



MARSEILLE

Dossier de presse - Press kit
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11 La Canebière - 13001 Marseille
Tel : + 33 (0)4 91 13 99 73
Fax : + 33 (0)4 91 13 89 20
presse@marseille-tourisme.com

www.marseille-tourisme.com

M CHOISISSEZ
MARSEILLE
THE ATTRACTIVE CITY
IN PROVENCE

Marseille
OFFICE DE TOURISME
ET DES CONGRÈS

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EDITORIAL

Marseille offers 57 kilometres of coastline, one of the world's most beautiful harbours, 300 days of sunshine a year, Mediterranean gastronomy and 2,600 years of historic heritage. It has undergone an amazing transformation in the last few years thanks to world-famous architects: Kengo Kuma (FRAC), Rudy Ricciotti (MuCEM), Zaha Hadid (CMA CGM building)... and of course Le Corbusier in the 50's!

In ten years, over 660 million euros have been invested to make France's second city of France an unmissable tourist destination. The European Capital of Culture year in 2013 enabled Marseille to raise its profile around the whole world and become The Attractive City!

What city can boast of having opened nearly 10 cultural venues in one year? Of having welcomed over 10 million visitors? Of having put on over 550 events? Of having had over 11,000 mentions in the press? And of having won so many awards in a few months?

Voted "The second city to go in 2013" by the New York Times, the "most business-friendly city" by l'Entreprise et l'Expansion magazine, France's number 2 city in the ICCA rankings for international conference facilities, "European City of the Year Award 2014" by the prestigious Royal Academy of Urbanism in London, and lastly the MuCEM, the Museum of European and Mediterranean Civilisations, won the 2015 Council of Europe Museum Prize, a great success for the museum that opened in 2013.

Since February, Marseille has entered the top five Mediterranean ports for cruises; in March the famous website Trip Advisor ranked Marseille in the top three favourite French destinations for web users all over the world, while National Geographic placed its harbour among the ten most beautiful in Europe!

Fine accolades for France's oldest city, which is also so young and trendy!

As well as these awards, we have an enhanced range of hotel accommodation, with prestigious international chains, 7,635 rooms including 2,000 rated 4 and 5 stars, a cruise port that now welcomes over a million cruise guests a year, a growing airport, TGV lines connecting us to the biggest cities in Europe, and soon London/Marseille by Eurostar in May 2015, a new stadium, new shopping centres, major exhibitions, large-scale festivals and sports events, etc.

Finally, Marseille's election as Capital of Sport in 2017 proves that the city is going from strength to strength and has plenty more surprises in store!

To accompany this new-found dynamism, the Marseille Tourist Office and Convention Bureau is offering products, services and activities, as the favourites: bouillabaisse-making classes (learn to cook the local fish stew), theatre walks, city pass, scuba diving in the Calanques National Park, etc...

The Marseille Tourist and Congresses Office supports this dynamism with over 60 promotional campaigns in Europe, Asia and North America, through a range of communications campaigns in France and abroad, and by welcoming over 250 journalists a year.

IDENTITY CARD

The oldest city in France, founded 2,600 years ago.

2nd most populated French city: 852,516 inhabitants (figures from INSEE 2012)

The leading French urban community, Marseille Provence Métropole is a community of 18 cities with 1,200,000 inhabitants.

Surface area: 240 km² including 100 km² of natural areas.

Sea front: 57 kilometres including 20 km of Calanques.

Climate: 300 days of sunshine per year.

Average temperatures: Spring 19°C / Summer 25°C / Fall 14°C / Winter 12°C.

Twinned with 13 cities around the world: www.marseille.fr

Transport: 2 subway lines, 3 tramway lines (the 3rd one since 2015), 1000 bicycles in 130 stations, 88 bus lines, nearly 10,000 parking spaces in 15 parking lots.

Two shuttle boats: one between old port and Pointe-Rouge (south of the city) and the other between old port and l'Estaque (North of the city), between spring and autumn seasons.

France's leading cruise port (1,315,000 passengers in 2014) and freight port

World Water Capital since 1996 – world water forum in March 2012

European Capital of Culture in 2013 – Capital of Sport in 2017

HOW TO GET THERE

Marseille International Airport - Provence (www.aeroport.fr)

3rd provincial airport with over 8.2 million passengers in 2014. Over 100 direct destinations and regular flights (number of direct destinations doubled in 5 years). 2 air terminals: mp1: premium air terminal for traditional airlines with a high level of service (VIP reception, lounges, queue jumps, services for groups, information: centre_affaires@mrs.aero) mp2: Europe's first low-cost air terminal dedicated to low-cost flights www.mp2.aeroport.fr

116 direct airlines operated by 31 airlines and connecting 25 countries including:

- 20 daily flights Paris/Marseille (flight length: 1h15)
- 40 regular low-cost destinations in France, Europe and Morocco
- 8 long-haul destinations in Canada, the Middle East, the Indian Ocean, Africa, etc.

Airport / Marseille Centre connections (30km): sales at www.mp.aeroport.fr

Shuttle bus every 15 minutes from 4:30 to 00:10
TER train connection (over 60 trains a day)

By TGV, Marseille is only at :

11,5 million passengers in 2014 for Marseille Saint-Charles railway station

3h from Paris, 3h30 from Genova, 5h30 from Brussels, 8h from Frankfurt, and you can link directly Bâle, Barcelone...

Railway station SNCF Marseille Saint-Charles - 13001 Marseille

Tel : +33 (0)4 95 04 10 00, www.sncf.com

Eurostar arrived on 1 May 2015: London - Marseille in 6h15

MARSEILLE IN FIGURES

Thanks to an unprecedented economic revival with the arrival of many businesses, tourism to Marseille is also experiencing strong growth: **5 million tourists in 2014.**

18,000 jobs in the tourism and recreation sector, a 700 million Euro industry.

Tourism accounts for more than 6% of the local economy.

In 2014, Marseille is continuing to raise its profile and is redoubling its efforts to welcome tourists from all over the world, with for example 1.3 million cruise guests stopping here in 2014. For information, it was 19,000 in 1995.

There are currently **120 hotels (7635 rooms)** in Marseille including:
4 5-star hotel (Sofitel, Petit Nice Passédat Relais & Châteaux, Intercontinental, Hôtel C2)
In addition, Marseille boasts a hundred bed and breakfast establishments.

The Marseille Convention Bureau which was created in 1998, participated in promotional campaigns in France and abroad in 2012 (trade shows, workshops, educational tours....), more than 503 events were held in Marseille in 2014, representing 328,115 conference days. For information, in 1995, it was: 103,000 conference days.

Convention attendees spend between 150 and 200€ on average per day and per person.

Cruise ship tourists spend an average of 138€ per day and per person in 2012

The ICCA ranking (International Congress and Convention Association), which sets the benchmark for international rankings, has ranked Marseille as **the 2nd best conference city in France**. It came 74th in the world in 2013, whereas it was only 142nd in 2012.

MARSEILLE TIMELINE

27,000 years B.C.: First human presence along the coast of Provence (the Calanques)

600 years B.C.: Marseille was founded: the Greek sailor Protis fell in love with the Ligurian princess Gyptis, they were married and founded Massalia.

49 years B.C.: Cesar laid siege to Marseille because the city was allied with Pompey. Marseille fell to the Romans and was hence known as Massilia. Vestiges of the Old Port from this period can be seen at the history museum.

416 A monastic foundation was established by Cassian at the location of the tomb of Victor the martyr.

923 Marseille and the St Victor Abbey were pillaged by the Saracens.

1299 the city revolted against monastic leadership and the bishop was overthrown. The merchants came to power and **the Republic of Marseille was born.**

1262 Charles of Anjou acquired Marseille, which was incorporated into Provence, and established a naval dockyard there that was useful in his conquer of Italy.

1423 sack of the Aragonese, the city was devastated. (the chain that blocked entrance to the port was taken as a trophy and is still displayed in the Valencia cathedral)

1481 Marseille and Provence were annexed to the Kingdom of France.

1660 During his stay in Marseille, Louis XIV issued orders to expand the city and build a new naval dockyard as well as 2 forts. Thanks to Colbert, the free port was established, leading to prosperity and growth of the city.

1720 The plague strikes Marseille. Half of the population was decimated.

1792 the Marseille battalion marched on Paris while singing "la marseillaise"

Starting in 1830 Marseille was once again a flourishing Mediterranean port.

From 1848 to 1870 Marseille, "Gateway to the Orient", a new trading port was established in the growing city, monuments and churches were built, the PLM (Paris-Lyon-Mediterranean railway) arrived in Marseille, the Suez Canal was opened.

1906 and 1922 Colonial Exhibitions at Parc Chanot (the entrance gates date to 1922)

1943 Destruction Vieux Port neighbourhoods. **1945** Destruction of the Transporter bridge

1962 Massive influx of settlers returning from northern Africa. The city expanded to the north.

1995 Establishment of the Euromediterranee business district, a project of national interest.

2001 Marseille-Paris made possible in 3 hours on the TGV train

2013 European Capital of Culture.

2016 UEFA Cup.

2017 Marseille will be the European Capital of Sport

HERITAGE AND TRADITIONS

City of art and culture, Marseille will surprise you with its many wonders. The traditional and the contemporary go hand in hand in this city with a history that goes back 26 centuries. Visitors to Marseille will experience a trip through the ages, from the city's Greek and Roman origins, to the medieval religious foundations and up to modern times with the major architectural achievements of the 21st century. Marseille's 111 neighbourhoods and 16 districts are bursting with a wide variety of monuments, picturesque sights and museums.

Here is a non-exhaustive list of the main sights in Marseille!

The Old Port (Vieux-Port): In 600 B.C., the Greeks from Phocaea in Asia Minor landed in the Lacydon calanque. Throughout Antiquity and the Middle Ages, the city was established only on the northern shore of the port. Expansion toward the south only began in 1666, due to the influence of Louis XIV.

2010 to 2013 Marseille draws a new center town with the semi pedestrianized Old Port. The English architect Norman Foster and Michel Desvigne have been chosen in December 2010 to create a new urban Pedestrian Port. Marseille is proud to welcome an international personality as Norman Foster (300 awards and Pritzker Prize in 1999). The project completed in 2013 won "Le Monde" magazine's town planning award. "L'Ombrière" located on the Quai de la Fraternité is a real tourist attraction, covering 1,000m² and standing 6 metres tall.

Previously, the Quai des Belges had nine traffic lanes separated by a central reservation. Since 2013, there have been only four, two for cars and two for buses. Next, the pedestrian area was deliberately mineralised to faithfully reflect the place's urban history as a port city - pedestrians now walk on granite-paved ground. Around the Vieux-Port, the aim is to reduce the amount of car traffic that passes through while keeping the car parks accessible, and to promote the use of public transport. The reorganisation of car traffic is indeed one of the project's main challenges.

Notre-Dame de la Garde: Rising 154 meters above the sea, the "Garde" hill is Marseille's highest point. The basilica, whose Madonna and Child protect the city and its inhabitants, was built between 1853 and 1864, when it was consecrated. (proper attire required inside the basilica). New museum in the basilica since July 2013.

La Canebière: main thoroughfare and symbol of Marseille, this avenue derives its name from the word "canebe", or hemp, which was used by the ropemakers that were located here in the Middle Ages. Haussmann-style buildings were later erected here, during the 19th century.

Cathedrals: the Old and the New Major: Located in the Panier district, they are both classified historical monuments. The first dates from the 12th century. The second was built during the rule of Napoleon the 3rd in the Romanesque-Byzantine style.

Palais Longchamp: a hymn to the glory of water, this monumental palace and water tower is closely related to the construction of the Durance canal. It is considered to be one of the best examples of Second Empire architecture in Marseille.

