



Dossier de Presse – Press kit
2011

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ET DES CONGRÈS

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QUICK FACTS

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

2nd most populated French city: 860,363 inhabitants (according to INSEE 2007 figures)

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, 2 tramway lines, 1000 bicycles in 130 stations, 85 bus lines, nearly 10,000 parking spaces in 15 parking lots.

France's leading cruise port (705 000 passengers) and freight port (2010 statistics)

World Water Capital since 1996 – world water forum in 2012

HOW TO GET THERE

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

MP2 - Europe's leading low-cost terminal dedicated to economy flights (www.mp2.aeroport.fr)

3rd busiest provincial airport for passenger traffic with over 7.5 million passengers in 2010. (2nd strongest growth in passenger traffic among Europe's major airports with +3,2% in 2010)

Regular service (excluding charters): More than 100 routes operated by 35 airlines with direct flights to 26 countries and 80 airports including:

-22 daily Paris/Marseille flights (flight duration: 1:15)

-21 regular low-cost destinations in France, Europe and Morocco

-12 long-haul destinations in Canada, the Middle East, the Indian Ocean, Africa...

Airport / Marseille Centre links (30km)

Shuttle bus every 20 minutes from 5:30 am to 00.10 am (Phone:+33 (0)4 42 14 31 27)

Over 30 daily TER train connections

By TGV, Marseille is only: 3 hours away from Paris, 3 1/2 from Geneva and 5 1/2 from Brussels...

Marseille Saint-Charles SNCF Rail Station - 13001 Marseille

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

3 motorways linking Spain, Italy and Northern Europe intersect at Marseille meaning that the city is less than one hour from the Camargue, from the heart of Provence and only two hours away from the Riviera.

MARSEILLE BY THE NUMBERS

Thanks to an unprecedented economic revival with the arrival of many businesses, tourism to Marseille is also experiencing strong growth: **4 million tourists in 2010.**

12,000 jobs in the tourism and recreation sector, a 700 million Euro industry.

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

There are currently **104 hotels (6026 rooms)** in Marseille including: 1 5-star hotel (Sofitel), 8 4-star hotels and 19 3-star hotels. By 2012, the city is slated to have 6355 rooms available.

In addition, Marseille boasts a hundred bed and breakfast establishments.

2010 Tourist Office Statistics:

Visitor reception: Information provided to 350,000 visitors, decrease compared to 2009.

During the same period, 3,095,431 people visited the www.marseille-tourisme.com website

The Marseille Convention Bureau participated in 25 promotional campaigns in France and abroad in 2010 (trade shows, workshops, educational tours....), 366 events were held in Marseille, representing 214,110 conference days.

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

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

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 of the 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.

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.

SIGHTS AND GUIDED TOURS

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 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 Price in 1999)

The challenge is to offer a good place for pedestrian creating a large place for people and less for cars.

Voluntarily mineralized to be faithful to the history of the old Port, with a granite pavement., the aim is to decrease the transit and favor the public transportation.

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.

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 5th century. The second was built during the rule of Napoleon I 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 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 Tiboulén. 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 Phocaeen 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.

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 CITY PASS

"All inclusive" tourist and cultural passport. Valid for 1 or 2 consecutive days (22€ or 29€), the pass confers free admission to museums, tours, the château d'If boat, the tourist train, public transportation and other advantages.

GUIDED TOURS

Guided tours: from 6€ to 14€

A few popular tours:

Le Panier quarter

The Birth of Marseille from the time of the Greeks

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...

La Cité Radieuse (radiant city) designed by Le Corbusier

The Stade Vélodrome and history of the Olympique de Marseille

Some of the tours are currently undertaking formalities to apply for the Tourisme & Handicap label.

TAXI TOURISM

Taxi Tourism: 90€ for a 2 1/2 hour guided panoramic tour in a private vehicle with chauffeur. www.marseille-tourisme.com

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 in 2010:

- the Tourisme & Handicap Label
- the Famille Plus Label

MUSEUMS 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 :

Regards de Provence Foundation

Palais des Arts - La Canebière - Cours Julien I, Place Carli - 13001,
www.regards-de-provence.com

Its aim is to discover, bring together and showcase the artistic, cultural and musical heritage of Provence and the Mediterranean.

Musée d'Archéologie Méditerranéenne (Museum of Mediterranean Archaeology)

Vieille Charité - Le Panier - 2, Rue De la Charité - 13002

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.

Musée du Terroir Marseillais

Château-Gombert - 5, Place des Héros – 13013

www.musee-provencal.fr

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 Faïence (Museum of Earthenware)

Campagne Pastré -157, Avenue de Montredon -13008

Nearly one thousand five hundred ceramic pieces originating from Marseille, the region, France and Europe, dating from the 18th, 19th and 20th centuries.

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

Bonneveine - 69, Avenue D'Haïfa - 13008

A wide-ranging overview of artistic creation from the 1960s to the present day with Arman, Richard Baquié, Gilles Barbier, Buren, César, etc.

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.

Grodet-Labadié Museum (Palais Longchamp)

140, Boulevard Longchamp - 13001

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

Musée Cantini

19 Rue Grignan – 13006

The museum houses one of the finest French public collections of 20th century art (mainly 1900-1960). Fauvism

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'Histoire de Marseille - Vieux Port (Marseille History Museum) (closed between December 2010 and January 2013)

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.

Musée des Civilisations d'Europe et Méditerranée MuCEM - New in 2013 (European and Mediterranean Civilisations Museum)

Quai Du Port – 13002, www.mucem.eu

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

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.

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.

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.

Musée Monticelli

Fortin de Corbières, Route du Rove – 13016

Starting on February 6th 2010, the Fortin de Corbières, perched above the Estaque, will house the Monticelli museum, sponsored by Marc Satmmegna. His private collection of paintings by Monticelli and other Provençal Masters will be on exhibit.

