



# MARSEILLE

PRESS KIT 2022

# 2022

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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!

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.

In 2021, Marseille welcomed the IUCN (International Union for the Conservation of Nature) conference and prominent cultural events such as the Jeff Koons show at Mucem and Rolling Stones-Unzipped at the Orange Vélodrome stadium. Plus, since 2020, the city has been invaded by Space Invaders to the delight of street art fans.

With the Rugby World Cup in 2023 and sailing and football competitions at the 2024 Summer Olympics, Marseille's attractivity is growing larger each year.

In 2022, Marseille's cultural scene will sparkle thanks to the Joconde Immersive (Immersive Mona Lisa) show at the Palais de la Bourse in March and the opening of the Grotte Cosquer replica at the Villa Méditerranée in June.

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

## MARSEILLE >> BY THE NUMBERS

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

**2<sup>ND</sup>**  
LARGEST FRENCH CITY  
WITH A POPULATION  
OF 873,716 IN 2021

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

**300**  
DAYS OF SUN  
EACH YEAR

**5** MILLION  
TOURISTS  
ON AVERAGE EACH YEAR

**1<sup>ST</sup>** CRUISE PORT  
IN FRANCE  
AND **5<sup>TH</sup>**  
IN THE MEDITERRANEAN

**2<sup>ND</sup>**  
MOST FILMED CITY  
IN FRANCE

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

**145** HOTELS  
**10,730** ROOMS  
(INCLUDING MARSEILLE PROVENCE AIRPORT)

**16**  
ARRONDISSEMENTS  
**111**  
NEIGHBOURHOODS

A **24°** SEA  
EACH SUMMER





Tram Joliette

©OTCMJOYANA

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

As the main natural gateway to the Mediterranean, Marseille Provence Airport will be the number one regional airport in terms of express freight and the number two provincial airport in terms of passenger traffic by 2021.

Up to 17 daily flights between Paris / Marseille.  
Daily flights to/from Corsica: 3/day for Ajaccio and Bastia, 2/day for Calvi and Figari.

In 2021, Marseille Provence Airport offered a significant range of services with 104 destinations served in the summer and 80 in the winter. The airport welcomed more than 4.6 million passengers over the year.

### 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 agencies at the airport)

By taxi (86 vehicles available 24/7)

[www.marseille-airport.com](http://www.marseille-airport.com)

## VIA MOTORWAY

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:

1:40 from Lyon, 3h from Paris, 3:30 from Geneva, 4:30 from Barcelona, 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.

In 2019, the first self-serve electric scooters appeared, immediately seducing the Marseillais. Building on this success, Lime has offered electric bikes since May 2021, using the same self-service system with a reservation in less than 5 minutes on the app or via the terminals.

### 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 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.







Notre Dame de la Garde under the spotlight.

## >> LIGHTS, CAMERA, MARSEILLE

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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 Phocaean 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, despite the health crisis.

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 recent hit, *Stillwater*, with Matt Damon, the cameras keep on rolling.

### NEW IN 2021: ARTPLEXE CANEBIÈRE



**Artplexe Canebière offers on 4 levels: 7 screens (996 seats) showing blockbusters to art house films and 2 restaurants.** The first, Blum Brasserie, is on the ground floor with an outdoor terrace, while the second, Les Réformés, is a top-floor panoramic restaurant with a 3rd floor lounge dedicated to private events.

**Artplexe Canebière** is a hub of entertainment, discovery, and gathering, thanks to a mixed-use concept in which movie theaters (one of which transforms into a concert hall), cultural offerings, bars, and restaurants mingle in the heart of the city.

The entire space comes to life with **diverse cultural events including concerts, festivals, conferences, lectures, and temporary exhibitions.**

First of its kind in France,

**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 NATIONALLY AND INTERNATIONALLY RECOGNIZED BRANDS LIKE ISABEL MARANT, MCDONALDS, JW ANDERSON, PUMA, AND UBEREATS.**

**385 SHOOTS**

**67 MILLION EUROS IN ECONOMIC BENEFITS**

**INCLUDING 19 MILLION EUROS TOWARDS JOB INVESTMENT.**

**DURING 2020, THE SHOOTS USED:**

**6630 MARSEILLE EXTRAS**

**639 MARSEILLE ACTORS**

**1812 MARSEILLE FILM CREW**



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# >> MARSEILLE: CRUISE PORT

## AN ECO-FRIENDLY RELAUNCH

Marseille, the number one cruise port in France now ranks among the leading Mediterranean ports. At the port side, the Mediterranean. At starboard, the lands of Provence and its numerous **UNESCO World Heritage sites** (Arles, Avignon, Orange.... and Marseille with the Cité radieuse since 2016).

Marseille plays the dual role of both port of call and destination. On a regular basis, passengers set sail from here to Mediterranean ports in Spain, Italy, and Malta. Simultaneously, there are, on average, more than 1.8 million cruise-ship passengers that disembark on the Phocaean pavement each year, representing more than 500 stopovers.

Marseille Provence is an authentic region, brimming with more than **100 excursions** to discover its many facets. From the bustling metropolis of Marseille and hikes in Sainte-Victoire to the coastline and the countryside, there's so much nature, culture, and shopping to delight in.

### THE BLUE CHARTER (LA CHARTE BLEUE)

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 certify:

- From now until 2025, cruise-ship hookups at the dock
- The use of desulphurised fuel
- The valorisation for ports of call by liquefied natural gas-powered cruise ships and the creation of a partner local branch.
- Reduced speed when approaching the port

In 2021, **5 additional cruise ship companies** signed the Charte Bleue to minimize their impact on the local environment: Hapag Lloyd, Norwegian Cruise Line Holdings (Norwegian Cruise Line, Oceania and Regent Seven Seas), TUI, Silversea Cruises and Sea Cloud. Now, more than 85% of cruise-ship stopovers are covered by the Charte Bleue.

## A GREAT DIVERSITY OF CRUISE SHIP OPERATORS IN MARSEILLE

Costa Croisières, Disney Cruise Line, Azamara Cruises, TUI, MSC Croisières, 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, AND Princess Cruises.

### CRUISING BY NUMBERS

**2018**

**505 STOPOVERS**

**1,750,000 CRUISE-SHIP PASSENGERS**

**1.3 MILLION IN TRANSIT**

**450,000 EMBARKING FROM MARSEILLE**

**2019**

**497 STOPOVERS**

**1,900,000 CRUISE-SHIP PASSENGERS**

**1.4 MILLION IN TRANSIT**

**500,000 EMBARKING FROM MARSEILLE**

**2020**

was not significative due to the official halt of cruises during the pandemic

**2021**

restart on July 4<sup>th</sup>, 2021 after a government decision

**160 STOPOVERS**

**350,000 PASSENGERS WELCOMED**



# >> MARSEILLE: NEIGHBOURHOOD WALKS

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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 its 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.

### VAUBAN: HILLSIDE VILLAGE

Vauban proudly rises a few strides from the city centre. The ultimate Marseillais village!

Perched on a hillside, it connects the Vieux-Port to the Notre-Dame de la Garde Basilica, a high-profile neighbour who brazenly turns her back to the quarter. Back in the day, locals hunted here. Today, it is the only micro-village in which the keywords are calm and familial ambiance. Here, everyone talks to each other and knows one another. A varied landscape of homes, artists and craftsmen's studios, and opulent dwellings unfolds on Vauban's streets, where born Vaubanese and newcomers mix very well.

On the steep slopes that are so signature to the neighbourhood, you'll find a charming parish, the **Maison Vauban** restaurant, the leather goods artisan **Sacs Mary**, the **Bonne Mère** pizzeria, the new briny hotspot **Bonne Mer**, the vegetarian café **Carlotta**,

chocolates at **Maison Mistre**, **Emkipop**'s famous ice-cream popsicles, and cheese galore at Bons Fromages. Visit "**Vauban: a Marseille village**"

### BELSUNCE

"Everything goes and comes from here," write 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**"

### PRADO AND 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, the **Cité Radieuse** is equally popular. This "a vertical 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: the **Magalone**, the 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 "**Le Corbusier's Cité radieuse and Mazargues in all its senses**" .