Islands of the Frioul and the Château d'If: A limestone silhouette off the coast of Marseille, the four islands that make up the Frioul archipelago point toward the shore: Pomègues, Ratonneau, If and Tiboulon. Alexandre Dumas made the Château d'If famous,

using the island as the prison setting for his hero, the Count of Monte Cristo. The castle is a former fortress that was built under the rule of François I in order to defend the city.

Palais du Pharo: the mythical palace of Napoleon III who wanted to reside right on the water, the Pharo palace is one of the Phocaean city's landmarks. Towering above the sea, surrounded by vast gardens, the building is an ideal location for seminars and leisurely strolls.

Château Borély and its park: Formerly the property of the Borély family, it was built in 1766. Part of the estate was purchased by the city in the middle of the 19th century. Among the attractions in the 17-hectare park are a lake, French gardens, a rose garden, a botanical garden, shaded lawns and bicycle paths. The site is highly appreciated by many of Marseille's inhabitants. The castle is currently undergoing renovation work. Completely restored to welcome the museum of the Decorative Arts, Fashion and Ceramics since June 2013.

The Marseille Tourist Office organizes guided tours every week, allowing visitors to experience all aspects of Marseille, ranging from the typical to the unusual.

The below list of tours is not exhaustive and the Tourist Office and Convention Bureau can design tailored group tours on request. Some of the tours may be commented in English, German, Italian and Spanish.

MARSEILLE TRADITIONS

Marseille, the leading urban French city, has retained its popular traditions that draw on religious fervour.

CANDLEMAS, A MYSTERIOUS BLACK MADONNA

In the pre-dawn hours on February 2nd, High Mass is celebrated by the Archbishop of Marseille in the St Victor basilica, in celebration of Mary's purification and the presentation of Jesus at the Temple. The story, part history and part legend, has given rise to a custom that has been in observance since the 18th century.

The festivities begin with a procession of Our Lady of Confession, familiarly known as "the Black Madonna". In the winter morning light, a procession of glowing green candles makes its way to St Victor to honour the ceremony. After mass, the people of Marseille hurry to the renowned "Four des Navettes" bakery and bring home the famous orange-blossom flavoured biscuits that are said to be a representation of the boat which was grounded with the Black Madonna. These biscuits have stood the test of time and are eaten year round.

CHRISTMAS TIME

Santons figurine fair

In 1803, three "santoun" vendors set up their stalls on Cours St-Louis, giving rise to the Santons Fair... Could these women have known that their initiative would become a tradition observed by generations of santon makers to come? The fair heralds the start of Christmas festivities and contributes to the bustling seasonal atmosphere.

This tradition is observed each year throughout December.

The private collections housed in the santon museum present this craft which is typical of the Provence region.

www.santonsmarcelcarbonel.com

Saint Barbe

The origins of this Provençal tradition date far back, to the time when the beautiful Barbe shunned her many suitors and consecrated herself to God. As she neared death after being martyred, a storm broke out and her torturers were struck by lightning...

Saint Barbe is commemorated throughout Provence on December 4th, and everyone sows wheat in a saucer, as a symbol of the harvest to come.

"Les Pastorales" Play

The first play was authored by Antoine Maurel in 1844. The repertoire has since grown with the addition of other performances, yet Maurel's version remains the standard. Shepherds are the main characters in this living depiction of the Nativity, an account of the coming of the child...

A combination of music, song and dance are used to illustrate this biblical story in a lively, colourful way.

CULTURAL SITES IN MARSEILLE

Marseille boasts 20 museums that cover all periods of history from Antiquity to modern times, ranging from archaeology to motorcycles and santons, not to mention the fine arts and contemporary art.

For more information: www.marseille.fr, www.marseille-tourisme.com

Here is a brief list of museums:

VIEUX PORT QUARTER

Musée d'Histoire de Marseille - Vieux Port (Marseille History Museum)

Square Belsunce – 13001

The collections are centred on 3 themes: the Old Port: necropolises, Greek ramparts, the Roman hydraulic and port installations, the permanent collections, which relate the history of Marseille from its early days in the 6th century B.C. up to the time of Louis XIV.

There is a combined ticket available for admission to the **Mémorial de la Marseillaise** (25, rue Thubaneau – 13001) as well as the History Museum.

Relive the saga of the world-famous French national anthem in music and pictures. From this site, the Marseillais Federate troops set off for the Palais des Tuileries in Paris, singing the Rhine Army chant that would later become the Marseillaise.

Musée des Docks Romains (Roman Dock Museum)

Le Panier - Place Vivaux – 13002

History of Marseille's port activities from the 6th century B.C. to the 4th century A.D.

Musée de la Marine et de l'Economie de Marseille (Museum of the Navy and Economy of Marseille)

(Palais de la Bourse) La Canebière – 13221

www.ccimp.com/patrimoine

Models of ships and paintings illustrate the trade and industry of Marseille, recalling the close ties which have always existed between trade and naval forces.

Maison de l'Artisanat et des Métiers d'Arts (Craftsmanship and Artistic Trades Centre)

21, cours d'Estienne d'Orves – 13001

www.maisondelartisanat.org

Built on the site of the former galley dockyard, this museum's temporary exhibits provide insight on craftsmanship through the ages.

PANIER QUARTER

Musée d'Arts Africains, Océaniens et Amérindiens (Museum of African, Oceanic and Amerindian Arts)

2, Rue De la Charité - 13002

The museum houses Pierre Guerre's African art collection and a collection of skulls donated by Professor Gastaut in 1989, the same year when the Marseille-Provence Chamber of Commerce entrusted part of its colonial collections to the museum.

Musée d'Archéologie Méditerranéenne (Museum of Mediterranean Archaeology)

Vieille Charité - Le Panier - 2, Rue De la Charité - I 3002

This museum offers unique insight into ancient Mediterranean civilisations: Egypt, 2nd biggest collection in France after that of the Louvre, the Near East, Greece and Magna Graecia, Etruria and Rome and Protohistory.

Préau des Accoules- Museum space designed for children

29, montée des Accoules – I 3002

<http://www.marseille.fr>

Located in the former hall of the Académie de Marseille (1782/83), the Préau des Accoules offers two themed exhibitions for young visitors each year. A fun, educational and original way to help them learn about various art forms.

EUROMEDITERRANEE/ VIEUX PORT QUARTER

Regards de Provence Foundation

Allée Regards de Provence – Avenue Vaudoyer - I 3002

www.regards-de-provence.com

Opening in 2013 in the former sanitary station redesigned to host the museum.

The Regards de Provence – Reflets de Méditerranée Foundation was created in 1997. Under the patronage of the Foundation of France, its aim is to discover, bring together and showcase the artistic, cultural and musical heritage of Provence and the Mediterranean.

Open every days.

Contact : Adeline GRANERAU

T. : +33 (0)4 91 04 68 32 - adeline.granerau@museeregardsdeprovence.com

Musée des Civilisations d'Europe et Méditerranée / MuCEM - (European and Mediterranean Civilisations Museum). I, Esplanade du J4 – I 3002, www.mucem.org

Entirely devoted to contemporary Euro-Mediterranean societies, it enables visitors to discover and better understand the societies in which we live.

The 1st museum in the world entirely devoted to Mediterranean culture and the 1st national museum outside of Paris; along with 5500m² exhibition space the MuCEM has also restaurants with panoramic terrace. Set at the entrance to Marseille's harbour, the magnificent building designed by Rudy Ricciotti links up to the Fort Saint Jean tower by an aerial walkway.

Contact - Muriel FILLEUL

T.: +33 (0)4 91 59 07 00 – muriel.filleul@mucem.org

EUROMEDITERRANEE/ JOLIETTE QUARTER

FRAC (Regional contemporary art fund)

20, Bd de Dunkerque – I 3002

www.fracpaca.org

The new building housing the Regional contemporary art fund is located midway between Marseille's historic Panier district and the Joliette sea front. The architecture invites visitors to discover the vibrant contemporary culture scene.

EUROMEDITERRANEE / GARE ST CHARLES QUARTER

La Friche La Belle de Mai and the Panorama

41, rue Jobin – 13003

www.lafriche.org

La Friche Belle de Mai used to be an old Tobacco factory. Today it's a buzzing arts centre, an exciting hive of activity where contemporary art forms in all shapes and styles are studied, displayed or created, from live shows such as théâtre, dance, circus or street arts to visual and digital arts, music and cinéma. The outdoor areas are open to all.

CITY CENTRE

Musée de la basilique de Notre-Dame de la Garde (Museum of the Notre-Dame de la Garde Basilica)

Rue Fort du sanctuaire – 13006 Marseille

<http://www.notredamedelagarde.com/Le-musee-de-Notre-Dame-de-la-Garde.html>

The brand new Museum of Notre-Dame de la Garde opened to the public for the first time on 18 June 2013. As well as admiring the beautiful collections of ex-votos and religious objects, it helps visitors understand our immense attachment to Notre-Dame de la Garde through its history and all its architectural and cultural aspects, in connection with the dimension of prayer.

Musée Cantini (Cantini Museum)

19 Rue Grignan – 13006

This museum has one of France's most extensive public collections of 20th-century art (mainly 1900-1960). Fauvism, surrealism, etc.

Fine art museum

Palais Longchamp – Boulevard de Montricher – 13004

The museum hosts Italian and French works of the 16th until 19th centuries (Préugin, Vouet) along with outstanding Provençal works. (Puget, Courbet, Daumier).

Muséum d'Histoire Naturelle (Natural History Museum)

(Palais Longchamp) Boulevard de Montricher – 13004

www.museum-marseille.org

A collection of 18th century cabinets of curiosities including government donations.

Grodet-Labadié Museum (Palais Longchamp) - only for groups, booking required

140, Boulevard Longchamp - 13001

The Grodet-Labadié museum, in a beautiful 19th century mansion, houses the large collections of a family of merchants from the Marseille bourgeoisie.

BONNEVEINE QUARTER

Musée d'Art Contemporain (MAC - Contemporary Art Museum)

Bonneveine - 69, Avenue D'Haïfa - 13008

Based in a building erected in the 1980s and given to the City of Marseille by Doctor Rau, the MAC opened to the public in 1994. Standing by a garden dotted with sculptures by Erik Dietman, Jean-Michel Alberola, César, Fabrice Gygi and Philippe Ramette, it displays its collections and temporary exhibitions across a site of around 2,500 m².

LE MaMo Marseille Modulor

The top of the La Cité Radieuse apartment building, built between 1945 and 1952, is home to Ora Ito's MAMO. With the Mamo, Le Corbusier's masterpiece has been renovated into a new territory as the setting and springboard for future designs. The MAMO is installed within a former restored gym and is transformed into a key place for contemporary art and design in Marseilles.

Outside of its main exhibition and throughout the year, the MAMO will develop multiple events combining everything from art to architecture, design to cinema and music to poetry. The MAMO will also be open to projects from partners wishing to use its spaces and its terrace for their private events.

Press contact: Lionel Grangé / General Secretary

T.: +33 (0)1 42 46 00 09 – lionel@ora-ito.com

<http://mamo.fr/>

Museum of decorative arts and fashion

Château Borély – 134 avenue Clôt Bey – 13008

Château Borély houses and showcases various art collections which were located in a number of different places: decorative art, faïence and fashion (including furnitures, textiles, glass and ceramics, graphic arts, works of art) from the 17th century to the modern day.

LA ROSE / CHATEAU-GOMBERT QUARTER

Musée du Terroir Marseillais

Château-Gombert - 5, Place des Héros – 13013

<http://www.espace-pignol.com/>

This museum recounts the traditional way of life of the Marseille region in the 18th and 19th centuries: furniture, clothing and objects reconstruct the traditional Provençal living environment.