Mémorial de la Marseillaise (opening in 2011 february)

The history of the famous national anthem, wellknown all over the world.

From here , The Fédérés from Marseille, leaved to go to the Tuilerie Palace in Paris, singing the song of the Rhin Army, who become the famous “ Marseillaise”.

2011 EVENTS YOU WON'T WANT TO MISS

Vieille Charité

The Beaux-Arts collections on display at la Charité

July 8th 2010 – March 27th 2011

The Beaux-Arts museum at Palais Longchamp is currently closed to the public. Renovation work is ongoing, including the restoration of the façades as well as the reorganization of indoor areas so that the museum will be ready to open again in time for Marseille Provence 2013. During this time, the museum continues to host exhibitions at the Vieille Charité.

Museum of Natural History

Biodiversity

October 19th 2010 to march 20th 2011

Mac (Art Contemporary Museum)

First retrospective exhibition of videos and pictures of Zineb Sedira. Prize-winner of Sam Art Prize) in France.

From November 19th to march 17th 2011.

Préau des Accoules : The Orient in flying carpet

Orientalism explained to the children just before the beginning of the main exhibition

“ Orientalism in Europe”, from Delacroix to Matisse.

December 8th 2010 to June 11th 2011.

Félix Ziem Retrospective

The Regards de Provence foundation pays a special tribute to the great pre-impressionist and orientalist artist, Félix Ziem (1821 - 1911), with a large retrospective exhibition of his work, on the occasion of the centennial anniversary of his death. This exhibition covers all of the artist's preferred themes - history subjects, genre paintings, portraits and still lifes, not to mention his lively landscapes and marine scenes.

From February 4th through May 22nd 2011 at the Palais des arts / cours Julien

www.regards-de-provence.org

Open 13

February 14th - 20th 2011. This key professional tennis event is back for the 19th time along with parties you won't want to miss!

www.open13.fr

Salon du chocolat (Chocolate fair)

Parc Chanot hall 1 – February 10th - 13th 2011.

Chocolate in every shape and form, come and taste!

www.fou-du-chocolat.com

OM – Manchester United

Wednesday February 23rd at 8:45 pm

Tickets can be purchased at the tourism and congress office

Japan Expo Sud

February 25th - 27th at Parc Chanot

Japan Expo Sud is back for the third time with plenty of discoveries and surprises, including prestigious guests, lots of concerts, a variety of entertainment activities on the theme of Japanese leisure and last but not least, the famous *Cosplay*!

www.japan-expo-sud.com

"Les nauticales" boat show

From March 12th - 20th in La Ciotat

A popular event with a community atmosphere, this fair is the first in-water boat show during the spring season in France and the Mediterranean region. A showcase for the latest technologies and best practices for environmentally friendly boating, protection of the marine environment and sustainable development.

www.salonnautiquempm.com

Mars en Baroque - Baroque music festival

March 11th - 23rd 2011

This festival is a mainstay of the Marseille cultural scene. Italy is featured in this 9th annual festival.

www.concerto-soave.com

OM - PSG

Saturday March 19th at 9 pm.

Two legendary teams face off in a mythical stadium!

Tickets can be purchased at the tourism and congress office

Monticelli Foundation

Exhibition "Monticelli and his contemporaries"

Loubon, Olive, Verdilhan, Ziem, Casile, Courdouan ...

From February 9th through April 10th 2011.

www.associationmonticelli.com

Marseille Carnival

Saturday April 9th

Some 100,000 people gather for a parade through the city streets during this festive, colourful event.

International Contemporary Art Fair

March 25th - 28th 2011 at Parc Chanot

www.siac-marseille.fr

Hydro's Cup 2011

March 22nd and 27th 2011, this fabulous 18th regatta is organised in the Marseille harbour by the Merchant Marine academy.

<http://www.hydroscup.free.fr>

Babel Med Music

March 24th - 26th 2011

This event, unique in France, takes place in Marseille at the Docks des Suds venue. A major professional world music forum combined with a festival, during the 7th edition of Babel Med, a prize will be awarded in recognition of creators and talents.

www.dock-des-suds.org

Marseille Marathon

April 17th 2011, starting line at the Vieux Port.

The third Marseille Marathon is a pleasant race that starts at the Vieux Port and goes through the streets of Marseille past sites such as the Corniche, Borély and the Prado, finishing at the Joliette.

www.marseillemarathon.fr

SNIM (International Nautical Week of Marseille)

April 22nd - 25th 2011

The main opening event of the international Mediterranean season for the IRC category. One of the main characteristics of the SNIM is that both amateur and professional teams challenge each other on the same playing field, all while maintaining a high athletic level.

www.lanautique.com

Orientalism in Europe: from Delacroix to Matisse

From May 26th through August 28th at the Vieille Charité

120 works on exhibit from major international and private collections from Delacroix to Matisse. This exhibition is a vast overview of orientalism in France and in Europe.

www.mairie-marseille.fr

Rugby Match Top 14 semi-finals

May 27th and 28th at the Vélodrome stadium

www.mairie-marseille.fr

T52 Audi Med Cup

June 14th - 19th in the Marseille harbour.

www.medcup.org

50th anniversary of la Marseillaise World petanque championship

July 3rd - 7th 2011 - Finals at the Vieux port in the evening.

www.lamarseillaise.fr

More information at: www.marseille-tourisme.com

MARSEILLE PROVENCE 2013

On September 16th 2008, Marseille Provence was designated as the 2013 European Capital of Culture, along with Kosice in Slovakia, by a European jury of 13 people and institutions. The project was established thanks to collaboration between local authorities representing 8 cities from the agglomeration and more than 2.2 million inhabitants.

All throughout the year 2013, hundreds of cultural and artistic events will be staged across the Provence region, from Arles to Toulon.

Artistic and cultural disciplines of all kinds will be present for this major event, ranging from contemporary dance to gastronomy, visual and performing arts, and scholarly conferences. Art will also be on display in public areas.

