



MARSEILLE

Press Kit 2023



VILLE DE
MARSEILLE



2023

PRESS KIT
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EDITORIAL

Marseille, the Capital of Provence and a must-do city trip in Europe, was (already a decade ago!) the 2013 European Capital of Culture, a designation that gave it a second wind that is still noticeable today. In 10 years, Marseille has maintained that capital year's legacy and has been able to develop and adapt to the current challenges of tourism while upholding testimonies of its 2,600 years of history, which still and always give it its status as the oldest city in France.

Flash-back through the past 10 years ...

In 2013, Mucem and 9 other cultural spaces in the area opens; in 2016, the Orange Vélodrome Stadium renovates for the Euro football championship and Le Corbusier's Cité Radieuse is inscribed into UNESCO's World Heritage List; in 2017, Marseille is elected the European Capital of Sport; in 2021, Alexandre Mazzia joins Géraud Passadat in the elite circle of 3-Michelin-star chefs...

In 2020, COVID 19 puts the world of tourism on hold for a while. But new positive trends emerged from this crisis, in particular a major rise in local tourism by the French, which led to a new French clientele coming to Marseille. Once the crisis passed, business tourism resumed with the hosting of many international congresses such as the IUCN in 2021.

In June 2022, the Grotte Cosquer replica opened in the Villa Méditerranée, also contributing to Marseille's attractiveness. The city continues to captivate and will shine in 2023 and 2024 by showcasing no less than 6 matches for the 2023 Rugby World Cup and sailing and football competitions for the 2024 Olympic Games.

Ever concerned about protecting its environment, Marseille boasts a remarkable range of sustainable offerings, including zero-pollution activities such as cycling, climbing, kayaking, hiking, and more. As well as lodging in a wide range of hotels with the Green Key label and restaurants with the important Ecotable designation. What's more, Marseille is home to Europe's only national peri-urban park, Calanques National Park, which, since 2022, employs a reservation system in a section of the park to preserve its exceptional ecosystem's flora and fauna.

City of contrasts, Marseille, by definition, successfully embodies blends, between tradition and modernity, between land and sea, and between warm sun and refreshing sea.

Made up of 111 districts, each with their own identity and strength, you can visit and appreciate the city over several days, enough time to satisfy all your senses; tasting numerous Marseillais specialties and other delicacies from around the world served in Marseille's many restaurants; marvelling at the turquoise blue water of Calanques National Park, smelling the mix of spices in the different multicultural neighbourhoods peppered around the city, hearing the roar of Marseille fans for l'OM, or walking, running, or cycling in streets that are as sunny as they are different from one another.

Always showcased and defended by the inhabitants themselves, Marseille lives to be understood, and awaits you in any season!

MARSEILLE >> BY THE NUMBERS

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

2ND
LARGEST FRENCH CITY
WITH A POPULATION
OF 870,000 IN 2022

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

300
DAYS OF SUN
EACH YEAR

5 MILLION
TOURISTS
ON AVERAGE EACH YEAR

1ST CRUISE PORT
IN FRANCE
AND **4TH**
IN THE MEDITERRANEAN

2ND
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

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 welcomes, in high season, up to 1 million passengers per month.

It ranks as France's number two airport for cargo and passenger traffic for a regional airport. It serves many destinations in summer (121 in 2022) as well as winter (100 in 2022), so that seasonality does not have a huge influence and connections in France and abroad are largely represented throughout the year.

Territorial continuity with Corsica is also a distinctive feature of Marseille Provence, which offers regular flights several times a day all year round.

Liaisons / Marseille Centre (30km) 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

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.

Marseille on Geovelo

3 itineraries are offered on this cycling app, to help you discover Marseille from every angle.

The app also allows you to find the best routes to get from point A to point B, offering several alternatives like the most touristic, the most direct, and the safest.

www.geovelo.fr





Notre-Dame de la Garde under the spotlight

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.

TOP BILLING FOR ARTHOUSE CINEMAS



At the end of 2021, Artplexe Canebière added to the already sizeable number of arthouse cinemas that are near and dear to the hearts of Marseillais. Spread out in different neighbourhoods, we count among them, in particular, the Gyptis

(named after the famous Phocaean at the origin of Marseille's founding myth) near Friche de la Belle de Mai, the César on the Prado, the Variétés on the Canebière, La Baleine in Cours Julien, and the Alhambra in the Quartiers Nord. With an aim to revitalize the areas in which they reside, these cinemas offer diverse and affordable films for all, with an emphasis on local projects. The screenings are regularly accompanied by meet & greets or workshops, encouraging everyone to discuss the relevant themes.

1434 SHOOT DAYS

13 FEATURE FILMS

11 SERIES AND TV FILMS :

PLUS BELLE LA VIE, CAÏN, LÉO MATTEI, ÉTAT D'URGENCE... AND MORE THAN 86 COMMERCIALS FOR NATIONALLY AND INTERNATIONALLY RECOGNIZED BRANDS LIKE ISABEL MARANT, MCDONALDS, JW ANDERSON, PUMA, AND UBEREATS.

493 SHOOTS

67 MILLION EUROS

IN ECONOMIC BENEFITS

INCLUDING 22 MILLION EUROS TOWARDS JOB INVESTMENT.

DURING 2022, THE SHOOTS USED:

7880 MARSEILLE EXTRAS

768 MARSEILLE ACTORS

2585 MARSEILLE FILM CREW



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>> MARSEILLE: CRUISE PORT

MARSEILLE: A SUSTAINABLE PORT AND CRUISE DESTINATION

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.

2ND EDITION OF THE MARSEILLE PROVENCE BLUE MARITIME SUMMIT

The local maritime-port sector's successful bet on a pioneering ecological transition. In 2019, the first edition, focused on cruising, was an opportunity for 15 shipowners to sign the Cruising Blue Charter (La Charte Bleue Croisière), a binding document which already anticipated applicable regulations. In 2021, 85% of stopovers were covered by the Blue Charter. Ultimately, all companies stopping over in Marseille must be signatories.

In 2022, during the second edition co-organized by the Marseille Provence Cruise Club, the Port of Marseille Fos, the Marseille Fos Maritime and River Union, and the Marseille Committee of Shipowners of France, all the actors of the local blue economy, combining all types of traffic under the high patronage of the State, voluntarily agreed on three accords, including one specifically relating to cruising to significantly reduce their environmental footprint and anticipate the creation of the future SECA zone in 2025.



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CRUISING BY NUMBERS

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 4th, 2021 after a government decision

160 STOPOVERS

350,000 PASSENGERS WELCOMED

2022

+ 500 STOPOVERS

1.5 M PASSANGERS

Back to a dynamic cruise traffic.