Musée de la Moto (Motorbike Museum)

18 travers Saint-Paul – Quartier du Merlan - 13013

http://www.marseille.fr/siteculture/jsp/site/Portal.jsp?page_id=54

Inaugurated in November 1989, the Marseille Motorbike Museum is based in an old mill that has been admirably restored. The history of the “motorcycle”, from its origins in 1885 to the present day, is told through an exceptional collection that makes it one of Europe's finest museums.

L'ESTAGUE QUARTER

Musée Monticelli (Monticelli Museum)

Fortin de Corbières, Route du Rove – 13016

<http://www.fondationmonticelli.com/>

Since 2010, the Fortin de Corbières overlooking l'Estaque has been home to the Monticelli Museum, whose patron is Marc Stammegna. Here he exhibits his private collection of pictures by the painter and by Provençal Great Masters.

LA VALENTINE QUARTER

Château de la Buzine - Maison des Cinématographies de la Méditerranée (House of Mediterranean Cinematography)

56 traverse de la Buzine - 13011 Marseille

<http://labuzine.com/fr>

Marcel Pagnol bought La Buzine in 1941. His plan: to turn it into a City of Cinema and thus create a real “Provençal Hollywood”. He recognised the castle, whose warden and dog used to frighten his mother on the way to their holiday home when he was a child...

NEW: THE MUSEUM PASS

The Museum Pass (Pass musées) - 1 year's admission to all visitor attractions!

The Museum Pass is for use by the individual named on the pass, and is valid for one year from the date of purchase. It offers **free, unlimited access to the permanent collections and temporary exhibitions at 13 major cultural venues** in Marseille:

MuCEM - Museum of European and Mediterranean Civilisations

The Vieille Charité Exhibition Centre

Museum of Mediterranean Archaeology

Museum of African, Oceanian and Amerindian Arts

Marseille History Museum and the Ancient Port

Roman Docks Museum

The Mémorial de la Marseillaise

Fine Arts Museum

Natural History Museum

Cantini Museum

Museum of Contemporary Art (mac)

The Château Borely – Museum of Decorative Arts,

Ceramics and Fashion, and the botanical garden

Le Préau des Accoules (permanent free access)



Price: €45

Reduced price: €35 (over-65s and teachers holding the Education pass)

Advantages:

- Unlimited access to the museums for 1 year
- “Queue-jump” access to the tills
- Subscription to the digital newsletter
- Invitation to exhibition premieres
- And surprises all year round...

AUTUMN 2015 : MAIN EXHIBITIONS

VIEUX PORT QUARTER

Marseille History Museum

“Le cœur d’une ville” (“The heart of a city”). November 2015 to February 2016

Alcazar Municipal Library

“Entrez à l’Académie de Marseille” (“Enter the Academy of Marseille”). From 11 July to 17 October 2015.

The Academy of Marseille presents its collections together for the first time ever (200 works: paintings, sculptures, rare works, manuscripts, etc.) since its creation in 1726. It explores its history, and the work of its 570 members over the years.

“La grande aventure de la Lettre” (“The great adventure of the Letter”). October 2015 to January 2016.

LE PANIER QUARTER

Centre de la Vieille Charité

FUTURS from 22 May to 27 September 2015

The primacy of science and its ascendancy in the early 20th century, in the fields of industry, technology, architecture and speed, inspired many artists and influenced their representation of the world. The exhibition will be arranged into three sequences: Metropolis, War of the Worlds and Space Odyssey.

Artists: Matisse, Miro, Brauner, Calder, Di Rosa, Archigram, Léger, Raysse, Richter, Stella, Ernst, Jacquet, Domela...

<http://vieille-charite-marseille.com/>

Centre de la Vieille Charité –

Museum of Mediterranean Archaeology

“La femme grecque et l’intime dans l’Antiquité” (“The Greek Woman and the Intimate in Antiquity”).

21 September 2015 to 20 March 2016

Through the sixty or so pieces on display, taken from the museum’s reserves or on special loan from the Mougins Museum of Classical Art, this exhibition lifts the lid on the private lives of these anonymous women in Antiquity.

Préau des Accoules

D’OR ET D’ARGENT - monnaies gauloises et autres... (OF GOLD AND SILVER - Discovering Gaulish coinage...)

From 21 October 2015 to 21 May 2016

The coin is such a familiar object, yet is worth exploring: why, since when, how? Based on a selection of Gaulish coins of great visual and aesthetic interest, we take a look at the monetary system as well as the historical aspect they reveal: the story of tribes and their trades.

EUROMEDITERRANEE / VIEUX PORT QUARTER

MuCEM

Migrations divines (Divine migrations)

From 24 June to 16 November 2015

Meet the divinities of Antiquity, at the intersection of the Egyptian, Greek, Roman and Near Eastern civilisations. Collections from the Fondation Gandur for art and Geneva archaeological museum.

<http://www.mucem.org/>

Regards de Provence Museum

Permanent exhibition “Mémoire de la station sanitaire” (“Memories of the sanitary station”)

All year from 1 January to 31 December.

François Bouché. Courbes et espaces (Curves and spaces).

From 7 September 2015 to 6 March 2016.

The Regards de Provence Museum honours the Marseille sculptor who ranks among the greatest of the 20th century. His work celebrates the South of France, sunshine, life and sensuality.

EUROMEDITERRANEE JOLIETTE QUARTER

FRAC PACA

MARC BAUER

From 4 July to 31 October 2015

After the FRAC Auvergne (spring 2014) and the FRAC Alsace (winter 2014-2015), for its third instalment the FRAC Provence-Alpes-Côte d’Azur is hosting a monographic exhibition entitled Cinérama, devoted to Marc Bauer.

The Cinérama exhibition, whose very title is a contraction of the words cinema and panorama, conveys the importance of film in the works of Marc Bauer...

CITY CENTRE

Museum of Fine Arts at the Palais Longchamp

Masterpieces from the collections: Puget, Rubens, Rodin...

The museum presents a wonderful set of pieces by the greatest Italian and French masters of the 16th and 17th centuries, with works by Perugino, Guercino, Carracci and Panini from Italy, and Champagne, Vouet, Lesueur, Greuze, Vernet, Hubert Robert and David from France. The Northern schools are also represented, with paintings by Rubens, Jordaens and Snyders. Art in Provence in the 17th and 18th centuries is one of the museum’s specialities.

There is also an exceptional group of paintings, sculptures and drawings by France’s greatest Baroque artist, Pierre Puget, born in Marseille in 1620.

Natural History Museum

“Bêtes de guerre” (“Beasts of War”). October 2015 to April 2016.

Cantini Museum

“ANDRE MASSON, un hommage à Varian Fry” (“ANDRE MASSON, a homage to Varian Fry”)

November 2015 to July 2016.

On 14 August 1940, a 32-year-old American journalist arrived in Marseille with a list of 200 artists and intellectuals in his pocket, including **André Masson**, Marc Chagall and Max Ernst... His name was Varian Fry and he had been appointed by “The Emergency Rescue Committee”, a private American humanitarian organisation, to help anti-Nazi refugees. He was expelled from France 13 months later but thanks to a vast, partly underground network, he helped over 2,000 people escape from Vichy France. When you look at this list, it is hard to imagine what 20th-century art would have been like without the decisive role played by Varian Fry.

The children of André Masson, who took part in the [Surrealist](#) movement from the early 1920s to the end of the 1950s, in particular through his automatic drawings and sand pictures, wanted to pay tribute to this American humanist with an exhibition about their father in Marseille.

Saint-Thomas d'Aquin School

"Aux tableaux !" until 10 October

In the unusual setting of a former school, Saint Thomas d'Aquin, the Juxtapoz association offers a surprising display of urban art with the residency/temporary exhibition "Aux tableaux !", from 10 June to 10 October.

The building is hosting a unique temporary exhibition involving around **forty** national and international artists, who reveal their graphic worlds through pieces on the theme of **school**.

BONNEVEINE QUARTER

[mac] Musée d'Art contemporain (Museum of Contemporary Art)

ALFREDO JAAR

3 July 2015 to January 2016

With simple photographs and ambitious light installations, Alfredo Jaar dazzles his audience and raises awareness with a sense of poetry that is rare yet vital nowadays.

THE FUTURE IS NOW

September 2015 to February 2016

As part of Korea Year in France, with the aim of raising awareness in Europe of the wealth of Korean contemporary artistic creation in the specific field of advanced technology applied to art, the MMCA Seoul, National Museum of Modern and Contemporary Art, presents an extensive overview of Korean contemporary creation through its video art collections.

Château Borély

Museum of Decorative Arts, Ceramics and Fashion
“Play-design pour les martiens” (“Play-design for Martians”). November 2015 to February 2016.

MODE FUTURISTE (FUTURIST FASHION)

July to October 2015

In connection with the Vieille Charité exhibition, the Museum of Decorative Arts tells of the adventure of futurist fashion in the 1960s, from André Courrèges’ famous stripes to Paco Rabanne’s metallic dresses, up to a screening of William Klein’s film *Qui êtes vous, Polly Maggoo?* (“Who Are You, Polly Maggoo?”).

ZOOM 2016

Picasso and popular arts and traditions

Retrospective

Temporary exhibition - J4 MuCEM

27 April-29 August 2016

“Picasso et les arts et traditions populaires” (“Picasso and popular arts and traditions”) is the big summer exhibition presented by the Museum of European and Mediterranean Civilisations in an exhibition area covering 1,200m² in the second quarter of 2016.

This major retrospective shows how Picasso, a man of his time who was very attached to his roots, was inspired in his work by influences from popular arts and traditions. The exhibition layout will mirror the artist’s masterpieces, some of which are previously unseen, with reference-objects taken from the MuCEM’s extensive collections.

This project underlines the importance of certain recurring motifs in Picasso’s work. The artist was particularly fascinated by the world of the circus, bullfighting and music.

A large section of the exhibition will show how Picasso embraced craft skills, in particular working with ceramics, metal and wood, to include them in the artistic language of the second half of the 20th century.

UEFA EURO 2016

Marseille will host six matches in the final phase of the 15th European Football Championship, UEFA 2016™, taking place in France from 10 June to 10 July 2016.

This will be **the third time** that the final phase of this competition is played on French territory (1960, 1984 and 2016).

For the occasion, at the Stade Vélodrome (renovated in 2014), **Marseille will host six games including a match featuring the French team in the 1st round (15 June), a quarter-final and one of the two semi-finals.** Marseille is therefore the city with the most games in the competition after the Stade de France, which will host seven matches.

These big international matches are of the kind that helps to boost an area’s development and raise its profile. Marseille has demonstrated its capacity to host such tournaments, and will no doubt bring its own special touch to the event, make it the best it can be and share its benefits with everyone.

AUTUMN 2015 : MAIN EVENTS

SEPTEMBRE EN MER - From 1 September to 5 October

For 15 years now, the Office de la Mer Marseille Provence (Sea Office) has been organising Septembre en Mer, an event that brings people together to celebrate the sea in our local area. Septembre en Mer has a wide variety of over 900 marine events, all free of charge or at special rates for an ever-growing audience. The festival lasts for over a month.

www.officedelamer.com

HALF-MARATHON Marseille-Cassis – 25 October

The legendary seaside race in the territory of the Calanques National Park, which draws runners from all over the world every year.

www.marseille-cassis.com/

MARSEILLE INTERNATIONAL FAIR –

From 25 September to 5 October

Following on from its previous themes of food, creativity and joy in 2014, we are pleased to reveal the Fair's theme for 2015: Musical Marseille!