Four major festive events will be held in honour of the four seasons of the Capital year.

In keeping with its unique millennial culture, "Marseille-Provence" will be celebrating European and Mediterranean cultures all year long.

In 2013, Marseille's urban landscape will present a fresh face with the opening of significant new cultural facilities along the seafront between Fort Saint Jean and the port of La Joliette. Among the creations designed by prominent architects are the Museum of European and Mediterranean civilisations, the Silo, the Regional Centre of the Mediterranean and the FRAC.

Preparations for the capital year are already in full swing three years in advance. Local authorities, all the major cultural institutions, many associations, businesses, universities and the inhabitants are involved in this exceptional cultural programme that combines artistic excellence and local enthusiasm.

"Marseille-Provence" ready to face the world in 2013!

After 2013

Many local figures have already expressed their intentions to launch a genuine local project and prepare for the "after 2013".

The Budget

"Marseille Provence 2013" has already prepared 74 projects including exhibits, performances, commissioned artwork, conferences and workshops, for a total budget of 98 million Euros.

Media Contact

presse@marseille-provence2013.fr Phone: 04 91 13 20 13
www.marseille-provence2013.fr

EUROMEDITERRANEE

The Barcelona process was launched in November 1995. It defined a framework and projects for cooperation between Mediterranean countries, notably in the fields of security, development and culture.

The fruit of State and local initiatives in 1995, Euromediterranee is a project of national interest that aims to position Marseille at the level of the largest European metropolises. Instigating economic, social and cultural development, Euromediterranee provides a significant boost to the attractiveness and influence of the Marseille metropolitan area. Spanning 480 hectares, Euromediterranee is considered to be the largest urban renovation project in Europe.

Euromediterranee is building a new "city on the city", while respecting the main principles of sustainable development: a balance between social fairness, economic growth and respect for the environment.

Infrastructure and public areas as well as offices, housing, businesses, hotels, cultural and leisure facilities are being built or renovated by leading international architects: Rudy Ricciotti, Zaha Hadid, Jean Nouvel...

Euromediterranee facts:

Surface area: 480 hectares between the commercial port, the Old Port and the TGV train station.

Housing: +18,000

Office and activity space: + 1,000,000 m²

Businesses: + 200,000 m²

Public facilities: +200,000 m²

Landscaped areas and public areas: 60 hectares

Jobs: + 35,000

Inhabitants: +38,000

Investments: 7 billion Euros of which 1.4 billion of public funding and 5.1 billion of private funding

A few examples of projects:

Renovation of the rue de la République, the Marseille TGV train station, the Belle de Mai Media Centre, La Joliette business district, tramway, MUCEM (Museum of European and Mediterranean civilisations)...

In addition, there are projects for housing, hotels, day-care centres, schools and company headquarters.

<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 Phocaeen 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.

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

Statistics:

In 2010, more than **705,000 passengers** stopped in Marseille, 10% more than in 2009, with very strong growth for boarding/disembarking traffic at +50%.

2011: around **800,000** cruise ship passengers are expected in Marseille

2012: 1 million cruise ship passengers are expected in Marseille

Mediterranean Seatrade organized in Marseille

The major cruise ship operators stopped over in Marseille in 2010:

Costa Croisières, Aida Cruises, Seabourn Cruise Line, Holland America Line, Princess Cruises, P& O Cruises, TUI CRUISES, OCEANIA CRUISES, HAPAG LLOYD, FRED OLSEN, CRYSTAL CRUISES

The Mediterranean cruise market continues to grow

The year 2009 was significant for the cruise sector which 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.

Growth reached 5% in Europe for 2009.

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, Costa Croisières & Louis Cruise Line group, 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 2010/2011.

A few of the cruise ship companies operating from Marseille in 2011:

CDF – Croisières de France with the BLEU DE FRANCE

Costa Croisières with the COSTA CONCORDIA and COSTA MARINA

Louis Cruises with ORIENT QUEEN, CORAL and LOUIS MAJESTY

MSC Croisières with the MSC FANTASIA and MSC SPLENDIDA

MARSEILLE, FOOTBALL COUNTRY

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.

Stade Vélodrome (Stadium)

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 new stadium will be inaugurated in 2014 after 3 years of works.

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.

Stade Vélodrome Tour

This tour has become a "must-do" when in Marseille. Thousands of fans visit this temple of French football every year!

In addition to the traditional tour (the stands, boxes, changing rooms...), one can also experience the excitement of a match: with sound effects in the hallway that leads to the infamous trap door and then to the field, one can really "live the experience". Visitors will view a replica of the Euro Cup as well as film that relates the history of the Stade Vélodrome.

This tour is organized the by Tourist Office and Convention Bureau on Wednesdays from 2 to 3 pm and during school holidays from 10 am to 1 pm and from 2 to 5 pm. (subject to change and according to home game scheduling).

Admission 6€ Information: www.marseille-tourisme.com

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...

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*!

Some key numbers for 2009...

An audience of around 6 million viewers every evening, of which 20% are under 24.

1300 episodes, 30 recurring characters and around 3000 extras.

Overall budget: 27 million € of which 19 million invested in Marseille (jobs, sets, equipment...)

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 will open 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:

- Sonia Rykiel, Hermes, Kenzo, Vuitton, Ventilo, Hugo Boss, Paul Ka...

L'Espace Mode Méditerranée (Mediterranean fashion centre)

This 3000 m² Haussmann-style building that was renovated in 1993 by Jean-Michel Wilmott is home to the Institut de la Mode de Marseille (Fashion Institute), established by Maryline Bellieud-Vigouroux in 1988, the Musée de la Mode (Fashion museum) and the Syndicat de l'habillement (garment trade union).

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...

A library area specialized in fashion and costumes caters to the requirements of designers, students and professionals.