# >> MARSEILLE: VILLAGE WALKS

## LA TREILLE

In the steps of Marcel Pagnol, the writer/filmmaker who so beautifully documented Marseille's history, we will explore typical Provençal quarters that are far from the city centre and home to the emblematic places from his childhood and his work.

Get a breath of fresh air and a total change of scene, in the villages of Eoures, Camoins, and La Treille, perched high and aptly-named the "village of memories," those of "petit Marcel."

Like time travel, this stroll dives into Pagnol's universe, from his childhood to his adult life: the Schpountz épicerie in Eoures, Camoins les Bains, and the "Château de ma Mère" in Buzine. The walk will traverse La Treille and its dirt paths, at the foot of the hills that were so dear to him. Wear a good pair of walking shoes and wander past the **Bastide Neuve**, Pagnol's vacation home, and **Pascaline**, the villa in which he holed up in to write, until you reach his grave in the village cemetery. These places inspired the novelist's village, Bastides Blanches, and provided filming locations like the Manon des Sources fountain, the Saint-Dominique church, and the Ugolin square. Then, let's take a break on the patio at the **Le Cigalon** restaurant: tasting the daube de boeuf (beef stew) and/or or pieds paquets marseillais (a specialty of the house) are both strongly recommended! Visit **"A Thursday in 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 **Épuisette** 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 Passédat'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 19<sup>th</sup> 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](https://marseilleexperience.com) or call 0826 500 500 (0.15 min)





# >> 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

**482,350** DELEGATES

**987** EVENTS

## IN THE TOP 5

FRENCH CITIES THAT WELCOME INTERNATIONAL MEETINGS

(RANKED BY THE 2019 INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION)

**380 MILLION €**  
OF DIRECT ECONOMIC BENEFITS  
FROM BUSINESS TOURISM  
EXCLUDING TRADE SHOWS

## 2021

After a lost year (2020), a sharp recovery in the second semester of 2021, notably with business meetings and conventions.

## THE KEY PLACES FOR BUSINESS TOURISM IN MARSEILLE:

- Palais du Pharo - Centre des Congrès
- Marseille Chanot - Palais des Congrès et des Expositions
- Marseille Provence World Trade Center
- Sky Center at the Tour La Marseillaise

## MARSEILLE HOSTS PROMINENT CONVENTIONS

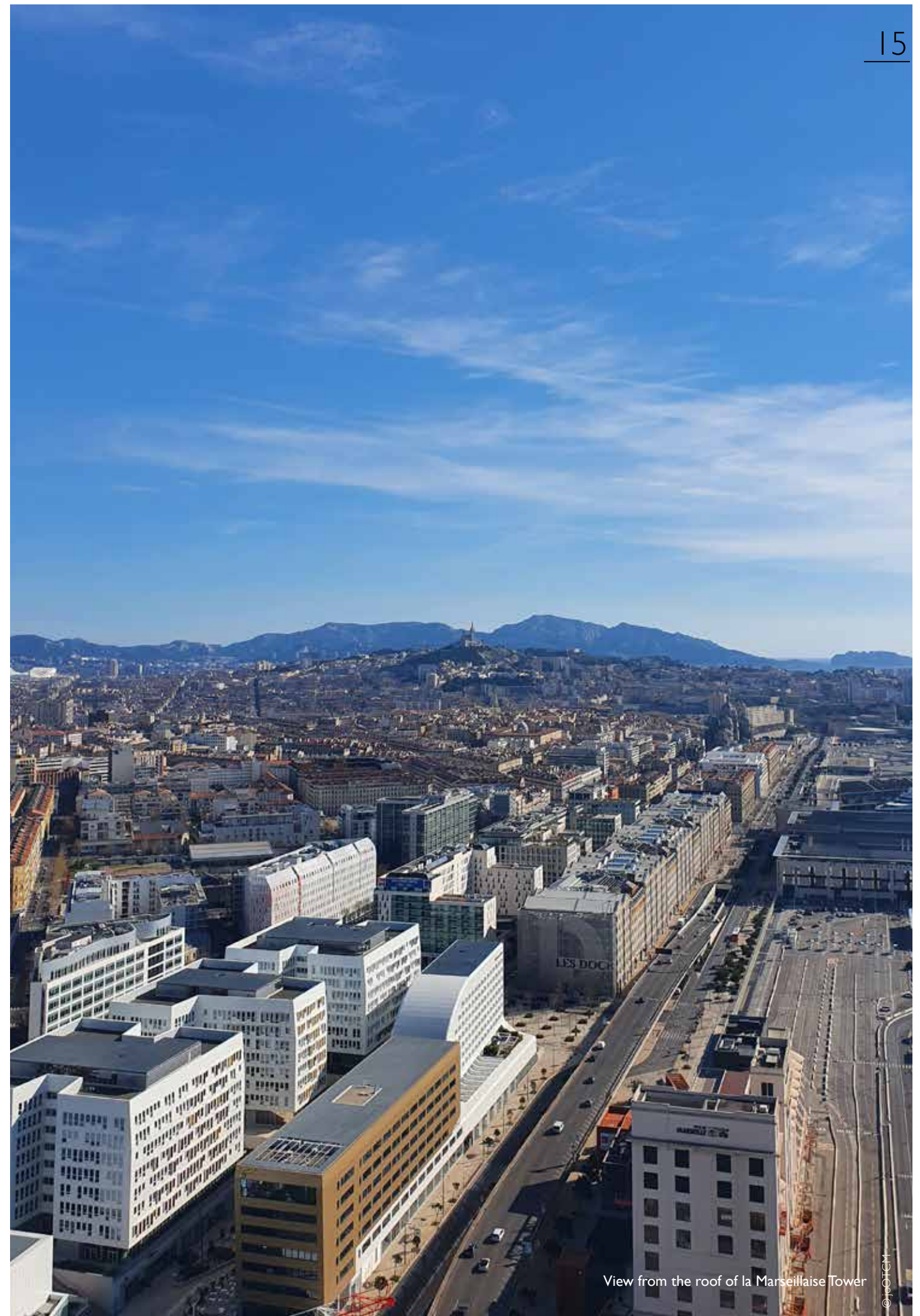
From September 3 – 11, the teams mobilized during the **IUCN (International Union for the Conservation of Nature) conference:**

- Close to **5000 people** attended the congress over 9 days
- **25,000 visitors** at the Espaces Génération Nature
- **50 million euros** of economic benefit (direct, indirect, fiscal)
- **10,000 international and national press mentions** in 140 countries, with 500 national articles, 950 regional articles, and 400 radio/TV stories.

This convention marked the resumption of business tourism in Marseille but also throughout France, restoring confidence to event organizers.

The **National Firefighter Convention (Congrès National des sapeurs-pompiers)** reunited 4500 delegates, 350 exhibitors, as well as 100,000 visitors from October 13 – 17. This convention generated more than 4 million euros in direct economic benefits, triggering 20 additional hotel reservation points during the 10 days before the congress start. Even in business tourism, last minute bookings also happen!

The **Congrès des Ignatiens** gathered 7,000 people from across francophone Europe from October 29 – November 1.





## 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 sailors and fishermen, lures more than 2 million visitors each year.

[www.notredamedelagarde.com](http://www.notredamedelagarde.com)

## MUCEM - MUSEUM OF EUROPEAN AND MEDITERRANEAN CIVILISATIONS

### 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 G  rald Pass  dat that featu

### 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   glise Saint-Laurent.

Opened punctually, it is only since 2013 that the site of Saint-Jean of the 12<sup>th</sup> century is widely open to the public.

