



MARSEILLE

Press Kit 2021

2021

PRESS KIT
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EDITORIAL

MARSEILLE: THE TOP DESTINATION IN THE SOUTH OF FRANCE

Marseille has always known how to reinvent itself in the face of new challenges and the most unprecedented situations. With the essential support of the Marseille Metropolitan Tourist Office and Convention Bureau, the city proudly aims high to guarantee the best welcome!

This year, Marseille continues to shine through multiple initiatives, both nationally and beyond France's borders, thanks to, notably, the strengthening of its digital campaigns and its social media presence, but also with its #MarseilleInnovanteetdurable campaign and the ramping up of its online marketplace, 'Marseille Experience.' Marseille is embedded in people's hearts and minds as the destination for their next vacation.

Chosen as one of the must-see European cities, Marseille - the beautiful, the incandescent, and the scandalous - is opening up to the world, playing between striking contrasts and intriguing paradoxes. Rich in heritage and traditions, Marseille is proudly visionary, never ceasing to question, to construct, nor dismantle itself.

Within its borders, it is made up of a melting pot of cultures, colours, languages, stories and might.

Because it brings together all types of audiences and shines internationally, the city has hosted more and more sport and cultural events since being chosen as the 2013 European Capital of Culture: host city for the 2016 European Football Championship, the 2017 European Capital of Sport, and the 2020 Manifesta biennial.

With the welcome of the Rugby World Cup in 2023, sailing and football events at the 2024 Summer Olympics, Marseille's aura is gaining even more momentum.

Starting in Spring 2021, Marseille will host major cultural events, such as **Jeff Koons at Mucem**, the **Rolling Stones Unzipped** exposition at the Orange Vélodrome stadium, and in the fall, Marseille **welcomes the I'UCN** (International Union for Conservation of Nature) conference. Plus, since 2020, the city has been invaded by **Space Invaders** to the delight of street art fans.

So much to bring together the communities and make them proud to live here!

MARSEILLE >> BY NUMBERS

FOUNDED
2 600 YEARS AGO
MARSEILLE IS THE OLDEST
CITY IN FRANCE

2ND
LARGEST CITY IN FRANCE
869,994 HABITANTS IN 2020

57 KM
OF COASTLINE
OF WHICH **20** KM
ARE CALANQUES

300
DAYS OF SUN
PER YEAR

5 MILLION
TOURISTS
ON AVERAGE EACH YEAR

1ST CRUISE PORT
IN FRANCE
AND **5TH**
IN THE MEDITERRANEAN

2ND
CITY IN FRANCE
THAT IS THE MOST FILMED

250 000
SPORTS CLUBS MEMBERS
MORE THAN 1/4 OF THE POPULATION

143 HOTELS
10,543 ROOMS
(INCLUDING MARSEILLE PROVENCE AIRPORT)

16
ARRONDISSEMENTS
111
DISTRICTS
EACH WITH A STRONG IDENTITY

A **24°** SEA
IN SUMMER



Tram Joliette

The Aix-Marseille-Provence metropolis is at the heart of a very comprehensive public transportation network that makes the destination THE strategic gateway to the Mediterranean and Europe, but also a key place to stay coming from sea, land, or air.

MARSEILLE-PROVENCE AIRPORT

Principal natural entry point on the Mediterranean, Marseille-Provence Airport is the 3rd largest airport in France.

8 daily flights between Paris / Marseille

(Flight time : 1:15)

Daily flights to/from Corsica

(2 / day for Ajaccio and Bastia, 1 / day for Calvi and Figari)

The 2 airport terminals welcomed more than 10 million passengers in 2019:

Terminal AMPI - This premium terminal dedicated to traditional airlines offers a high level of service: VIP welcome, lounges, fast lanes, services dedicated to groups.)

Urban version :

Terminal AMP2 - 1st low-cost terminal in Europe dedicated to low-cost flights.

An investment of half a billion euros from now until 2026, including 220 million euros for an expansion by Norman Foster from 2016 – 2026.

Connections / Marseille Centre (30km)

By airport shuttle (every 30 minutes – at peak times – from 5:10 to 23:10)

By TER train (more than 72 trains during the week and 46 on weekends)

By rental car (11 rental car agencies at the airport)

By taxi (86 vehicles available 24/7)

www.marseille.aeroport.fr



MOTORWAY NETWORK

3 motorways linking Spain, Italy, and northern Europe pass through Marseille, and offer an ideal proximity to top regional destinations:

1:00 to connect to the Camargue and Avignon

1:30 to escape to Saint-Tropez

2:00 to take advantage of the Côte d'Azur

2:30 to hit the slopes at first-class ski resorts

BY TRAIN

Marseille is : Marseille is:

1:40 from Lyon, 3h from Paris, 3:30 from Geneva, 5:30 from Brussels, 6:30 from London, 8h from Frankfurt...

GETTING AROUND IN MARSEILLE

By land :

Marseille is easily navigated by public transport, bike, or car thanks to 2 metro lines, 3 tram lines, 1000 bikes spread out at 130 stations, 88 bus lines, and 15 parking garages with close to 10,000 parking spots. Since 2019, one can also get around on self-serve electric scooters.

By sea :

From spring to fall, 1 ferry line connects the Vieux-Port / Pointe-Rouge / Les Goudes. Another line offers round-trips between the Vieux-Port and Estaque all year long from Monday to Friday.

Treasured by Marcel Pagnol, the Ferry Boat links the Hôtel de Ville and Place aux Huiles on the shortest ferry ride in the world. It goes to and fro every day of the week from 7h30 to 20h30 for 0.50€ each crossing.

METRO EXTENSION IN 2021

We like going the extra mile in Marseille !

Starting in 2021, it's the metro that will be extending, with stations farther into the north, towards the 15th arrondissement, but also a line that stretches to the South, towards La Rouvière (9th). This extension will better reflect the size of the city and speed it into the 21st century. The Aix-Marseille-Provence metropolis has approved its expansion plans and the new trains that circulate in the Marseille metro will be conceived by designers Ora Ito and Fabien Bourdier.

It is also an opportunity to give a new lease on life to the public transport system which celebrated its 40th anniversary in 2017. And to put a modernized version on the tracks: more secure, fully air-conditioned and automated, and more accessible to people with reduced mobility, etc.



Notre Dame de la Garde sous le feu des projecteurs.

Marseille has advantages that no one else has: a singular photogenic nature, an unmatched musicality, and breathtaking light. From the outset, **auteurs, screenwriters, and directors have been inspired by the streets of this Phocaeen city**, by the Vieux-Port, and also its exceptional natural scenery. From the dizzying cliffs in the Provençal hills to the Frioul islands, everything is here!

France's second-largest city for production (film, television, web series, and commercials), Marseille has seen its popularity triple in 10 years, a rapid rise that has led to around **385 shoots in 2020** alone.

If the Pagnol trilogy, but also Jean-Luc Godard's iconic *Breathless* (*À Bout de Souffle*), Luc Besson's *Taxi*, and most recently, *Le French* are anchored in the collective memory of cinephiles, the metropolis has also been the setting for a wide range of even more prominent projects. From the *Rogue City* (*Bronx*) series and the award-winning *Shéhérazade* to the feature films *Bac Nord*, *Inséparables*, and the highly anticipated *Stillwater* with Matt Damon, the cameras keep on rolling. The economic impact is valued at 83 million euros per year. A prosperous sector that offers great potential in regard to culture, attractiveness, and jobs, just like the **Media Center at Belle de Mai (Pôle Média de la Belle de Mai)**.

This innovative place unites sound stages with audio-visual, special effects, and movement capture companies, smartly linking the film and audio-visual industry to the digital sector.

MARSEILLE ON THE BIG SCREEN

In recent years, Marseille has shone under the spotlight, but the city has also augmented its own screens, responding to new needs and new cultural desires.

From the very intimate **La Baleine** and the innovative **EuropaCorp** La Joliette to the just-refurbished **Les Variétés** art-house movie theatre, the Phocaeen city is enjoying its own "New Wave."

After having created the first film school in Clichy Montfermeil, Ladj Ly (director of the *Les Misérables* film) chose Marseille in 2020 for the locale of her second school, **Kourtrajmé**, a free school that hopes to train the next generation of film crews. Finally, at the end of 2021, **Artplexe**, will wrap up the city's cinematic expansion. This new space dedicated to the "seventh art" will boast 7 screens, a brasserie, a bar, a panoramic restaurant, and culturally themed shops. On top of all these offerings, a great number of events promise to make this future Marseille hotspot shine.

385 SHOOTS

1059 SHOOT DAYS

4 FEATURE FILMS,

12 SERIES AND TV FILMS :

PLUS BELLE LA VIE, CAÏN, LÉO MATTEI, ÉTAT D'URGENCE...) AND MORE THAN 65 COMMERCIALS FOR NATIONAL AND INTERNATIONALLY RECOGNIZED BRANDS LIKE (ISABEL MARANT, MCDONALDS, JW ANDERSON, PUMA, UBEREATS...)

67 MILLION EUROS

IN ECONOMIC BENEFITS

19 MILLION EUROS TOWARDS JOB INVESTMENT

DURING 2020, THESE SHOOTS USED:

6 630 MARSEILLAIS EXTRAS

639 MARSEILLAIS ACTORS

1812 MARSEILLAIS FILM CREW



PRESS KIT 2021

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>> MARSEILLE: CRUISE PORT

HOIST YOUR SAILS! ALL HANDS ON DECK!

The oldest European port, Marseille now ranks 5th among Mediterranean ports and is the leading cruise port in France.

At the port side, the Mediterranean. At starboard, the lands of Provence and its numerous **UNESCO World Heritage sites** (Arles, the Camargue, Baux de Provence).

Marseille plays the dual role of both port of call and destination. On a regular basis, passengers embark from here to cross the Mediterranean while there are, on average, more than 1.8 million cruise-ship passengers that disembark on the Phocaean pavement each year.

THE BLUE CHARTER

Equally enormous and captivating, cruise ships are today at the heart of environmental concerns at a local and international scale. In 2019, Costa Group, MSC Group, Royal Caribbean Cruises Ltd and Ponant signed the Charte Bleue (Blue Charter) at the Blue Maritime Summit Marseille Provence, a world-wide first that will be certified by 2025.

- Cruise-ship hookups at the dock
- The use of desulphurised fuel
- The valorisation for ports of call for liquefied natural gas-powered cruise ships and the creation of a partner local branch.
- Reduced speed when approaching the port

THE BIGGEST CRUISE SHIP COMPANIES AND TOUR OPERATORS IN MARSEILLE...