The Mediterranean Fashion Institute provides support for local designers and assists them with their initiatives and promotion.

www.institutmode.org, www.espacemodemediterranee.com,

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

Some 60 design students receive training at the Institut Mode Méditerranée each year.

Where are the designers located?

Near the Opera, the rue de la Tour, also known as fashion avenue, is home to designer boutiques: Zenana, Casablanca, Diable Noir...

On cours Julien, the other location where local Marseille designers are to be found (Mme Zaza of Marseille, Fille de Lune, Floh, les Fées Bizar(t)...), visitors will enjoy the pedestrian esplanade with a friendly atmosphere for no-stress shopping.

DESIGN

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

Organized tours are scheduled on a regular basis by the Tourist Office and Convention Bureau.

Marseille Design Centre

The Marseille Design Centre, established in 2003, is managed by an artists' collective comprised of local design professionals. The association supports the initiatives of young artist-designers and hosts exhibitions to provide public and professional exposure for their work. It also aims to become a documentation centre by establishing a database site about design and materials.

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

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

- Cooked in Marseille <http://www.cookedinmarseille.net/>
- 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

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.

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.

Establishments tend to be well decorated and the popular "city" style is a sign of these contemporary times.

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.passedat.fr

L'Épuiette (1 Michelin star) www.l-epuiette.com

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

Une Table au sud (1 Michelin star) www.unetableausud.com

Original cuisine with a strong Mediterranean flavour where citrus and olive oil are dominant. Rather unusual for a chef from the South West!

The Tourist Office and Convention Bureau has been organizing **bouillabaisse classes** in partnership with the Miramar restaurant. Chef Christian Buffa will reveal his secret recipe for this unique Marseille specialty.

N www.resamarseille.com, www.bouillabaisse.com

ECHAPPEES BELLES - 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

1 or 2 day 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-Night Marseille Getaway:** Starting at 55€ per person for a double room in a 2-star hotel

Includes per person: 1 night in a hotel of the specified category, breakfast and tourist tax, 1 Marseille City Pass (1 day)

* **2-Night Marseille Getaway:** Starting at 91€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 Marseille City Pass (2 day)

* **Gourmet Marseille:** Starting at 180€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 tea at the Arcenaulx restaurant, 1 Bouillabaisse dinner at the Miramar, 1 Marseille cocktail at the Escale Marine on the Old Port

* **Sea and Calanques in Marseille:** Starting at 125€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 excursion on the Marseille bay in a traditional small boat from October through June or 1 snorkelling outing in the calanques from June to September

Hurry to make your booking! www.resamarseille.com

2011 AGENDA

JANUARY

- Le Temps des Crèches (Nativity scenes)
- Theatre and Opera season

FEBRUARY

- Candlemas Celebration (Traditional celebration)
- Open 13 (Tennis tournament)
- Chocolate Fair
- Japan Expo Sud (Manga/Anime Festival)
- Mahana Marseille Fair (Tourism)

MARCH

- Marseille Carnival
- "Avec le temps" French music festival
- Mars en Baroque (Music festival)

APRIL

- Semaine Nautique Internationale de la Méditerranée (Regattas - International Mediterranean Nautical Week)
- Marseille Marathon
- Sacred Music Festival
- Frontier science festival

MAY

- International Flamenco Festival
- Marseille International Bowl Contest
- Exhibition “ Orientalism in Europe”

JUNE

- La Fête Bleue (Blue Festival)
- 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)
- Audi MedCup (Regattas)
- Orange Massilia 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) 50th anniversary
- July 14th - Bastille Day (Military parade)

AUGUST

- Feast of the Assumption (Traditional celebration)
- Septembre en mer (September on the sea - exhibitions, regattas, excursions)

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

OCTOBER

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

NOVEMBER

- Santons Fair (Christmas tradition)
- Opera Music Festival at Saint-Victor

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 Park will be created in 2011 and will thus become Europe's largest National Park encompassing sea, land and peri-urban areas. Thanks to this classification the 5000 hectare massif will benefit from added protection. www.gipcalanques.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 solar boat – the Solis

This boat was launched in 2008 and is equipped with electric motors, batteries and solar cell panels. www.visite-bateau-calanques-marseille-cassis.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

The electro-solar ferryboat

This boat has been widely anticipated by locals and tourists alike, why not go for an excursion on this brand new, environmentally friendly boat! César's little brother has been in service in the Old Port since February 1st.

www.marseille.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.

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

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.

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

Many more specialties and traditions await discovery in Marseille!

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.tourismeenfant.com

www.pacamomes.com

www.citizenkid.com

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

The Marseille Tourist Office and Convention Bureau organizes activities for children on a regular basis during school holiday periods (tours, activities, treasure hunts...)

★ Hunt for the sun king's buried treasure (A guided walking tour for families that is organized like a treasure hunt around the Old Port)

★ Scavenger hunt "Stone and Sea" (Guided walking tour for families in the Panier district with a sea theme)

★ "Mystery Phocæan girl tour" (Walking tour through the vestiges of Antique Marseille).

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, circus and cookery workshops, sports initiations...

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.

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PRESS AREA AND PHOTO LIBRARY

Be sure to check out our press area on www.marseille-tourisme.com, under the professional area section.

This is where you will find:

- key tourism statistics,
- the Marseille film,
- our general and specific press kits,
- our press releases,
- our monthly "Ici Marseille" newsletters,
- a public domain photo library for journalists only

The photo library contains one hundred 300dpi images.

In order to download the high resolution files, you just need to register under the photo library link in the press area. You will receive an e-mail with your password and login that will allow you to download the high resolution files. There are no time or quantity limits on downloads for registered users.

Please contact our webmaster should you encounter any difficulties with the downloads:
+33(0)4 91 13 89 27 or achabaud@marseille-tourisme.com

We look forward to welcoming you to Marseille soon!