[www.mucem.org](http://www.mucem.org)

## LES 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](http://www.calanques-parcnational.fr)

## LE CORBUSIER’S CIT   RADIEUSE

The avant-garde genius Le Corbusier built the “Cit   Radieuse” between 1947 and 1951. This “Unit   d’Habitation”, as Le Corbusier called it, is a vertical city made of expose, 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, a bookshop, galleries, a tea room, 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 art and design lovers across the globe. Since 2016, the Cit   Radieuse has been a registered UNESCO World Heritage Site.

[www.marseille-tourisme.com](http://www.marseille-tourisme.com)

## CH  TEAU D’IF AND   LES DU FRIOUL

Marseille has preserved superb examples of military architecture like the Ch  teau d’If, constructed under the order of King Fran  ois 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 ch  teau, a registered historic monument, is a not-to-miss site.

[www.chateau-if.fr](http://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](http://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.



  FLC/OTCM

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# >> 26 CENTURIES OF HISTORY: FROM MASSALIA TO MARSEILLE

### 27<sup>th</sup> 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.

### 6<sup>th</sup> Century B.C - A Phocaeen legend

The Greek city Massalia was born from the fruit of a mythic, 5<sup>th</sup> 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 Phocaeen city.

### 5<sup>th</sup> – 6<sup>th</sup> 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.

**5<sup>th</sup> 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.

### 15<sup>th</sup> Century

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

### 16<sup>th</sup> Century

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

### 17<sup>th</sup> 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 H  tel de Ville (City Hall), and the H  pital de la Charit   – 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.

### 19<sup>th</sup> 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 R  publique, the arrival of water via the Canal de la Durance at the Palais Longchamp, and the construction of the Pr  fecture, the Palais de la Bourse, the Palais du Pharo, the Cath  drale de la Major, and the Basilique de Notre-Dame-de-la-Garde.

### 20<sup>th</sup> 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.

### 21<sup>st</sup> 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, Eurom  diterran  e, 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 M  diterran  e) or Rudy Ricciotti and Roland Carta (Mucem, J4), Norman Foster (“Ombri  re” at the Vieux-Port).



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MARSEILLE METROPOLITAN TOURIST OFFICE AND CONVENTION BUREAU

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## >> CALANQUES NATIONAL PARK

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.

Vertiginous cliffs, wild garrigues, and hidden coves, plenty of amazing places to wow seasoned hikers and to experience nature in the most extraordinary way. From Marseille to Cassis, **Saint-Estève, Sormiou, Morgiou, Sugiton, En Vau, Port Pin, Figuerolles...** Each one conceals crystalline waters, limestone rocks, and the spirit of the sea.

[www.calanques-parcnational.fr](http://www.calanques-parcnational.fr)

You can also discover them thanks to the Love Map Esprit Parc National which can be downloaded online. As well as « **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.

### 2022 MEASURES TO FIGHT AGAINST OVERCROWDING

Since its resounding success during the summer of 2020, the Calanques have been the victim of overcrowding in July and August. This damages the flora and fauna that are nevertheless protected in the park. To fight against this phenomenon, the PNN is launching an unprecedented action for a natural space: a system of daily reservations.

Beginning in April 2022, this will initially only concern the Calanque de Sugiton, one of the busiest in the park due to its ease of access. 500 people per day will be able to wander the calanque, instead of the usual 3,000 daily passages.

In addition, like last summer, the Metropolitan Tourist Office will redeploy the "Outside the Walls" system. 50 trained seasonal workers will be stationed in the busiest spots in Marseille, including the Calanques, in particular to manage flows, redirect visitors to less frequented places, and inform them about good practices for preserving the environment.

### Practical info

A free detailed map of the Calanques is available at the Marseille Metropolitan Tourist Office and Convention Bureau. Between June 1 and September 30, 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:

- Calanque de Sugiton : Bus 21 or B1
- Calanque de Callelongue and Marseilleveyre : Bus 19 + Bus 20
- Calanque de Sormiou : Bus 23 or 22
- Calanque de Morgiou : Bus 22
- RTM Ferry Boats between the Vieux-Port and Pointe Rouge and les Goudes (in season), and between the Vieux-Port and Frioul all year.



Calanque, Port Pin

© Jo OMTCM



Morgiou

© Jo OMTCM



Calanque de Sugiton

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## AN ENGAGEMENT AT EVERY LEVEL

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!** Like 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 **« I Déchet Par Jour » x I Piece of Rubbish**, 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»: researching how to minimize our carbon footprint, valorising local distribution channels and reduced waste, and using organic products and sustainable agriculture). Among these initiators: **Le République**, a project born during the confinement that proudly reigns in the old Café Parisien on the Place Sadi-Carnot. Entirely refurbished, this new 100% collective and engaged restaurant offers 1-euro meals to the most impoverished while also welcoming higher-paying clientele. Open since December 2021, the menu features local cuisine with très Mediterranean accents.

Responsible restaurateurs could not exist without green suppliers! In terms of reasoned practices, Jean-Baptiste Anfosso (@organic\_yoda on Instagram) has been (re) known for several years in the hotel and restaurant industry. This maestro of plants, who presents himself as a «permaculture gardener», cultivates fruits, vegetables,

flowers and aromatic plants on his fields. He sells his earthly delights every week to a privileged handful of starred Marseillais chefs (and friends) such as G  rald Pass  dat and Alexandre Mazzia.

### Farmer's 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 **Cit   de l'Agriculture**, founded in 2017 to unite urban agriculture professionals as well as helping them to develop their new projects; **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; **Aur  lien Bergeron's** aquatic farm at Frioul; and collectives and farmer's markets such **La Friche**, **Cours Julien**, and **Hors Champs**, to cite 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 (Mus  e Subaquatique) in June 2020, an underwater space that is dedicated to art, marine biology, and environmental protection, and that of the Museum of Maritime Heritage (Mus  e du Patrimoine Maritime), opening in 2023.

## LE PR  SAGE : SOLAR COOKING!

« Investing for a delicious future ». This is the motto of **Pierre-Andr   Aubert**, founder of « **Le Pr  sage** » : the first solar gastronomic restaurant that has sprouted in Ch  teau-Gombert in Marseille.

Initially an aeronautics engineer in France, Germany, and India, Pierre-Andr   then became a chef, learning the ropes in numerous restaurants, from brasseries to starred tables.

Cooking with **local and seasonal products** inspired him to reflect on the energy that is used in cooking. Thus, he embarked on the development of a **solar stove** (the 1st in Europe!) This invention is fueled by his **concept of an innovative, regenerative food system**, as well as the Proven  al cuisine that he so cherishes.

After the official opening of the solar "restaurant" itself in 2021, the team is expanding its network to prepare a real permaculture system. Very soon, in addition to the construction of an exemplary bioclimatic building, Le Pr  sage will soon be a magnificent 2000 m   "edible forest" garden, with various ecological niches to promote both biodiversity and its resilience. Sure to light up Marseille's eco-friendly food scene!





## MARSEILLE METROPOLITAN TOURIST OFFICE AND CONVENTION BUREAU: THE COMMITMENT CONTINUES!

The **Marseille Metropolitan Tourist Office and Convention Bureau** 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**:

### The support of Label ClefVerte (Green Key Certification)

This program 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 hotels with this certification: 13 in total! A position that is reinforced by the Accor Group to make Marseille its pilot city for the certification of 15 hotels in the metropolis.

### GDS Index

An integral part of the Metropolitan Office of Tourism, the Metropolitan Convention Bureau, hopes to enter Marseille into the **GDS Index 2021**: it applies to the events sector and concerns the steps taken by all the socio-professional actors of a destination.

At the end of October 2021, during the ICCA congress, Marseille obtained a score of 51%, quite honorable for a first year, especially considering the health crisis. This score's progression can only be positive in the future.

