

CARNAVAL DE ROI DE LA MUSIQUE

PRESS KIT



DU
13 FÉVRIER
AU **1^{ER} MARS**
2015



VILLE DE NICE
www.nice.fr

NICECARNAVAL.COM

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NICE
CÔTE
AZUR
Tourisme et Congrès

INTRODUCTION

The Nice Carnival is part of the Nice DNA. Present since the Middle Ages, it is one of the founding events of the town. It has evolved at its own pace, historically fulfilling its role as a social and festive outlet.

Among the two thousand cultural, festive and sporting events that take place throughout the year in Nice, the Carnival is the most important winter event on the Côte d'Azur.

Its international prestige is never usurped. Known and renowned in the four corners of the world as one of the three largest, it has also woven very close links with other carnivals in the world, such as those of Laval in Quebec, New Orleans in the USA, Pasto in Colombia and even Kobe in Japan... However, the most prestigious link is the one with Rio de Janeiro. In 2009, the year of France in Brazil, Nice and its Carnival were represented with a float!

In tune with its time, a new impetus has been breathed into this event in order to produce a modern, high quality spectacle, particularly impressive in its nocturnal version, which becomes an authentic sound and lights show. Modernity and tradition are, more than ever, the key words of a third millennium Carnival. Modernity, with its innovative and creative procession, while remaining attentive to safeguarding the environment at the heart of all the activities in the town. Tradition, by maintaining strong symbols associated with the history of the Nice Carnival.

This period offers a marvellous opportunity to discover Nice in the winter: The mild weather, the luminosity of the sky and the art of living on the Côte d'Azur. In order to make the most of its sites, its rich cultural and artistic heritage and its gastronomy..., the French Riviera Pass card is the ideal key.

THE CARNIVAL IN A FEW FIGURES

- » 1 million visitors over the period
- » 600,000 spectators for all the "Nice Carnival" events
- » 175,500 entrance tickets sold during the last edition
- » More than 2 million Euros income
- » 6.5 million Euro budget
- » Almost 300 direct jobs out of 1,700 indirect jobs
- » 30 to 33 million Euros in economic spinoffs

THE GOOD TIMES

From 13th February to 1st March 2015, Nice will celebrate the 131st edition* of its Carnival in the modern era in its current form: the floats and tribunes made their appearance in 1873, transforming it into a real show. The "King of Music" will be the sponsor of the revival of this universal Art. As Friedrich Nietzsche said "Without music, life would be a mistake."

SPORT COMES TO THE CARNIVAL

The first edition of the Nice Carnival Run, organised in partnership with Azur Sport Organisation, along the Baie des Anges, will combine sport, music and costume*. All the participants must be in fancy dress, for this slightly crazy race of 5 or 10 kms.

The second weekend will welcome the famous Carnival dip, in which costumes and courage are combined to benefit a charitable association. You should consider that the sea is generally at 13°C in February.... This event will be followed by a giant zumba on the Promenade des Anglais from midday.

From 9 February to 1st March

In partnership with the resorts of the Mercantour, the participants in the race will benefit from price reductions for the purchase of Carnival places, but also for daily ski passes in the resorts of Auron and Isola 2000. (Reduction of 50% for the runners upon the presentation of their race number or enrolment confirmation).

NOTE:

The best costumes will win prizes.

A reduction of 10% on the daily ski passes will also be offered to anyone who bought a Carnival ticket and who would like to go skiing.

Plus, a 10% reduction on the French Riviera Pass -the city card of Nice- will be offered to anyone who bought a Carnival ticket.

THE CARNIVAL AS A VECTOR OF TRANSMISSION

While the term transgression has always been fundamental to the Carnival, the term transmission has the place of honor in Nice. Firstly, with respect to the children, over 800 students from pre-school and primary schools are initiated into the carnival tradition. A pretext for them to transmit the awareness and taste for the event.