Take note!

During stopovers or technical stops, the ocean liners' crews contribute to cruising's positive economic impact on the Marseille Provence territory.

They are big consumers of hotel stays and use the shuttles provided by the cruise companies to get to the city centre or surrounding towns.

A GREAT DIVERSITY OF CRUISESHIP COMPANIES AND NEWER BOATS WELCOMED IN MARSEILLE

50% of Marseille stopovers have been carried out by ocean liners commissioned in the past 5 years. On average, Marseille welcomes cruise ships that are 11 years old, versus 14 years old for the world fleet.

In 2022, a non-European clientele returned in force, a testament to our port's and our region's attractivity for different nationalities, but also with different audiences, for example, nearly one stopover out of five was captained by a top-of-the-range company.

Data provided by the Club de la Croisière Marseille Provence.

>> 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 it's emblematic Canebière, reconfiguring public spaces with natural beauty (over 1700 trees have been planted) that harmonizes with its existing architectural heritage. The latest pedestrianisation to date: the Opéra district which is adjacent to the Vieux-Port. A new breath of fresh air for the city centre that is more favourable for strolling.

MARSEILLE BY NEIGHBOURHOOD

Marseille is often spoken of in the plural. **It's a city of 111 faces**, 111 villages that each have their own strong character, beauty, and exuberance. If each neighbourhood has its own church and its pétanque court, they don't all have the same history, the same topography, nor the same age.

To truly comprehend Marseille, one must get to know its different facets. This is what the Marseille 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 **"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 **Épuiette** to the Auffes basin, a type of "sea pool" adored by every Marseillais, from wee ones to retirees.

Though it is definitely calmer off season, Vallon des Auffes is the symbol of local Dolce Vita once good weather arrives, the ideal setting for a swim, a jaunt on a paddle board, a sublime apéro, or an art show as the



sun sets – each Thursday night in the summer thanks to the Association du Vallon des Auffes. Book a table at the traditional restaurant **Chez Fonfon**, the go-to address for soupe de poisson (fish soup.) Don't leave without checking out the eroded rocks of Malmousque, a cove that is treasured by the Marseillais and revered by tourists who worship the **Petit Nice**, Gérald Passédât's three-Michelin-star restaurant. **which takes its name from a type of grass from North Africa and Spain (auffo in Provençal) that rop-makers stocked there in the 19th century.*

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

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



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>> MARSEILLE: BUSINESS CITY

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

MARSEILLE IN 2022

536 995 DELEGATES

1102 EVENTS

IN THE TOP 5

FRENCH CITIES THAT WELCOME INTERNATIONAL MEETINGS

(RANKED BY THE 2019 INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION)

480 MILLION €

**OF DIRECT ECONOMIC BENEFITS
FROM BUSINESS TOURISM
EXCLUDING TRADE SHOWS**

2022

A new record year for Marseille.

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
- World Trade Center Marseille Provence

SOME CONFIRMED CONGRESSES IN MARSEILLE TO COME 2023-2025

17th International Symposium on Myelodysplastic Syndromes - MDS 2023

Congress of the COFREND

Congress of the Federation of European Societies of Plant Biology - FESPB

European Congress on Clinical Neurophysiology - ECCN

European Society of Minimally Invasive Neurological

Therapy - ESMINT

Annual Meeting of European Society for Paediatric Endocrinology - ESPE

Congrès National de l'Ordre des Experts Comptables

European Physical Society Conference on High Energy Physics - EPS-HEP 2025

The Aix Marseille Provence Convention Bureau still has some great projects in option and in prospecting until 2027, and all the hard work carried out during the complicated periods due to the pandemic are visible and paying off today and generating very good economic benefits for our destination.



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View from La Marseillaise tower

>> THE ESSENTIALS

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, the hill has housed a succession of chapels before welcoming the basilica in the 19th century. The religious building, considered as the guardian of sailors and fishermen, fascinates and lures more than 2 million visitors each year.

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 Gérard Passédat.

Fort Saint-Jean

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

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

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,

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

www.calanques-parcnational.fr

LE CORBUSIER'S CITÉ RADIEUSE

The avant-garde genius Le Corbusier built the “Cité Radieuse” between 1947 and 1951. This “Unité 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. Misunderstood, the space is today a reference point for artists and art and design lovers across the globe. Since 2016, the Cité Radieuse has been *inscrite au Patrimoine Mondial de l'UNESCO*.

www.marseille-tourisme.com

IF CASTLE AND FRIOUL ISLANDS

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

www.chateau-if.fr

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

www.marseille-tourisme.com

LE PANIER THE OLDEST DISTRICT IN MARSEILLE

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



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>> 26 CENTURIES OF HISTORY: FROM MASSALIA TO MARSEILLE

17

27th Century B.C.

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

6th Century B.C - A Phocaean legend

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

5th – 6th Century

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

5th Century Saint-Victor Abbey is established at the exterior of the city on the southern banks of the port, enabling Marseille to extend its spiritual influence beyond Provence.

15th Century

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

16th Century

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

17th Century

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

At that time, Marseille expands beyond its medieval ramparts, tripling its surface area from 70 to 195 hectares.

19th Century

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

20th Century

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

21st Century

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

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





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 LA Ciotat, **Callelongue, Marseilleveyre 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

For a successful visit, remember to download the Mes Calanques application. Launched by the national park, it is a mine of information for visitors!

Fires, pollution, awareness of fauna and flora or participatory projects... The new application includes the citizen 100% in the preservation of the Calanques!

RESERVE TO PRESERVE

A victim of its success, certain sites in the Calanques are overcrowded in the summer. To preserve the flora and fauna and guarantee a high-quality experience for visitors, the national park has put a free and obligatory reservation system in place to access the Calanque de Sugiton.

Tested in 2022, this unique solution for a natural wonder has been crowned a success. The environment is preserved and visitors are delighted to rediscover Sugiton in a peaceful atmosphere. Consequently, the system will be renewed in the summer of 2022, and at least until 2025. To see the schedule and book: head to www.calanques-parcnational.fr or download the Mes Calanques app.

Welcome, inform, raise awareness

To provide a high-quality welcome to an ever-growing public, the national park deploys around fifty eco-guards on the ground. These seasonal workers survey the trails and patrol at sea to inform and educate visitors. Thanks to this "beyond the walls" ("hors des murs") plan and the 50 seasonal staff based at the most visited sites in Marseille, the Office of Tourism has enhanced its welcome measures. Present at certain entry points of the national park, these workers provide information, manage crowds, redirect visitors to less-visited sites, and raise awareness on good practices to preserve 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 by downloading the Mes Calanques app or by contacting: +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.