### Urban Transportation

Marseille is on the GéoVélo app with 3 detailed routes! Are you looking for the best bike route between the Prado beaches and Mucem? Use GéoVélo, the app that will give you the most suitable route in real time. The app specializes in urban routes and will always indicate the most viable bike paths, just like a car's GPS: dedicated lanes, two-way cycling, shared lanes and peaceful areas.

### BEST PRACTICE GUIDES

More than ever, the development of a virtuous sustainable circle for all of the destination's socio-professionals and business-bearers is at the heart of the Tourist Office's strategy.

To achieve this, the Sustainable Development Department of the OMTCM has developed 7 «**On the Road to Sustainable Tourism**» guides for each socio-professional category of the sector: accommodation, restaurants, shops, culture and heritage, nautical activities, land activities, and events.

These best practice guides, available starting in January 2022, will provide information on steps and actions for companies who wish to develop their sustainable transition. They do so by presenting environmental, social, and economic measures, by detailing different possible certifications, and by listing available funding sources.

The guides will be accompanied by a panel of workshops and training courses to support companies in their approach.

### NEWS IN 2021

On November 16, 2021, the Marseille Metropolitan Tourism and Convention Office officially obtained the **ISO Certification 20121**, issued by Bureau Veritas. For the certification process, which began at the start of 2021, Bureau Veritas audited the appropriate departments (leisure and business promotion and communication) in order to ensure that internal procedures were in line with the standard's principles. Beyond that, the standard is a real company project which concerns all employees and at all levels.

### What is this standard?

It integrates the principles of sustainable development as a whole (social, societal, and economic.) The standard aims to put in place a set of procedures that make it possible to identify the key issues of sustainable development that apply to the activity of the company / event, and to integrate them into the company itself or to the development of the event.

The main operating principles are:

- A management system approach adapted to the structure and its way of operating.
- A participatory approach with stakeholders identifying and taking into account the expectations and requirements of employees, suppliers, participants, public authorities, customers and partners, etc.
- A progressive approach according to the principle of continuous improvement.
- Internal and external promotion of the responsible strategy.

In France, only the Tourist Offices in Bordeaux, Nancy and Rennes have been ISO 20121 certified so far.





## >> THE EUROMÉDITERRANÉE BUSINESS DISTRICT

Propelled by **Euroméditerranée**, the biggest urban renewal project in southern Europe, Marseille has undergone a profound transformation since 1995. The **EPAEM (Établissement Public d'Aménagement Euroméditerranée – Public Development Council)** has conceived, developed, and constructed the sustainable Mediterranean city of tomorrow in the heart of the Aix-Marseille-Provence metropole.

Led by the State and local authorities, this operation of national interest covers a perimeter of 480 hectares and comprises 37,000 private jobs and 6,500 public jobs. Since its creation, more than **5,300 companies** have settled here.

Beyond an international business district and its **650,000 m<sup>2</sup> of office space**, Euroméditerranée's mission is gradually expanding to include: public and private facilities (schools, the Cité Internationale campus, the Hôpital Européen hospital, and museums such as Mucem and FRAC), commercial spaces (like shopping centres Terrasses du Port, Voûtes de la Major, Docks Villages), residential buildings (18,000 new and 7,000 rehabilitated apartments), transportation and parking infrastructure, and parks and public spaces.

Far from being completed, this public institution-led operation is now continuing 170 hectares north of the initial 310 hectares. This new stage, **Euroméditerranée 2**, will create a link between the city center and the northern districts. Labelled **EcoCité**, this extended zone intends to be an urban development experimentation area for testing, deploying, and promoting the innovative services and technologies of a sustainable, intelligent city.

**Euroméditerranée makes innovation a strong «marker»** of its intervention by deploying thermal thalassotherapy loops, by designing a platform for the treatment and recycling of polluted soil, and by connecting all innovative companies interested in the operation within a network called **EMUL (Euroméditerranée Metropolitan Urban Lab)**. By realizing the multifunctional, mixed-use city of today, they are imagining the hybrid city of tomorrow.

### 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'Arencs project and **La Marseillaise** tower, Yves Lion's exceptional residential complex, **H99**, conceived by Jean-Baptiste Pietri, and Roland Carta's **Le Balthazar** or Kenzo Kuma for the **Frac**.

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 arise at the heart of Euroméditerranée:

- **Porte Bleue**, a 13,000 m<sup>2</sup> and 64-story tourism, residential, and shopping complex planned for 2023.
- 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**. Opening June 2022

### MEDITERRANEAN INSTITUTE OF CITIES AND TERRITORIES (L'INSTITUT MÉDITERRANÉEN DE LA VILLE ET DES TERRITOIRES - IMVT)

The Institut Méditerranéen de la Ville et des Territoires will unite the École Nationale Supérieure d'Architecture de Marseille (Marseille Architecture School), a branch of the Nationale Supérieure de Paysage Versailles-Marseille (Versailles-Marseille Landscape Architecture School), and the Institut d'Urbanisme et d'Aménagement Régional d'Aix-Marseille Université (Aix-Marseille University Urban and Regional Planning School.)

Located in the heart of the Porte d'Aix district, this teaching and research facility will promote sharing and rapprochement between the training of architects, landscape architects and city planners. The setting of this innovative campus was chosen intentionally, to help revitalize Marseille's urban center as well as being conveniently close to the Saint-Charles train station. The building permit was granted in 2020 - the project is expected to be completed in 2023.





# >> THE EUROMÉDITERRANÉE BUSINESS DISTRICT

## DOCKS VILLAGE: THE NERVE CENTRE OF EUROMÉDITERRANÉE

Marking the entrance to downtown Marseille since 1856, the Docks reflect the **industrial and commercial dynamism** of the Phocaean city.

A welcoming hub of life and a contemporary premium commercial space overlooking a unique, 13,000 m<sup>2</sup> shopping promenade, the Docks are, day and night, **a must-see on the Marseille shopping and leisure route.**

The Docks combine their shopping and leisure offerings with a range of services aimed at the **well-being of their customers**. Like the established, high-profile companies which benefit from a concierge and numerous personal services, visitors are greeted with the same standards one expects from an esteemed hotel.

A true centre of experiences, the emblematic Docks building also regularly hosts highly successful events and pop-ups, such as **Place des Canailles** (a new concept that includes a gourmet hall, an art scene, 2 bars, and shops) in 2021. Every year, the Marseillais enjoy **Plants pour Tous** (Plants for All) or **Noël des Créateurs** (Artisan Christmas).

## THE DOCKS BY THE NUMBERS

- **3.5 million** visitors
- **80,000 m<sup>2</sup>** of totally restructured historical space
- **365m long** between Place de la Joliette and Place Henri Verneuil
- nearly **65,000 m<sup>2</sup>** office space for public and private companies with national, international, and local prestige, for more than **4,000 workers/day**.
- **11,300 m<sup>2</sup>** commercial space around an unique commercial gallery and 4 soaring courtyards.
- **2 public parking lots** with over 800 parking spaces. Public transport: 1 metro station, 2 tram stops, numerous bus lines and Vélib bike stations at the foot of the building.