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

2017

1,600,000

CRUISE-SHIP PASSENGERS MADE A STOPOVER IN MARSEILLE

2018

1,750,000

CRUISE-SHIP PASSENGERS MADE A STOPOVER IN MARSEILLE

2019

1,800,000

CRUISE-SHIP PASSENGERS MADE A STOPOVER IN MARSEILLE



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With its 57 kms of coastline, its 10,000 hectares of natural green spaces, and its 300 days of sun per year, Marseille is a delightful place to live...and visit. The exceptional quality of life is well-suited to local desires as much as tourists in search of nature, outdoor activities, wide-open spaces, and a "return to green."

Marseille is evolving and reinventing itself! The **Marseille-Provence Metropolis** is committed to improving the daily life of its inhabitants while revitalizing its city centre and its image at a national level.

In the city centre, Marseille is **pedestrianizing the streets** and it's emblematic Canebière, reconfiguring public spaces with natural beauty (over 1700 trees have been planted) that harmonizes with its existing architectural heritage. The latest pedestrianisation to date: the Opéra district which is adjacent to the Vieux-Port.

A new breath of fresh air for the city centre that is more favourable for strolling

MARSEILLE BY NEIGHBOURHOOD

Marseille is often spoken of in the plural. It's a city of **111 faces, 111 villages** that each have their own strong character, beauty, and exuberance.

If each neighbourhood has its own church and its pétanque court, they don't all have the same history, the same topography, nor the same age. To truly comprehend Marseille, one must get to know its different facets. This is what the Marseille Metropolitan Tourist Office and Convention Bureau offers to visitors, by roaming the city district by district, from its singular coastline to the hills of Marcel Pagnol.

Here is a **peek into the most original and atypical walks** that we provide to better understand Marseille behind the scenes and inside and out.

COURS JULIEN

Hoisted up on a small hill on the outskirts of the city centre, Cours Julien (Cours Ju for those in the know) is a lively neighbourhood that is beloved for its eclectic, colourful, and artistic side. Linked to the Plaine district by extension, it is a hotspot for street art: provocative murals that adorn the walls and building facades depict the city and its history, inseparable from that of the Marseillais. Cours Julien's numerous monuments delight fans of more classical art: the Conservatoire National au Palais des Arts, the Église Notre-Dame du Mont, and the Théâtre des Bernadines (a former convent created by nuns with the same name.) In this creative district, restaurants with very diverse cuisines, atelier-boutiques of every shape and size have all made a home in Cours Julien. It is hard to resist a visit to landmark addresses like **L'Entrepôt**, which notably shows works by Marseille artist Brems, and is the headquarters for the Marseille Graffiti Association.

Missing a bit of green? Head towards the urban flora and the grand edifices on both sides of the Canebière, from the Conservatory to the Église des Réformés (currently being restored).

Visits **Cours Julien street art** and **Biodiversity in the city**

BELSUNCE

"Everything goes and comes from here," writes the rappers Bouga and Akhenaton (from Marseille's legendary IAM) in the soundtrack for the film, *Comme un Aimant*. Marseille wouldn't be Marseille without Belsunce, 'flagship of the Phocaean neighbourhoods' that is both land of welcome and land of reinvention - and where La Marseillaise (the French national anthem) resonated for the first time in 1792! Encounter with rich history of sharing and exchange of this working-class stronghold in the city's core, via a walk designed in collaboration with ACAM Belsunce (The Association of Shopkeepers and Artisans of Marseille). At the heart of this diverse and dynamic area, one discovers unexpected monuments tucked away on side streets, like the Église Saint-Théodore (soon to be the Musée de l'Art Baroque), Alcazar Municipal Library, the Théâtre de l'Œuvre, the Mémorial de La Marseillaise, and the Port Antique. Equally singular are those who make Belsunce: the master tailor, **Tom**, the **Zoé la Fée** company, the indie designer boutique and salon de thé, the **AZA** association, Linda, a Master of Embroidery, a fair-trade shop and restaurant that supports the professional integration of women, and many more!

Visit **Belsunce and its creative paths**

LE PRADO ET MAZARGUES

Though more residential and less popular with tourists, the south (le Sud) of Marseille is actually full of precious treasures to unearth. Among them, **le Prado**, named after its principal avenue that stretches for 3400 meters. In addition to the celebrated Orange Vélodrome stadium, **La Cité Radieuse** is equally popular. This 'city within a city' created by Le Corbusier and a designated UNESCO World Heritage Site is blessed with an art centre and a rooftop with a breathtaking view. A stone's throw from the Rond-Point du Prado : **La Magalone**, Cité de la Musique de Marseille, and its secret garden are sure to charm, as will the **École Nationale de Danse** and the **Château Borély**. The adventure continues in the Mazargues district, the last village before the cottages that dot the Massif des Calanques, to discover its church, the Obélisque, and the Cimetière des Anglais. Stop into Maison Marin, a fromagerie passed down between generations, then to the atelier of **O'Douceurs Givrées** de Romain, the king of ice cream. Finally, before setting sail, a stop at **Andrée de Viale** is essential for picking up a floral treat for your home, but especially to hear stories from this florist from the village.

Visit **Mazargues in all its senses** and **Le Corbusier's Cité Radieuse**

>> MARSEILLE: NEIGHBOURHOOD WALKS

LA TREILLE

Get a breath of fresh air in a typical Provençal village, aptly named the 'village of memories' ... those of the childhood of writer and filmmaker Marcel Pagnol who has documented the history of Marseille. Like time travel, this meandering stroll follows in the steps of the Pagnol family, traversing La Treille's dirt roads at the foot of the reliefs that were so dear to them. Bring a good pair of shoes and wander past the **Bastide Neuve**, Pagnol's vacation home, and **Pascaline**, the villa in which he holed up in to write, up until the 'petit Marcel' tomb in the village cemetery. Then, let's take a break on the patio at the **Le Cigalon** restaurant: daube de boeuf (beef stew) and/or or pieds paquets marseillais (a specialty of the house) are both strongly recommended!

Visit **La Treille, storied village of Provence**

VALLON DES AUFFES* AND MALMOUSQUE

With its scenic stone viaduct in the background and its string of colourful cabins scattered above the quays, this authentic fishing port is as pretty as a postcard. The lovely U-shaped Port du Vallon connects the Michelin-starred restaurant **L'Épuiette** to the Auffes basin, a type of "sea pool" adored by every Marseillais, from wee ones to retirees.

Though it is definitely calmer off season, Vallon des Auffes is the symbol of local Dolce Vita once good weather arrives, the ideal setting for a swim, a jaunt on a paddle board, a sublime apéro, or an art show as the sun sets – each Thursday night in the summer thanks to the Association du Vallon des Auffes. Book a table at the traditional restaurant **Chez Fonfon**, the go-to address for soupe de poisson (fish soup.) Don't leave without checking out the eroded rocks of Malmousque, a cove that is treasured by the Marseillais and revered by tourists who worship the **Petit Nice**, Gérald Passédât's three-Michelin-star restaurant.

*which takes its name from a type of grass from North Africa and Spain (auffo in Provençal) that rop-makers stocked there in the 19th century.

Visit **Malmousque: the little port along the Corniche.**

Through this array of engaging, diverse walks, the Marseille Metropolitan Tourist Office gives visitors an opportunity to experience the city like a local. With so much to take in, your legs might be a bit tired. But your mind will be unbelievably stimulated!

To reserve one of these **Marseille Metropolitan Tourist Office and Convention Bureau** guided tours, head to: **marseilleexperience.com** or call 0826 500 500 (0.15€/min)



La Treille

© E. LAMY



Le Vallon des Auffes

© E. LAMY

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>> MARSEILLE: BUSINESS CITY

If today Marseille is positioned among French (and, even more so, Mediterranean) cities as a reference point concerning the organization of conferences, meetings, and fairs, that can be attributed to the growth of hotel properties (from 3 to 5 stars in recent years), strong groundwork by the Convention Bureau teams, and the increased number of event spaces.

MARSEILLE IN 2019:

474,000 DELEGATES

942 EVENTS

77TH PLACE WORLDWIDE

FOR BUSINESS TOURISM

(RANKED BY THE 2018 INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION.)

360 MILLION EUROS
OF DIRECT ECONOMIC BENEFITS
FROM BUSINESS TOURISM

KEY PLACES FOR BUSINESS TOURISM IN MARSEILLE :

- Palais du Pharo
- Palais des Congrès et des Expositions
- World Trade Center
- Stade Vélodrome

To meet the expectations of national and international business event organisers, sixty or so accredited members work within the **Metropolitain Convention Bureau** (the team is composed of 5 people in Marseille and 1 in Paris.)

In 2021, all the teams are mobilising to welcome more than 10,000 participants from every corner of the globe during the **IUCN** (International Union for the Conservation of Nature).

Expected to attend are heads of state, ministers, parliamentarians, representatives from local and regional governments, experts, scientists, researchers, civil society entities (NGO's, non-profits, initiatives), and journalists.



Palais du Pharo

© joTCM



Vue depuis le toit de la Tour la Marseillaise

NOTRE DAME DE LA GARDE

No need for a GPS nor a compass. From here you can get the lay of the land: the Vieux-Port, the Vélodrome stadium, the Cité Radieuse and even the Pointe Rouge and the Frioul Islands. From the 154-meter-high hill on which Notre-Dame de la Garde sits, one gets a breathtaking 360° view of Marseille.

All Marseillais – from lifelong citizens to newcomers – refer to the basilica as the 'Bonne Mère' (the 'Good Mother') who watches over the city day and night. Since the Middle Ages, this captivating religious edifice, considered as the guardian of local sailors and fishermen, lures more than 2 million visitors each year.

www.notredamedelagarde.com

MUCEM: MUSÉE DES CIVILISATIONS D'EUROPE ET DE LA MEDITERRANÉE

J4

Erected on the ancient harbour pier J4, **Mucem** owes its 'feminine and muscular' structure to architect Rudy Ricciotti, an associate of Roland Carta. The 15,000 m² space welcomes two exhibition halls: the Galerie de la Méditerranée dedicated to the discovery of major stages in Mediterranean civilisations as well as a temporary-exhibition space.

J4 also houses a 355-seat auditorium (for conferences, shows, concerts, etc.), the 'Médinathèque' (a venue for screening audio-visual documents that is a collaboration with INA), a dedicated space for children ('Odyssey des Enfants'), a bookstore/shop, as well as Môle Passédat, a restaurant by celebrated 3-Michelin-Star chef Gérard Passédat that features a panoramic patio.

Fort Saint-Jean

A suspended footbridge connects J4 to Fort Saint-Jean, a small village in itself in which stone arcades, vaulted rooms, suspended gardens, and panoramic viewpoints over Marseille and the Mediterranean intermingle. A second footbridge connects the fort to the Le Panier neighbourhood, from the fort's Port Royale to the Église Saint-Laurent.