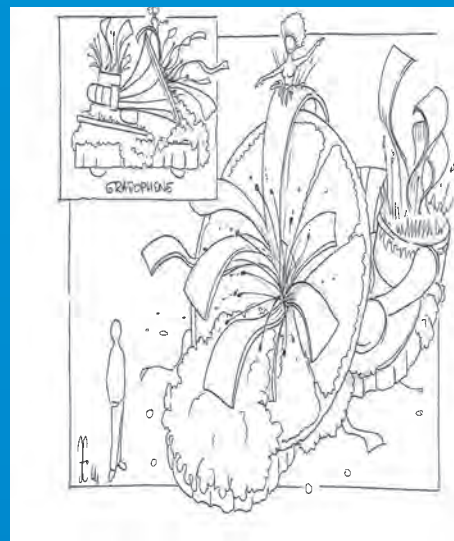
On the university side, in the Faculty of Arts, there is now a degree in the performing professions with an option in carnival techniques and symbolism.

Lastly, associations are involved in the suburb Carnivals, thus diffusing the carnival tradition throughout the town.

NEW:

The floats of the Flower Parade will be completely changed. New structures, new design... and all dedicated to the Music.

Lou Queernaival, the first Carnival gay parade, will take place on the place Massena.



THE NICE CARNIVAL: 2 DIFFERENT EVENTS

THE CARNIVAL PARADE BY DAY OR NIGHT

On the Place Masséna and around the Jardin Albert 1er, 18 allegorical or burlesque floats will parade accompanied by entertainment elements, street art and international musical groups. These Carnival Parades take on the appearance of initiation journeys... The whole universe in 90 minutes.

THE FLOWER PARADE

Beside the sea, the grace and elegance of these processions of floats reminds us of the power of the flowers and shows off the floral heritage of the region. A more poetic facet of the Carnival, inseparable from the other more ironic side.

NOTE: The protection of the environment has been entirely adopted into the organisation of the performance. The recycling of materials, clean vehicles, eco-labelled service providers...; each field is moving towards a more ecological treatment.

A LITTLE HISTORY

The Carnival is the great heir of the pagan winter solstice festivals and renewal celebrations, the church having appropriated the event to transform all its customs into important dates in the Christian calendar.

The origin of the word "Carnival" probably comes from the contraction of "carne levare": Remove the flesh, in the Middle Ages. In Nice, the first mention of these rejoicings dates back to 1294, when Charles d'Anjou, the Count of Provence, refers to his stay in the city for the "Joyful days of the Carnival".

The evening before entering into Lent is preceded with balls, masquerades, farandoles and other performances, with transgression as the backdrop. Making fun of everything, everyone at each person's expense became the rule, the permissiveness being assisted by the masks and costumes. Measures of control have been initiated, depending on the periods...

The Belle Epoque gradually attracted all the international elite and the festival was organised into an authentic spectacle... the foundations of the modern era were thus laid. In 1873, with the creation of the Festival Committee, the Nice Carnival mushroomed, with processions of floats, the "Ymagiers" (image producers), the paying stands and the structured production,... made their appearance. A surprising topical peculiarity, grotesque and fabulous...

Three years later, the Flower Parades were created. Originally, simple exchanges of flowers, they have become the poetic and elegant side of the Carnival and the showcase for local production, still present today on the floats. A spectacle unique in the world.

NOTE:

Isabel, daughter of the Emperor Pedro 1st of Brazil, brought back from Nice the idea of introducing the procession into their own Carnival...