## NEW AT THE DOCKS IN 2021

### > Le Mx

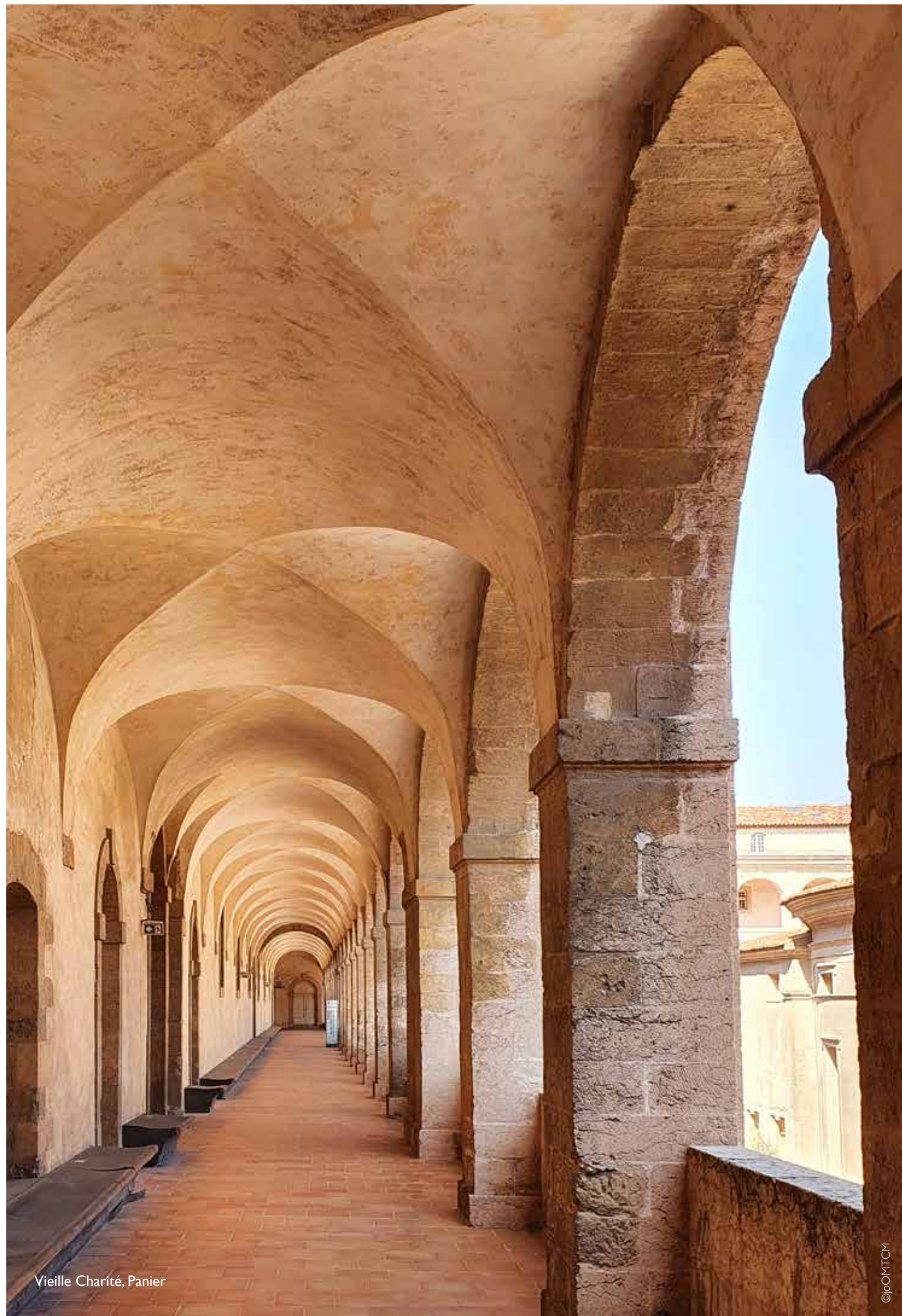
Open since summer 2021, Mx is a lively, convivial space that spreads across 1000 m<sup>2</sup> and 600 m<sup>2</sup> of terraces. Here, totally innovative experiences abound in pastisology, mixology ateliers, gastronomy, arts, culture, entertainment, surprises and more. Everything is centred around the city's emblematic flavour: aniseed. You can also find a museum 2.0 that offers an immersive, cultural and sensory experience dedicated to (re)discover the famous anise drink.

### > Le Food Cub

Located at the Docks since October 2021, the Food Club is an original concept that blends a business incubator with a food hall. After a call for candidates and a lengthy selection process, 7 chef entrepreneurs were selected to dynamize the space with their cooking for a 10-month duration - ample time to develop a clientele for the future. On the menu: French-style kebabs, Genoese focaccias, gourmet fare in jars, healthy gastronomic bites, world cuisine, and Ethiopian specialties made by a participant in the Refugee Food Festival.







Vieille Charité, Panier

©JOINTCM

## >> ART, HERITAGE AND EXPERIENCES

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### MUSEUMS AND SHOWS

#### Let's all 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 the 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 4 000 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](http://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

##### • Le 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-mediterraneeenemam](http://www.musees.marseille.fr/musee-darcheologie-mediterraneeenemam)

##### • Le 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](http://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 René Egger 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 18<sup>th</sup> century to the present day.

In 2022, the museum will make an impression with two intriguing exhibitions. The first, "Marseille, from Ports to Ports", presents sixty painters' and photographers' views on Marseille's ports since the 19<sup>th</sup> century. The next, "The Regards de Provence Collection Over the Years" will highlight contemporary art and artists from the Foundation's collection.

[www.museeregardsdeprovence.com](http://www.museeregardsdeprovence.com)

#### FRAC PACA (Fond régional d'art

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#### 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](http://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 20<sup>th</sup> century, which spanned between 1900 and the 1960s.

[www.musees.marseille.fr/musee-cantini](http://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 16<sup>th</sup> - 19<sup>th</sup> 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 17<sup>th</sup> to 19<sup>th</sup> century.

[www.musees.marseille.fr/musee-des-beaux-arts-mba](http://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 19<sup>th</sup> century.

[www.musees.marseille.fr/museum-dhistoire-naturelle-mhnm](http://www.musees.marseille.fr/museum-dhistoire-naturelle-mhnm)

#### Musée des Arts Décoratifs de la Faïence et de la Mode

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 18<sup>th</sup> century. Today it 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 18<sup>th</sup> century to today.

[www.musees.marseille.fr/chateau-borely-musee-des-arts-decoratifs-de-la-faience-et-de-la-mode](http://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. Currently closed for renovation.

[www.musees.marseille.fr/musee-dart-contemporain-mac](http://www.musees.marseille.fr/musee-dart-contemporain-mac)

## Centre d'art de la Cité Radieuse – MAMO

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-Ito 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](http://www.mamo.fr)

## Le Mx - Musée Pernod Ricard France

10 place de la Joliette, 13002

Part museum, part concept store, Mx launched in the spring of 2021. 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. Restaurant and boutique on site.

[www.lesdocks-marseille.com](http://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](http://www.musee-subaquatique.com)

## Musée des Civilisations d'Europe et de Méditerranée – Mucem

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!

## Permanent exposition: Place au Grand Mezzé

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](http://www.mucem.org)

## FROM PRE-HISTORY TO THE RENAISSANCE: ALL EYES ARE ON MARSEILLE IN 2022!

### Musée de la Grotte Cosquer – Villa Méditerranée

Esplanade du J4, 13002

After years of work and scientific surveys, the Villa Méditerranée presents the Cosquer Cave museum: a replica of the Cosquer Cave remains that are submerged 37 meters underwater beneath the Calanques of Marseille.

A truly immersive experience, the unprecedented visit of this real-life reconstruction takes place aboard 6-person «wagons» that move at a speed of 400m/h.

Opening June 2022.

[www.grotte-cosquer.com](http://www.grotte-cosquer.com)

### Joconde Immersive Exposition

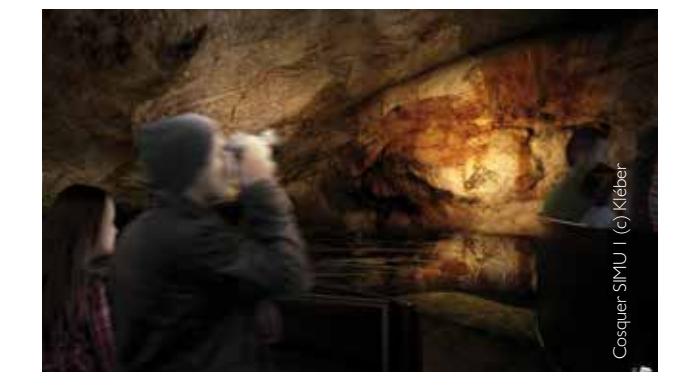
A planetary icon, the Mona Lisa has fascinated people for nearly four centuries. Beyond the clichés, what can it still reveal to us? Grand Palais Immersif, in collaboration with the Louvre, invites the public to rediscover this masterpiece through a unique interactive and sensory

experience. Projections and innovative interactive devices take the visitor to the heart of this mythical portrait, its history, and its details.