Though Fort Saint-Jean's walls date back to the 12th century, the public was only able to set foot in this historic building for the first time in 2013.

www.mucem.org

THE CALANQUES

With its maritime pine massifs, its aromatic plants and its turquoise waters, the Parc National des Calanques is a prime playground for lovers of hiking, rock-climbing,

diving, and heritage. Explored from top to bottom, the Calanques are photographed, inhaled, and even devoured, thanks to a handful of delightful foodie hideouts. Dig into freshly caught fish, squid, panisses, and pastis at off-the-beaten-path restaurants Chez le Belge (Marseilleveyre), La Grotte (Callelongue), or Chez Paul (Les Goudes).

www.calanques-parcnational.fr

LE CORBUSIER'S CITÉ RADIEUSE

The avant-garde genius Le Corbusier built the 'Cité Radieuse' between 1947 and 1951. Nicknamed the 'Maison du fada' ('Crazy House') by Marseillais at the time, it is a city within a city, made of exposed concrete, perched on concrete pilings, and featuring multi-coloured loggias. The cruise-ship like building houses 337 magnificent apartments, a hotel, a restaurant, a school, shops, an art and design centre, as well as a rooftop that is open to the public. Derided for decades, the space is today a reference point for artists and trendy hipsters across the globe. Since 2016, the Cité Radieuse has been a registered UNESCO World Heritage Site.

www.marseille-tourisme.com

CHÂTEAU D'IF AND FRIOUL ISLANDS

Marseille has preserved superb examples of military architecture like the Château d'If, constructed under the order of King François 1st between 1527 and 1529. Out at sea, off the shores of Marseille, this medieval fortress primarily served as a state prison over its 400 years of official use. Made famous by Alexandre Dumas' celebrated novel, the Count of Monte-Cristo, the château, a registered historic monument, is a not-to-miss site.

www.chateau-if.fr

Still in Marseille's harbour, the Frioul Islands captivate, thanks to their endemic flora and fauna that has earned them the **Zone Natura 2000** label.

www.marseille-tourisme.com

LE PANIER: THE OLDEST DISTRICT IN MARSEILLE

On the north banks of the Vieux-Port, in Le Panier, the Phocaeans first settled and founded Massalia, choosing this "Lacydon" for its high position near the sea. With its narrow streets, its cultural spaces, its artisan boutiques, its mythical restaurants, and its infinite works of street art, the neighbourhood now charms both locals and tourists. Old, but not old-school, today Le Panier is considered THE benchmark for both fans of street art and urban culture.



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>> 26 CENTURIES OF HISTORY: FROM MASSALIA TO MARSEILLE

17

27th Century B.C.

If Marseille bears witness to 26 centuries of history, the cave paintings in the Grotte de Cosquer confirm the first human settlements around 2700 B.C.

4th Century B.C. – A Phocaean legend

The Greek city Massalia was born from the fruit of a mythic, 5th century B.C. love story between Gyptis, a native princess, and Protis, an explorer from Phocaea in Asia Minor. Together, they created this Greek trading post along the banks of the Lacydon (now the Vieux-Port). A fortuitous encounter, symbolising openness to the outside world. Twenty-six centuries later, this remains the true essence of this Phocaean city.

5th – 6th Century

Given its setting facing the sea, Massalia helped introduce the cultivation of grape vines and olive trees, money, and writing to Gaul. Consequently, it rapidly became a place for influential exchanges between the Mediterranean and Celtic worlds.

5th Century

Saint-Victor Abbey is established at the exterior of the city on the southern banks of the port, enabling Marseille to extend its spiritual influence beyond Provence.

15th Century

Bound to France in 1481, Marseille becomes one of the kingdom's first cities!

16th Century

In Marseille, the country's first Chamber of Commerce is created in 1599, a sign of the city's trading vitality.

17th Century

Rebel city against royal power, Marseille is conquered in 1660 by Louis XIV's troops. The Sun King orders the construction of the Fort Saint-Jean and Fort Saint-Nicolas citadels to protect and keep a close watch on the city. Under his reign, he implements significant urban planning projects, with notably the creation of the Grand Cours, a new Hôtel de Ville (City Hall), and the Hôpital de la Charité – all using the plans of Pierre Puget. At that time, Marseille expands beyond its medieval ramparts, tripling its surface area from 70 to 195 hectares.

19th Century

The city undergoes a period of transformation and growth at an economic and cultural level, as well as opening up to the oceanic world. The port is equipped with new basins at La Joliette while the railway and the Gare Saint-Charles come to revolutionise transport. Manufacturing develops, maritime companies flourish with the rise of the colonial empire, the population swells 3.5 times its size, and the city experiences an impressive urban transformation: the opening of the Rue de la République, the arrival of water via the Canal de la Durance at the Palais Longchamp, and the construction of the Préfecture, the Palais de la Bourse, the Palais du Pharo, the Cathédrale de la Major, and the Basilique de Notre-Dame-de-la-Garde.

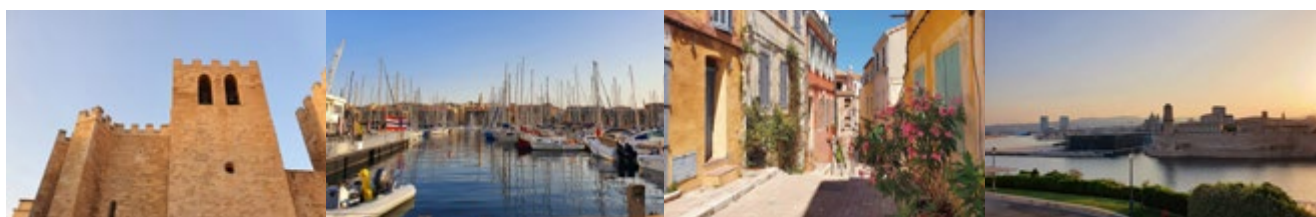
20th Century

The Second World War has a profound impact on the city and its architectural heritage. From that moment on, modern architects, notably Le Corbusier or Fernand Pouillon, were called upon to participate in the city's reconstruction, building iconic places that remain in Marseille's cityscape today.

21st Century

Rich in historic and architectural heritage, the city of Marseille is today tackling its future, with large-scale urbanism projects such as the enormous urban renewal initiative, Euroméditerranée, without forgetting to beautify and renovate its existing structures, like the Port Antique. Ruins from ancient times (600 B.C.) that were discovered in 1967, the site has recently been restored, allowing Marseillais to reclaim the vestiges and pass on their history to future generations.

Today, Marseille has, in part, heightened its worldwide renown thanks to the big names in architecture that have designed monumental projects here during the last decade, like 'starchitects' Zaha Hadid (CMA-CGM Tower), Jean Nouvel (La Marseillaise Tower), Stefano Boeri (Villa Méditerranée) or Rudy Ricciotti and Roland Carta (Mucem, J4).





Calanque, Port Pin

8300 hectares and 20 km of coastline. That is the expanse of the **Parc National des Calanques**, the first suburban park in Europe that stretches from Marseille to Cassis.

Here, the natural, the cultural and the geological mix. When it comes to biodiversity, the park is equally mind-blowing: 140 protected land-based animal and vegetable species and 60 heritage marine species, which are talked about at an international level.

Vertiginous cliffs, wild garrigues, and hidden coves, plenty of amazing places for seasoned hikers and compulsive #instagrammers to gawk at.

From Marseille to Cassis, **Marseilleveyre, Podestat, Sormiou, Morgiou, Sugiton, En-Vau, Port-Pin, and Port-Miou**. Each one conceals crystalline waters, limestone rocks, and the spirit of the sea.

www.calanques-parcnational.fr

To also discover with a *Love map Esprit Parc National*, downloadable online.

But, also, via **Mes Calanques**: an app launched by the Parc National des Calanques that is a goldmine of information for visitors.

Fires, pollution, flora and fauna awareness, or community projects. The new app puts citizens at the forefront in helping to preserve the Calanques!

Practical Info

A free detailed map of the Calanques is available at the Marseille Metropolitan Tourist Office and Convention Bureau. In the summer, before going on a hike, it is imperative to check on accessibility in case of fire risk at: +33 (0)811 20 13 13 (.06 €/min).

It is possible to use public transport to access the Calanques' principal entrance points:

Calanques de Sugiton: Bus 21 or B1

Calanques de Callevongues and Marseilleveyre: Bus 19 + Bus 20

RTM ferry boats between the Vieux-Port and the Pointe Rouge or Les Goudes (in season only).



Calanque de Sormiou



Morgiou



Calanque de Sugiton

>> MARSEILLE GOES GREEN

In keeping with the times and the challenges of this era, Marseille continually seeks to make even more room for development and sustainable tourism. This implies, in particular, the setting up of **sustainable tourist routes at every level**, and the mobilization of engaged players from across the entire tourist ecosystem.

While this work to make Marseille a greener city will always be on our agenda, **the first steps put in place to preserve its biodiversity are already bearing fruit!** For example, the new rare species that have been found in the Parc des Calanques.

Eager to also be involved in this watershed moment, the Marseille Metropolitan Tourist Office and Convention Bureau has created #marseilleinnovanteetdurable, a hashtag that aims to bring together these engaged communities and to unite their messages and their voices.

A number of green ideas have already begun to flourish across the Marseille landscape :

Associations

"Clean My Calanques", created in 2017, is a benchmark association that reunites thousands of nature lovers, Marseille or not, to clean the Calanques' beaches and massifs to help protect the national park. One can also find, among many others, initiatives like '1 Déchet Par Jour' ('1 Piece of Rubbish a Day'), a network of united citizens that clean up rubbish across the city, showing how 'small gestures' can save our planet. There's also the ethical consumer collective, Super Cafoutch, a cooperative and participative supermarket that favours ethical and green businesses.

Restaurants

Like many city dwellers, a multitude of restaurateurs have resolutely turned their attention to the challenges of 'eating better' (the valorisation of local distribution channels, organic products, and sustainable agriculture), like Pierre-André Aubert and his first solar restaurant in Marseille, Présage. Today, it is an experimental open-air café. It will unveil its permanent version in 2022 at Château-Gombert. The latest idea that is sown from the seeds of sustainability is planned for summer 2021: Ventrus, Guillaume Chupeau's nomadic and eco-respectful restaurant, whose locavore menu will 'be good for you without doing harm.'