<http://foiredemarseille.com>

ACTORAL FESTIVAL – From 24 September to 10 October

The Actoral Festival is an annual event, a voyage of discovery through the work of some fifty artists, showcasing the variety of contemporary literature. Guided by a taste for curiosity and discovery, we invite writers, directors, choreographers, visual artists, poets and film-makers from France and abroad to share their challenges and their unique way of looking at the world.

<http://www.actoral.org>

TROCADANCE – From 1 to 4 October

Venue for 2015: Old garage on the Quai de la Joliette, opposite the J1

Swapping, art and dancefloor action for 3 days and 3 nights!

<http://marseille3013.com/evenements/trocadance-2015/>

FIESTA DES SUDS – From 14 to 17 October

An unusual and flamboyant event, the Fiesta des Suds stirs the passions of autumn, from 14 to 17 ½ October in Marseille, and celebrates world cultures on the theme of love for its 24th year. In its monumental post-industrial setting, for its usual duration of three-and-a-half red hot nights (and an afternoon for kids), this global festival embraces contemporary music and visual art in an atmosphere sizzling with popular fervour.

<http://www.dock-des-suds.org/fiesta2015/>

42nd WORLD FESTIVAL OF UNDERWATER PICTURES – From 29 October to 1 November

The World Festival of Underwater Pictures is an artistic, cultural and scientific event whose objective is to promote the seas and oceans. These offer extraordinary opportunities for new resources, innovative solutions and positive experiences that have the ability to bring about a Blue Society with the help of the world's citizens. This will be based on an economic, industrial and social approach: one that is global, sustainable and equitable, to invent a better way of life and a desirable future.

<http://www.underwater-festival.com/>

CINE HORIZONTES – From 5 to 15 November

14th instalment of the Spanish film festival in Marseille.

<http://horizontesdelsur.fr/>

HERO FESTIVAL – 7 and 8 November

For 2 days, **come and meet your heroes** of yesterday, today and tomorrow: gatherings, signings, workshops, demonstrations, concerts, competitions, games, tournaments... Plenty of thrills and discoveries for all the family...and all enthusiasts!

<http://www.herofestival.fr/>

INTERNATIONAL TATTOO FAIR – 7 and 8 November

Come and discover the best tattoo artists in the whole world on 7 and 8 November 2015 at the Parc Chanot in Marseille. Over 100 tattoo artists from all over Europe and the world await you to show off their creations - and maybe even suggest some ideas for your own tattoo!

<http://www.salon-international-tatouage-marseille.com/>

Autumn SAVIM – From 20 to 23 November

21st instalment of the Marseille wine and gastronomy fair, with devoted producers from all over France. A leader in its field!

http://www.savim.eu/21e-SAVIM-Automne-20-au-23-novembre-2015_all.html

SANTON FAIR – 22 November to 31 December

The oldest fair celebrating santons (traditional nativity figurines), which began in Marseille in 1803 and brings over 30 santon-makers to Marseille city centre.

www.marseille-tourisme.com

EUROMEDITERRANEE

What is Euroméditerranée?

A planning and economic development operation that has changed the face of Marseille. Launched in 1995 by the State, the City of Marseille, the Urban Community of Marseille Provence Métropole, the Provence-Alpes-Côte d'Azur Region and the General Council of Bouches-du-Rhône, Euroméditerranée I has transformed a piece of the city covering over 300 hectares.

In concrete terms, for the people of Marseille, this has meant tunnels (Major, Saint Charles and Joliette), office blocks with the CMA-CGM tower and the new La Joliette business district, cultural amenities like the Silo and the Mucem, as well as the new Saint Charles station, the renovation of Rue de la République and the Terrasses du Port shopping centre, to name just the largest projects.

Designed by famous architects like Zaha Hadid, Rudy Ricciotti, Stéfano Boeri, Jean Nouvel and many others, these buildings are now the emblems of the new Marseille.

This scheme has Operation in the National Interest status, and aims to elevate Marseille among the ranks of the great European and Mediterranean metropolises.

It will achieve this by building a new “city in the city”, and upholding the pillars of sustainable development: social equity, respect for the environment and economic growth. This will be achieved by transforming underused land in the city centre to develop new neighbourhoods. Infrastructures (tunnels), public spaces (pavements, roads) as well as offices, housing, shops, hotels, cultural amenities and leisure facilities are all part of the plan.

Facts about Euroméditerranée:

Surface area: 480 hectares between the commercial harbour, the Vieux-Port and the TGV station.

Housing: + 18 000

Offices and business activities: + 1 000 000 m²

Shops: + 200 000 m²

Public amenities: + 200 000 m²

Parks and public spaces: 60 hectares

Jobs: + 35 000

Inhabitants: + 38 000

Investments: 7 billion Euros

Contact : Marie-Claude PAOLI

Tel : +33(0)4 91 14 45 12 – mcp@euromediterranee.fr

<http://www.euromediterranee.fr/>

THE SEA

L'Office de la mer (the Sea Centre)

An independent association established in 1988, the Sea Centre is a place where all the players involved in the Marseille maritime world come together to exchange ideas, develop, promote and uphold the bonds that unite the Phocaean city to the Mediterranean. Recreation, sports, water sports, boating, tourism, trades, economy, education, culture, heritage, environment and safety are all elements of this relationship that are explored, analysed and showcased through the centre's myriad projects and significant events. <http://www.officedelamer.com/>

Marseille aims to become an international nautical and sports capital. This goal is made possible thanks to the city's exceptionally rich natural heritage including the sea, seaboard and the islands.

Exceptional sites *For boating and for recreation and water sports*

- **14 ports** located along 57 kilometres of seaboard with a capacity of **8600 mooring rings (10,000 mooring rings total in MPM's 24 ports)**, the leading boating centre in France and the 2nd boating centre in Europe (after Chichester in the United Kingdom).
- Project to create 600 additional mooring rings at Port Frioul.
- 15 guarded beaches spanning 42 kilometres along the seafront: 2 million users on average in summer (July/August).
- The Prado South beach: 1st French beach to have earned the "Tourisme & Handicap" label, since 2006.
- Beach safety and monitoring. 75 lifeguards in season
- with one hundred associations and nautical clubs, the following activities can be practiced year-round: sailing, rowing, sea kayaking, recreational fishing, surfing, kitesurfing, water jousting, canoeing...
- a high level French sailing centre, training centre for athletes, half of whom come from Marseille's clubs.

Events with an international scope

By hosting **numerous events of global interest**, Marseille's image as welcoming athletic city has been strengthened with each passing year.

- by expanding nautical events that are traditionally held in Marseille: Septembre en Mer (September on the Sea, the most important European corporate regatta), the Semaine Nautique Internationale de la Méditerranée (SNIM - International Mediterranean Nautical Week), the Juris'Cup, the Marseille-Corsica islands circuit, the traditional water jousting championships, canoeing, kayaking and rowing.
- by hosting famous sailing events such as the Tour de France à la Voile, Les Voiles du Vieux Port, the Audi MedCup...

Marseille also hosts two underwater photography festivals (Festival Mondial de l'image sous marine and the Festival des photos sous-marines).

In all, Marseille Provence Métropole is home to around 250 nautical events each year.

Water sports and recreational boating: a growing activity centre

- 2007 statistics for the entire MPM community: 400 businesses, 2000 jobs, turnover of 400 million Euros (35% industry, 35% service, 24% commerce), 5% annual turnover growth.

CRUISES

Marseille, a key Mediterranean cruise ship destination, is also the gateway to Provence and the leading French port of call.

Numerous destinations are just a few kilometres away from the city: Aix-en Provence, Cassis, Bandol, the Aubagne region, as well as the Alpilles, Saint Rémy de Provence, les Baux de Provence, Arles and the Camargue, the Lubéron, Avignon ...

So many sights to choose from for a tourism day trip or an extended stay before or after the cruise.

Club de la Croisière Marseille-Provence (Marseille-Provence Cruise Club)

The activities of this organization that works closely with the city of Marseille and the Tourist Office and Convention Bureau are focused on three domains: promotion of the port of call and Marseille, passenger reception at the dock and in the city, as well as the adaptation of the port's equipment and services.

<http://www.marseille-cruise.com>

Tél : +33 (0)4 91 39 33 98 - info@marseille-cruise.com

Statistics:

2012 : 890,000 cruise ship passengers.

2013 : 1 150,000 cruise ship passengers

2014 : 1,315,000 cruise ship passengers

The major cruise ship operators stopped over in Marseille :

Costa Croisières, MSC Croisières, Croisières de France, Royal Caribbean International Cruises, Winstar Cruises, Holland America Line, Seabourn Cruise Line, Celebrity Cruises, Oceania Cruises, Silversea Cruises, Regent Seven Seas Cruises, Azamara Cruises, Sea Cloud Cruises, Ponant, Princess Cruises, Celestyal Cruises ...

The Mediterranean cruise market continues to grow

The cruise sector is one of the tourism products that has continued to grow despite the difficult economic context. Europe and the Mediterranean in particular have become significant navigation zones for ship operators.

Marseille has made a place for itself in this competitive market and is now ideally positioned as the French port of call.

The shift towards France and Marseille in particular is ongoing in the cruise sector. Various developments at the Marseille port, in particular the MPCT cruise ship terminal concession awarded to the MSC Croisières and Costa Croisières have made it possible to expand the promotion of boarding/disembarking in Marseille, thus generating significant economic returns. This has also made it possible for Marseille to reach a significant milestone of one million passengers in 2013.

MARSEILLE, LAND OF FOOTBALL

Marseille, a genuine paradise for sports enthusiasts! Whether you enjoy fishing, football, golf, hiking and climbing, or sailing, ocean kayaking and diving, everything is possible thanks to Marseille's exceptional natural surroundings and the presence of appropriate infrastructures.

But the true attraction that really gets the city into high gear is the Olympique de Marseille team and stadium with its major football matches. After the European Cup and the 1998 World Cup, the Stade Vélodrome hosted rugby fans for the 2007 World Cup. It is the preferred stadium of the French rugby team as well as the mythical All Blacks. Last but not least, it will host Euro 2016 as well as sports events for the Capital of Sport year in 2017

The new Stade Vélodrome and its new guided tour!

A witness to the OM's hour of glory, the Stade Vélodrome is one of the sports arenas whose name is known around the world. Owned by the City of Marseille since 1937, it is the second largest French stadium after the Stade de France, with a capacity of 60,013 seats. The stadium renovation project was approved by the municipal council in light of the prospect of the French candidacy for the Euro 2016.

The project includes provisions to put roofing over all the stands and to increase capacity to 70,000 seats. In addition to the modernization project, a centre for economic excellence will be established with shops, office space, a restaurant and hotel facilities.

The big stadium was inaugurated in October 2014 after 3 years of work during which it remained in business.

New: since December 2014, guided tours of the stadium have been provided by Marseille Tourist Office, to take a behind-the-scenes look at this legendary place.

L'Olympique de Marseille

The OM is the French football team with the most honours and the only one to have won the League of Champions. With its international recognition, the OM team boasts fans from around the world.

Marseille will be the European Capital of Sport in 2017, as the Phocaeen city takes a new opportunity to increase the national and international appeal of its territory. As the ultimate sporting city, with over 150,000 members of sports associations, Marseille wants to take this chance to improve access and the development of "sport for all". This nomination should also enable it to create a collective dynamic that brings together the sports movement, institutional players, the world of business and the education sector, driven by the values of sharing, solidarity and self-improvement.

MARSEILLE AND THE SILVER SCREEN

Prior to the advent of the seventh art, many artists set their easels up in Marseille to capture the landscapes, but it was the 1896 Lumière brothers innovation that paved the way for cinema.