Dossier de Presse – Press kit
2011

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Marseille
OFFICE DU TOURISME
ET DES CONGRÈS

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QUICK FACTS

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

2nd most populated French city: 860,363 inhabitants (according to INSEE 2007 figures)

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, 2 tramway lines, 1000 bicycles in 130 stations, 85 bus lines, nearly 10,000 parking spaces in 15 parking lots.

France's leading cruise port (705 000 passengers) and freight port (2010 statistics)

World Water Capital since 1996 – world water forum in 2012

HOW TO GET THERE

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

MP2 - Europe's leading low-cost terminal dedicated to economy flights (www.mp2.aeroport.fr)

3rd busiest provincial airport for passenger traffic with over 7.5 million passengers in 2010. (2nd strongest growth in passenger traffic among Europe's major airports with +3,2% in 2010)

Regular service (excluding charters): More than 100 routes operated by 35 airlines with direct flights to 26 countries and 80 airports including:

-22 daily Paris/Marseille flights (flight duration: 1:15)

-21 regular low-cost destinations in France, Europe and Morocco

-12 long-haul destinations in Canada, the Middle East, the Indian Ocean, Africa...

Airport / Marseille Centre links (30km)

Shuttle bus every 20 minutes from 5:30 am to 00.10 am (Phone:+33 (0)4 42 14 31 27)

Over 30 daily TER train connections

By TGV, Marseille is only: 3 hours away from Paris, 3 1/2 from Geneva and 5 1/2 from Brussels...

Marseille Saint-Charles SNCF Rail Station - 13001 Marseille

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

3 motorways linking Spain, Italy and Northern Europe intersect at Marseille meaning that the city is less than one hour from the Camargue, from the heart of Provence and only two hours away from the Riviera.

MARSEILLE BY THE NUMBERS

Thanks to an unprecedented economic revival with the arrival of many businesses, tourism to Marseille is also experiencing strong growth: **4 million tourists in 2010.**

12,000 jobs in the tourism and recreation sector, a 700 million Euro industry.

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

There are currently **104 hotels (6026 rooms)** in Marseille including: 1 5-star hotel (Sofitel), 8 4-star hotels and 19 3-star hotels. By 2012, the city is slated to have 6355 rooms available.

In addition, Marseille boasts a hundred bed and breakfast establishments.

2010 Tourist Office Statistics:

Visitor reception: Information provided to 350,000 visitors, decrease compared to 2009.

During the same period, 3,095,431 people visited the www.marseille-tourisme.com website

The Marseille Convention Bureau participated in 25 promotional campaigns in France and abroad in 2010 (trade shows, workshops, educational tours....), 366 events were held in Marseille, representing 214,110 conference days.

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

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

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 of the 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.

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.

SIGHTS AND GUIDED TOURS

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 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 Price in 1999)

The challenge is to offer a good place for pedestrian creating a large place for people and less for cars.

Voluntarily mineralized to be faithful to the history of the old Port, with a granite pavement., the aim is to decrease the transit and favor the public transportation.

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.

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 5th century. The second was built during the rule of Napoleon I 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 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 Tiboulén. 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 Phocaeen 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.

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 CITY PASS

"All inclusive" tourist and cultural passport. Valid for 1 or 2 consecutive days (22€ or 29€), the pass confers free admission to museums, tours, the château d'If boat, the tourist train, public transportation and other advantages.

GUIDED TOURS

Guided tours: from 6€ to 14€

A few popular tours:

Le Panier quarter

The Birth of Marseille from the time of the Greeks

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...

La Cité Radieuse (radiant city) designed by Le Corbusier

The Stade Vélodrome and history of the Olympique de Marseille

Some of the tours are currently undertaking formalities to apply for the Tourisme & Handicap label.

TAXI TOURISM

Taxi Tourism: 90€ for a 2 1/2 hour guided panoramic tour in a private vehicle with chauffeur. www.marseille-tourisme.com

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 in 2010:

- the Tourisme & Handicap Label
- the Famille Plus Label

MUSEUMS 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 :

Regards de Provence Foundation

Palais des Arts - La Canebière - Cours Julien I, Place Carli - 13001,
www.regards-de-provence.com

Its aim is to discover, bring together and showcase the artistic, cultural and musical heritage of Provence and the Mediterranean.

Musée d'Archéologie Méditerranéenne (Museum of Mediterranean Archaeology)

Vieille Charité - Le Panier - 2, Rue De la Charité - 13002

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.

Musée du Terroir Marseillais

Château-Gombert - 5, Place des Héros – 13013

www.musee-provencal.fr

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 Faïence (Museum of Earthenware)

Campagne Pastré -157, Avenue de Montredon -13008

Nearly one thousand five hundred ceramic pieces originating from Marseille, the region, France and Europe, dating from the 18th, 19th and 20th centuries.

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

Bonneveine - 69, Avenue D'Haïfa - 13008

A wide-ranging overview of artistic creation from the 1960s to the present day with Arman, Richard Baquié, Gilles Barbier, Buren, César, etc.

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.

Grodet-Labadié Museum (Palais Longchamp)

140, Boulevard Longchamp - 13001

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

Musée Cantini

19 Rue Grignan – 13006

The museum houses one of the finest French public collections of 20th century art (mainly 1900-1960). Fauvism

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'Histoire de Marseille - Vieux Port (Marseille History Museum) (closed between December 2010 and January 2013)

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.

Musée des Civilisations d'Europe et Méditerranée MuCEM - New in 2013 (European and Mediterranean Civilisations Museum)

Quai Du Port – 13002, www.mucem.eu

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

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.

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.

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.

Musée Monticelli

Fortin de Corbières, Route du Rove – 13016

Starting on February 6th 2010, the Fortin de Corbières, perched above the Estaque, will house the Monticelli museum, sponsored by Marc Satmmegna. His private collection of paintings by Monticelli and other Provençal Masters will be on exhibit.