Farmers' markets and urban farms

The agricultural world has gradually taken root in the heart of Marseille's urban spaces. Among the players in this change are: the Tour des Pins farm, the city's first pedagogical farm that was created in 1980; Le Talus, a former 9000m² dump that has been transformed into an urban farm; the organic farm Terre de Mars in the hills of Sainte-Marthe; Aurélien Bergeron's aquatic farm at Frioul; and collectives such as the La Friche, Cours Julien, and the Collectif Hors Champs farmers' markets, to name a few.

Underwater Museum and the Museum of Maritime Heritage

The cultural sector has also invested in favour of sustainable development, through the opening of the Underwater Museum (Musée Subaquatique) in September 2020, an underwater space that is dedicated to art, marine biology, and environmental protection, and that of the Museum of Maritime Heritage (Musée du Patrimoine Maritime), opening in 2023.

A NEW GREEN BRANCH AT THE MARSEILLE METROPOLITAN TOURIST OFFICE AND CONVENTION BUREAU

Launched in January 2020, a service dedicated to Sustainable Development at the Marseille Metropolitan Tourist and Convention Office aims to encourage, unite, and support the local tourism ecosystem towards a **more responsible tourism**, in order to continually improve the quality of the welcome for tourists (both leisure and business) and to make them aware of the challenges of sustainable development in our region.

With this approach, the Metropolitan Office has committed to a specific and concrete action plan, including **3 strong short-term initiatives:**

1- The support of **Label ClefVerte (Green Key Label)**, a program that launched at the start of 2020 and will be rolled out until 2024. It enables tourist accommodations to evolve along 7 major axes of Sustainable Development (water management, awareness, ethical purchasing, etc.) With this project, Marseille proudly plays a leading role as the French city with the most winners in 2020 with this Label: 13 Marseille hotels (Nhow Palm Beach, Résidence du Vieux-Port, Hôtel 96, Intercontinental Marseille - Hôtel Dieu, etc.) and 9 undergoing the accreditation process.

2- A **ISO 20121 certification**, started on February 1, 2021: a standard for the event sector to promote eco-responsibility and limit their carbon footprint. All of the Metropolitan Office's services will be impacted, from their day-to-day actions to their promotion and welcome operations, but also in their role as a driving force to assist professionals in this process. The certification is planned for 2021.

3- An integral part of the Metropolitan Office of Tourism, the Metropolitan Convention Bureau, hopes to enter Marseille into the **GDS Index** between now and the end of 2021. This international ranking of best practices is linked to a % score. It is a destination strategy based on the fundamental criteria of eco-responsibility in the business tourism sector. Today, 54 cities around the world are part of the GDS Index, including 3 French cities: Bordeaux, Lyon, and Nantes.



© undéchetpa'jour



© Terre de Mars



Propelled by **Euroméditerranée**, the biggest urban renewal project in southern Europe, Marseille has undergone a profound transformation since 1995. Its city centre is growing, expanding, and beautifying, giving the Phocaean city a new face - and a new skyline.

New city within a city, Euroméditerranée is rehabilitating a 480-hectare area in the heart of the Marseille metropolis, between the commercial port, the Vieux-Port, and the TGV station, establishing itself as a 'smart city.'

At the heart of this project, sustainable development, growth, respect for the environment, architecture geared to enhance one's quality of life, and the valorisation, as much as possible, of existing heritage.

In total, **5300 companies** in 7 different sectors are based here, all united under the banner 'E10.10'.

VERTICAL MARSEILLE

Big names in architecture are enlivening this new business district with mind-blowing modernity thanks to their prestigious projects: Zaha Hadid's **CMA CGM** building, Jean Nouvel's Quais d'Arenc project and **La Marseillaise** tower, Yves Lion's exceptional residential complex, **H99**, conceived by Jean-Baptiste Pietri, and Roland Carta's **Le Balthazar**.

Other exceptional sites that have been instigated by Euroméditerranée include **Mucem**, designed by Rudy Ricciotti, and the **Villa Méditerranée**, created by Stefano Boeri and conceived by Massimiliano Fuksas.

From now until 2025, these new infrastructures will see the light of day at Euroméditerranée:

- **Porte Bleue**: a 13,000 m² tourism, residential, and shopping complex planned for 2022

- The J1 will be transformed from now until 2023 as part of the **La Passerelle** project, a breathtaking lookout point over the Port Autonome that will unite co-working and event spaces, a hotel and wellness complex, and four eateries that are sure to satisfy one's taste buds.

- At the Villa Méditerranée, a replica of the famous **Grotte Cosquer** cave.

SPOTLIGHT ON COSQUER

Discovered by the diver Henri Cosquer in 1991 off the shores of Cap Morgiou, the Grotte Cosquer cave will see the light in June 2022. Accessible to as many people as possible, this exhibit will allow visitors to discover the 500 hand-painted prehistoric works, a cultural treasure dating from 27,000 to 19,000 B.C.

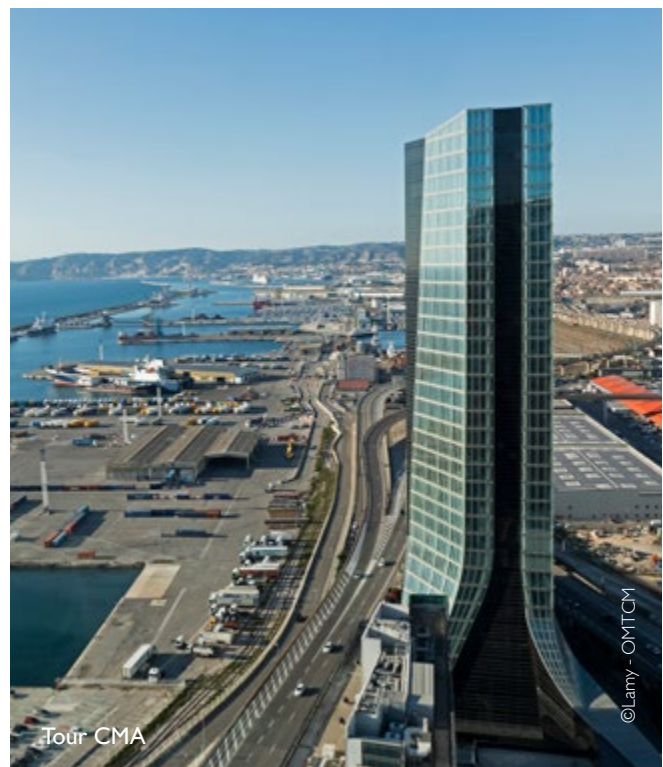
A leading cultural achievement for the general public and the international scientific community.

THE J1 ESPLANADE: HIGH POTENTIAL

Driven by a desire to become the flagship metropolis of the Mediterranean, Marseille continues to move forward on its vast revitalization project and the valorisation of its waterfront, launched since 2000s. An integral piece of the puzzle is the rehabilitation of the J1 Hangar, which bears witness to the history of Marseille and of 20th century architecture. Thanks to the relocation of port activities to the city's outskirts, the new J1 project, renamed La Passerelle, will create a real link between land and sea, finally returning the seafront to the people of Marseille.

Already converted into a cultural space, the J1 will become a vast complex of public exhibitions with more than 25,000 m² devoted to relaxation, walking, and leisure. A panoramic hotel, eateries and gourmet halls, offices and training areas, and a transit station for shuttles to the Vieux-Port.

The J1 is looking towards the future to please the greatest number of people while staying faithful to its history.





Vieille Charité, Panier

MUSEUMS AND 2021 EXPOSITIONS

Let's go to the museum!

In Marseille, access to the municipal museums' permanent collections is free all year round, and every first Sunday of the month for temporary exhibitions.

Marseille's 17 museums, of which 11 are designated Musées de France, as well as 7 historical monuments, make national culture shine in their eclectic collections and exhibitions. Each year, these artistic and historical establishments welcome more and more art lovers, history buffs, contemporary art connoisseurs, fashion lovers, and curious children.

Musée d'Histoire de Marseille and Port Antique

Rue Henri Barbusse, 13001

This museum offers a lively, intriguing journey through 26 centuries of existence of the oldest city in France. More than 4000 pieces and a hundred multimedia devices bear witness to this exceptional history.

Two steps from the Vieux-Port, a visit is apt for anyone who wants to discover the origins and secrets of Marseille.

www.musee-histoire-marseille-voie-historique.fr

Centre de la Vieille Charité and its two museums

Vieille Charité, Le Panier, 2 Rue de la Charité, 13002

• Musée d'Archéologie Méditerranéenne

Located on the first floor of Vieille Charité, this museum showcases the 2nd largest French collection of Egyptian antiquities after the Louvre as well as classical antiquities.

www.musees.marseille.fr/musee-darcheologie-mediterranee-mam

• Musée des Arts Africains, Océaniens et Amérindiens

The MAAOA aims to show what Westerners call 'works of art' from the African, Oceanian and Native American continents. These objects are often testimonies of cultures that have disappeared or are in the process of disappearing.

www.musees.marseille.fr/musee-darts-africains-oceaniens-amerindiens-maaoa

Musée Regards de Provence

Allée Regards de Provence, Avenue Vaudoyer, 13002

The Regards de Provence Foundation, located in the former Marseille health station that was built by famed architect Fernand Pouillon and renovated by Guy Daher, has built up an important artistic estate of more than 850 works influenced by le Sud (the South) from the 18th century to the present day.

www.museeregardsdeprovence.com

FRAC PACA (Fond régional d'art contemporain)

20 Boulevard de Dunkerque, 13002

The role of the Regional Contemporary Art Fund is to build and showcase a collection of contemporary art and to program and organize temporary exhibitions, meetings/conferences, and publications. They also implement awareness-raising measures and training for various audiences (schools, students, and adults).

www.fracpaca.org

Musée Cantini

19 Rue Grignan, 13006

Built in 1694, this mansion houses one of the richest French public collections, devoted to the so-called 'modern' period of the 20th century, which spanned between 1900 and the 1960s.

www.musees.marseille.fr/musee-cantini

Palais Longchamp and its two museums

• Musée des Beaux-Arts

9 Rue Édouard Stephan, 13004

Marseille's Musée des Beaux-Arts began in 1802. Installed in the left wing of the Palais Longchamp, it exhibits a collection of 16th-19th century paintings, sculptures and drawings from the greatest Italian, French, Dutch, and Flemish masters. One of the museum's main features is also Provençal art from the 17th to 19th century.

www.musees.marseille.fr/musee-des-beaux-arts-mba

• Musée d'Histoire Naturelle

Boulevard Jardin Zoologique, 13004

Created in 1819, the Museum of Natural History has occupied the right wing of the palace since 1869. It brings together several local and national botany, palaeontology, mineralogy, zoology and human sciences collections that reflect the political, economic and scientific life of Marseille since the beginning of the 19th century.