DATES

- » 1294: First mention of the Carnival in Nice
- » 11830: First procession on honour of the sovereigns of Piedmont-Sardinia
- » 1873: Entrance into the modern era with the Festival Committee and the 1st Parade
- » 1876: 1st Flower Parade
- » 1882: Creation of the mascot "Triboulet"
- » 1889: 1st Carnival poster
- » 1921: 1st electric lighting
- » 1996: Organisation entrusted to the Tourism Office and the Nice Congress
- » 2000: Carnival designed by Sergueï from "Le Monde" newspaper
- » 2009: Return to the Place Masséna
- » 2011: 1st clean vehicles in the Flower Parade

CARNIVAL

The Carnival floats are the emblems of the event. They are the fruit of many influences. The "Ymagier" drives the idea, the "Carnivalier", the artist-craftsman, creates the float and the performance elements and finally, the artistic coordinator supervises the passage to 3D and meeting the demands of such a festival. Although the cardboard appearance remains, the materials and the techniques are entirely from the 21st Century. Inventiveness is present!



The Flower Parade combines entirely renewed and modular floats for a 360° performance. The florists prick the fresh flowers for 72 hours, an activity carried out in a universe of colours and scents worthy of a beehive. The costumes are created in a temporary workshop dedicated to the Carnival by costume designers from the performance world, who juggle with the fabrics and original materials letting their imagination run free.

The street arts are the trademark of the new Carnival. The BAT, Brigade d'agitateurs de Tribunes (Brigade of Gallery Agitators), created for the event, is a group of 60 dancers, acrobats and circus performers responsible for livening up the processions. In parallel, about twenty groups of professional and amateur artists and musicians add colour and rhythm to each Carnival parade and Flower Parade.



TAKE PART IN THE CARNIVAL

MOBILISING THE SUBURBS

The enthusiasm displayed in a Carnival that involves the whole town and a town that reclaims its Carnival is evidenced in every part of the city, with performances, suburb Carnivals, uproars and dawn serenades... Associations, suburb and residents committees, everyone gives the best of themselves and does their bit by contributing to maintain the tradition. For the visitors, it is the opportunity to discover the lesser-known suburbs. Each one can also become a player in the festival and follow the preparations on the social networks such as the Facebook, Twitter and Youtube pages as well as the blogs and the newsletters... All the contacts are given at the end of the press kit.

ELECTION OF THE CARNIVAL QUEEN

Every year, the election for the Nice Carnival Queen is held online, on www.nicecarnival.com. From January, internet users from all over the world can vote for their favourite candidate among the eight candidates selected during the Flower Parade casting.

DRESSING UP TO WATCH THE FESTIVAL

Choosing to come to the Nice Carnival in costume is evidence of the Carnival spirit. It is acknowledged by a free entry to the enclosed Place Masséna.

IT IS POSSIBLE TO FOLLOW THE CARNIVAL ON LIVE!

Events to discover on live on the following sites: www.nice.fr, www.nicetourisme.com and www.niceCarnival.com.

Many ways of experiencing the Carnival will be launched at the beginning of the year: Performances, games, competitions and other surprises... To discover online



NOTE THAT...

PARADE

- » 18 floats measuring 12 m long by 3 wide and 8 to 17 m high.
- » The 3 leading floats are the King, the Queen and Carnivalon, their son.
- » 20 tonnes of confetti are at the heart of the parade and the Flower Parade.
- » 4 to 5 tonnes of waste and other leftovers are collected by the cleaning service in 1 and a half hours after the Flower Parade and 2 hours after the parade.

ELEMENTS OF THE PERFORMANCE

- » Almost 150 pieces, including some traditional large heads.
- » About 10 kg for the large heads made from cardboard and 4 to 5 kg for the more modern structures.
- » During the Carnival, the structure bearers walk the equivalent of a marathon.
- » Those bearing the traditional versions burn the energy equivalent of a megajoule during the event

FLOWER PARADE

- » 16 floats 7 m long by 2 m wide and 6 m high.
- » About 3,000 stems per float, of which about 70% is produced locally.
- » 72 hours of pricking, over 2 and a half days.
- » 400 floral foams, 10 kg of wire and 12.5 m of garden netting.
- » 25 models throw 5 tonnes of mimosa for the battle, as well as all the flowers decorating the floats.