© T. Garcia, Calancoeurs



© JoOMTCM

>> MARSEILLE GOES GREEN !

AN ENGAGEMENT AT EVERY LEVEL

In keeping with the times and the challenges of this era, Marseille is accelerating its transition to sustainable tourism to preserve its environment, its heritage, and the territory's inhabitants.

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 by carrying out a policy of incentives and professional support.

Eager to support its ecosystem during this transition, the Tourist and Convention Bureau of Marseille is fully committed to helping people discover a city that is engaged on multiple levels with its "Sustainable Marseille" ("Marseille Durable") plan.

Under this plan, many green ideas have already begun to flourish across the Marseille landscape:

Associations

Alongside the emblematic city clean-up associations, such as Clean My Calanques or 1 Déchet par Jour x 1 Piece of Rubbish, several non-profits are also fuelled by the circular economy: Sauvage Méditerranée creates jewellery with collected waste and Recyclop turns pounds of cigarette butts into electrical energy using local distribution channels.

On the fashion side, the association Frip'insertion, in partnership with Emmaüs, is breathing new life into fashion, design, and job insertion. Several Marseille brands and ateliers now provide a professional future to people previously excluded from the labour market, while adding value to clothes donated from individuals or partners: Atelier Regain, Cagole Nomade or Capuche.

Underwater Museum and The Museum of Maritime Heritage et musée du Patrimoine Maritime

The cultural sector has also invested in favour of sustainable development. For the sea, by opening the Underwater Museum (Musée Subaquatique), an underwater space that is dedicated to art, marine biology, and environmental protection, who consecrated a new sculpture Le Voyageur this year; and the Museum of Maritime Heritage (Musée du Patrimoine Maritime), set to open in 2023.

Land-wise, street art is making a name for itself in Marseille with MauMA, an urban art trail that aims to create an artistic journey, visible to all, by bringing together local artists to create works in Marseille neighbourhoods far from the city centre.

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 **Cité de l'Agriculture**, founded in 2017 to unite urban agriculture professionals as well as helping

them to develop their new projects; like ferme Capri, **Le Talus**, a former 9000m² dump that has been transformed into an urban farm; the organic farm **Terre de Mars** in the hills of Sainte-Marthe; **Aurélien Bergeron's** aquatic farm at Frioul; and collectives and farmer's markets such as La Friche, Cours Julien, and **Hors Champs**, to cite a few.

Restaurants

Like many city dwellers, some restaurant owners have also settled down in Marseille. That's partly how the city acquired new restaurant industry talent that are firmly focused on the challenges of "sustainable nutrition", researching how to minimize our carbon footprint, valorising local distribution channels and reduced waste, and using organic products and practicing sustainable agriculture: Le République, born during the confinement, proudly reigns in the old Café Parisien on the Place Sadi-Carnot. Entirely refurbished, this new 100% collective and engaged restaurant has offered, since December 2021, 1-euro meals to the most impoverished while also welcoming a higher paying clientele. The menu features local cuisine with très Mediterranean accents.

But be careful not to forget the pioneering eco-restaurateurs, who intend to defend their standing.

LE PRÉSAGE : SOLAR COOKING!

« Investing for a delicious future ».

This is the motto of **Pierre-André Aubert**, founder of « **Le Présage** » : the first solar gastronomic restaurant that has sprouted in Château-Gombert in Marseille.

Initially an aeronautics engineer in France, Germany, and India, Pierre-André 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 Provençal 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 Présage will soon be a magnificent 2000 m² "edible forest" garden, with various ecological niches to promote both biodiversity and its resilience.



>> MARSEILLE GOES GREEN !

MARSEILLE TOURIST OFFICE AND CONVENTION BUREAU: THE COMMITMENT CONTINUES!

The Marseille Tourist Office and Convention Bureau supports and promotes the transformation of responsible practices for professionals in the sector to enable everyone (staff, citizens, visitors, professionals) to benefit from a virtuous sustainable tourism circle that attracts business, creates jobs, reinforces meaning, and protects our territory.

To carry out this action plan, the Office has developed several initiatives over the past 2 years:

The support of Label Clef Verte (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 (in proportion with its total hotel supply) with this certification: 21 in total! A position that is reinforced by the Accor Group's choice to make Marseille its pilot city for the certification of 15 hotels in the metropolis.

An emphasis on sustainable restaurants in Marseille

In 2022, the Marseille Tourist Office, supported by Région Sud, wanted to act in favour of sustainable food by supporting Marseille restaurateurs in their transition via a support program to obtain the Ecotable certification.

Launched in June 2022, the program's goal is to logistically and financially aid 60 restaurant owners in touristic zones in Marseille. The Ecotable label allows them to highlight their will and approach in terms of food, sourcing, waste and resource management, as well as their ethical and social aspect, all while giving them access to an information and advice platform to support their transformation.

Expected to take 3 years, 20 restaurateurs have already signed up. The restaurants to date that have obtained the label are: La Mercerie, Le Présage, Mariposas, Hododa, Pétrin Couchette, Gérardh, Livingston, Ouréa, Bouillon, Regain, Pain à L'Ail...

The site Sustainable Marseille: a city engaged on many levels

To fulfil its primary mission to provide information, the Office website now has a "Sustainable Marseille" section with which the visitor can access current sustainable offerings in Marseille (lodging, restaurants, activities, etc.) as well as a calendar of like-minded events.

A best practice guide for sustainable tourism is also available.

For activities, the Marseille Expérience site lets visitors choose low-carbon activities, for a reduced environmental impact.

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 Office of Tourism 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 2022

To ramp up its efforts to address the challenges of sustainable tourism and eco-responsible events, Marseille obtained, on April 6, 2022, the "Innovative Sustainable Destination" (Destination Innovante Durable) label awarded by Bureau Veritas, alongside 4 other pilot cities in France, that is facilitated by France Congrès et Événements.

Composed of 8 challenges and 26 actions, this new reference system is aimed at cities and metropolises which, in regard to their territory, want to structure their action in favour of sustainable tourism, and increase the effects of their best practices by associating, via the convention, key players in the reception and service network (places, events, hotels, etc.)

For Marseille and its entire industry, this label is both a great opportunity and a transformation accelerator to differently design the development of event and touristic activities. It is also a decisive argument for our business and leisure clientele to choose Marseille as a destination.





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 **700,000 m²** 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 centre and the northern districts.

Labelled EcoCité since 2009, Euroméditerranée's 480-hectare scope of intervention constitutes a veritable experimentation lab for testing innovative solutions, services and technologies that will be an integral part of the city of tomorrow.

From the north to the south

The continuation of the Euroméditerranée operation

will reinforce this Phocæan city's urban transformation.