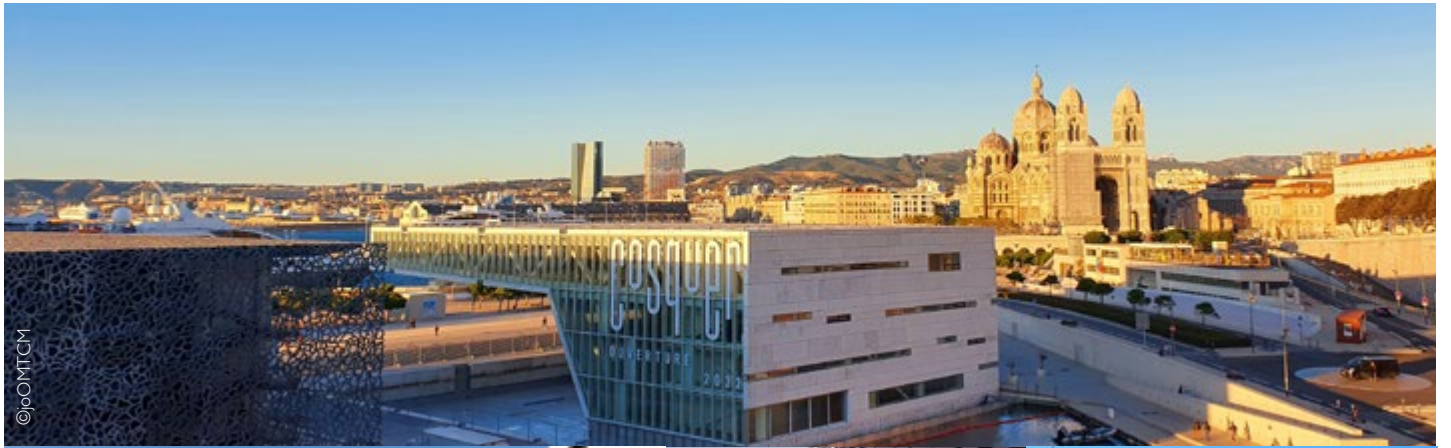
www.musees.marseille.fr/museum-dhistoire-naturelle-mhnm

Musée des Arts Décoratifs de la Mode et de la Faïence

134 Avenue Clot Bey, Château Borély, 13008

Listed as a historical monument, Château Borély is emblematic of vacation homes built around the city by the great Marseille families in the second half of the 18th century. Today the Museum of Decorative Arts, Fashion, and Faïence hosts a selection of 2,500 works of a wide variety of artistic methods: furniture, ceramics, glass, tapestries, decorative objects, rare and exotic objects, and fashion and accessories collections from the 18th century to today.

www.musees.marseille.fr/chateau-borely-musee-des-arts-decoratifs-de-la-faience-et-de-la-mode



Musée d'Art Contemporain – [MAC]

Bonneveine, 69 Avenue d'Haïfa, 13008

The MAC collection comprises essential works from the second half of the 20th century and the beginning of the 21st. It is made up of great oeuvres from New Realists, Supports Surfaces, Arte Povera, Land Art, and the Fluxus movement. Don't miss the museum's adjoining garden, which brings together several works by Jean-Michel Alberola, Julien Blaine, César, Erik Dietman and Fabrice Gygi.

Closed for renovation - opening scheduled for 2021.

www.musees.marseille.fr/musee-dart-contemporain-mac

MAMO - Centre d'Art at the Cité Radieuse

280 Boulevard Michelet, 13008

Perched on the 8th floor of Le Corbusier's Cité Radieuse, MAMO (Marseille Modulor) restores the famous rooftop to its former glory. In 2013, designer Ora-Itto launched this new place of artistic creation in the sky, to welcome and capture the spirit and expression of young contemporary artists.

It has already hosted artists such as Invader, Alex Israël, Olivier Mosset, Jean-Pierre Reynaud, Felice Varini, Dan Graham, and Daniel Buren.

www.mamo.fr

Musée Pernod Ricard France – Musée MX

10 Place de la Joliette, 13002

Part museum, part concept store, the Musée MX is an initiative launched by Pernod Ricard France to (re) discover Marseillais' favourite plant through the history of Marseille and its metropolis. The museum welcomes the public in a 1000 m² space to taste original products and benefit from unique, diverse, and ever-changing sensory experiences. The MX experience, MX food, Mx bar, and MX shop will open on June 9, 2021.

www.lesdocks-marseille.com

Musée Subaquatique (MSM)

Plage des Catalans, 13007

The Underwater Museum of Marseille is a unique underwater space dedicated to art, marine biology, and environmental preservation. It features a collective exhibition of great artistic richness that demands and desires a close relationship to its distinct marine environment. All of the works on display form an artificial reef that is both habitat and refuge for marine species.

www.musee-subaquatique.com

Mucem - Musée des Civilisations d'Europe et de Méditerranée

1 Esplanade du J4, 13002

Created by Rudy Ricciotti and Roland Carta, Mucem, which defines itself as a 'museum of society', is a not-to-miss stop in Marseille. Beyond its collections, the place stands out as a new public space whose access to the stunning outdoor spaces of Fort Saint-Jean is free for all. A must see!

News of the Year:

The 'Place au Grand Mezzé' Exhibition

Since December 2020, Mucem has welcomed 'Le Grand Mezzé': a new semi-permanent exhibition that reflects upon Mediterranean food and its diversity, 'from field to plate and traditional Mediterranean culinary savoir-faire to globalized food standards.'

From the Cretan diet to the Mediterranean diet, this exhibition offers keys to better long-term understanding of some of the fundamentals of this food, its constant evolution, and some of its very contemporary challenges.

www.mucem.org

ROLLING CITY

The Rolling Stones concert at the Stade Vélodrome in 2018 caused a sensation. As a recompense, they are coming back in 2021... this time on display! More determined than ever to strike a chord with Marseille again, the legendary rock group is at the heart of the sensational Unzipped Exhibition, a show to discover around the stadium and at a series of events planned throughout the city. All in all, there will be 400 works in 2000 m² to admire from June 10 to September 5.

For this traveling international exhibition, Marseille was the only city in France (and one of the few cities in Europe) selected!

All visits are carried out in compliance with public health rules following the Safe & Clean Label.

To be continued ...



PRESS KIT 2021

MARSEILLE METROPOLITAN TOURIST OFFICE AND CONVENTION BUREAU

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>> ART, HERITAGE, AND EXPERIENCES

MUSEUM PASS AND CITY PASS

Museum Pass

Individuel et nominatif, valable un an à partir de la date d'achat, le Museum Pass offre un accès libre et illimité aux collections permanentes et aux expositions temporaires dans 15 grands lieux culturels de Marseille :

- Mucem
- FRAC
- Musée Regards de Provence
- Centre d'Expositions de la Vieille Charité
- Musée d'Archéologie Méditerranéenne
- Musée d'Arts Africains, Océaniens, Amérindiens
- Musée d'Histoire de Marseille et le Port Antique
- Musée des Docks Romains
- Mémorial de la Marseillaise
- Musée des Beaux-Arts
- Musée d'Histoire Naturelle
- Musée Cantini
- Musée d'Art contemporain - MAC
- Musée des Arts Décoratifs, de la Faïence et de la Mode et le Jardin Botanique
- Le Préau des Accoules (accès libre)



Price : 45 € // Reduced rate : 35 €

Where to buy a Museum Pass?

During ticket office opening hours at: Mucem, Musée d'Histoire, Vieille Charité, Château Borély, MAC, Musée des Beaux-Arts and Musée Cantini.

CityPass Marseille

Valid for 24h, 48h or 72h, these all-inclusive passes include public transport, tourist buses, maritime shuttles, the little train, culture and leisure.

Prices: 27 €, 37 € ou 43 €

Available in an electronic version (transport not included), and, for families, a kid's version: reduced price on the CityPass Marseille for children from 7 to 15 years old.



© PiecePart_Showroom_01

STREET ART & CONTEMPORARY ART

Capital of creativity, Marseille is (among others) conducive to the emergence of new talents, which stems from its very distinctive urban atmosphere. Here, art is circulated and shown in a more or less formal fashion, without borders, in the public or private sphere.

The city is a playground in which many international and Marseille artists express themselves: graffiti artists, sculptors, photographers, etc. For example, Docks Village welcomed renowned street artist JonOne in the fall of 2020. The Cours Julien neighbourhood is also known as a favourite spot for street art.

Still in the public space: after being introduced to urban art with Alain Paris' 'Marseillais Crapauds' a few years ago, Marseillais had a rendezvous with the artist Invader in 2020. He 'invaded' the entire city as well as MAMO with his pixelated illustrations.

Soon to come, and to follow very closely: **MauMA** - an urban art walk planned for the end of 2021!



© JonOne_BYNDR



PavillonSouthway_Salor@hervehote

THE NEW GALLERY OWNERS

Knowledgeable about art and passionate about design, the new generation of Marseille gallery owners are imposing their artistic vision. **Emmanuelle Oddo (Pièce à Part)**, **Ginie Bel (Maison Mirbel)**, **Diego Escobar (ArtCan Gallery)**, **Nicolas Veidig (DoubleV Gallery)**, **Emmanuelle Luciani (Pavillon Southway)**...all chose to break traditional, and sometimes impenetrable, codes, to make art accessible, unbridled, and uninhibited for a new audience that had been previously off target. Keen at spotting talent, they have propelled artists that are now adored today, such as Caroline Denervaud, Samy Rio, Studio MBAE, Zest, Alexandre-Benjamin Navet, and Nova Objecta.



© DoubleV_CarolineDenervaud



© PiecePart_EmmanuelleOddo

JEFF KOONS AT MUCEM

In 2021, it's Mucem's turn to bet on rule-breaking art. The museum puts **Jeff Koons** in the spotlight, through 20 emblematic works from the Pinault collection in a 1,200 m² space. A remarkable exhibition, to say the least, that takes place from May 5 to October 18, in the form of an original encounter between creations inspired by Koons' daily life and the Mucem collection. The opportunity, for example, to re-see 'for real' some major works by the key American artist from the end of the 20th century, like the iconic 'Balloon Dog', 'Lobster', or 'Backyard' and 'Dutch Couple' on the painting side.

Through a permanent exhibition, this time, a family of collectors has sought to escape the clichés of a squat or an old warehouse by transforming a stately Marseille building into a temple of street art! The **Château de Forbin**, built in the 15th century at the gateway of the Calanques, now offers art lovers a vast collection dedicated to post-graffiti and the East Village scene. In this elegant home, which also acts as an artist's residence, discover a unique marriage between the history of an aristocratic family from Provence and that of New York street art from the 80s and 90s.