Mémorial de la Marseillaise (opening in 2011 february)

The history of the famous national anthem, wellknown all over the world.

From here , The Fédérés from Marseille, leaved to go to the Tuilerie Palace in Paris, singing the song of the Rhin Army, who become the famous “ Marseillaise”.

2011 EVENTS YOU WON'T WANT TO MISS

Vieille Charité

The Beaux-Arts collections on display at la Charité

July 8th 2010 – March 27th 2011

The Beaux-Arts museum at Palais Longchamp is currently closed to the public. Renovation work is ongoing, including the restoration of the façades as well as the reorganization of indoor areas so that the museum will be ready to open again in time for Marseille Provence 2013. During this time, the museum continues to host exhibitions at the Vieille Charité.

Museum of Natural History

Biodiversity

October 19th 2010 to march 20th 2011

Mac (Art Contemporary Museum)

First retrospective exhibition of videos and pictures of Zineb Sedira. Prize-winner of Sam Art Prize) in France.

From November 19th to march 17th 2011.

Préau des Accoules : The Orient in flying carpet

Orientalism explained to the children just before the beginning of the main exhibition

“ Orientalism in Europe”, from Delacroix to Matisse.

December 8th 2010 to June 11th 2011.

Félix Ziem Retrospective

The Regards de Provence foundation pays a special tribute to the great pre-impressionist and orientalist artist, Félix Ziem (1821 - 1911), with a large retrospective exhibition of his work, on the occasion of the centennial anniversary of his death. This exhibition covers all of the artist's preferred themes - history subjects, genre paintings, portraits and still lifes, not to mention his lively landscapes and marine scenes.

From February 4th through May 22nd 2011 at the Palais des arts / cours Julien

www.regards-de-provence.org

Open 13

February 14th - 20th 2011. This key professional tennis event is back for the 19th time along with parties you won't want to miss!

www.open13.fr

Salon du chocolat (Chocolate fair)

Parc Chanot hall 1 – February 10th - 13th 2011.

Chocolate in every shape and form, come and taste!

www.fou-du-chocolat.com

OM – Manchester United

Wednesday February 23rd at 8:45 pm

Tickets can be purchased at the tourism and congress office

Japan Expo Sud

February 25th - 27th at Parc Chanot

Japan Expo Sud is back for the third time with plenty of discoveries and surprises, including prestigious guests, lots of concerts, a variety of entertainment activities on the theme of Japanese leisure and last but not least, the famous *Cosplay*!

www.japan-expo-sud.com

"Les nauticales" boat show

From March 12th - 20th in La Ciotat

A popular event with a community atmosphere, this fair is the first in-water boat show during the spring season in France and the Mediterranean region. A showcase for the latest technologies and best practices for environmentally friendly boating, protection of the marine environment and sustainable development.

www.salonnautiquempm.com

Mars en Baroque - Baroque music festival

March 11th - 23rd 2011

This festival is a mainstay of the Marseille cultural scene. Italy is featured in this 9th annual festival.

www.concerto-soave.com

OM - PSG

Saturday March 19th at 9 pm.

Two legendary teams face off in a mythical stadium!

Tickets can be purchased at the tourism and congress office

Monticelli Foundation

Exhibition "Monticelli and his contemporaries"

Loubon, Olive, Verdilhan, Ziem, Casile, Courdouan ...

From February 9th through April 10th 2011.

www.associationmonticelli.com

Marseille Carnival

Saturday April 9th

Some 100,000 people gather for a parade through the city streets during this festive, colourful event.

International Contemporary Art Fair

March 25th - 28th 2011 at Parc Chanot

www.siac-marseille.fr

Hydro's Cup 2011

March 22nd and 27th 2011, this fabulous 18th regatta is organised in the Marseille harbour by the Merchant Marine academy.

<http://www.hydroscup.free.fr>

Babel Med Music

March 24th - 26th 2011

This event, unique in France, takes place in Marseille at the Docks des Suds venue. A major professional world music forum combined with a festival, during the 7th edition of Babel Med, a prize will be awarded in recognition of creators and talents.

www.dock-des-suds.org

Marseille Marathon

April 17th 2011, starting line at the Vieux Port.

The third Marseille Marathon is a pleasant race that starts at the Vieux Port and goes through the streets of Marseille past sites such as the Corniche, Borély and the Prado, finishing at the Joliette.

www.marseillemarathon.fr

SNIM (International Nautical Week of Marseille)

April 22nd - 25th 2011

The main opening event of the international Mediterranean season for the IRC category. One of the main characteristics of the SNIM is that both amateur and professional teams challenge each other on the same playing field, all while maintaining a high athletic level.

www.lanautique.com

Orientalism in Europe: from Delacroix to Matisse

From May 26th through August 28th at the Vieille Charité

120 works on exhibit from major international and private collections from Delacroix to Matisse. This exhibition is a vast overview of orientalism in France and in Europe.

www.mairie-marseille.fr

Rugby Match Top 14 semi-finals

May 27th and 28th at the Vélodrome stadium

www.mairie-marseille.fr

T52 Audi Med Cup

June 14th - 19th in the Marseille harbour.

www.medcup.org

50th anniversary of la Marseillaise World petanque championship

July 3rd - 7th 2011 - Finals at the Vieux port in the evening.

www.lamarseillaise.fr

More information at: www.marseille-tourisme.com

MARSEILLE PROVENCE 2013

On September 16th 2008, Marseille Provence was designated as the 2013 European Capital of Culture, along with Kosice in Slovakia, by a European jury of 13 people and institutions. The project was established thanks to collaboration between local authorities representing 8 cities from the agglomeration and more than 2.2 million inhabitants.

All throughout the year 2013, hundreds of cultural and artistic events will be staged across the Provence region, from Arles to Toulon.

