
This year marks the festival's second edition, bringing impressionism to life through over 600 events including notable exhibitions, concerts, films, installations, riverside picnics and other festivities. As impressionism’s birthplace, Normandy boasts two of the largest collections in
France, one in Rouen and the other in le Havre, where two of five major exhibits will take place for this exceptional event.

Tour de France Turns 100
June 29 - July 21, 2013
www.letour.fr
For the famous bike race’s birthday, the route will begin in Corsica for the first time ever, and remain entirely in France throughout the race, which hasn’t happened in a decade. As an added challenge this year, the bikers will have to climb the daunting Alpe Huez mountain twice.

Denis Diderot is 300
To celebrate the venerated enlightenment writer, French president Francois Hollande plans to honor the man with a symbolic reburial in the Paris Pantheon. As the writer was born in Langres, the region of Champagne will feature exhibits throughout the year based on his works, and will also hold a special festival displaying sculptures from locals of his hometown.

Year of the Renaissance
Nancy – Lorraine
May 4 - September 4, 2013
www.renaissance-nancy2013.com
Over 100 events will take place to bring the Renaissance back to life through showcasing masterpieces of art, and exhibiting the great progress made in science and medicine during the Renaissance. Da Vinci, Caravaggio, El Greco, among other famed figures, will be in put in the spotlight.

2014 World Equestrian Games
Caen (Normandy)
August 17 - 31, 2014
www.normandie-tourisme.fr
Normandy already hosts about 4,000 annual equestrian events each year, but in 2014, Caen will turn into an international equestrian stadium by playing host to the prestigious World Equestrian Games.

For more informations, visit:

Museum Openings

Louvre-Lens
Nord-Pas de Calais
Opened: December 2012
www.louvre-lens.fr
Just opened at the end of 2012 was the Louvre’s new outpost in Northern France, offering a great opportunity to view 200 of the Louvre’s masterpieces in a new light. Until March 11, artworks from the Renaissance are on display.

Museum of European and Mediterranean Civilizations
Marseille
Opening: May 2013
www.mucem.org
This is this first national museum to be entirely dedicated to the art of Mediterranean Civilizations. Strategically located between the historic Vieux Port and the new Joliette urban district, the MuCEM was designed by innovative architecture Rudy Ricciotti.

The FRAC
Marseille
Opening: Early 2013
www.mp2013.fr
Opening as part of the Capital of Culture, the FRAC showcases the work of young contemporary artists, and will feature 2 exhibition areas, a documentary center, experimental center, restaurant, terrace, and lodgings for artists.

Regards de Provence Museum
Marseille
Opening: March 1, 2013
www.museeregardsdeprovence.com/
Also part of the region’s cultural revitalization, Marseille’s former sanitary station from 1948 is being redesigned to host exhibitions featuring historical documents, contemporary art and photographs, plus a restaurant, bookstore and more.

Diderot’s Maison des Lumières
Champagne
Opening: End of 2013
www.frenchriviera-cb.com
In honor of the 300th anniversary of Enlightenment philosopher Denis Diderot, a new visitors center will open - the first of its kind in France. Exhibits will his personal objects, manuscripts, films and more to showcase the mindset of Diderot and the Age of Enlightenment.

Overlord Museum
Omaha Beach (Normandy)
Opening: June 2013
www.overlordmuseum.com
Situated in the midst of Normandy’s D-Day beaches, the Overlord museum will display over 10,000 pieces retracing a large part of the Battle of Normandy, including personal effects of soldiers, to divulge a new perspective on the second World War.

For more museum openings, visit:

Renovations

Galliera, Musée de la Mode de la Ville de Paris
Paris
Opening: September 2013
en.parisinfo.com
Originally opened in 1977, the Paris Fashion Museum displays creations that have made their mark on fashion throughout history, exhibiting dresses from Marie Antoinette to Brigitte Bardot and Audrey Hepburn. While during the museum’s closure they have still been exhibiting great works of fashion at spaces around Paris, the newly refurbished museum will reopen with three major exhibits this fall.

Picasso Museum
Paris
Reopening: Fall 2013
www.musee-picasso.fr
The Picasso Museum has been closed for major renovations since August 2009, and will reopen in 2013 with modernized and restored galleries. It will also feature additional gallery spaces, allowing for more than 500 of Picasso’s works to be on display. More cultural, scientific and educational events will also be held here when it reopens.

Palais Longchamp
Marseille
Reopening: June 13, 2013
www.marseille-tourisme.com
Marseille’s beautiful fine arts museum the Palais Longchamp is being renovating to return to its elegant splendor of the second empire and to welcome the Capital of Culture’s biggest exhibit, the Grand Atelier du Midi.