Since then, over 300 scenarios, some of which became cult classics, have put Marseille on the silver screen. After the film period that left lasting impressions on an entire generation (the Pagnol trilogy: Marius, Cesar, Fanny and even Borsalino), Marseille was once again a top choice filming location with works such as Taxi, Fabio Montale, MR73, Mayrig, Marius and Jeannette, Transporter 3, A Prophet, La French with Jean Dujardin in 2014...

With the aim of fostering development of the cinema industry, the city established the Bureau du Cinéma in 1996. The organization monitors industry trends and provides project assistance.

The Belle de Mai Media Centre dedicated to cultural development is also home to a cinema department complete with high-tech equipment.

The offices of producers and broadcasters as well as audiovisual studios are located at the site.

The scope of the city's project is justified by the filming of the soap opera ***Plus Belle la Vie***.

Marseille now ranks as the 2nd French city in this industry!

The cinema industry (filming...) generates business for the city's hotels, to the tune of **8000 room reservations per year**.

Plus Belle la Vie

Everyone knows the *Plus Belle la Vie* soap opera that airs on channel France 3 from Monday through Friday. Children, teenagers, adults and seniors alike (pretty much everyone) have watched at least one episode.

This level of success for a French soap opera is astounding, it is a unique phenomenon in the French television world, with an audience that keeps growing night after night.

For some time now, the Marseille Tourist Office and Convention Bureau has been aware of a genuine tourism boom, thanks to *Plus Belle la Vie*!

An audience of around several million viewers every evening, of which 20% are under 24.

www.plusbellelavie.fr

Château de la Buzine

On Marseille's east side (Camoins neighborhood), the "My Mother's Castle" built in 1867 that was so dear to Marcel Pagnol, was in a state of neglect. The famous Marseillais had purchased it in 1941 with the intent of creating a "Cité du cinéma" at the site.

After renovation work that lasted three years, the Château de la Buzine has opened its doors to the public in June 2011.

The city of Marseille purchased the building in 1995 and intends to turn it into a museum in honour of the author and director's entire oeuvre. In accordance with Pagnol's wishes, the Château will also house a media centre with a 350-seat auditorium, foreshadowing a future "Mediterranean Cinematography Centre".

www.marseille.fr

FASHIONABLE MARSEILLE

Marseille has become a fashionable city, in addition to the quality of life, the exceptional natural surroundings and cultural heritage, it is also a Fashion city with many budding designers.

Any attempt to provide an overview of fashion in Marseille would be pretentious and inevitably incomplete. The below list is just an appetizer with a few names for the connoisseurs and for those who wish to learn more:

A few famous Marseille brands:

- Sessun, Kulte, Pain de Sucre, Fuego, Didier Parakian, Le Temps des Cerises, Sugar, Hélène Sorel, American vintage, Gas, les petites bombes, Frojo, Pellegrin...

And a few big names who have chosen Marseille:

- Hermes, Kenzo, Vuitton, Ventilo, Hugo Boss, Armani, Paul Ka...

Marseille has his own Mediterranean House of Fashion Crafts (Maison Méditerranéenne des Métiers de la Mode - MMMM) established by Maryline Bellieud-Vigouroux in 1988, and his Syndicat de l'habillement (garment trade union).

A library area specialized in fashion and costumes caters to the requirements of designers, and the Mediterranean House of Fashion Crafts showcases and supports regional designers.

<http://www.m-mmm.fr/La-MMMM>

The Fashion Museum (Musée de la mode) opened in 1988 at the Espace Mode on the Canebière then relocated in June 2013 to the Museum of Decorative Arts at the Château Borély. The museum's permanent exhibit is comprised of 6000 articles of clothing and accessories, in addition to the temporary exhibits that are hosted on a regular basis.

Chanel, St Laurent, Paco Rabanne and Christian Lacroix drew attention and made lasting impressions with the famous black dress, the magnificent ballet costumes, the sumptuous metallic articles as well as shimmering impressions worthy of the women of Arles...

Numbers and fabrics!

The PACA region and Bouches du Rhône garment textile industry is centred in Marseille.

A quarter of the PACA region's fashion and garment textile industry is based within the Marseille Urban Community, with an over-representation of the garment industry.

The Phocaean city is also highly specialized in the wholesale trade industry with around half of the PACA workforce. www.professionmode.com

Sixty or so students have signed up to courses in fashion and textiles run by the MMMM and the AMU (Aix Marseille University).

Where are the designers located?

You will find a wide range of designer boutiques near the Opéra de Marseille and Rue Sainte: Moore, Casablanca, Diable Noir, etc. as well as Séssun, American Vintage, etc.

Cours Julien, another place dedicated to stylists (Tata Zize, Filles de Lune, Floh, Les Galinettes, etc.), with its pedestrian esplanade, offers a friendly atmosphere for a relaxed shopping experience.

In the historic Le Panier quarter, a number of hip boutiques have sprung up since its renovation: Le comptoir du Panier, Les baigneuses, Le bazar du Panier, etc.

SHOPPING IN MARSEILLE!

Shops in the City center

With a total of **15,000 shops**, including 5,900 commercial premises in the city centre, Marseille is becoming an ideal place to shop. Out of all these premises, 29% are big name stores and account for 72% of the development of the city's commercial appeal. Each year, the very centre of Marseille has a **turnover of 760 million euros**.

In Marseille, trade accounts for **38,000 jobs** (excluding tourism) with **14,000 in the city centre alone**, to which are added 12,000 jobs in the tourism sector.

The very centre is characterised by a large selection of shops specialising in apparel, growth in the hygiene / health / beauty sector, a confirmed trend towards the medium to high end of the market, and slight growth in culture and recreation.

The centre of Marseille plays the role of a **regional city centre**, since it attracts shoppers from all of the PACA region and beyond. A special effort is also made to cater to tourists, including cruise guests, who are becoming increasingly numerous. The increase in tourist numbers in recent years has led to a growth in activity in the city centre. In 2009, nearly 4 million visitors walked the streets of the Vieux-Port, **bringing in about 700 million euros**. Faced with this growing demand, a series of actions have been taken in the city centre to develop 80,000 m² of additional retail space.

<http://www.marseille-centre.fr/>

Les Terrasses du Port

Overlooking the sea and providing a wonderful place to relax and socialise, with a combination of shops and cultural and leisure facilities, Les Terrasses du Port offers a whole new way to shop.

With a food hall, restaurants, big name stores and cutting-edge designers, this is a unique, top-quality mall that creates a totally new shopping experience.

Opening since 24 May 2014. Open 7 days a week

- **61 000 m²** of shops
- **160 shops**
- **2 600 parking spaces**
- A **terrace** and promenade **260 metres long facing the sea**
- A modular terrace of **3 000 m²** for events and activities

<http://www.terrasses-du-port.fr/>

Les Voûtes de la Major

Since the summer, the arches of Marseille cathedral have housed a new shopping centre covering 7200m², with 39 high-end shops and restaurants.

At the foot of Les Voûtes, the new landscaped promenade is becoming a site dedicated to leisure, culture, shops and quality restaurants. This focus on culture and tourism benefits from a location next to MuCEM (Museum of European and Mediterranean Civilisations), the Regards de Provence Museum and the Regional Centre for the Mediterranean.

Les Voûtes has a covered market, “Les Halles de la Major”, with 600m² exclusively devoted to fine food, produce and regional specialities, with 10 stalls and a Brasserie.

The idea is to restore the authenticity of local shops, establish a real “producer/consumer” bond and offer the public a place to meet and socialise, with the product and its region of origin being the inspiration behind it. The premises are open 7 days a week from 9 am to 7 pm, so people go there to shop at the market, have a few nibbles at the various stands, or just have lunch at the Brasserie.

This exceptional location, combined with the MuCEM being just beneath the esplanade, as well as a visitors’ car park with 750 spaces, will give the shops at Les Voûtes de la Major an appeal unrivalled by anywhere else in Marseille.

<http://voutesdelamajor.com/>

Le Centre Bourse

The oldest shopping centre in Marseille, located in the city centre behind the Vieux-Port, has had a stunning makeover. Now more modern, with 30,000m² of retail space, this shopping mall has nothing to envy more recent arrivals.

www.centre-bourse.com

Opening in October 2015!

Les Docks: <http://lesdocks-marseille.fr/fr/>

An historic building that is emblematic of the Phocaean city, Les Docks began their revolution to be reborn in spring 2015 as Les Docks Marseille®, an unmissable new destination at the heart of the Joliette quarter, which is currently undergoing a transformation.

The 80 boutiques offer a range of services that all complement each other to create a unique shopping experience as well as places to socialise, open 7 days a week from 10 am to 8 pm, and until 1 am for restaurants.

Les Docks Marseille will offer a targeted, unique, complementary range of shops, with “chic and hip” ready-to-wear fashion labels, “flagship” chains selling Marseille creations, new restaurant and café concepts, a market organised around a dozen stands run by craftspeople and producers as well as local services, to meet the daily needs of the 3,500 employees and 220 local businesses, as well as passing trade.

The project includes:

Bleu Capelette: www.bleu-capelette.com

Arema-Vélodrome: www.arema-velodrome.com

This centre on the south side is part of a town planning project that includes the extension of the Stade Vélodrome and a new construction programme.

DESIGN AND ARCHITECTURE

Marseille, a rising star! Over the past few years, France's oldest city has become trendy, with a boost from the many cultural projects stemming from the city's nomination to the 2013 European Capital title and the fabulous Euromediterranee achievements. The face of Marseille will be shaped by the architectural genius of the most prominent architects including Zaha Hadid, Jean Nouvel, Fuksas, Rudy Ricciotti and Kengo Kuma. Multifaceted, colourful design is the norm here in a city where the sun shines more than 300 days a year, with a culture based on traditions from all corners of the Mediterranean.

A touch of the avant-garde

The creative influence of the infamous "Le Corbusier" on the city was first felt in 1952 with the "Cité Radieuse", a 165m long and 56m high structure made of coloured concrete. This city within a city comprised of 337 flats, a hotel, a school, shops and a terrace roof was much disparaged but is now a major attraction for tourists from around the world! The very "arty" hotel and bar-restaurant will delight design and architecture enthusiasts.

Cité Radieuse Le Corbusier – 280, Bd Michelet – 13008 Marseille

Tours are organised by the Tourist Office and Convention Bureau from Tuesday to Saturday at 2 pm and 4 pm

Information and bookings: www.resamarseille.com, T. 0826 500 500

Since June 2013, the roof terrace of the old gymnasium has been home to a design centre, the MAMO (Marseille Modulor) directed by the Marseille-born French designer Ora-Ito.

The Royal Academy of Urbanism in London awarded the prestigious "European City of the year AWARD 2014" to the City of Marseille.

The city of Marseille was one of three finalists in the "European City of the Year Award 2014" category, competing against Malmö (Sweden) and Istanbul (Turkey). This award recognises Marseille's role today as a major European metropolis, thanks to its metamorphosis in the areas of town planning, culture, business and tourism. The success of Marseille Provence 2013 European Capital of Culture has strongly contributed to this growth, which is set to continue in the years to come!

A quick, non-exhaustive list of designers from Marseille...

- Flower Box <http://www.flowerbox.fr/>
- Miss Julia <http://www.miss-julia.com/>
- LN Boul www.lnboul.com/
- Question de lieux www.variation-u.com
- Urbanoid www.urbanoid.fr

A list of decoration boutiques and designer locations is available on request from the media department of the Tourist Office and Convention Bureau (presse@marseille-tourisme.com)

Of course the Old Port is still far from being a Copenhagen as far design goes, but it's certainly off to a good start!