INVADER WAS HERE

It was undoubtedly the art event of the summer of 2020 in Marseille. The Space Invaders, illustrations of alien mosaics inspired by a 1980s video game, stormed the streets of the city. For more than 20 years, the mosaicist Invader has installed his creations in the world's largest metropolises, and so it was Marseille that he picked as his adopted home!

Almost 100 works were posted in distinctly different neighbourhoods, from Estaque and Les Goudes to Les Baumettes and the Vieux-Port. Tourists passing through as well as locals surrender in pleasure to this artistic treasure hunt that is free and accessible to all, abundantly sharing the works they spotted on social networks.

And it was in the 8th arrondissement, at MAMO on the Cité Radiuse's rooftop, that the artist settled down: 'opening MAMO to the city and offering an exhibition at a Marseille scale with Invader and his practice of invasion seemed obvious to me,' he says. A way of reintegrating culture into the urban space and into the daily life of Marseillais.



Whisper concept store made in le Panier

THE BEST BUYS

With nearly 15,000 shops, Marseille has emerged as a true shopping destination. Wandering through the multiple historic districts of the city, one unearths the best of Marseilles' creations: from home decor to fashion via design, art and vintage. Something to please every taste, every style, and every desire.

In recent years, Marseille has become a breeding ground for fashion, jewellery, and home décor designers.

Many have gone beyond the city's borders to achieve national, and even international notoriety: **Sessùn, Jacquemus, American Vintage, Veja, Reiko, Jott, Pain de Sucre**, as well as **Gas Bijoux** and **Ginette NY**.

Marseille also is home to the Maison Méditerranéenne des Métiers de la Mode (Mediterranean House of Fashion Metiers, aka MMMM), founded by Maryline Bellieud-Vigouroux in 1988, which develops and supports regional designers!

m-mmm.fr

WHERE TO BE A SAVVY SHOPPER

One can now find many ethical brands throughout the city:

Maison Empereur // A unique hardware store founded in 1827, this family-run, must-see Marseille shop is chock-full of treasures - including goods that aren't sold anywhere else, to the great delight of the most discerning shoppers.

www.empereur.fr

Honoré // Created in the early 2000s by Annick Lestrohan, Honoré highlights Moroccan craftsmanship in their sublime handmade creations. The iconic pieces are always made from raw, natural materials, such as the famous 'croisette' armchair. Find them at this 200 m2 boutique, which is emblematic of the Phocaean city.

www.honoredeco.com

Sessùn Alma // Fashion brand Sessùn inspires this selection of artisanal and artistic objects, each chosen with taste by Emmanuelle Oddo, a famous Marseille curator. It's a place for culture, art, and creative flourishing. An ode to craftsmanship and savoir-faire - and a lively spot to lunch, meet up, curl up with a book, or chat over coffee.

www.sessun.com

Maison Mère // Second-hand clothes are chic at this vintage, streetwear boutique founded by two passionate sisters. www.maison-mere-marseille.myshopify.com

Jogging // Marseille's coolest designer boutique has a hidden courtyard garden for lovely lunches – and a new market for fantastic foodstuffs. www.joggingjogging.com

Chez Laurette // Marseille's 1st concept store dedicated to 'Made In France' goods. A unique place where young designers and more established brands share the spotlight. www.chez-laurette.com

Goudron // A ready-to-wear concept store that is a favourite among dapper dudes. www.goudronstore.com





© ELAMY



© ELAMY



© JoYanaOMTCM



© ELAMY

AS ALWAYS

Passed down from generation to generation, Marseille traditions are still very integrated into the daily life of Marseillais. Though some of them appear in the most pronounced caricatures of Marseille, many are symbols that are openly embraced by the locals. Vive les clichés!

Savon de Marseille

Today, machines have replaced human hands, but, ever faithful to tradition, the 4 soap factories still comply with the initial fabrication guidelines. In the shape of a cube or bread, olive green or white in colour, authentic Marseille soap must contain no more than 6 natural ingredients and bear an imprint on each of its sides. An emblem known around the world!

Santons

These small, colourful clay figurines, used in Christmas nativity scenes, tell the story of the birth of Jesus, with the landscape and the characters that go with it (the Virgin Mary, Joseph, the donkey, the ox, the Three Kings, and the shepherds). A tradition that can be found in the homes of locals as the holidays approach, but above all in the charming outdoor markets across the region, where children have a tradition of pointing out which newcomer they want for their nativity scene.

Navettes

True Marseillais can recognize the scent from hundreds of meters away. Among the delicacies associated with Marseilles' heritage, the traditional navette reigns supreme! This flagship biscuit, scented with orange blossom, was initially made for Chandeleur (Candlemas) on February 2nd. Now, it is no longer a seasonal affair. All year round, tourists and locals flock to the heights of Saint-Victor or to Le Panier to enjoy them.

www.fourdesnavettes.com

www.les-navettes-des-accoules.com

Bouillabaisse

A strong symbol of this Phocaean city, bouillabaisse, a working-class dish that has become gourmet, is a true legend of Marseille cuisine. To preserve the recipe for this fish soup, garlicky croutons and saffron-scented rouille, several Marseille chefs established a bouillabaisse charter in 1980 so that everyone was on the same page. 'When it boils (bouille), lower (baisse) the heat,' the origin of the term 'bouillabaisse.'

In recent years, bouillabaisse has been revamped, the creativity of local chefs not to be outdone. Taste a bouillabaisse milkshake from Lionel Levy (Alcyone), a bouillabaisse burger from Sylvain Robert (l'Aromat), and a bouillabaisse dessert from Christian Buffa (Miramar).

To make your own bouillabaisse, the Metropolitan Office of Tourism offers a bouillabaisse cooking class. Something to bait the most discerning gourmets!

Info and reservations:

www.marseilleexperience.com

Panisses & chichi

Panisses, chickpea-based fried snacks, are now served at the trendiest bistros. But for purists, they can be eaten at Estaque, in front of the port, at the three emblematic kiosks that prepare them.

And, if there is any room left, be sure to taste a chichi frégi. This sugary donut was born in Estaque, an institution for those who love to eat.

13 desserts

A centuries-old Provençal tradition, the 13 desserts are the highlight of Christmas meals. Mendiants (almonds, hazelnuts, and pistachios), muscat grapes, dates, apples, pears, oranges, melon, chestnuts, pompe à l'huile (a traditional orange-flower-scented bread), nougats, exotic fruits, fougasse (a Provençal olive oil bread). Everyone has their own version, as long as they stick to the right number!

Pétanque

Initially reserved for insiders and then labelled as a Marseille cliché, pétanque has since broken free from its stereotype, and is played in the trendy districts of Paris, London and other metropolises across the globe. If this game of boules is seducing new hipsters from all over the world, it remains in Marseille a familial and working-class institution that is practiced in the purest tradition. A sociable activity that lacks snobbery, is retro, but not out of date, and which unites all generations around the adorable cochonnet (jack). For your trio of boules, check out the Boule Bleue, an emblematic brand that is the last manufacturer of pétanque balls in Provence. Tirer (knock out) or pointer (aim). A skill that you can learn as quickly as how to apéro! www.laboulebleue.fr

L'apéro

A sacred ritual, the very Marseille apéro is savoured at nightfall, even if it is windy or raining. We bring our bistro chairs in close, clink glasses, and raise our voices in convivial conversation.

With family, friends, or as a couple, apéro is an institution, confirming the cliché - of course - but that any Marseillais or neo-Marseillais will adopt shamelessly!

A round of 'jaunes'

Star of apéros since the 20th century, pastis, nicknamed 'little yellow' (petit jaune) or 'pastaga' is either sipped diluted in water, almost neat, as a minty Perroquet, or as an almond-scented Mauresque. Born in the south of France, the anise drink that shimmers in gold, is found at every bar or table of friends. And for a little more yellow in the heart of Marseille, the Pernod Ricard France museum, dedicated to anise and this cult drink, is setting up shop in 2021! www.lamaisondupastis.com

>> MARSEILLE TRADITIONS

THE NEW MARSEILLE TRENDS

To see and be seen.

Swim with the crème de la crème at Cercle des Nageurs de Marseille

A stone's throw from the famous Catalans beach, we go 'to the **Cercle**', as the regulars call it, to stand out from the crowd, to brush against the chiselled shoulders of the finest swimming champions, and to take a dip in the fantastic pools. How to score entry into this Olympus? Via its restaurant, whose makeover is soon to be unveiled, or even by taking advantage of the 'laissez-passer' pass offered by certain Marseille hotels that are partners of the Cercle des Nageurs.

• Cercle des Nageurs de Marseille

Boulevard Charles Livon, 13007 Marseille

Open Monday to Sunday from 6:45 to 23:00

www.cnmarseille.com

Chill out at Degaby Island – between luxe, calme, and exquisite pleasures

Tired of endless infinity pools, private beaches, nearly deserted coves, and trying without success to be alone in the world? Take advantage of a stopover at the **Hotel C2 ******* to access its Île Degaby, where you can play Robinson Crusoe on a secluded rocky paradise that is far from the crowds.

• Hôtel C2 48 Rue Roux de Brignoles, 13006 Marseille

Open 24/7 (after June 25)

www.c2-hotel.com

Lounge aboard a 100% local boat

The zodiac is a thing of the past. We prefer to take our dose of sea air on board a more typical boat. For a salt-air-scented thrill, set sail for an oenology eve at sea on the deck of **La Flâneuse**, a 'tartane malonière' that is the last of its kind of this single-mast boat. This classic work boat in Marseille's harbour is even designated a Bateau d'Interet Patrimonial (Boat of Heritage Interest). Are you fond of mythical boats? Stay the course with **Localanque** and its fleet of Marseille barquettes (little boats), some of which, like the beautiful Sainte-Anne, are classified as historical monuments. Glide through the ocean waves like a barge at sea, in a privatised vessel that is captained by a skipper. In the middle of the afternoon, push off on a launch to visit the **Chantier Naval Borg** shipyard, ending in style with a sunset apéro nestled between the boat hulls.

• La Flâneuse Stade Nautique du Roucas-Blanc, 6 Promenade Georges Pompidou, 13008 Marseille

www.laflaneuse.fr

• Localanque 22 Rue de la Loge, 13002 Marseille

Open Monday to Sunday from 9:00 to 18:00

www.localanque.com

• Chantier Naval Borg 25 Esplanade du Pharo, 13007 Marseille

By appointment only

www.chantiernavalborg.com

Reach great heights at the Cité Radieuse's rooftop

At the Cité Radieuse, an astonishing, 1950s concrete behemoth on stilts designed by Le Corbusier, climb up to the roof terrace that proudly overlooks the entire neighbourhood. Up top, the MAMO awaits, an open-air art centre where one can contemplate the works on display while gazing out on the Marseille landscape. A little extra: this UNESCO World Heritage Site also houses open-air gym * classes in the sky!