Louvre’s 18-Century Decorative Arts Rooms
Paris
Renovation Complete: late 2013 / early 2014
www.louvre.fr
The Louvre’s 18-Century furniture rooms are currently undergoing renovation, which are home to elegant French furniture as well as pristine collections of silverware, porcelain, tapestries, and other masterpieces from that period. Additional renovation work is also taking place in the Marengo section, improving the accessibility of the wing.

For more Renovation news, visit:
http://us.rendezvousenfrance.com/en/information/more-art-culture-news#renovations

2013 Exhibits

New Openings

**Mama Shelter – Bordeaux, Aquitaine**  
Opening: Summer 2013  
www.mamashelter.com  
Starck’s Mama Shelter is also expanding to Bordeaux, where it is being constructed in the former Tour du Gaz building from the 1930s, and will offer 97 rooms.

**InterContinental: Marseille’s First 5-Star Hotel, Provence**  
Opening: April 2013  
www.ichotelsgroup.com  
Constructed in the former Hotel Dieu, a historical landmark building from the 18th century, the InterContinental Marseille is scheduled to open in one of the city’s oldest districts. Featuring 194 contemporary and stylish rooms, including 14 suites and one Presidential Suite, the hotel will also feature a fine-dining restaurant, swimming pool and full-service spa.

**Shangri-La Paris Unveils Health Club & Spa, Paris**  
Opened: January 2013  
www.shangri-la.com  
The luxury hotel has unveiled a new oasis for wellness in Paris with its new spa, which includes a huge indoor pool, outdoor terrace, beauty treatment area, and fitness center.

**The Peninsula, Paris**  
Opening: 2014  
www.peninsula.com/Paris  
Peninsula’s newest property will debut in Paris, a luxury hotel converted from a historic building, located steps away from the Arc de Triomphe, boasting 200 rooms.

Renovated Hotels

**Hotel de Crillon Renovates, Paris**  
Renovation: March 31, 2013 - end of 2014  
www.crillon.com  
The luxe hotel is closed until 2014 for a major renovation including restoring its façade and adding a spa.

**Hotel Prince de Galles Renewal, Paris**  
Renovation Complete: 2013  
www.starwoodhotels.com  
The luxury Starwood property will reopen its doors in May after a big refurbishment headed by interior designer Pierre-Yves Rochon.

For more Hotel Updates, visit:  
Paris Philharmonic
Opening: Early 2014
www.philharmoniedeparis.com
Contemporary architect Jean Nouvel is designing the new Philharmonic in the Parc de la Villette in Paris, located near the Cité de la Musique. The new symphony hall will seat 2,400 people; include a restaurant, multimedia department, library, and rehearsal rooms.

Louis-Vuitton Foundation of Contemporary Art
Paris
Opening: 2014
www.fondationlouisvuitton.fr
A Frank Gehry building located in a children's park, the Jardin d’Acclimation, this new art foundation aims to bring new culture and life to Paris.

Musée Soulages
Midi-Pyrénées
Opening: Spring 2014
www.museesoulages-tourisme.fr
Thanks to a major donation from Pierre and Colette Soulages, this new museum will feature 150 works utilizing different techniques by the artist throughout his career, including engraved works, sculptures, paintings, and more.

Museum of Confluences
Lyon (Rhone-Alps)
Opening: 2014
www.museedesconfluences.fr
This new futuristic museum will showcase themes of science, culture, earth and human life.

Chauvet Cave Replica
Vallon-Pont d’Arc (Rhone-Alps)
Opening: End of 2014
www.lagrottechauvetpontdarc.org
Discovered in 1994, the Chauvet cave is regarded as the world's oldest cave paintings (36,000 B.C). By the end of 2014, a facsimili of the cave and a discovery center where visitors can admire more than 425 paintings and engravings of prehistoric animals will be open to the public.

La Cité des Civilisations du Vin
Bordeaux (Aquitaine)
Opening: 2015
www.centreculturelduvin.com
Originally coined the "Cultural Center of Bordeaux Wine," this wine-focused hub is now going by a new name. An innovative multicultural center, the space will bring new life to the world of wine through acting as a museum, cultural and tourist center, tasting space, restaurant, wine bar, and cinema. The exhibits will feature interactive displays, 3D projections, holograms, and sensory experiences in order to showcase ancient and modern winemaking techniques.
THE CENTENARY OF THE FIRST WORLD WAR

In 2014, the commemoration of the centenary of the First World War will be a major international event. In France, visitors will be able to take a close look at a war which had a profound impact across the globe, via a hugely varied programme of cultural events and the opening of new sites.