Artistic and cultural disciplines of all kinds will be present for this major event, ranging from contemporary dance to gastronomy, visual and performing arts, and scholarly conferences. Art will also be on display in public areas.

Four major festive events will be held in honour of the four seasons of the Capital year.

In keeping with its unique millennial culture, "Marseille-Provence" will be celebrating European and Mediterranean cultures all year long.

In 2013, Marseille's urban landscape will present a fresh face with the opening of significant new cultural facilities along the seafront between Fort Saint Jean and the port of La Joliette. Among the creations designed by prominent architects are the Museum of European and Mediterranean civilisations, the Silo, the Regional Centre of the Mediterranean and the FRAC.

Preparations for the capital year are already in full swing three years in advance. Local authorities, all the major cultural institutions, many associations, businesses, universities and the inhabitants are involved in this exceptional cultural programme that combines artistic excellence and local enthusiasm.

"Marseille-Provence" ready to face the world in 2013!

After 2013

Many local figures have already expressed their intentions to launch a genuine local project and prepare for the "after 2013".

The Budget

"Marseille Provence 2013" has already prepared 74 projects including exhibits, performances, commissioned artwork, conferences and workshops, for a total budget of 98 million Euros.

Media Contact

presse@marseille-provence2013.fr Phone: 04 91 13 20 13
www.marseille-provence2013.fr

EUROMEDITERRANEE

The Barcelona process was launched in November 1995. It defined a framework and projects for cooperation between Mediterranean countries, notably in the fields of security, development and culture.

The fruit of State and local initiatives in 1995, Euromediterranee is a project of national interest that aims to position Marseille at the level of the largest European metropolises. Instigating economic, social and cultural development, Euromediterranee provides a significant boost to the attractiveness and influence of the Marseille metropolitan area. Spanning 480 hectares, Euromediterranee is considered to be the largest urban renovation project in Europe.

Euromediterranee is building a new "city on the city", while respecting the main principles of sustainable development: a balance between social fairness, economic growth and respect for the environment.

Infrastructure and public areas as well as offices, housing, businesses, hotels, cultural and leisure facilities are being built or renovated by leading international architects: Rudy Ricciotti, Zaha Hadid, Jean Nouvel...

Euromediterranee facts:

Surface area: 480 hectares between the commercial port, the Old Port and the TGV train station.

Housing: +18,000

Office and activity space: + 1,000,000 m²

Businesses: + 200,000 m²

Public facilities: +200,000 m²

Landscaped areas and public areas: 60 hectares

Jobs: + 35,000

Inhabitants: +38,000

Investments: 7 billion Euros of which 1.4 billion of public funding and 5.1 billion of private funding

A few examples of projects:

Renovation of the rue de la République, the Marseille TGV train station, the Belle de Mai Media Centre, La Joliette business district, tramway, MUCEM (Museum of European and Mediterranean civilisations)...

In addition, there are projects for housing, hotels, day-care centres, schools and company headquarters.

<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 Phocaeen 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.

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

Statistics:

In 2010, more than **705,000 passengers** stopped in Marseille, 10% more than in 2009, with very strong growth for boarding/disembarking traffic at +50%.

2011: around **800,000** cruise ship passengers are expected in Marseille

2012: 1 million cruise ship passengers are expected in Marseille

Mediterranean Seatrade organized in Marseille

The major cruise ship operators stopped over in Marseille in 2010:

Costa Croisières, Aida Cruises, Seabourn Cruise Line, Holland America Line, Princess Cruises, P& O Cruises, TUI CRUISES, OCEANIA CRUISES, HAPAG LLOYD, FRED OLSEN, CRYSTAL CRUISES

The Mediterranean cruise market continues to grow

The year 2009 was significant for the cruise sector which 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.

Growth reached 5% in Europe for 2009.

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, Costa Croisières & Louis Cruise Line group, 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 2010/2011.

A few of the cruise ship companies operating from Marseille in 2011:

CDF – Croisières de France with the BLEU DE FRANCE

Costa Croisières with the COSTA CONCORDIA and COSTA MARINA

Louis Cruises with ORIENT QUEEN, CORAL and LOUIS MAJESTY

MSC Croisières with the MSC FANTASIA and MSC SPLENDIDA

MARSEILLE, FOOTBALL COUNTRY

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.

Stade Vélodrome (Stadium)

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 new stadium will be inaugurated in 2014 after 3 years of works.

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.

Stade Vélodrome Tour

This tour has become a "must-do" when in Marseille. Thousands of fans visit this temple of French football every year!

In addition to the traditional tour (the stands, boxes, changing rooms...), one can also experience the excitement of a match: with sound effects in the hallway that leads to the infamous trap door and then to the field, one can really "live the experience". Visitors will view a replica of the Euro Cup as well as film that relates the history of the Stade Vélodrome.

This tour is organized the by Tourist Office and Convention Bureau on Wednesdays from 2 to 3 pm and during school holidays from 10 am to 1 pm and from 2 to 5 pm. (subject to change and according to home game scheduling).

Admission 6€ Information: www.marseille-tourisme.com

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...

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*!

Some key numbers for 2009...

An audience of around 6 million viewers every evening, of which 20% are under 24.

1300 episodes, 30 recurring characters and around 3000 extras.

Overall budget: 27 million € of which 19 million invested in Marseille (jobs, sets, equipment...)

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 will open 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:

- Sonia Rykiel, Hermes, Kenzo, Vuitton, Ventilo, Hugo Boss, Paul Ka...

L'Espace Mode Méditerranée (Mediterranean fashion centre)

This 3000 m² Haussmann-style building that was renovated in 1993 by Jean-Michel Wilmott is home to the Institut de la Mode de Marseille (Fashion Institute), established by Maryline Bellieud-Vigouroux in 1988, the Musée de la Mode (Fashion museum) and the Syndicat de l'habillement (garment trade union).

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...

A library area specialized in fashion and costumes caters to the requirements of designers, students and professionals.