The road map that has been set is ambitious: create 20,000 jobs and 12,000 new apartments and attract 25,000 additional residents.

Plus, several flagship projects will see the light of day: Les Fabriques eco-quarter (250,000 m²), the Parc Bougainville as well as a park in Les Ayalades, the rehabilitation of industrial wastelands, the redesign of public spaces at the heart of the village centre of Les Crottes, and the "Cours Métropolitain" - a grand, green boulevard between Cap Pinède and Capitaine Gèze.

Conceived as a "laboratory of a sustainable Mediterranean city," the new phase must respond to the biggest challenges of tomorrow for territories: to develop an urbanism that is adapted to a local context and the Mediterranean climate, that favours renewable, local energy, and that supports and contributes to economic growth and job creation.

A greener city

In the summer of 2024, between the Bougainville metro station and the Les Crottes quarter, a 4-hectare park will flourish. It will be just as good as the Campagne Pastré park or Parc Borély. Baptized «Bougainville», it will be organized around the Ayalades waterway and some 1,600 trees of Mediterranean varieties will be planted (olive, hackberry, etc.).

This project heralds a like-minded green undertaking. At the site of the Canet freight station, the EPAEM will build a 14-hectare green corridor which will stretch between the Boulevard du Capitaine-Gèze and Rue d'Anthoine. Planted in an area where trees are rare, the vegetation will play the role of thermal regulator and will have the virtue of fighting against heat islands.

Press contact

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>> EUROMÉDITERRANÉE: METROPOLITAIN ACCELERATOR

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 m² 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 m²** of totally restructured historical space
- **365m long** between Place de la Joliette and Place Henri Verneuil
- nearly **65,000 m²** office space for public and private companies with national, international, and local prestige, for more than **4,000 workers/day**.
- **11,300 m²** 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.

LATEST NEWS AT THE DOCKS

> Le Mx

Open since summer 2021, Mx is a lively, convivial space that spreads across 1000 m² and 600 m² of terrasses. 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.

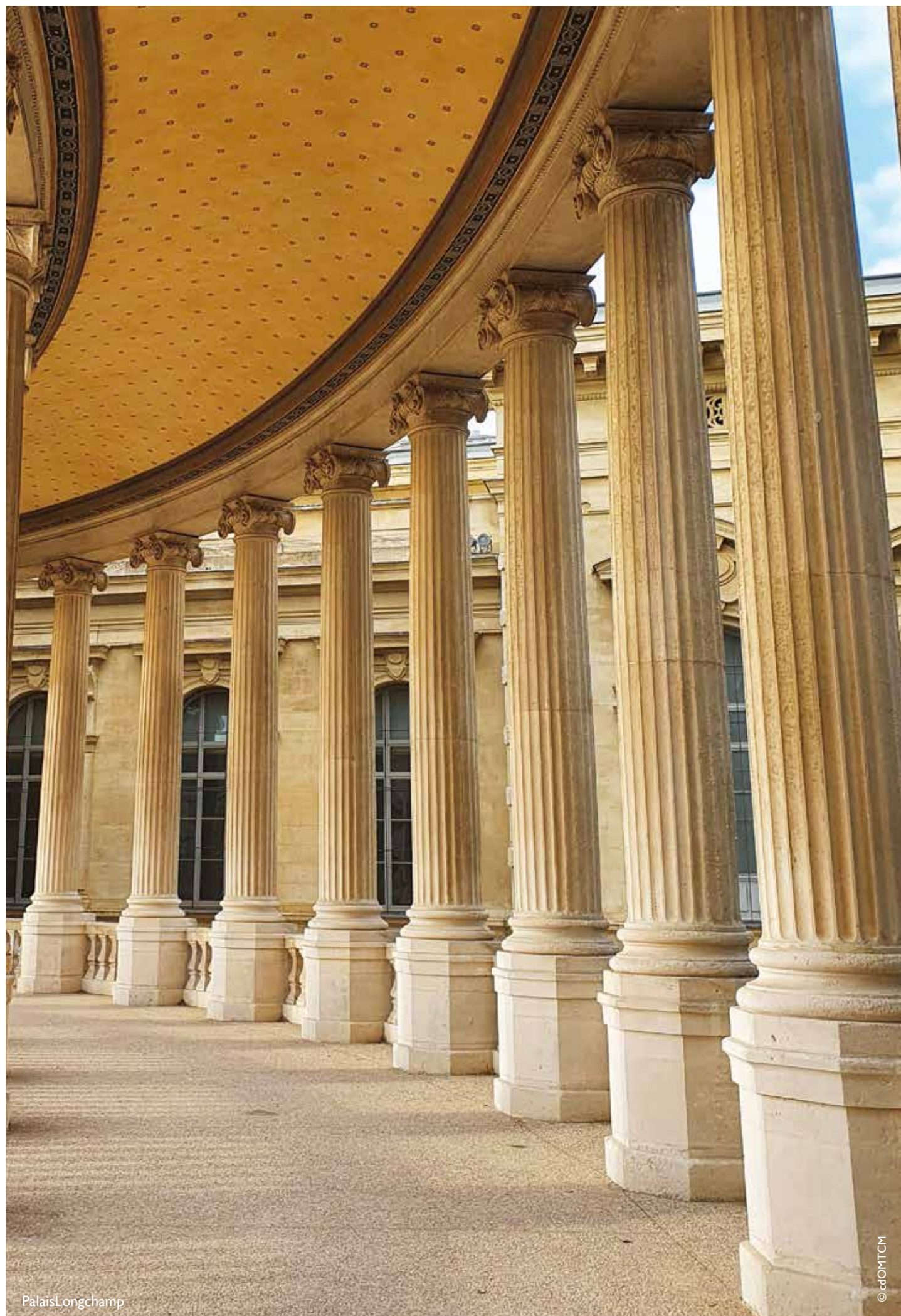
> Le Food Cub

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.