From March 10 to August 21, 2022 at the Palais de la Bourse - 9 la Canebière

#JocondeImmersive

[www.grandpalais-immersif.fr](http://www.grandpalais-immersif.fr)







## ART, HERITAGE AND EXPERIENCES

### CITY PASS

#### 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 € or 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..



### MARSEILLE EXPERIENCE

Marseille Experience is the sales portal for leisure activities in and around Marseille.

This e-commerce site allows visitors to book guided tours, Marseille CityPass, boat trips, tuk-tuk rides, electric bicycles or scooters, panoramic buses, excursions in Provence and many other activities of partner service providers! All these experiences are tested and approved by the teams of the Metropolitan Tourist and Convention Bureau

The activities are sold online at [marseilleexperience.com](https://www.marseilleexperience.com) and at the reception of the Metropolitan Tourist and Convention Bureau on the Canebière but also at the kiosk in Saint-Charles station.

More information on :  
[www.marseilleexperience.com](https://www.marseilleexperience.com)



### THE NEW ART 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 (Double V Gallery)**, **Emmanuelle Luciani (Pavillon Southway)** and **Laurianne Latry (EOTIA)**... 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 Obiecta.



## ART, HERITAGE AND EXPERIENCES

### 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, the Docks Village welcomed the renowned artist JonOne in autumn 2020 during an exhibition organized by the David Pluskwa Ar Contemporain gallery. 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.

Last year, as part of the Art-o-rama Festival, the launch of Collectif Artagon (located in the old historic Ricard factory) also caused a stir in the art world. They opened to the public for 4 exceptional days to present their role as a promoter of the local artistic scene and developer of projects.

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!



### LE COURS JULIEN, TEMPLE OF STREET ART

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 neighbourhood, restaurants with very diverse cuisines, atelier-boutiques, and vintage stores of every shape and size have all chosen Cours Julien as their home. It is hard to resist a visit to the landmark addresses, like **L'Entrepôt**, which notably shows works by Marseille artist Brems and is the headquarters of the Massilia Graffiti non-profit.

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

Visits **"Cours Julien Street-Art"** and **"An Atypical Walk: Biodiversity in the City"**



PRESS KIT 2022  
MARSEILLE METROPOLITAN TOURIST OFFICE AND CONVENTION BUREAU  
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Tél. : + 33 (0)4 91 13 99 73 - [www.marseille-tourisme.com](https://www.marseille-tourisme.com)



## >> SHOPPING IN MARSEILLE

### 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](http://m-mmm.fr)

#### 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](http://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](http://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 is a place for culture, art, and creative flourishing – and an ode to craftsmanship and savoir-faire. It is also a lively spot to lunch, meet up, curl up with a book, or chat over coffee. [www.sessun.com](http://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](http://www.maison-mere-marseille.myshopify.com)

**Jogging** // Not just one of the city's coolest designer and artist boutiques. Here, one eats (very well) ...and you can also score foodstuffs for your home in the épicerie the store quietly opened last year. [www.joggingjogging.com](http://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](http://www.chez-laurette.com)

**Goudron** // A ready-to-wear concept store that is a huge hit among dapper dudes. [www.goudronstore.com](http://www.goudronstore.com)

**Okjö** // Welcoming, eco-friendly boutique dedicated to the zero-waste universe. The ideal address to fill up on great products that are good for the planet! [www.okjo-marseille.com](http://www.okjo-marseille.com)



Sugar concept store





## CONCEPT-STORE

And also concept-stores that reserve a special place for crafts and designers.

**Azul** // A decorating boutique, concept-store and canteen that honors the know-how of Mediterranean artisans and designers.  
[www.azul-azul.com](http://www.azul-azul.com)

**Les Ateliers Français de confection** // Timeless women's ready-to-wear clothing made in Marseille in traditional workshops with natural materials.  
[lesateliersfrancaisdeconfection.fr](http://lesateliersfrancaisdeconfection.fr)

**For Atao** // In an atypical space, this concept store mixes fashion, decoration, Marseille designers, cosmetics and creative workshops.  
[foratao.fr](http://foratao.fr)

**Mobiles de curiosités** // A reserve of objects and gift ideas for all budgets: designer jewelry, ceramics, stationery, objects for adults and children.  
[www.mobilededucuriosites.com](http://www.mobilededucuriosites.com)



## GIFTS FROM MARSEILLE

**Marseille en Vacances** // A t-shirt store in a homely but also decoration, jewels, accessories, objects all ambassadors of the «talk and design of Marseille». [www.uneteenvacances.com](http://www.uneteenvacances.com)

**Marseille in the Box** // A small store selling souvenirs and fancy gifts about Marseille and culinary specialties. [www.marseilleinthebox.com](http://www.marseilleinthebox.com)



## DES ATELIERS-BOUTIQUES

**L'Archiduc** // A workshop-boutique where handmade candles with the scent of the South are made. [larchiduc.fr](http://larchiduc.fr)

**Faméthic** // An artisanal factory of ethical leather goods, from production to sale. The boutique workshop allows for the control of fair prices by privileging direct sales. [www.famethic.com](http://www.famethic.com)



## 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](http://www.fourdesnavettes.com)  
[www.les-navettes-des-accoules.com](http://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!  
[www.marseilleexperience.com](http://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.

### Les 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, that 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](http://www.laboulebleue.fr)

### 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 the 'little yellow' (petit jaune) or 'pastaga' is either sipped diluted in water or almost neat, as a minty Perroquet, or as an almond-scented Maresque. 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 Mx - Pernod Ricard France Museum, dedicated to anise and this cult drink, has been beaming from Docks Village since last year.

[www.lamaisondupastis.com](http://www.lamaisondupastis.com)



## 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](http://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](http://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](http://www.laflaneuse.fr)

#### • Localanque 22 Rue de la Loge, 13002 Marseille

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

[www.localanque.com](http://www.localanque.com)

#### • Chantier Naval Borg 25 Esplanade du Pharo, 13007 Marseille

Marseille

By appointment only.

[www.chantiernavalborg.com](http://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/](http://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