The Mediterranean Fashion Institute provides support for local designers and assists them with their initiatives and promotion.

www.institutmode.org, www.espacemodemediterranee.com,

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

Some 60 design students receive training at the Institut Mode Méditerranée each year.

Where are the designers located?

Near the Opera, the rue de la Tour, also known as fashion avenue, is home to designer boutiques: Zenana, Casablanca, Diable Noir...

On cours Julien, the other location where local Marseille designers are to be found (Mme Zaza of Marseille, Fille de Lune, Floh, les Fées Bizar(t)...), visitors will enjoy the pedestrian esplanade with a friendly atmosphere for no-stress shopping.

DESIGN

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

Organized tours are scheduled on a regular basis by the Tourist Office and Convention Bureau.

Marseille Design Centre

The Marseille Design Centre, established in 2003, is managed by an artists' collective comprised of local design professionals. The association supports the initiatives of young artist-designers and hosts exhibitions to provide public and professional exposure for their work. It also aims to become a documentation centre by establishing a database site about design and materials.

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

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

- Cooked in Marseille <http://www.cookedinmarseille.net/>
- 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

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.

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.

Establishments tend to be well decorated and the popular "city" style is a sign of these contemporary times.

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.passedat.fr

L'Épuiette (1 Michelin star) www.l-epuiette.com

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

Une Table au sud (1 Michelin star) www.unetableausud.com

Original cuisine with a strong Mediterranean flavour where citrus and olive oil are dominant. Rather unusual for a chef from the South West!

The Tourist Office and Convention Bureau has been organizing **bouillabaisse classes** in partnership with the Miramar restaurant. Chef Christian Buffa will reveal his secret recipe for this unique Marseille specialty.

N www.resamarseille.com, www.bouillabaisse.com

ECHAPPEES BELLES - 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

1 or 2 day 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-Night Marseille Getaway:** Starting at 55€ per person for a double room in a 2-star hotel

Includes per person: 1 night in a hotel of the specified category, breakfast and tourist tax, 1 Marseille City Pass (1 day)

* **2-Night Marseille Getaway:** Starting at 91€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 Marseille City Pass (2 day)

* **Gourmet Marseille:** Starting at 180€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 tea at the Arcenaulx restaurant, 1 Bouillabaisse dinner at the Miramar, 1 Marseille cocktail at the Escale Marine on the Old Port

* **Sea and Calanques in Marseille:** Starting at 125€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 excursion on the Marseille bay in a traditional small boat from October through June or 1 snorkelling outing in the calanques from June to September

Hurry to make your booking! www.resamarseille.com

2011 AGENDA

JANUARY

- Le Temps des Crèches (Nativity scenes)
- Theatre and Opera season

FEBRUARY

- Candlemas Celebration (Traditional celebration)
- Open 13 (Tennis tournament)
- Chocolate Fair
- Japan Expo Sud (Manga/Anime Festival)
- Mahana Marseille Fair (Tourism)

MARCH

- Marseille Carnival
- "Avec le temps" French music festival
- Mars en Baroque (Music festival)

APRIL

- Semaine Nautique Internationale de la Méditerranée (Regattas - International Mediterranean Nautical Week)
- Marseille Marathon
- Sacred Music Festival
- Frontier science festival

MAY

- International Flamenco Festival
- Marseille International Bowl Contest
- Exhibition “ Orientalism in Europe”

JUNE

- La Fête Bleue (Blue Festival)
- 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)
- Audi MedCup (Regattas)
- Orange Massilia 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) 50th anniversary
- July 14th - Bastille Day (Military parade)

AUGUST

- Feast of the Assumption (Traditional celebration)
- Septembre en mer (September on the sea - exhibitions, regattas, excursions)

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

OCTOBER

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

NOVEMBER

- Santons Fair (Christmas tradition)
- Opera Music Festival at Saint-Victor

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 Park will be created in 2011 and will thus become Europe's largest National Park encompassing sea, land and peri-urban areas. Thanks to this classification the 5000 hectare massif will benefit from added protection. www.gipcalanques.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 solar boat – the Solis

This boat was launched in 2008 and is equipped with electric motors, batteries and solar cell panels. www.visite-bateau-calanques-marseille-cassis.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

The electro-solar ferryboat

This boat has been widely anticipated by locals and tourists alike, why not go for an excursion on this brand new, environmentally friendly boat! César's little brother has been in service in the Old Port since February 1st.

www.marseille.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.

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

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.

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

Many more specialties and traditions await discovery in Marseille!

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.tourismeenfant.com

www.pacamomes.com

www.citizenkid.com

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

The Marseille Tourist Office and Convention Bureau organizes activities for children on a regular basis during school holiday periods (tours, activities, treasure hunts...)

★ Hunt for the sun king's buried treasure (A guided walking tour for families that is organized like a treasure hunt around the Old Port)

★ Scavenger hunt "Stone and Sea" (Guided walking tour for families in the Panier district with a sea theme)

★ "Mystery Phocæan girl tour" (Walking tour through the vestiges of Antique Marseille).

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, circus and cookery workshops, sports initiations...

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.

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PRESS AREA AND PHOTO LIBRARY

Be sure to check out our press area on www.marseille-tourisme.com, under the professional area section.

This is where you will find:

- key tourism statistics,
- the Marseille film,
- our general and specific press kits,
- our press releases,
- our monthly "Ici Marseille" newsletters,
- a public domain photo library for journalists only

The photo library contains one hundred 300dpi images.

In order to download the high resolution files, you just need to register under the photo library link in the press area. You will receive an e-mail with your password and login that will allow you to download the high resolution files. There are no time or quantity limits on downloads for registered users.

Please contact our webmaster should you encounter any difficulties with the downloads:
+33(0)4 91 13 89 27 or achabaud@marseille-tourisme.com

We look forward to welcoming you to Marseille soon!