Cité Radieuse – Le Corbusier 280 Boulevard Michelet, 13008 Marseille

www.marseille-tourisme.com/fr/decouvrir-marseille/les-incontournables/la-cite-radieuse/

• Gym suédoise/Swedish Fit class (Massilia Fit) – 7€

Tuesdays at 19:00 and Saturday mornings 10am – 11am

Be seen Chez Le Belge

Treasured jewel for Marseillais, the **Chez le Belge** restaurant has lured generations of native families, and more, for more than 3 decades.

Nestled in the heart of the Parc National de Calanques, its few plastic tables have never disappointed those in the know, who venture here every summer, by sea, or by land for the more adventurous – it takes an hour walk to get here. At this old-school, open-air café, Le Belge delights with the simple pleasures of pasta Bolognese and pork chops.



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>> APÉRO IN MARSEILLE

In Marseille, the question is not 'when' but 'where' to meet for apéro. Here are the best spots to have a drink... paired with a stellar view.

On the rocks

Perched on the rocks at Les Goudes, this little corner of paradise is a sure thing, especially with one of their house-made cocktails in hand (we love the Sormioule). At **Tuba**, when the ice cubes clink, time is literally forgotten!

www.tuba-club.com

At a fishing port

Nestled in the Vallon des Auffes cove, one can have apéro amid fishermen's cottages and boats facing the sea. In a lair peppered with Corsican and Marseille accents, aptly named **Viaghji di Fonfon**, sip chilled rosé, Corsican beer, or a Perrier rondelle (with a wheel of lemon) paired with tapas, sitting beside colourful boats along the quayside.

www.viaghjidifonfon.com

On the Vieux-Port

This legendary sailor's bar from the 1920s is now a bar beloved by everyone! Once you pass through the door of the Hotel Belle-Vue and climb the steps to the 1st floor, you will embark on board **La Caravelle**. An address that has stood the test of time, the bar is popular for its drinks and tapas, its balcony-terrace with sweeping views of the Bonne Mère and the Vieux-Port.

www.lacaravelle-marseille.com

Overlooking the sea

A prime spot for a post-work drink, **Café de l'Abbaye** is a hands-down favourite for apéro sleuths, thanks to its good-natured spirit and its plunging view over the Vieux-Port and the two forts at the mouth of Marseille's harbour.

facebook.com/lecafedelabbaye

On a Rooftop

Sun setting before your eyes, a cool beverage at the tip of your tongue. On the rooftop of the **Bords de Mer**, you'll never grow tired of one of Marseille's most beautiful views. It's like being in cloud 9... on the 4th floor.

www.lesbordsdemer.com

On board

Head to the foot of Fort Saint-Jean. Since 2015, **Noctilio** has been home to the ERRE 1930 association, which offers events on the quayside or at sea. The majestic 90-year-old sailboat invites you to make like a sailor, for brunch or at a sunset apéro, where you can soak up the last rays.

www.noctilio.fr

Greek style

Make haste to the **Hotel Hermès** to be part of the lucky 30 or so people (maximum capacity) who get to admire the sunset, cup in hand, on the top floor of this most intimate rooftop. Though it doesn't look like much from below, it is definitely worth the detour.

www.hotelmarseille.com

Feet in the sand

A super snack bar on the beach where you can end your day with your feet in the sand... or the water. **Cabanon de Paulette** attracts crowds, from young sprats to old sea dogs, to wrap up the day on a relaxing note with loads of conviviality.

At the end of the world

There is no guarantee that Jules Verne liked beer, but this seafaring scribe would probably have loved this unusual pied-à-terre, perched on a rock at the entrance to Les Goudes. A bar that feels at the end of the world, **20000 Lieues Sous La Bière** (20,000 Leagues Under The Beer) is an adventure in itself with its boat-like ambiance - some might even be prone to pitch at the end of a long night of drinking.

www.20000lieues.fr







© AM/ALEXANDRE MAZZIA

FOOD GLORIOUS FOOD

Today the world of gastronomy is breaking codes, reinventing, renaming, resuscitating, and revamping, never totally sticking to what was done before.

Capital of Gastronomy in 2019, **Marseille does not go against the new food diktats. It has even risen to the top of the list of 'Best Dining Destinations.'** **Off the beaten track** and far from local clichés and tourist traps, in Marseille we eat authentically without chichi...except when eating chichis frégis.

A kiosk

Chart your course for Estaque to order these artisanal, homemade specialties at this blue & white **Chichis Frégis** kiosk, the best of the bunch. On the savoury side, the legendary panisses are a Marseillaise 'socca' made from chickpea flour, cut into slices, and fried in oil. For sweet tooths, order the chichis frégis: a cross between a donut and a churro that is a true treasure!

Lou Goustado De L'estaco

A pâtisserie

The city is full of unsuspected places to sip real mint tea or fantastic, almond makroud. **Maison Journo** is particularly good in the art of pâtisserie orientale, with everything made in house. Among the delicacies to try: loukoums (Turkish delight) made with a hint of vanilla, and citronnade (lemonade), whose family recipe – just lemon, water, and sugar – has not changed since the 1930s.

Pâtisserie Journo

Pizza trucks

'Rule number 1: whomever has not tried at least three pizza trucks is not truly a Marseillais.' This motto comes from Ezekiel Zérah, the journalist at the origin of the **Camion Pizza Project** (Pizza Truck Project).

This fervent fan is convinced: you have to hit the pavement to find the crème de la crème of one of the favourite dishes of the French (and humanity). The pizza-trotter has tried 33 trucks - a wide range of addresses

to test without hesitation, before you embark on a long gluten-free diet. [@thecamionpizzaproject](https://www.thecamionpizzaproject.com)

A look back at the true history of the pizza truck

In 1962, the **first pizza truck in the world was born ... in Marseille!**

Already well anchored in the city's culinary customs since the great wave of Italian immigration at the end of the 19th century, pizza was garnished with Provençal tomatoes and cooked in a wood fire in taverns along the Vieux-Port. In 1962 this specialty left the Italian quarter and hit the road, aboard the first pizza truck driven by Marseille's Jean Meritan.

A briny hideaway

Once tasted, it is impossible to forget the famous supions at **Auberge du Corsaire, Chez Paul**. Seated between the boats in the Port des Goudes, we feast on this fried small cuttlefish, deliciously and simply seasoned with garlic, parsley, and a squeeze of lemon. A dish that is sure to hook you.

Chez Paul les Goudes

A dairy

Holy cow!

The future of cheesemakers is guaranteed at this girl powered dairy. From morning to night, delight in cheeses and yogurts made by Madeleine and Audrey, the professional AND passionate owners of the **Laiterie Marseillaise**. Here, there are no secrets. The duo shares an enthusiasm for cheeses with character, an attachment to the land, and a desire to support local producers - the recipe for the exceptional quality of this urban dairy atelier.

www.lalaiteriemarseillaise.fr



© EPICERIE L'IDEAL



© PIZZERIA BONNE MÈRE



© E. LAMY

Spices

Spices are to cooking what adjectives are to sentences. And, in Marseille, as it is well known, the conversation is rich and colourful! To conjugate its dishes to perfection, head to the bustling neighbourhood of Noailles, the belly of the city and a crossroads of flavours from around the world. At the unforgettable **Saladin Épices du Monde**, shopping bags and the senses fill up with raz-el-hanout, madras curry, turmeric, cardamom, cinnamon, tandoori, paprika, and more. Come hungry!

Saladin, Épices du Monde

Couscous

For those who missed it, the KoussKouss Mania event that recently reverberated across the city has proven once and for all that couscous is in vogue!

Le Fémina is a treasured haunt for fans of this Berber specialty. In a colourful setting that is at first kitsch, then utterly charming, this warm, informal restaurant has been filled with fathers (and mothers) and sons (and daughters) since 1921. Their flagship dish: couscous made from barley semolina (orge) and perfectly cooked vegetables, topped with the secretly mastered broth - in a meat, fish, or veggie version.

www.restaurant-le-femina-chez-kachetel

A boulangerie

For loaf lovers in search of good bread and disheartened by frozen and industrial offerings, this artisanal, organic neighbourhood bakery has risen to the occasion. As hot as their oven, Vincent and Rémi work the dough into every shape and size, day and night, filling their shelves with the best baked goods: pain de campagne (sourdough), ficelle, buttery kouign-amann, gluten free loaves, burger buns, chocolate-hazelnut rolls, focaccia, and walnut or olive bread. **Pain Pan** has plenty of options to fill your bellies.

Boulangerie Pain Pan

An herbalist

When it comes to herbal teas, in Marseille we often preach to the choir: the **Herboristerie du Père Blaize** is unanimously loved. With 200 years of experience, this hub of herbal medicine brims with thousands of references of plants to relieve any ailment. New for the start of the school year: the 'Marseillaise', an herbal tea born from a collaboration between Père Blaize and the city's Metropolitan Tourist Office! To drink daily without moderation.

www.pereblaize.fr

An(other) pastis maker

A monument of Mediterranean heritage that is served with 5 parts water and ice cubes, pastis is the soul of Marseille, distilled into a delicious beverage. To avoid the debate that reigns eternal around which brand to drink, we're opting for originality: **Cristal Limiñana**! This pastis producer remains just as authentic and iconic as its peers. 100% family-run and Marseillaise, the distillery that was created in 1884 has been in the heart of the Saint-Pierre neighbourhood since 1962. Today, it remains the reference for many lovers of the aniseed elixir, but also one of the last factories to produce the pastis de Marseille... in Marseille.

www.cristal-liminana.com

Voilà...many things to pique one's curiosity and please the palates of hearty eaters and discerning gourmets. This little tour of the city's best culinary classics is perhaps what was missing to help a visitor discover Marseille in all its authenticity, and even create their own route with its own unique flavour.

Gourméditerranée : Chefs United

Founded in 2012 by an alliance of Marseille chefs and restaurateurs, the **Gourméditerranée** Association aims to 'promote Marseille and Provençal savoir-faire and gastronomy.'

Alongside president Lionel Lévy and vice-presidents Clément Higgins and Philippe Zérah, nearly 68 chefs from Marseille and the surrounding area, all lovers of 'made in Marseille' cuisine, are united around the same idea: to highlight the territory thanks to a love of the region's culture, ingredients, and gastronomy. gourmediterranee.org

Gastronomic Awards

Marseille's top chefs

If today Marseille gastronomy resonates internationally, it is surely thanks to the many chefs who make the city shine. The culinary distinctions that are showered upon them more and more each year attest to this.