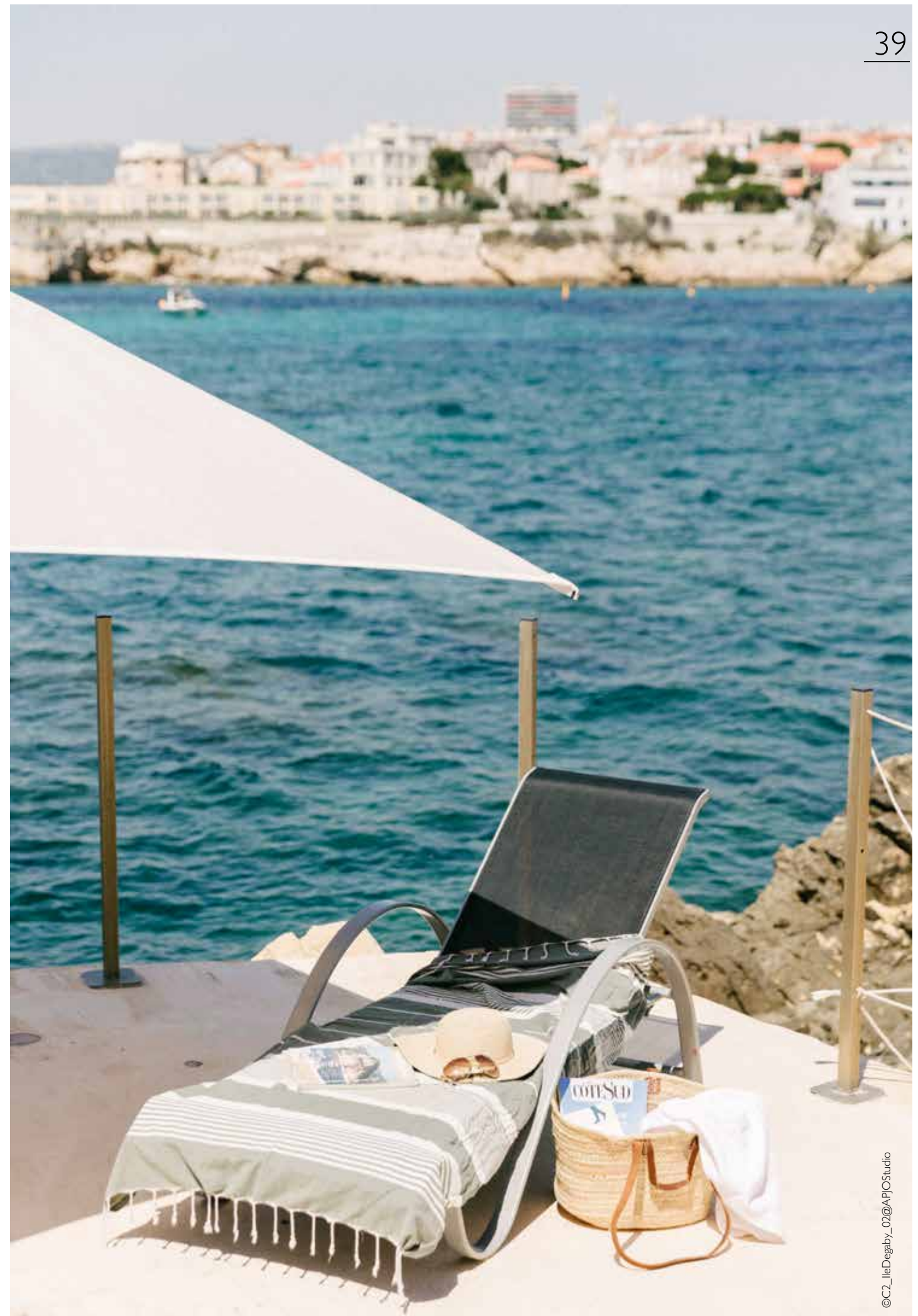
[www.massiliafit.com](http://www.massiliafit.com)

### 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.

[@restaurantchezlebelge](https://www.instagram.com/restaurantchezlebelge)





# >> 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 while soaking up the view.

## On the rocks

Perched on the rocks at Les Goudes, one enjoys this little corner of paradise without question, 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](http://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.viaghjidi Fonfon.com](http://www.viaghjidi Fonfon.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](http://www.lacaravelle-marseille.com)

## Overlooking the sea

A prime spot for a post-work drink, the **Café de l'Abbaye** is a crowd favourite for apéro sleuths, thanks to its good-natured spirit and its plunging view over the Vieux-Port and the two forts that stand proud at Marseille's harbour. Whether at a table or wedged against the low, sidewalk wall, good times are always had here.

[facebook.com/lecafedelabbaye](https://facebook.com/lecafedelabbaye)

## On a rooftop

When a bar is named "Sky", the view is bound to be breathtaking. On the rooftop of the former Galeries Lafayette in the heart of the city center, this new, 7th-floor bar-restaurant dishes up a Marseille panorama across four corners of the city. When you add a delicious menu and a décor that resembles a Balearic beach hut, **Ciel** is guaranteed good times in the sky.

[www.ciel-rooftop.com](http://www.ciel-rooftop.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 to soak up to the last rays at a sunset apéro..

[www.noctilio.fr](http://www.noctilio.fr)

## 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 des Amis** draws a crowd, from girls' nights out to reunions amongst childhood friends to canoodling couples. Everyone is welcome to soak up the seaside view and great beats.

[www.lacabanedesamis.fr](http://www.lacabanedesamis.fr)

## Atop a hill

Head to the hills for a tree-lined apéro. At the summit of the Jardin de la Colline Puget park, find the restaurant **Sepia** and its little sister Julis - the ideal spot to share cocktails and finger food perched among the pines. The winter garden and panoramic view are free of charge!

[www.restaurant-sepia.fr](http://www.restaurant-sepia.fr)



© E. LAMY



Saint-Victor neighborhood

© E. LAMY



## 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 'socca' Marseillaise 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 places to gorge on sweet treats at any time of the day. Go straight to the source in the Bompard neighborhood, where cheffe **Sabrina Guez** sells directly from her pâtisserie atelier. Pavlova, tart with two lemons, castel, tiramisu... In both individual and sharing sizes, her reinterpreted delights will be the crème de la crème for your table!

[www.sabrinaguez.fr](http://www.sabrinaguez.fr)

### Pizza trucks

It's a story that could very well be told by Ézéchiél Zérah. He's the journalist behind **The Camion Pizza Project**: in which he traversed the city to discover the best pizza trucks. His motto: *"Rule numero 1: whomever has not tried at least three pizza trucks is not truly a Marseillais."* Because this enthusiast is convinced that you have to hit the pavement to find the best version 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.

### Marseille épiceries

In just a handful of years, farm-fresh markets have sprouted across Marseille: **Les Pissenlits, Lodi Local, La Paysannerie Mazargues, Provision (s), Local Local à la Belle-de-Mai**, but also **L'Épicerie Paysanne** or the **Bar à Vrac** in Réformés. Each neighborhood has its share of shops where you can find the best of local produce and eco-friendly goods.

These institutions (re)energize community initiatives and solidarity and strengthen local networks... for the love of GOOD!

### A chocolatier

A pair of cousins are behind **Maison Mistre**. Pauline and Laure Mistre carry on the family tradition in the chocolatier and épicerie they opened in the heart of the Vauban district. From candies to cookies and their unparalleled chocolate tablettes (bars), the tastiest treats can be found here.

[www.maisonmistre.com](http://www.maisonmistre.com)

### A briny bistro

Once tested, it's impossible not to like it, nor stay away. The seafaring bistro **Coquille** is the new pearl in Marseille's food scene. At the stoves, Chef Jules and his team put the freshest catch in the spotlight. Like hake, crab, sardines, sea urchins, poutargue. Everything is a winner, even the tasty pizza for those who aren't fans of fished delights.

[@Coquille\\_bistro](https://www.coquille-bistro.com)

### A fromagerie

Cheese, glorious, cheese! In Marseille, there will soon be as many cheese lovers as there are places to buy fromage. Among the numerous cheese masters: **Fil Bleu** is the new dairy-fromagerie that everyone is talking about. Professional AND passionate, young owners Laura and Alice ooze girl power. No secrets here: what makes this place shine is the duo's shared enthusiasm for characterful cheeses (they love the blues), as well as their attachment to the terroir and their willingness to support local producers.

[@filbleufromagerie](https://www.filbleufromagerie.com)





## 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!

## 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](http://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.

[@boulangeriepainpan](https://www.instagram.com/boulangeriepainpan)

## 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](http://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: **Maison Ferroni**! This pastis producer remains just as authentic and iconic as its peers. Founded in Marseille and located nearby in Aubagne, they craft their vintage pastis from fresh plants from the Domaine des Creissauds, cultivated or harvested in the wild. A benchmark distillery for lovers of the aniseed elixir!

[www.ferroni.shop](http://www.ferroni.shop)

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. !