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

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-mediterraneenne-mam

• **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

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 18th 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 19th 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

FRAC PACA (Fond régional d'art contemporain)

20 boulevard de Dunkerque, 13002

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

www.fracpaca.org

Musée Cantini

19 rue Grignan, 13006

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

www.musees.marseille.fr/musee-cantini

Palais Longchamp and its two museums

• **Musée des Beaux-Arts**

9 rue Édouard Stephan, 13004

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

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

• **Musée d'Histoire Naturelle**

Boulevard Jardin Zoologique, 13004

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

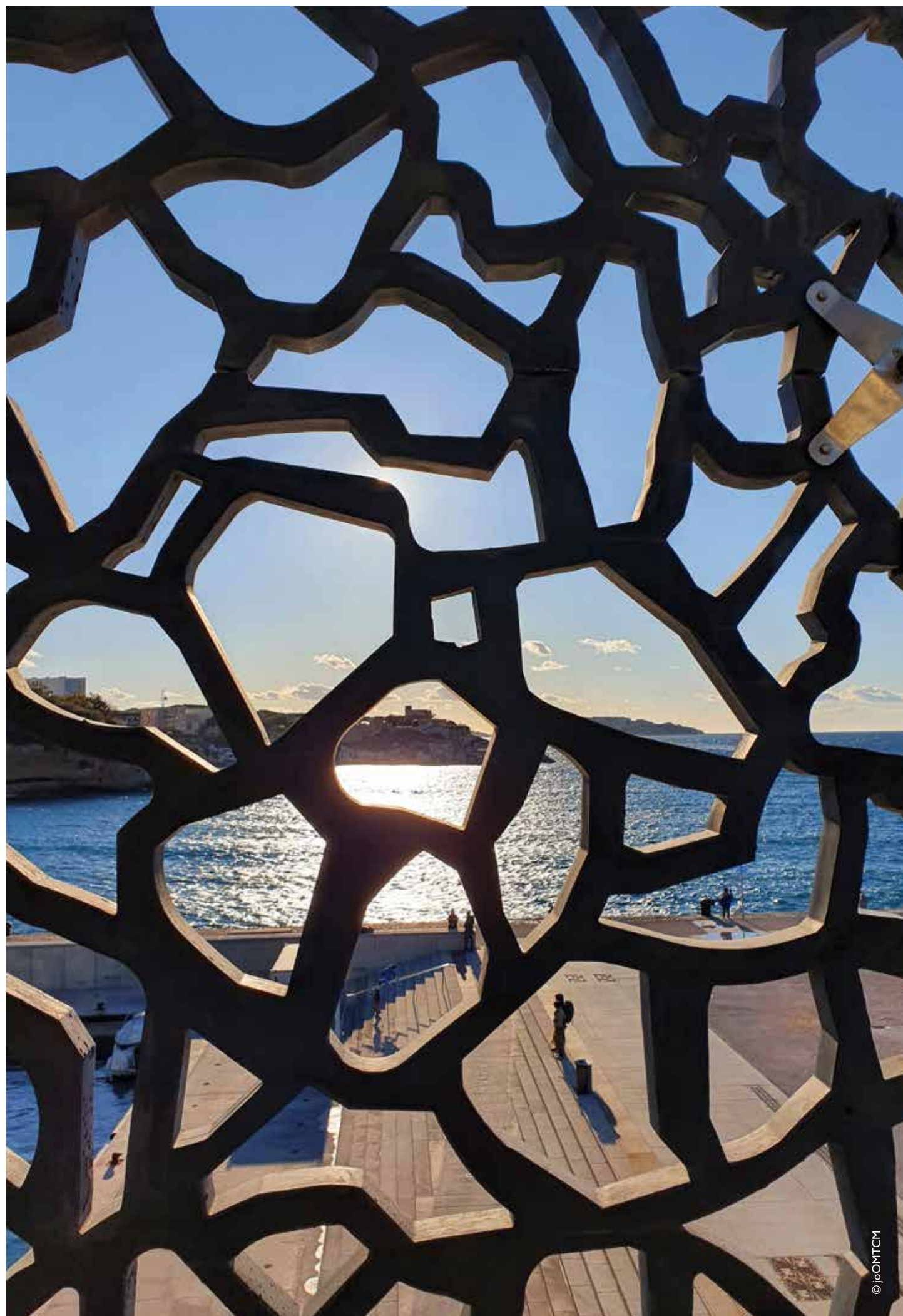
www.musees.marseille.fr/museum-dhistoire-naturelle-mhnm

Musée des Arts Décoratifs de la 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 18th 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 18th century to today.

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



Musée d'Art Contemporain – [MAC]

Bonneveine, 69 avenue d'Haïfa, 13008

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

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-Itto launched this new place of artistic creation in the sky, to welcome and capture the spirit and expression of young contemporary artists.

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

www.mamo.fr

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

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

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

MARSEILLE DIVES INTO THE PAST

Cosquer Méditerranée

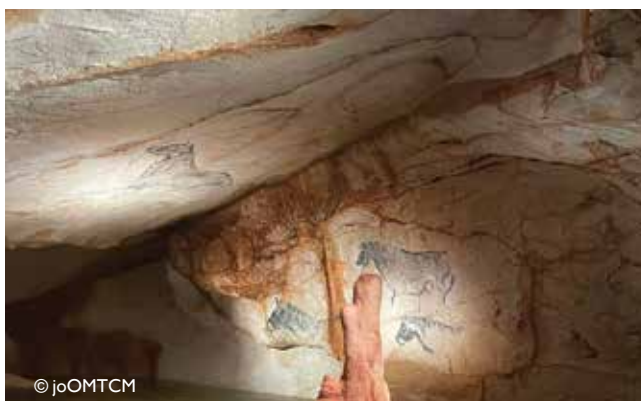
Esplanade du J4, 13002

After years of work and scientific surveys, the Grotte Cosquer replica opened in June 2022 in the heart of the Villa Méditerranée. The site has not been empty since, with 1,500 to 3,000 people per day, for a total of 450,000 visitors since the opening. Each day, Marseillais, the French, and international tourists take advantage of this replica of a vestige that is 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.

The visit continues in the museum space to discover reconstructions of the animals painted in the cave, a film on the cave's discovery by Henri Cosquer, and workshops on rising waters and the evolution of the landscape over the past 30,000 years.

www.grotte-cosquer.com



PRESS KIT 2023

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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 and its streets are a playground in which many international and Marseille artists express themselves: graffiti artists, sculptors, photographers, etc. For example, DocksVillage welcomed renowned street artist **JonOne** in the fall of 2020, but Cours Julien and Le Panier are the prime neighbourhoods for spotting 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-orama 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! The **Château de Forbin**, built in the 15th century and renovated in the 19th century at the gateway of the Calanques, now offers art lovers a vast collection dedicated to post-graffiti and the EastVillage scene. In this elegant home, which also acts as an artist's residence, discover a unique marriage between the history of an aristocratic family from Provence and that of New York street art from the 80s and 90s.



© JoOMTCM

VOTED ONE OF THE COOLEST NEIGHBOURHOODS BY TIME OUT

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**".

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)**, **Genie Bel (Maison Mirbel)**, **Diego Escobar (ArtCan Gallery)**, **Nicolas Veidig (DoubleV Gallery)**, **Emmanuelle Luciani (Pavillon Southway)** and **Laurianne Latry (EOTIA) Ora ito (Mamo)**... 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.