DINING IN MARSEILLE

The friendly atmosphere is the main flavour of meals here in Marseille where the typical daily fare includes olive oil and garlic.

At the crossroads of the Mediterranean, Marseille is no stranger to foreign cuisine and has even adopted some recipes as its own.

The result? Spicy dishes with a sunny touch, not to mention fish, shellfish and other seafood delicacies that make up the local fare...

A few ideas to satisfy your taste buds:

The famous bouillabaisse, pasta al pesto, seafood, rice with crab, alouettes "sans tête" (meat rolls), Provençal daube (stew), pieds et paquets (tripe), aioli, tapenade (olive spread), anchoïade (anchovy spread), stuffed vegetables, stuffed squid, panisse (garbanzo bean rolls), chichi freggi (sweet fritters), rock fish soup and of course grilled bass, red or white sea bream served with "rouille" sauce.

Navettes

A navette is a traditional biscuit made with orange blossom, shaped like a raft (navette) and measuring 7 to 8 cm long. It was created to commemorate the arrival of St Lazarus and the female Saints who moored their boat on the shores of Provence on 2 February nearly 2,000 years ago.

Bouillabaisse

Originally, this dish was popular with fishermen, and today it is an integral part of French gourmet cuisine.

This dish can be served as a soup or fish course. However, young chefs don't hesitate to reinterpret the traditional recipe (bouillabaisse milkshake, bouillabaisse hamburger, etc.).

Bouillabaisse Marseillaise must include a minimum of 5 species including the following: monkfish, Atlantic stargazer, conger eel, spotted weever, red scorpion fish, red mullet, John Dory, slipper lobster and spiny lobster.

The Tourism Office and Convention Bureau offers a "bouillabaisse lesson" in partnership with the Miramar restaurant, whose chef Christian Buffa reveals his secrets for cooking THE speciality of Marseille. www.resamarseille.com

Restaurants

There are many restaurants in Marseille, ranging from traditional cuisine to world food, not to mention oriental fare and Mediterranean food with a strong Italian influence, and of course the seafood specialties.

The stars of Marseille...

Gérald Passédat, the chef at Petit Nice Passédat was awarded 3 Michelin stars in the 2008 edition. He has thus joined the exclusive ranks of only 26 French restaurants to have earned the three-star distinction, and is the only one in the South-East of France. A prominent family for 3 generations, the Passédats have been around since 1917 when Little Nice was nothing more than a dive on the Corniche! www.passe-dat.fr. In addition, the Chef will take in charge the restaurants of MUCEM (new Museum on the old port).

L'Epuisette (1 Michelin star) www.l-epuisette.com

Located in the heart of the Vallon des Auffes below the Corniche, the Epuisette boasts panoramic sea views with the Frioul islands in the background. Chef Guillaume Sourrieu draws on Provençal and Mediterranean cuisine.

Chez Michel (1 Michelin star) www.restaurant-michel-13.fr

Located in the Catalans district, next to the Old Port on the seaside, Chez Michel is THE fish and seafood restaurant in Marseille. Michel offers typical, family and traditional dishes.

Alcyone (1 Michelin star) <http://marseille.intercontinental.com/gouts-et-saveurs/restaurant-gastronomique.html>

A new star for Marseille in 2014, thanks to the intercontinental restaurant!

And 2 new Michelin stars since 2015!

Une table au Sud (1 Michelin star) <http://www.unetableausud.com/>

Its Chief, Ludovic Turac was born in Marseille and became at 26 the youngest Michelin star in France. He affirms his identity with an inventive cuisine.

Le AM (1 Michelin star) <http://alexandremazzia.com/>

Alexandre Mazzia filed his bags in Marseille in 2009, having been around the world and worked with famous Chiefs (Hermé, Passard, Arm, Gagnaire, Martin Berasategui). His cuisine is very influenced by the mix of cultures, including Africa where he was born and spent 14 years of his life. His establishment of 26 seats, with wood and concrete mixture, which he defines as "brutalism, refined, silky, organic" is the image of his cuisine.

In January 2012, **the Gourméditerranée association** was founded by chefs and restaurateurs from Marseille and Provence with the aim of "promoting the skills and gastronomy of Marseille and Provence". Led by Gérald Passedat, Lionel Lévy and Guillaume Sourrieu (Chairman, Vice-Chairman and Treasurer), 40 chefs from Marseille and the surrounding area have come together, some famous with Michelin stars, others less well-known but just as enamoured with cuisine "made in Marseille", united by one idea: to promote the area through their love of our region's culture, produce and gastronomy. <http://www.facebook.com/pages/Gourméditerranée/>

Specialist fairs

Chocolate fair

A global event that has become a truly international brand, the Chocolate Fair (Salon du Chocolat) has travelled all over the world. It is coming back to Marseille and will be held at the Parc Chanot, at the heart of the Phocaean city from 27 February to 1 March 2015. For its 2014 event in Marseille, the Fair drew over 30,000 visitors, with 5,000 m² of floor space dedicated to the world of chocolate, patisserie and confectionery.

<http://www.fou-de-chocolat.com/>

Food'in Sud Fair

Food'in Sud is the catering trade show for the Mediterranean countries at Marseille Chanot. It features 240 exhibitors and brands displaying their products, equipment and solutions to around 10,000 visitors in search of innovations and authenticity. The demonstration,

gastronomy and snacking areas run by famous Chefs promote Food'inspiration and sharing new experiences.

Food'in Sud is perfectly in tune with current trends and showcases the diversity and excellence of products from the lands and regions of the Great South, with food solutions for all places and times.

<http://foodinsud.com/le-salon/>

Expogato – Cake design fair

The 2nd Expogato fair is taking place from 6 to 8 February 2015 in Marseille, with over 3,000 m² of floor space. This event features around 50 exhibitors from France, Spain, Italy, Switzerland, Holland, the USA, etc. Manufacturers, retailers, cake creators...all are united by their love of cake design.

Cake design is increasingly in vogue in France and has become increasingly popular over the last few years. People love adding a decorative touch to their parties with colourful home-made cakes, proudly accompanied by sweet tables. The French Cake Design Championship final will also take place at the fair!

<http://www.expogato.com/>

The “Street Food en Mouvement” association chaired by Chef Thierry Marx and the organiser of the RestoNouvo show, Medexpo, joined forces to put on the first ever **Street Food International Festival - SFIF at the Docks des Sud in Marseille en 2013.**

Marseille watched as one of its local restaurant owners was awarded the “Street food d’or international” prize by a jury of French and European restaurant professionals.

The team at the La Boîte à Sardine restaurant had launched an innovative food van concept.

The idea: a new take on fish and chips, with fried Mediterranean fish, panisses (local type of chips with chick pea flour) and home-made aioli, to enjoy on the go!

The pretty blue van travelled the streets of Marseille and was often seen at cultural events (concerts, festivals...).

The city was already known for its historical catering vans, a reminder of its cosmopolitan roots:

The concept of the wood-fired pizza van was invented in Marseille by Jean Meritan in the 70s, a world first at the time.

RECOMMENDATIONS FROM THE TOURIST OFFICE AND CONVENTION BUREAU

MARSEILLE GETAWAYS

Marseille is an ideal destination for short getaways thanks to its convenient air and TGV train connections. Hotel reservations, weekend packages or packages for an event, sports or culinary activity. The choice is up to you!

The Tourist Office and Convention Bureau has established a dedicated website for short stays including the following services:

- Hotel reservations from 0 to 5 stars
- Cookery Classes
- Guided tours
- 24, 48 or 72 hours City pass
- Boat excursions to the Calanques
- Little train, Bus tours
- Scuba diving initiation and snorkelling trips...

The site also has the following packages on offer:
Several Marseille Getaways:

*** 1, 2 or 3 Nights week end Marseille Getaway:** Starting at 65€ per person for a double room in 2* to 5* hotel including per person: the night(s) in the chosen hotel category, the breakfast(s) and the tourist tax, 1 Marseille City Pass 24hrs, 48hrs or 72hrs.

*** Gourmet Marseille:** Starting at 195€ per person based on a double room in 2*, 3* or 4* hotel including per person: 2 nights accommodation in the chosen hotel category, breakfasts and city taxes, 1 City Pass 48hrs, 1 bouillabaisse dinner per person, 1 traditional aperitif on the old Port, coffee or tea per person.

*** Sea and Calanques in Marseille:** Starting at 148€ per person based on a double room in 2*, 3* or 4* hotel including per person: 2 nights accommodation in the chosen hotel category, breakfasts and city taxes, 1 City Pass 48hrs, 1 traditional bark trip through the bay (October-June) or 1 swimming tour with flippers (June-September) on Friday pm

Hurry to make your booking! www.resamarseille.com / 0826 500 500

MARSEILLE CITY PASS

"All inclusive" tourist and cultural passport. Valid for 24, 48 or 72 consecutive hours (24€ , 31€ or 39€), the pass confers free admission to museums, tours, the château d'Ile boat, the tourist train, public transportation and other advantages. Specific prices for children (17€, 20€ or 23€)

New

Download the free City pass app!

Available from Google Play and Apple store.

It will help you find general and practical information about the city and its monuments and neighbourhoods.

GUIDED TOURS

Guided tours: from 9€ to 13€

A few popular tours:

Le Panier : historical district

The forts of the Old Port: Saint-Nicolas and Saint-Jean

Notre-Dame-de-la-Garde Basilica.

The painters of L'Estaque: Cézanne, Dufy, Braque...

Exclusive!

Cité Radieuse Le Corbusier – 280, Bd Michelet – 13008 Marseille

Tours are organised by the Tourist Office and Convention Bureau from Tuesday to Saturday at 2 pm and 4 pm. Price : 10€ for adults and 5€ children. . Excluding City Pass.

The New Stade Vélodrome

Accompanied by a guide, go behind the scenes at the New Stade Vélodrome and relive the exciting history of this stadium, built in 1935 for the 1938 Football World Cup, then transformed and enlarged for the 1998 World Cup and...

Length 1h15 – Adult price €13 / Child price €8 (aged 6-12). Excluding City Pass.

Information and bookings: www.resamarseille.com, T. 0826 500 500

For further information:

<http://www.marseille-tourisme.com/fr/a-marseille/comment-faire/visites-guidees/>

The Marseille Tourist Office and Convention Bureau has undertaken all the required formalities in order to obtain two important labels:

- the Tourisme & Handicap Label (obtained in february 2010)
- the Famille Plus Label (obtained in January 2013)

TOURS WITH A DIFFERENCE

Marseille City Tour: Audio tour on an open-top minibus. Length: 1h30 or 3h. Price: €13/€20 and €7/€11 for children aged 5 to 12.

Marseille Open Tour: 18 km audio tour to complete at your own pace in 1 day (€19) or two days (€22). 13 sites to discover. Reduced price of €17 and child price of €8 for ages 4 to 11.

Night tour every Thursday and Saturday at 8 pm from May to September for €15.

Marseille by Little Train: 2 circuits: Notre-Dame de la Garde or Le Panier. Adult price from: €7 and child price: €3.

Marseille by Tuk Tuk: 1 to 3 hours depending on the chosen itinerary. From €45.

Marseille e-bike tours: Guided electric bike tours. 3 itineraries: "The Lou Pitchoun tour" in 3h for €39, "The fada tour" in 4h for €49, and "The calanques tour" in 7h for €79.

Marseille on the move by Monuments Tracker: the whole of Marseille in one app!

Around 100 sites and monuments for just €0.89 per app. Available for iPhone and Android Smartphone.

COOKING ACTIVITIES

Bouillabaisse lessons at Le Miramar restaurant

3rd Thursday of the month from 9.30 am to 2 pm. Price: €120 per person.