2015 PROGRAMME*

THE KING OF MUSIC

FRIDAY 13TH FEBRUARY

8:30 PM Opening Festivities
(free)

SATURDAY 14TH FEBRUARY

2:30 PM Flower Parade

9:00 PM Illuminated Carnival
Parade

SUNDAY 15TH FEBRUARY

10:00 Nice Carnival Run
5 ou 10 km

TUESDAY 17TH FEBRUARY

9:00 PM Illuminated Carnival
Parade

WEDNESDAY 18TH FEBRUARY

2:30 PM Flower Parade

SATURDAY 21ST FEBRUARY

2:30 PM Flower Parade

9:00 PM Illuminated Carnival
Parade

SUNDAY 22ND FEBRUARY

11:00 Carnival Swim & Zumba Party

2:30 PM Carnival Parade

TUESDAY 24TH FEBRUARY

9:00 PM Illuminated Carnival
Parade

WEDNESDAY 25TH FEBRUARY

2:30 PM Flower Parade

FRIDAY 27TH FEBRUARY

9:00 PM Lou Queernaival - 1st carnaval gay
in France (free)

SATURDAY 28TH FEBRUARY

2:30 PM Flower Parade

9:00 PM Illuminated Carnival
Parade

SUNDAY 1ST MARCH

2:30 PM Carnival Parade

* subject to modification

The events last about 1 ½ hrs

PRICES

FLOWER PARADES

€25 numbered seated place

€10 Standing area

ILLUMINATED CARNIVAL PARADES

€25 numbered seated place

€10 Standing area

CARNIVAL PARADES

€20 numbered seated place

€10 Standing area

SPECIAL 2 EVENTS RATE

Excluding Saturday – 1 Flower Parade +
1 carnival parade

€35 numbered seated places

RATES FOR DISABLED PEOPLE (for the
person holding an invalidity card and
their accompanying person)

€10 in reserved seating or special
wheelchair area (raised level)

€5 Standing area

CHILDREN RATES

Free entrance for children under 6 years
old (free access to reserved seating on
parents lap : 1 child/adult)

From 6 to 12 : € 10 (reserved seating) or
€ 5 (entrance)

PERSONS IN FANCY-DRESS

Carnival Parade and Illuminated
Carnival Parade : Free entrance Place
Masséna

Pets are not allowed on-site

PRESS INFORMATION

REPORTAGE

Many stages in the preparation of the Carnival, backstage and the event can be the subject of shootings or reports. The authorisations and appointments are managed by the press service.

ILLUSTRATIONS

To choose a visual of Nice or the Carnival, simply visit the site:

www.nicetourisme.com in the Press section (top right, green strip) and then go to the media library (bottom left) and access the photo library. After having registered by creating a personal code, comprising numbers and letters, you will be given access to a choice of royalty-free and high definition visuals. Any usage must bear the compulsory mention: Nice Convention and Visitors Bureau. The models of the Ymagiers must bear the name of the designer.

ACCREDITATIONS

These will be provided online from January at: www.niceCarnaval.com and can be withdrawn from the Carnival press office located in the premises of the Tourism & Congress Office (5, Promenade des Anglais) from 11:00 am on February 11th. From this date, the office will be open every day from 9:30 to 17:30 apart from the event days, open until 13:00. Due to the "Vigipirate" plan still in force, journalists are advised to arrive a little earlier, equipped with their accreditation.

Note: The accreditation is strictly personal, being nominative with a photo and delivered upon the presentation of a press card or a letter from a media mandating you to this effect. A protocol is attached in the event of picture shots.

INFORMATION RESERVED FOR THE PRESS

presse@otcnice.com

Tel.: 00 33 (0) 4 92 14 46 15

TICKETING

A discount is granted to journalists when they purchase tickets upon the presentation of their press card.

To follow the Carnival news live, consult our Facebook and Twitter pages:

 facebook.com/CarnavaldeNice

 twitter.com/nice_carnaval

And stay connected wherever you are with the Carnival hashtag!

#NiceCarnaval



INFORMATION & GENERAL PUBLIC INFORMATION:

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