© Jonone_BYNDR

PRESS KIT 2023

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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.

In all, 50 service providers offer more than 115 diverse and varied activities.

The activities are sold online at marseilleexperience.com and at the reception of the Metropolitan Tourist and Convention Bureau on the Canebière but also at the kiosk in Saint-Charles stations.

More information on :
www.marseilleexperience.com





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

SAVVY SHOPPER

One can now find many ethical brands throughout the city:

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

www.empereur.fr

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

www.honoredeco.com

Sessùn Alma // Fashion brand Sessùn inspires this selection of artisanal and artistic objects, each chosen with taste by Emmanuelle Oddo, a famous Marseille curator. It 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

Maison Mère // Second-hand clothes are chic at this vintage, streetwear boutique founded by two passionate sisters.

www.maison-mere-marseille.myshopify.com

Boutique Hervé // This ethical boutique founded by a former lawyer offers brands that respect core values like worker's rights, environmental protection, and respect for living things. www.herve-boutique.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

Les flamants verts // A space that mixes workshops for fabricating your own cosmetics, a wholesale shop for all-natural raw materials, and a boutique that sells reusable and eco-friendly products www.lesflamantsverts.fr

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



>> SHOPPING IN MARSEILLE

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

Les Ateliers Français de confection // Timeless women's ready-to-wear clothing made in Marseille in traditional workshops with natural materials.

lesateliersfrancaisdeconfection.fr

For Atao // In an atypical space, this concept store mixes fashion, decoration, Marseille designers, cosmetics and creative workshops.

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.mobiledecuriosites.com



© L'Archiduc

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

Marseille in the Box // A small store selling souvenirs and fancy gifts about Marseille and culinary specialties. www.marseilleinthebox.com



© Marseille en vacances

STORE WORKSHOP

L'Archiduc // A workshop-boutique where handmade candles with the scent of the South are made. 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



© L'Archiduc

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. Long live the clichés!

Marseille soap

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), the shepherds, and all the characters in a Provençal village). A tradition that can be found in the homes of locals as the holidays approach, at the charming outdoor markets across the region, and at the Foire de Santons de Marseille fair, the oldest!

Navettes

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

www.fourdesnavettes.com

www.les-navettes-des-accoules.com

Bouillabaisse

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

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

Panisses & chichi

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

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

13 desserts

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

Pétanque

Initially reserved for insiders and then labelled as a Marseille cliché, pétanque has since broken free from its stereotype, and is played in the trendy districts of Paris, London and other metropolises across the globe. If this game of boules is seducing new hipsters from all over the world, it remains in Marseille a familial and working-class institution that is practiced in the purest tradition. A sociable activity that lacks snobbery, 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

Aperitif

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 Mauresque. Born in the south of France, the anise drink that shimmers in gold, is found at every bar or table of friends. And for a little more yellow in the heart of Marseille, the Mx - Pernod Ricard France Museum, dedicated to anise and this cult drink, has been beaming from Docks Village since last year.

www.lamaisondupastis.com

www.mxmarseille.com

>> 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

At a fishing port

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

www.viaghjidifonfon.com

On the Vieux-Port

In 2023, when Marseille will hear the roar of rugby matches, fans will be rooting in the many pubs on the Quai de Rive Neuve side of the Vieux-Port, like the Queen Victoria, O'Malleys, the Loch Ness, and the Shamrock. Come and drink beer (or whatever beverage you fancy) on the patios with one eye on the Vieux-Port and one on the screen, for a guaranteed festive atmosphere!

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

On a rooftop

On the top floor of the Artplexe cinema, you can drink and snack at **Les Réformés**, the rooftop bar with the same name as the magnificent church that faces it, and the quarter where it is located. A view from this 300m² restaurant that you can't find anywhere else, and which perfectly pairs with the local, seasonal cuisine.

www.lesreformes.fr

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

Feet in the sand

A super snack bar on the beach «**Le Cabanon de Paulette**» where you can end your day with your feet in the sand...or the water from girls' nights out to reunions amongst childhood friends to canoodling couples. Everyone is welcome to soak up the seaside view and great beats.

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

Atop a hill

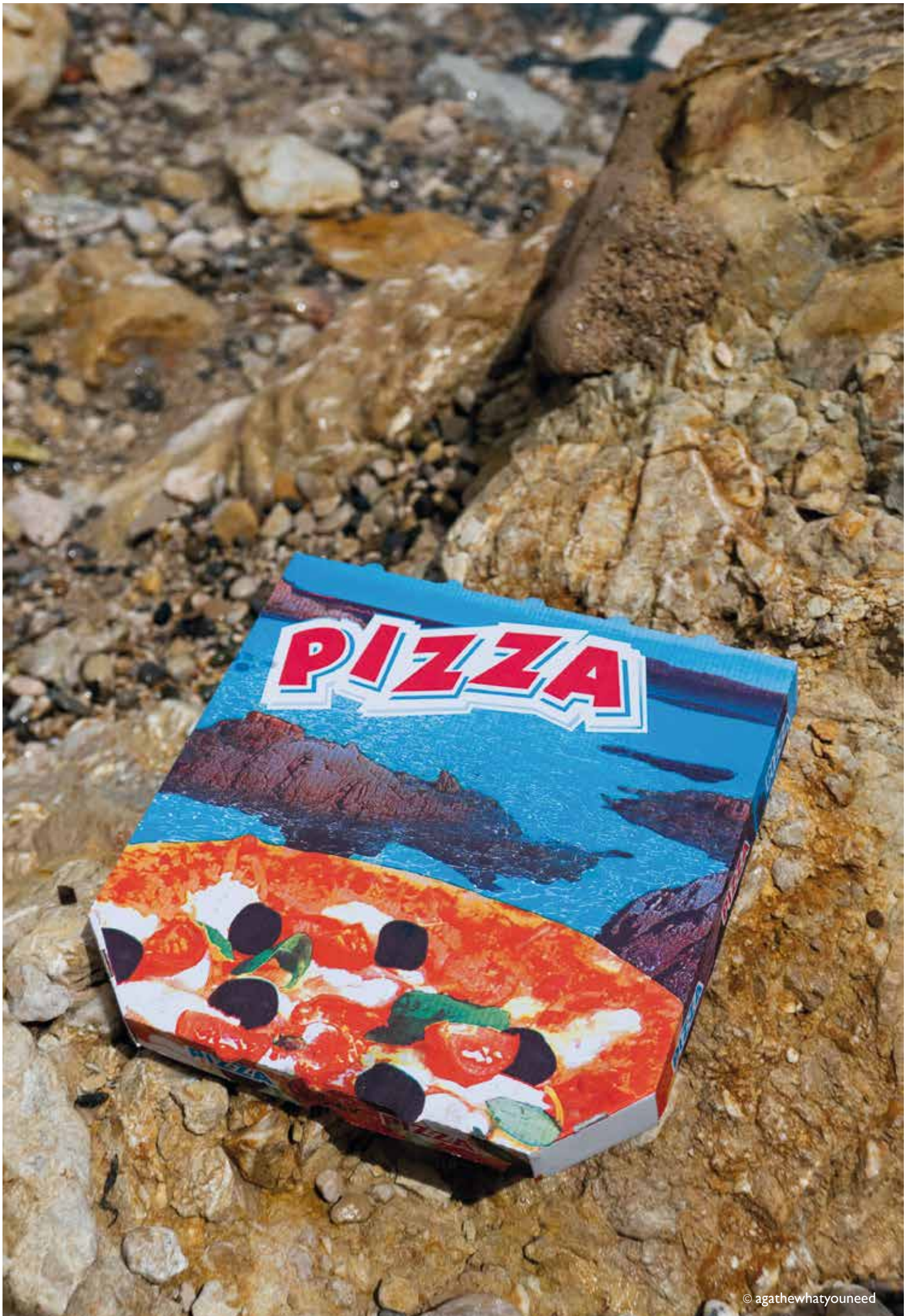
Climb to Cours Julien for a colourful apéro! At its intersection with Notre-Dame du Mont, **Café la Muse** delights with its various cocktails, local wines, and non-alcoholic drinks, in the heart of a vibrant and lively square. Both Marseillais and tourists gather here at all hours to talk about everything and anything. We can only encourage you to try it for yourself!