In 2021, Alexandre Mazzia (Restaurant AM) illustrates this trend. With his latest Michelin star, he is the only year's winner to join the illustrious court of the 29 3-star toques in France.

Among those who also put stars in our eyes: chef Gérald Passédat (Le Petit Nice ***), the 2016 Top Chef finalist Coline Faulquier (Signature *) - youngest chef and only star-studded Marseille woman in 2021, Guillaume Sourrieu (L'Épuiette *), Julien Diaz and his sidekick-sommelier Guillaume Bonneaud (Saisons *), and Lionel Levy (L'Alcyone *). Lastly, a Bib Gourmand award for Hugues Mbenda, chef of the restaurant Orphéon, for the best bang for your buck.



Restaurant Alcyone Intercontinental, 1 étoile au Guide Michelin.

>> PLANET MARS, PLANET RAP!

Created for France 3 in 2020, Gilles Rof and Daarwin's documentary, *D'IAM à JuL, Marseille Capitale Rap*, showed how **rap, a musical, cultural, and social phenomenon, is inextricably linked to Marseille.**

The freestyle still flows in Marseille, which is somewhat of an understatement. Since the release of the 1st IAM cassette in 1989, this musical genre that is so influential across generations today, has enabled the city to be heard - and to reverberate in France and abroad.

'Rap put Marseille on the map of France'
Akhenaton (IAM)

More than just a style of music, **rap is an institution that reflects the many facets of this working-class city.**

Many Marseillais grew up in this culture, as seen through the genre's big names: IAM and the Fonky Family, SCH, Keny Arkana, Naps, Zbig, Alonzo, Veazy, Soso Maness,

Psy4 de la Rime, Mubarak, Kofs, Shurik'n, Bouga, JuL (the highest-selling French rapper of all time), and Soprano who electrifies the Orange Vélodrome stadium today with over 50,000 spectators!

'Open your eyes, you are in Marseille' IAM ('Je suis Marseille')

Home to a large rap family that has evolved since the 1990s, Marseille is undoubtedly rich in an immense musical heritage, which continues to attract and inspire crowds of all stripes.

At the end of 2020, the incredible Marseille hip-hop saga took on a whole new dimension, with **Bande Organisée** and the release of its album, *I3'Organisé*, which was an immediate, and huge, success.



©Delta Festival



Marsatac

© Florian Gallène



Dôme de Marseille

© René Rossi



Dôme de Marseille

© René Rossi

BETWEEN FRIENDS

Leisure time?

Cours Julien. Street-art abounds in the ultimate hipster, artsy neighbourhood. Art galleries and indie designer boutiques have all made their home here.

La Friche la Belle de Mai. A unique cultural space for wandering, seeing an art show, and watching skaters soar off graffitied ramps.

www.lafriche.org/fr

Shop?

Les Puces de Fifi. In the heart of Marseille's antiques district, La Capelette, 9 antique sellers have taken the initiative to create this cool, collective space for vintage lovers. If you work up your appetite, grab a bite or a drink at the on-premises café, **Mademoiselle Fifi.**

www.lespucesdefifi.business.site

Grab a drink?

Chez Gaspard. Speakeasy ambiance and craft cocktails made by mixology maestros in a tiki-chic décor created by Honoré design store.

www.facebook.com/bargaspard

Deep Coffee. This café/roaster in the Opéra district has a New York-style, hipster, coffee shop vibe. A little extra: a selection of art, photography, and fashion books, as well as regular photo exhibitions.

www.deep.coffee

Dine?

Café La Muse. A convivial spot for a drink on the sun-soaked terrace or to dream at the counter with a morning ristretto. Also, a local haunt for sharing tasty snacks du jour.

www.cafelamuse.fr

Georges. Neighbourhood bistro with a neo-retro facade, where the New Zealand chef serves French bistronomy, with some dishes influenced by Asian flavours.

Bistrot Georges

Dormir?

New Hotel le Quai. This hotel with a view over the Vieux-Port has certain some rooms that are specially designed for trios of friends. No more fighting over who gets which bed!

www.new-hotel.com

Tuba. A former diving club reimagined as a cabanon (cottage) with 5 rooms and 1 restaurant. Perched on rocks just above the sea in Port des Goudes, it's the perfect address for gathering good friends.

www.tuba-club.com

HEALTHY

Leisure time?

Calanque de Marseilleveyre. Stroll or hike in a magical setting, between land and sea, in Marseille's wonderfully wild Calanques. For outdoor sports: yoga is practiced close to the sea-spray on the rocks of Malmousque or on the sand at Catalans in the company of GeckoYoga. For a Gym Suédoise/Swedish Fit class, head to the roof of the Cité Radieuse.

Take a break?

Thermes Marins Promicea. Perfect for toning up and relieving stress, enjoy a 32° soak at the Promicea marine thermal baths, ideally located on the Corniche.

www.thermesmarins.net

Centre Io. An oasis in the city centre, Ió invites you to take time for yourself. Their 3 rooms have 3 atmospheres: Cool, Move, or Break. Yoga, massage sessions, cycling, bungee jumping, Pilates, and even a healthy lunch on the patio!

www.jesusio.com

Dine?

Carlotta With. Get your vitamins in the heart of the Vauban neighbourhood. Carlotta offers nutritious, vegetarian, and thoughtful cooking for lovers of healthy food.

www.carlottawith.com

L'Écomotive. A stone's throw from the Gare Saint-Charles, take a sweet or savoury break at this café-canteen and co-working space. On the menu: organic, home-grown, locavore, and vegetarian delights.

Café L'Écomotive

Sleep?

Hôtel 96. For a restorative stay, we prefer the familial Hôtel 96, nestled at the gates of the Parc National des Calanques.

www.hotel-96.hotelmarseille.org

La Felicidade. Surrounded by nature at this guest house that is hidden away besides the Calanques, get a dose of slow living in the bohemian world of France and Brice.

www.lafelicidade-marseille.com

Famille Plus Label: Marseille is kid-friendly!

In 2012, the Marseille Metropolitan Tourist Office and Convention Bureau joined 'Famille Plus', the national certification label to welcome families on vacation. This effort has engaged around fifty addresses (restaurants, museums, lodging, parks, transport companies, etc.) in pampering little ones and their parents by guaranteeing a **personalized welcome**, adapted equipment, well thought-out prices, and even specific services and **activities for 3-12 year olds**.

Eager to make families feel welcome from the start of their stay, the Marseille Metropolitan Tourist Office and Convention Bureau offers a welcome kit that has been specially created for kids: including treasure hunts, a colouring set, and a children's corner.

To top it all off, we've created a CityPass for kids, so they can be just like their parents!

www.marseilleexperience.com

Leisure time?

Pastré. The Parc Pastré offers an oxygenating family break. Take your children on a pony or a horse ride for a particularly magical moment.

www.marseilletourisme.fr/parcs-et-jardins/campagne-pastre/

Skate Park de la Pointe rouge. Definitely a hot spot for small skaters. The bowls at this Venice-Beach style park are not to be missed.

Shop?

OuiMum's. An address for moms and their brood. Salon de thé, day-care, workshops, and a fashion, décor, and toy store. Don't be afraid to spend the day here.

www.ouimums.com

Un ours à la mer. A treasure trove in the city centre entirely dedicated to the world of children: clothes, furniture and home goods galore.

Dine?

Café Borély. In the heart of Parc Borély, this hip, organic, locavore restaurant serves up a little slice of paradise that is more kid-friendly than ever (Famille Plus label).

www.cafeborely.fr

Pouce ! Also certified Famille Plus, enjoy sustainable, home-style cooking in a super green setting in the heart of the city centre.

www.pouce-concept.com

Sleep?

L'InterContinental Marseille - Hôtel Dieu**.**

With its Famille Plus label, the hotel offers the VIK (Very Important Kids) program for children: mini-bathrobes, bath slippers, organic shower gel, colouring books, etc. And for the whole family: optimal comfort in a family suite, workshops, and a competition brunch on Sundays!

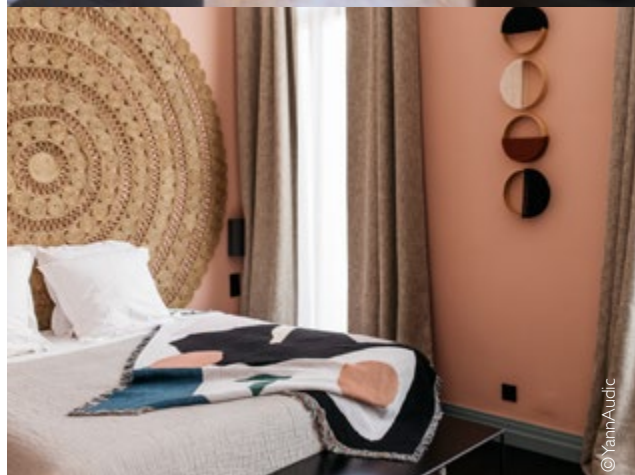
www.marseille.intercontinental.com

La Résidence du Vieux-Port**.** A 50's style, artsy hotel near Le Panier. Certified Famille Plus, they have a number of rooms for families of all sizes.

www.hotel-residence-marseille.com



©YannAudiC



©YannAudiC



©Tuba_Club © Juliette Abitbol Edouard Sanville

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Marseille's surrounding area is full of great getaways. Though close to each other, they remain quite diverse. Between sea, land and mountains, the different landscapes come together without resembling one another.

Heading south, at the foot of Cap Canaille, the small port of **Cassis** seduces with its authenticity, its colours, and its exceptional setting. To fully live in the moment, the harbour restaurants serve local shellfish and white wine. Before returning to Marseille, a stopover inland in **Aubagne**, the birthplace of Marcel Pagnol that is famous for its handcrafted pottery and santons, is also recommended.

To the north-west of the Phocaean city, on the banks of the Étang de Berre lagoon and the Caronte canal, discover **Martigues**, nicknamed 'the Provençale Venice'.

Now, to the east, for urban charm and polished elegance of **Aix-en-Provence**. Wander the streets for a cultural

outing - museums are plentiful, a promenade, or great window shopping. This stopover also allows you to pass through the scented scrubland of the Sainte-Victoire mountain, the face of the Aix region, to contemplate without moderation.

Following the Côte Bleue, access the **Parc Naturel Régional du Camargue** one of the most diversified areas in France. From wild and desert-like lands to salt marshes and sand dunes that stretch beyond view, all can be explored on foot, by car, or on horseback – like the locals do.

Lastly, end your journey across the region in **Arles**. Visit the ancient monuments inscribed on the World Heritage list or enjoy an artistic moment at the new and inspiring **Fondation Luma**, which brings together exhibitions, concerts and workshops.



MARSEILLE >> CONTACTS PRESS

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