## Marseille, capital of (unique)gastronomy

Well known for not (always) following established codes, it's no surprise that Marseille likes to mix things up in the world of gastronomy. Thus, the most rebellious epicureans and bon vivants in search of unusual concepts will feast on the many new experiences offered by some Marseille chefs!

Among these revolutionary maestros: Christian Qui, and his "bouillabaisse tur-fu" menu savoured by a privileged few at his Goudes home; Sébastien Richard and his private table in the Panier; the semi-gastronomic diners concocted at The Privacy; the table d'hôte Aposto! by the offbeat pair Philippe Ivanetz et Nadia Lagati; or Les Dîners Singuliers, tailor-made, private culinary proposals organized in exceptional places ... among other (well) blocked addresses!

## Gastronomic awards

*Marseille's many honours...*

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) illustrated 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.

On the Fooding side, the Livingston restaurant with its young chef **Valentin Raffali** wins the "Best Delicious Bar 2022".

## The Fork Awards: The Public Prize

The "Special Marseille" prize was awarded to **Camille Gandolfo** of the Bords de Mer hotel! Sponsored by Lionel Lévy, the young woman was bestowed one of the 7 Audience Awards at The Fork Awards which took place on November 22 in Marseille. An impressive accolade for the young chef who took control of the Bords de Mer restaurant only 2 years ago! Her generous, fresh, and unique cuisine pays tribute to seafood. With its perch aside the Mediterranean (the hotel's name means "seaside" in French), this restaurant is a must-visit.

The icing on the cake was finishing 2021 with yet another prize. In December, "**La Liste**" of best restaurants in the world for 2022 gave Marseille **a special prize as the new gastronomic destination**, thanks to 2 crowned restaurants: chef **Laetitia Visse's** Femme du Boucher and **Alexandre Mazzia's** starred spot.

Among the 37 French tables in the top 200, 4 of them are in the Marseille region!



Restaurant Alcyone Intercontinental, 1 star at Michelin Guide



# >> 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's 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.

The 2020s have brought a whole new dimension to the incredible Marseille hip-hop saga. After **Bande Organisée** released its hit album, **I3'Organisé**, **OM Records** (the music label of the football team Olympique de Marseille) was born 1 year later. And a **JuL concert** is planned for June 2022. All proof that Marseille's beloved beats are showing no sign of slowing down.

At the end of 2021 the rapper JuL breaks down the barriers of competition between Marseille and Paris and brings together 157 rappers from the Bouches-du-Rhône and the Paris region on a triple gold album in only 2 weeks.





## 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](http://www.lafriche.org/fr)

### Shopping?

**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](http://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](http://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](http://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](http://www.cafelamuse.fr)

**La Bonne Mer.** Opposite the famous La Bonne Mère pizzeria, a seafood bar and restaurant that has hooked locals. The new address for friends to taste (or take away) shellfish and fish for lunch and dinner.

### Sleep?

**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](http://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](http://www.tuba-club.com)

### Go out

**La Bisette.** Past the white storefront topped with its name in neon pink, La Bisette plunges you into a beautiful crowd. At this happening new star of Marseille nightlife, signature cocktails, small finger-licking plates and good music awaits!

[@la\\_bisette](https://www.instagram.com/la_bisette)

**Le Baletti.** Chart your course for this popular gastropub on the Vieux-Port. Enjoy a cheerful and attentive team, plates to share (or not) so as not to toast on an empty stomach, and above all music, often live, for dancing the night away!

[www.baletti.fr](http://www.baletti.fr)

**Calanque de Marseilleveyre.** Stroll or hike in a magical setting, between land and sea, in Marseille's wonderfully wild Calanques.

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.

## HEALTHY

### 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](http://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](http://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](http://www.carlottawith.com)

**V&V Healthy Living.** A haunt for vegans and gluten-free folk. V&V is proud of its ethical philosophy and its values: a zero-waste objective, local and seasonal products, and a love of organic food. All the ingredients are there to seduce health-food nuts to novices in search of a better life. The sea view is on the house!

[@: vv\\_healthyliving](https://www.instagram.com/vv_healthyliving)

### 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](http://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](http://www.lafelicidade-marseille.com)

## WITH THE FAMILY

### « Famille Plus Label » : Marseille is Kids-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 welcoming families 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](http://www.marseilleexperience.com)

### Leisure time?

**Freewheel.** To appreciate Marseille in the great outdoors while getting air, head to the Ferris Wheel! A dizzying attraction to be found at the Escale Borely beach in summer mode ... and above the Christmas Market in the Vieux-Port during the winter..

**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.

### Shopping?

**Le Petit Souk.** A joyful bazar for little ones. Newborn gifts, quirky gadgets, toys, children's tableware and unique decorative items. With so much choice, you won't leave empty-handed.

[www.lepetitsouk.fr](http://www.lepetitsouk.fr)

**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](http://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](http://www.pouce-concept.com)

### Sleep?

**Meininger Hôtel Marseille Centre La Joliette.** This new address in the local landscape offers a program specially adapted for families ... as well as business travelers! A hybrid concept which is also an opportunity to discover the "new Marseille." Opening in February 2022

[www.meininger-hotels.com](http://www.meininger-hotels.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](http://www.hotel-residence-marseille.com)

## DÉCOR & DESIGN

### Leisure time?

**AMO poterie.** Things are shaping up in Vauban! This refined and meticulously neat pottery atelier offers courses, workshops, apprenticeships, and exhibitions. A range of activities available, accessible to hands big and small.

[www.amopoterie.com](http://www.amopoterie.com)» [www.amopoterie.com](http://www.amopoterie.com)

### Shopping?

**Maison SérieS.** This Ali Baba's cavern for architects and home décor enthusiasts is rooted in family. Passion and savoir-faire has been passed down from generation to generation, illustrated in the incredible fabric, wallpaper, and furnishings made in this marvelous workshop.

[www.maisonseries.fr](http://www.maisonseries.fr)

### Dine?

**Ouréa.** Chef Mathieu Roche and his partner, Camille's, restaurant is as pleasing to the eyes as it is to the taste buds! The ideal spot for lunch or dinner paired with a retro-pop design by Axelle Chay (Nova Obiecta).

[www.ourea-restaurant.com](http://www.ourea-restaurant.com)

### Sleep?

**Maisons du Monde Hotels & Suites.** After a first address in Nantes, the Maisons du Monde brand made a beeline towards the south, opening a hotel in Marseille's Vieux-Port. The privileged choice for design lovers and those who appreciate ambiance with a side of style.

Maison Mermoz The latest chambre d'hôtes to open in Marseille. Treat yourself to an artistic escape among paintings, works of art, designer furniture, and refined linens. THE design address of 2022!

[www.marseille.maisonsdumondehotel.com](http://www.marseille.maisonsdumondehotel.com)

**Maison Mermoz** The latest chambre d'hôtes to open in Marseille. Treat yourself to an artistic escape among paintings, works of art, designer furniture, and refined linens. THE design address of 2022!

[www.lamaisonmermoz.com](http://www.lamaisonmermoz.com)







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## >> DAY TRIPS NEAR MARSEILLE

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.

Heading north-west of Marseille on the Côte Bleue train (back on track in April 2021 after 3 years out of service), wind through 32 spectacular kilometres of cliffs, coves, and breathtaking landscapes until **Miramas**. This regional train travels for 1h15 between viaducts and tunnels, with the possibility of accessing the beach on foot at each village at which it stops.

Along the way, on the banks of the Étang de Berre lagoon and the Caronte Canal, you can also discover **Martigues**, nicknamed «The Venise Provençale.»

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 dear to Cezanne, the face of the Aix region, to contemplate without moderation.

Following the Côte Bleue, access the **Camargue Regional Nature Park**, 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 >> PRESS CONTACTS

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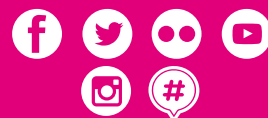
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