www.cafelamuse.fr





Saint-Victor neighborhood



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 teeth, order the chichis frégis: a cross between a donut and a churro that is a true treasure! **Lou Goustado De L'estaco.**

A pâtisserie

To treat yourself to a sweet treat, the city is full of toothsome addresses for chomping at any time of the day. But for a snack paired with a view of the sea, we recommend the new Paema pâtisserie, which opened in Catalans in the summer of 2022. Paul and Méryl offer refined delicacies that are not too sweet, so you can watch your weight, which delights lovers of tartes, choux, and other delicacies.

[@paema_patisserie](#)

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.*"

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.

The grocery shops in Marseille

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

A briny bistro

In the Endoume quarter, L'Ecaillerie opened its doors in the spring of 2022, to charm fans of shellfish and wine. For those who want to eat them at home, they'll help you compose the most beautiful seafood platter that brims with oysters, urchins, and shellfish. As for the others, lunch on the square is pleasing to all with its très Mediterranean menu and white biodynamic wines.

www.lecailleriemarseille.fr

A fromagerie

In Marseille, just like France and its love of cheese, neighbourhood fromageries are growing at breakneck speed. Organic and high-quality cheese from regional producers compete amongst each other for the best wedge. Yet, one fromagerie particularly stands out in Marseille because behind the counter, you'll find professionally certified cheese makers. At La Laiterie Marseillaise, the two, young female owners fabricate at the shop and sell products exclusively made with raw milk: cheese, yogurt, butter, and milk. A feast for lovers of good, local dairy products!

www.lalaiteriemarseillaise.fr

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!

A 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! More than 100 versions were served at the latest edition in August 2022 - a veritable success. **Le Fémina** is a treasured haunt for fans of this Berber specialty. In a colourful setting that is at first kitsch, then utterly charming, this warm, informal restaurant has been filled with fathers (and mothers) and sons (and daughters) since 1921. Their flagship dish: couscous made from barley semolina (orge) and perfectly cooked vegetables, topped with the secretly mastered broth - in a meat, fish, or veggie version!

www.restaurant-le-femina-chez-kachetel

A boulangerie

At House of Pain, in the Notre-Dame du Mont quarter, it's all about the sourdough! From 4am to 6pm, Pierre shapes different breads, all made with organic flour, to offer different varieties to his faithful clientele, like spelt, rye, and Khorasan. These high-quality loaves keep for up to 72 hours.

@boulangeriepainpan

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

www.pereblaize.fr

An(other) pastis maker

A monument of Mediterranean heritage that is served with 5 parts water and ice cubes, pastis is the soul of Marseille, distilled into a delicious beverage. To avoid the debate that reigns eternal around which brand to drink, we're opting for originality: **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

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!

Les Grandes Halles du Vieux-Port: A new address for gourmands

Just steps from the Vieux-Port on the ever-lively Cours d'Estienne d'Orves, the Grandes Halles finally opened in the summer of 2022, after several delays to finish this ambitious project. The gamble paid off for this 2000 m², over 400-seat space. At any hour of the day, Marseillais and tourists come here to taste Mediterranean specialties: seafood, obviously, but also delicious Italian pizzas and bruschetta, Spanish tapas, Lebanese mezzes, and vegetarian options. There's something for every palate, and even those searching for a simple glass of wine on the terrasse are welcomed. Open throughout the day, it's the perfect spot to sample great food at an unbeatable price!

www.lesgrandeshalles.com

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.