Let yourself be guided around the Vieux Port for a look at the city's history, and join the chef on a trip to the fish market before preparing and enjoying real bouillabaisse marseillaise.

BY THE SEA AND AROUND THE CALANQUES NATIONAL PARK

Diving

De mi-juin à mi-septembre de 14h à 17h30. Tarif : 65€ par personne

Baptême de plongée avec un moniteur pour découvrir la faune et la flore sur le site des Calanques ou des îles qui parsèment la baie. Accessible à tous. Enfant à partir de 8 ans.

Flipper swimming tour

Every day from 2 pm to 5 pm. Price: €25 / child €23€ / Family €44

Explore the sea bed with a mask, flippers and snorkel.

Accessible to all, the only requirement is you must be able to swim!

Calanques walks

Explore Marseille's calanques (steep-walled inlets on the coast) with a guide and hiking specialist. Let them show you the area's remarkable natural environment, landscapes and history, depending on the schedule.

2 walks available:

- Sugiton calanques walk. Price: €12 per person. No. of participants: 2 to 15 people. Minimum age: 8 years old accompanied by an adult. Language: French.

- Morgiou calanques walk: Price: €12 per person. No. of participants: 2 to 15 people. Minimum age: 8 years old accompanied by an adult. Languages: French and English.

PAGNOL-THEMED ACTIVITIES

Marcel Pagnol theatre walks “Le Schpountz”

Experience one of the most famous films of Marcel Pagnol, while walking in the hills of Allauch: along a unique walking tour of 10 km within the departmental domain of Pichauris, you'll find the landscapes of the Provence of yesteryear. On a fully scripted day tour, from the family grocery store to the movie studios, follow the funny and moving adventures of Irénée.

Price: €39 per adult, €20 per child aged 6-18 and €34 for groups of at least 10 people. In April and May depending on the schedule.

A fun day out that celebrates the work of Marcel Pagnol!

AGENDA

JANUARY

- Le Temps des Crèches (Nativity scenes)
- International Biennial of Circus Arts

FEBRUARY

- Candlemas Celebration (Traditional celebration)
- Open 13 (Tennis tournament)
- Chocolate Fair
- Japan Expo Sud (Manga/Anime Festival)
- Expogato – Cake design fair

MARCH

- "Avec le temps" French music festival
- Mars en Baroque (Music festival)
- Festival Babel Med (World Music)

APRIL

- Semaine Nautique Internationale de la Méditerranée (Regattas - International Mediterranean Nautical Week)
- Marseille Carnival
- Frontier science festival
- SAVIM (wine and gastronomy fair)
- International Salsa Festival

MAY

- Spring of contemporary art
- Sacred Music Festival

JUNE

- Marseille Festival (Theatre, Dance, Music)
- Les Voiles du Vieux Port (Old Port Sails - traditional sailboat regattas)
- Music Festival on June 21st (Free street performances)
- Saint Eloi Festival (Traditional celebration)
- The Monte Cristo Challenge (Swimming contest in the sea)
- Sosh Freestyle Cup (gliding sports)

JULY

- Marseille Festival (Theatre, Dance, Music)
- International Folklore Festival at Château Gombert
- Festival du Documentaire (Documentary Film Festival)
- Jazz Festival from the 5 continents
- Mondial de Pétanque La Marseillaise (World Petanque Competition)
- July 14th - Bastille Day (Military parade)
- Triathlon (Ironman)

AUGUST

- Feast of the Assumption (Traditional celebration)
- Art O Rama (contemporary art)

SEPTEMBER

- Septembre en mer (September on the sea - exhibitions, regattas, excursions)
- Juri's Cup (Regattas)
- Journées du Patrimoine (Heritage days - free admission to museums and monuments)
- Fête du Vent (kite festival)
- Foire Internationale de Marseille (International Fair)
- Marsatac Festival
- Run in Marseille (marathon)

OCTOBER

- Fiesta des Suds (Concerts)
- Semi Marathon Marseille-Cassis (Foot race)
- Semaine du goût (Gastronomy week)
- Festival of submarine image
- Antiques Fair

NOVEMBER

- Santons Fair (Christmas tradition)
- Opera Music Festival at Saint-Victor
- SAVIM (wine and gastronomy fair)

DECEMBER

- Santons Fair (Christmas tradition)
- Christmas Markets

More information on all these events at www.marseille-tourisme.com,

ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

Water management

For a number of years the city of Marseille has implemented an ambitious and avant-garde policy for sustainable water management. As a result the city's water is considered to be "the best water in France". Since 1996, Marseille has been the headquarters of the World Water Council and has been chosen to organise the World Water Forum in 2012, a gathering of more than 10,000 experts.

The Harbour Management Plan was set up in 2006 to enhance and preserve the waters of Marseille's harbour with various schemes:

- The Islands of Frioul 800 hectare maritime park, a Natura 2000 site.
- The planting of artificial reefs.
- The installation of ecological anchoring and the maritime buoyage plan.

www.marseille.fr

The Calanques National Park

The Calanques National has been created in May 2012 and it is Europe's largest National Park encompassing sea, land and peri-urban areas. Thanks to this classification the 5000 hectare massif benefits from added protection. www.calanques-parcnational.fr/

Transportation

Bikes – tramway

More than 1000 bikes were installed in over 130 rental stations in 2007 at the same time as the launch of the tramway service. The exceptional climate allows Marseille's inhabitants and tourists to move around the city whilst helping to protect the environment.

www.levelo-mpm.fr

The Helios

This boat was launched in 2012 and is equipped with electric motors, batteries and solar cell panels. www.visite-des-calanques.com/

Electro-solar ferryboat

Brand new and more eco-friendly! The César's little brother crosses the Vieux-Port from the City Hall to Place aux Huiles.

<http://www.marseille.fr/sitevdm/se-deplacer/ferry-boat>

Segways

Twenty One Jump is a new business that lets you explore Marseille at the helm of a Segway. A Segway is a two-wheel self-balancing scooter, 100% electric, eco-friendly, entertaining and fun.

<http://www.segway21jump.com/>

E-bikes

Visit the secret little places known only to locals by electric bike. See breathtaking views and local residents' best-loved spots, with local guides providing a commentary at each stop.

<http://www.ebiketours.fr/>

The Green calanques

A new solar boat to discover the Calanques. www.croisieres-marseille-calanques.com

WattMobile : electrics scooters rental.

A new service offer to the tourist from the last summer, to visit Marseille with respect to the environment.

www.wattmobile.fr

Beaches

Marseille's beach waters are subject to laboratory analysis more than 500 times throughout the summer season, in order to detect harmful bacteria. Awareness campaigns will be carried out amongst swimmers and boating enthusiasts, with the renewal of the "blue patrol" each year, in order to promote environmentally friendly behaviour. www.marseille.fr

MADE IN MARSEILLE

Marseille has preserved its traditions and legendary art of living throughout the ages. The capital of soap and birthplace of the santon, Marseille will also delight gourmet pleasure-seekers with its world-renowned pastis and bouillabaisse.

Soap

The Marseille soap industry that was established shortly after the crusades experienced strong growth in the 16th century. By 1786, there were 48 soap factories employing 600 workers in Marseille, with an annual production of 76,000 tons. As soap manufacturing methods evolved during the 19th century, the Marseille soap industry was in a position to develop highly regarded products (olive oil soap, palm oil soap...). At present, there are very few remaining active soap factories in Marseille, but soap remains permanently associated with the city's image.

Santons

Symbol of Provence around the world, the ceramic santons originated in Marseille at the end of the 18th century, and are among the rare handicraft articles that are still produced according to tradition.

A more modern version of the figurines once made of bread, plaster, wax or blown glass, the traditional method of making these figurines has survived to the present day. These traditions combine expertise and creativity, along with workshop secrets.

Navettes

These traditional orange-blossom flavoured pastries are shaped like a small boat (navette) and are 7 to 8 cm long. They were created to commemorate the arrival of Saint Lazare and the other saints who landed on the shores of Provence nearly 2000 years ago, on February 2nd.

Pastis

Craftsman, artist and passionate environmentalist, Paul Ricard created the Marseille pastis in 1923. Perfecting his recipe took him a full year during which he deciphered each aroma, mixed and combined. He also perfected methods for extracting and macerating aniseed and many other plants (liquorice, artemisia, cardamom...). The expansion of the Provençal cocktail sector followed shortly, with the launch of other brands (Bardoin, Janot and his 51, Casanis ...), and products from small craftsmen.

www.lamaisondupastis.com

Bouillabaisse

Bouillabaisse was initially a popular fishermen's dish but it has risen in status and is now considered to be a fine French delicacy.

This dish is served in two stages: the soup, then the fish. Young chefs of course are not afraid to take liberties with the traditional recipe (bouillabaisse milkshake, bouillabaisse hamburger...).

The "official" Marseille-style bouillabaisse must include at least 5 species of fish from the following list:

monkfish, conger eel, weeverfish, chapon (scorpion fish), gurnard, John Dory, slipper lobster, crawfish. www.bouillabaisse.com

Daube

Daube is an iconic dish in Provence and Marseille in particular, and in fact you can always tell when someone isn't from round here, because they feel obliged to add the adjectives

“provençale” or “of beef”... Daube is daube and that’s it. It is a stew made with beef marinated in red wine. The cubed meat is put to marinate in wine the day before, generally accompanied by carrots, garlic, black olives, salted or smoked bacon (“petit sale”), tomato and Provence herbs: thyme, savory, bay leaf, peppercorns, and sometimes orange peel, cinnamon bark or ginger.

Pieds paquets

Pieds paquets (or pieds et paquets) are a speciality common to Marseille and Sisteron, which is known all over the world for its lamb. Louis Ginouvès, a cook from the Pomme district of Marseille in 1880, is credited with inventing the recipe. This dish is made from sheep offal (stomach and hooves), simmered in white wine and tomato sauce.

The 13 desserts of Christmas

Until the 1920s, there was no written record of Provence’s Christmas desserts. Since the start of the 20th century, they had simply been referred to as calenos, with descriptions of their abundance and deliciousness going back a long way. François Marchetti, a parish priest in a district of Marseille, mentioned them (without stating the number) in 1683, in his *Explication des usages et coutumes des Marseillais*. He singled out the fresh or dried fruits and the dessert named pompe à l’huile, which “are enjoyed by people on the last two days” before Christmas. However, he dwelt more on the use of three white tablecloths to cover the table, on which thirteen loaves were placed, with the twelve small ones representing the apostles and the bigger one representing Christ.

The thirteen desserts were mentioned for the first time in 1925. In a special Christmas issue of the paper named La Pignato, a writer from Aubagne stated: “Here is a quantity of sweets and treats, the thirteen desserts: there must be thirteen, yes, thirteen; no more if you like, but certainly no less”.

Postcards

The Marseillais Dominique Piazza seems to have been the first person to have sold photographic cards in France, in 1891. From 1892 onwards, other cities in southern France did the same, followed by Paris. However, printed photographic cards remained extremely rare until 1897.

Pétanque

Genuine pétanque, the French game of boules with no run-up, only emerged in 1907. Its name comes from the Provençal word “pèd tanco”, meaning “feet together”. It was played on a shorter pitch and the player threw the ball without taking a run-up, standing in a circle drawn on the ground. The formula was a success and in 1908 the first official competition was created in La Ciotat, a small town to the east of Marseille. A few years earlier, in 1904, Félix Rofritsch from Alsace had made his first nailed boules in his workshop on Rue des Fabres, in central Marseille. It was the start of the great adventure of La Boule Bleue.