For a full list of events, visit: www.centenaire.org

Cultural Programme

Exhibitions

Major European capitals during the First World War: Paris-London-Berlin
Paris – Hôtel de Ville
January – April 2014
www.paris.fr
What was life like during the war in these three major European capitals? This exhibition, with its resolutely international approach, will try to understand and show how the fortunes of these three cities, considered beacons of modernity in the 19th century, fluctuated in a time of war.

The Battle of Grand Couronné
Nancy – Musée Lorrain
15 February – 15 September 2014
www.nancy.fr
The starting-point for this exhibition is the early war period in the Lorraine and the Battle of Grand Couronné in September 1914. The exhibition will also highlight other battles that took place in 1914 as well as life in Lorraine during the war.

Listening to war: silence, music and sounds in the Great War
Péronne – Histroial de la Grande Guerre
27 March – 30 November 2014
www.historial.org
This exhibition offers an historical perspective on the sounds of war and war through music: themes covered will include the noise of weaponry, military music, songs, instruments made in the trenches, patriotic concerts in the civilian zone and the arrival of jazz on the scene.

The Disasters of War (1800-2014)
Lens – Musée du Louvre
28 May – 6 October 2014
www.louvre-lens.fr
This exhibition will present an extensive collection of works born out of the disenchantment with the war. One of its main sections will provide a new perspective on the way the First World War has been portrayed over the years.

The British enter the war
Meaux – Musée de la Grande Guerre
July – December 2014
www.museedelagrandeguerre.eu
This exhibition will highlight the involvement of the British expeditionary force in the war throughout the course of 1914, including their landings on continental Europe, the Battles of the Yser and Marne, and fighting during the so-called “race to the sea”.

11
1914, the death of poets
Strasbourg – Bibliothèque Nationale et Universitaire
5 September – 7 December 2014
www.bnu.fr
Charles Péguy, Ernst Stadler and Wilfred Owen: three European poets who died on the
battlefields of the First World War. It is through their destinies and writing that the exhibition will
highlight the unique perspective offered by poets on the themes of death and the meaning
of war.

As seen from the Front – 1914-1918
Paris – Hôtel National des Invalides
15 October 2014 – 30 January 2015
www.musee-armee.fr
The “As seen from the Front – 1914-1918” exhibition, organised by the Musée de l’Armée and
the BDIC (Bibliothèque de Documentation Internationale Contemporaine), is interested in the
way in which the front was perceived and represented by its contemporaries. How did soldiers
view the war? What did they portray and why?

Festivals

"War On Screen" International Cinema Festival
Châlons-en-Champagne
2 – 6 October 2013
waronscreen.com
For its inaugural event, the War on Screen cinema festival, whose patron this year will be the
actor Albert Dupontel, will host a retrospective based on the themes of pastiche and
burlesque in war films. Its second annual event in 2014 will be devoted to the First World War.

Les Rencontres d’Arles
Arles
7 July - 21 September 2014
www.rencontres-arles.com
Les Rencontres d’Arles is a unique, non-specialised photography festival with a purely cultural
vocation, whose aim is to reveal the past, present and future of photography. The 2014 event
will give pride of place to the centenary of the First World War.

Renovation/Opening of sites

The Massif des Vosges: the war in the mountains
Vosges – Haut-Rhin
Opens in summer 2014
www.tourisme vosges.fr
www.haute-alsacetourisme.com
The upgrading of footpaths and new signage will enable visitors to discover the many
vestiges of war that still exist amid the spectacular scenery of the Vosges mountains
(trenches, saps, shelters), where the French and Germans were engaged in combat from
1914 to 1918.

Fort de la Pompelle
Reims
Opens in June 2014
www.reims.fr
The Germans, French and Russians confronted each other near this fort during almost the
entire course of the war. To commemorate the centenary, the fort and its museum will
be remodelled in a way that enables visitors to explore and understand this historic place, which still preserves the living traces of this fighting.

**International Memorial to soldiers who lost their lives in the Nord-Pas de Calais region during the First World War**

Pas-de-Calais – Ablain-Saint-Nazaire

Opens in November 2014

www.cheminsdememoire-nordpasdecalais.fr

Striking for its elliptical shape, this new and resolutely modern memorial designed by the architect Philippe Prost is one of the largest of its kind anywhere in the world and will pay homage to the 590,000 soldiers, both friends and enemies of yesteryear, who died on the battlefields of the Nord-Pas de Calais region between 1914 and 1918.