The barque marseillaise (Borg shipyard in Marseille)

The symbol of Marseille’s maritime life and an embodiment of Marseille’s naval expertise, the barquette marseillaise and its cousins Pointus, Gozzo and Tartanes are robust, comfortable seafaring boats. The Provençale boat whose name means “pig’s snout” has been present in Marseille since the 18th century. The capian, a type of bow located at the front, is used to moor the boat. Its elongated shape with “cheeks” is a symbol of virility. Its shape and size are unique to the boat’s manufacturer. For a romantic trip or family outing, a day on board a barquette is always an exceptional experience.

MARSEILLE FOR KIDS

Minot (n.m.): (familiar) young boy, child, kid, youth.

Marseille has something for "minots" as well. A variety of children's activities are available thanks to the Educational Department of the Marseille museums. In addition, there are children's theatre performances throughout the year: La Girafe (giraffe), le Badaboum, Massalia, le têtard (tadpole), le Divadlo, la baleine qui dit des vagues (talking whale)....

There is also a dedicated children's museum: The Préau des Accoules, with activities for the "big kids" that are related to the exhibits.

Children will also enjoy: the motorcycle museum, the fashion museum, the natural history museum, etc...

Some websites that will make your life easier:

www.ideesdenfants.com

www.tourismeenfamille.com

www.pacamomes.com

www.citizenkid.com

<http://www.marseille-tourisme.com/fr/a-marseille/que-faire/du-cote-des-enfants/>

Marseille Tourist Office and Convention Bureau offers tours, activities and treasure hunts for children regularly and throughout the school holidays:

★ “Between stone and sea” scavenger hunt (Guided walk for families)

★ Graffiti and Street art: on the Cours Julien, art is in the streets: a fun walk for the whole family to learn about this art form

And many more in order to educate our "minots" and keep them busy!

There are many parks and gardens throughout the city equipped with playgrounds for children. The most well-known are: Parc Borély, Parc Pastré, Parc Valmer, Parc du XXVIème centenaire...

There are also two very popular forest adventure parks:

- Pastré Aventures (Parc Pastré)
- Grimpozarbres www.grimpozarbres.com

Want more ideas? the astronomical observatory, botanical gardens, a board sports palace, circus and cookery workshops, sports initiations...

A city pass for kids : 17€ (24 hours), 20€ (48 hours), 23€ (72 hours)

The "Famille Plus" tourism label is awarded to places that welcome and cater to families. The city of Marseille now bears this label and is committed to developing a range of services for families. More information on the label: www.familleplus.fr

Boredom in Marseille is unheard of!

STRICTLY MARSEILLE

Famous Marseillais from the past

- Fernandel, Maurice Béjart, Marcel Pagnol, Edmond Rostand, Jean-Claude Izzo, Elie Kakou, Arthur Rimbaud, Albert Dubout, Jean Bouin, Honoré Daumier, Jean Bouin, Darius Milhaud, Paul Preboist ...

And the present

- Akhenaton (I AM group), Patrick Bosso, Titoff, Jean-Pierre Foucault, Patrice Laffont, Sébastien Grosjean, Nathalie Simon, Ariane Ascaride, Robert Guédiguian, Florence Arthaud, Kad Merad, Hafsia Herzi, Kenza Farah, Zinedine Zidane, Eric Cantona, Maud Fontenoy, Patrick Cauvin, Jean-Marc Morandini,... not to mention the actors from Plus Belle la vie!

Words, words ... and more words!

I am hard at it, painting with the enthusiasm of a Marseillais eating bouillabaisse, which won't surprise you when you know that what I'm at is the painting of some sunflowers.

Vincent Van Gogh, From a Letter to Théo - August 1888

Evidently, if Paris had a Canebière, it would be a little Marseille. But alas, there isn't one! And even if there was, Paris would be obliged to be humble, like a lady-in-waiting wearing her mistress' hand-me-downs.

Dictionnaire des curieux (1880)

And you, Marseille, straddling the gateway to France, as if to welcome her guests in your waters...

Académie de Marseille. Quotes by LAMART.

I was born in Marseille. My father was Italian and my mother was Spanish, a product of the city's mysterious melting pot. Being born in Marseille never happens by accident. Marseille is, and always has been, the port of the exiled, Mediterranean exiles, and exiles from our former colonies as well. Whoever disembarks at the port here will find himself at home. Wherever one comes from, Marseille is home.

Jean-Claude Izzo - Marseille

Living language

Cacou: someone who is showing off, faire le cacou

Cagnard: the sun

Cagole: a loose woman, a rather saucy style. Also the famous Marseille beer.

Dégun: nobody, y 'a dégun, nobody's here

Peuchère: poor little thing! uttered in a compassionate tone

Estranger: a tourist, not from Marseille

Pointu: typical Marseille boat, with a "capian" spur on the bow, symbol of phallic virility.

Fada: a fanatic, a crazy enthusiast.

S'escagasser: to get worked up, to go to a lot of trouble.

Peuchère l'étranger, il s'escagasse en plein cagnard pour traduire cette phrase! (Poor little foreigner who's getting all worked up in the sun to translate this sentence!)

CONTACT

A responsive team at your service to assist you in covering your story, providing you with inspiration on new themes, we're here to welcome you on your business trips to Marseille.

Silvie ALLEMAND

Press, Communication Manager

sallemand@marseille-tourisme.com

Ph. +33(0)4 91 13 89 19, Cell +33 (0)6 73 86 09 80

Marion FABRE

Press Officer

mfabre@marseille-tourisme.com

Ph. +33(0)4 91 13 99 73, Cell +33 (0)6 73 86 09 78

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08/2015

ENCLOSURE

NEW IN MARSEILLE

Hotels

Hôtel Alex ***

In the heart of Marseille's Saint Charles quarter, just by the steps to the train station, discover the new Hôtel ALEX. An original boutique hotel that challenges the traditional hotel concept, drawing on a harmonious blend of design and Marseille classicism with its 21 rooms (some with a balcony) in a contemporary, streamlined and energetic style. A welcoming space safely tucked away from the outside world and the stress of the city.

13-15 Place des Marseillaises, 13001 Marseille - +33 (0)4 13 24 13 24

Restaurants/ Bars

Le Poulpe

Behind the name lies a star. Not a starfish, but the Michelin star awarded to the renowned chef, Michel Portos. He had the idea of opening a restaurant serving only local food. On principle, all solid and liquid ingredients must be sourced within 200 km of Marseille. It's basically about cooking with local ingredients, including wines. Choice of two starters, two main courses and two desserts. Open 7 days a week.

84 Quai du Port, 13002 Marseille - +33 (0)4 95 09 15 91

Urban Kitchen

Inspired by the famous American UKs whilst on a trip to San Diego, three friends had the idea to create this place. This unusual new restaurant has transformed a forgotten empty building into a unique space, combining industrial décor, metal, wood and vintage objects. On the menu: platters of soy tuna tartare, sesame, fennel and Granny Smith apple, octopus salad, figatelli (Corsican sausage) and spring onion, or flash-cooked beef confit, pickles and vegetable chips, not forgetting the house special... the famous slow-cooked Beef Wellington Fillet.

23, avenue de Corinthe, 13006 - +33 (0)9 83 72 01 66. Open for lunch and dinner every day.

Le AM

The former chef at the Ventre de l'architecte and member of Gourméditerranée, Alexandre Mazzia finally has his own restaurant, Le "AM", open since June 2014. He speaks of his cuisine simply but passionately. He says that the dishes he creates are associated with memories from his past: coming back from clam fishing, gathering edible plants in the Calanques, and his grandmother's French toast.

9 rue François Rocca, 13008 Marseille - +33 (0)4 91 24 83 63

Le Bongo

The World Food canteen owned by Tania Bruna-Rosso, a former TV commentator on Canal +, and her partner François has everything you could wish for... A superb décor: blue tiled bar, black mirror tables, Cesca de Breuer chairs, and an outdoor smoking lounge with banquette seats and cacti. And the food above all! On Sunday there's an à la carte brunch with granola and homemade almond milk, Japanese cheesecake, Caesar salad, sugar-coated waffles and more.

126, rue Sainte 13007 Marseille - +33 4 91 33 84 10

La relève

Lunch and dinner menus include tapas platters (marinated anchovies, botargo, game terrine, etc.) and one of two daily specials (sea bream fillet, ham hock stew) prepared by Arnaud every morning after the market. Hugo, meanwhile, takes care of the wine with a selection from organic wineries and small local producers. For the décor, Honoré has given La Relève the look of an old-style bistro. For a “quiet” after-work drink or a night out surrounded by the whole of Marseille. Monday to Saturday from 8 am to 10 pm. 41 rue d'Endoume, 13007 Marseille - + 33 (0)4 95 09 87 81

Fietje

A new beer bar in Marseille city centre with a unique selection: 10 beers on tap and 60 in bottles, with something to suit every taste.

143 rue Sainte, 13007 Marseille - Tuesday to Saturday, 5 pm - 11 pm

St Victor Market

A tiny and lovely covered food market close to St Victor Abbey.

A perfect place where to stop for lunch or aperitif with local good products.

Hard Rock Cafe Marseille

The “made in Marseille” version of the Hard Rock Cafe stands on the city’s most beautiful square and is giving a new lease of life to a long-forgotten historical site, the former royal bakeries of Louis XIV. With a Rock Shop, collector’s items from the international memorabilia collection, a coffee bar, high-quality food made with fresh, local produce and a live music stage, Hard Rock Café Marseille is an amazing experience for lovers of food and music!

35 Cours d'Estienne d'Orves – 13001 Marseille. +33 (0)6 10 32 43 20

Venues

Villa Alliv

An incredible project imagined and designed from start to finish by Tito (Backside Gallery), Seb Fritsch (On-off Galerie) and the Rough Dandies (One again Club), who are passionate about art, design, performance and contemporary creativity in all its forms. They have taken on the challenge of breathing life back into an immense villa and turning it into a multi-disciplinary venue open to the public. A new space for exhibitions, broadcasts, music, fashion, and residencies for guest artists from all over the world, the venue acts as a new mirror reflecting young contemporary creativity.

Villa Alliv – 21 boulevard de Tunis 13008 Marseille - +33 (0)4 91 41 82 02

Shops

Souleiado

After many years of absence, Souleiado is returning to the Phocaean City: the Southern-inflected label is indeed opening its 19th and biggest store in Marseille city centre.

21, rue Francis Davso - 13001 Marseille. +33 (0)4 91 59 02 45

Et moi et moi concept store

Chocolate, design, eclairs, macaroons, contemporary art - “and then there’s me!” That’s the theme of the new concept store “ET MOI ET MOI”, which opened on 10 November 2014 in Marseille. 8 boulevard Notre Dame, 13006 Marseille - +33 (0)4 91 54 08 88

Tulavu: the story of 5 mates (Pauline, Aurore, Guillaume, Emmanuelle and Antonin) who imagined their own kind of “ArtyShop” where all creative people (fashion, decoration, design, jewellery, arty, etc.) could have a shop window and display their unique objects to the public on 135 m² of floor space.

5-7 rue Félix Éboué, 13002 Marseille. Open from Monday to Saturday, 10 am to 8 pm, and on Sunday from 11 am to 8 pm.

Jogging

Jogging settles down in a former butcher shop in the center of Marseille and becomes a unique store revealing registered in poetic architecture.

Legacy of a certain Mediterranean lifestyle, Jogging reveals the avant-garde of fashion and design and represents for the first time in South of France the cosmetic brand Aesop.

More informations on : www.joggingjogging.com

Jardin Montgrand

New concept store. More than 30 local designers in fashion, furnitures, food, arts... are concentrated in this old building.

And the last but not the list : 300 m² of garden with a lovely coffee to take a drink, taste a delicious pastry and have lunch.

www.jardin-montgrand.com