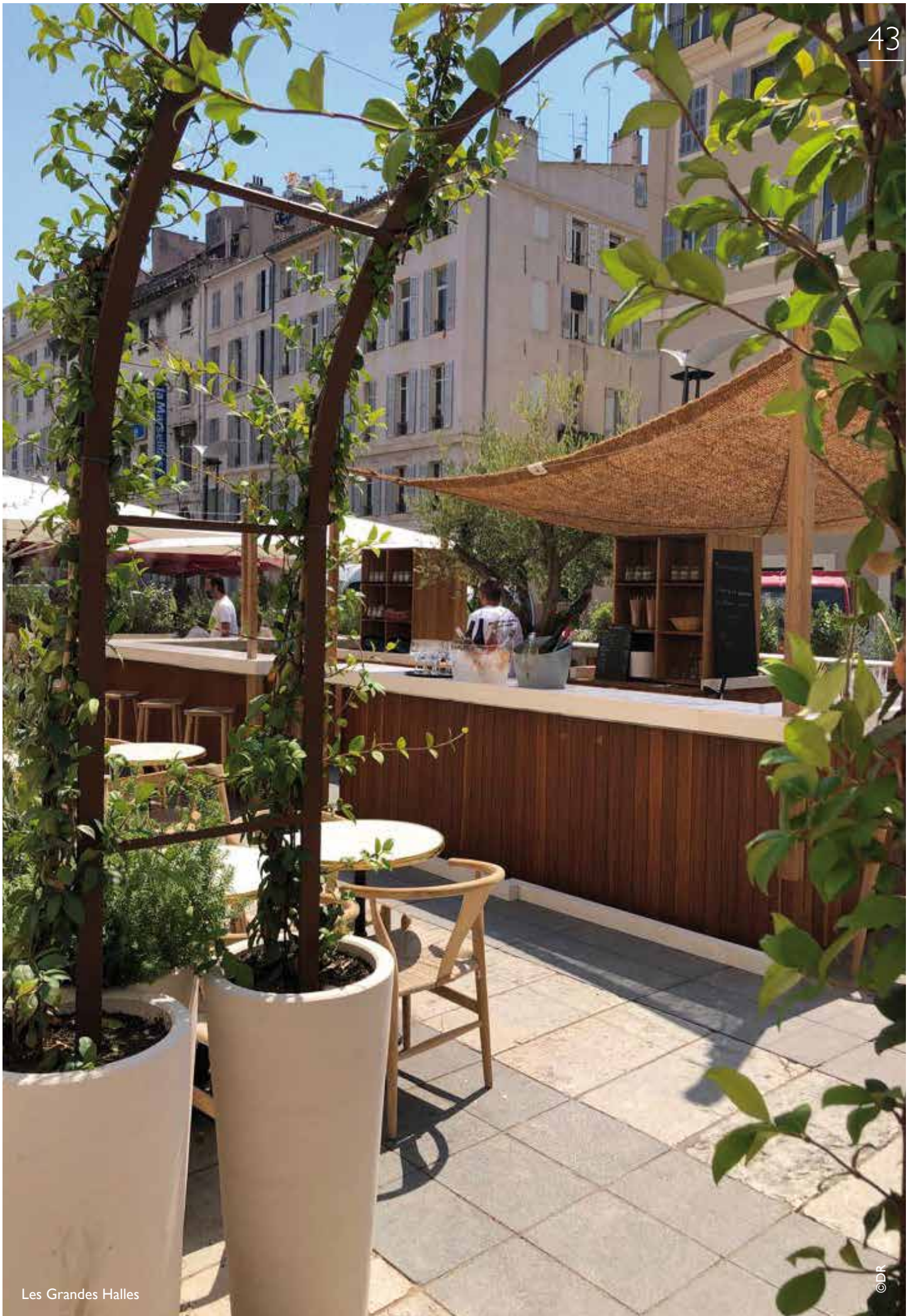
On the Fooding side, the Livingston restaurant with its young chef **Valentin Raffali** wins the "Best Delicious Bar 2022".

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!



>> 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).

Netflix was not mistaken when they bet on Marseille's SCH (with Belgium's Shay and Paris' Ninho), for their new show to discover young artistic talent.

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 start of the 2020s gave a completely different dimension to the incredible saga of Marseille rap. First, Bande Organisé and their eponymous album 13'Organisé, followed in 2021 by Classico Organisé, which reunited 157 rappers between Marseille and Paris, and lastly, SCH's concert planned at the Orange Vélodrome for July 2023. Proof that this genre is still moving and shaking after over 3 decades!

Marseille rap is closely linked to Olympique de Marseille and its stadium, so much so that the club created their own label, OM Records, in 2021, and collaborates regularly with artists.





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

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

Grab a coffee or a drink?

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

@Bar Gaspard

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

www.deep.coffee

Dine?

Catherine. A Mediterranean canteen run by a female trio in the heart of Notre-Dame du Mont. Here, you taste fresh plates at noon and night, inside or on the tiny back patio, the backdrop for a delicious moment.

@catherine.mrs

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.

www.labonnemer.fr

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

Mama Shelter. In the dynamic Cours Julien quarter, this colourful hotel offers affordable rates for its cosy rooms. Find all you need for enjoying yourself, from a bar with foosball to DJ sets for the night owls!

www.fr.mamashelter.com/marseille/

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

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

Calanque de Marseilleveyre. A stroll and/or energetic walk in a magical setting, between land and sea in the very wild Marseille coves.

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

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.jesuisio.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

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

Sleep?

Nhow. Take some laps in the swimming pool (or in the sea right next to it, your choice), followed by a jog with a sea view along 3kms of the famous Corniche Kennedy coastal road.

www.nh-hotels.fr/hotel/nhow-marseille

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

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, activity service providers 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

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. Definitel 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

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

Dine?

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

www.cafeborely.fr

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

www.pouce-concept.com

Sleep?

Radisson Blu. Labelled Famille Plus, it's a perfect stopover for both young and old. In addition to the ideal location on the Vieux-Port, find rooms adapted for families, a kids' space, and children's menus!

www.radissonhotels.com/fr-fr/hotels/radisson-blu-marseille-vieux-port

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

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 » www.amopoterie.com

Shopping?

Maison Sériès. 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

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

Sleep?

Maisons du Monde Hotels & Suites. After a 100% successful first year for the hotel, the apartments and suites opened steps from the hotel, on Rue Paradis, with the same unique Maisons de Monde décor, but this time equipped with small kitchens and real living rooms. A must-try for a comfortable stay!

www.marseille.maisonsdumondehotel.com

Hôtel Le Corbusier. What could be better for modern art fans than to sleep in the heart of this architectural icon? Every room in this 3-star hotel is constructed in the original style of this famous architect.

www.hotelcorbusier.com

ECO-FRIENDLY

Leisure time?

Eco-activities. From rock-climbing the cliffs of the Calanques to an electric (or not) bike ride, pollution-free activities exist, and you can find them all on the Marseille Experience website.

www.marseilleexperience.com

Clean my Calanques. To donate your time while having fun and doing a good deed, this association created by Marseillais organizes convivial and joyful rubbish clean-ups at least once a month in various corners of Marseille.

www.cleanmycalanques.fr

Tour au Frioul. Take a ferry boat from the Vieux-Port, and in less than 30 minutes you'll arrive in this protected archipelago, where several secluded coves are only shared with passing seagulls. We recommend you hike to the Île de Pomègues to the aquaculture farm. The best part? You'll already be in the Calanques National Park!

www.lebateau-frioul-if.fr

Dine?

Mariposas. In this restaurant on the square in Cours Julien, you'll only find local, fresh, and 100% vegan ingredients. You won't miss meat and dairy products in these tasty dishes that respect the earth, all at prices adapted for all customers.

[@mariposas.vegetal](https://www.mariposas.vegetal.fr)

Gerarh. For this seasoned, locavore chef, organic is very important. So much so that he offers a "market to plate" package where customers can join him at the organic farmer's market to see him choose high quality goods, and then cook them into excellent dishes and desserts.

www.gerarh.fr

Sleep ?

Hôtel 96. For an invigorating stay, we favour the familial house, Hotel 96, located at the gates of the Parc National des Calanques and labelled Clef Verte.

www.hotel-96.hotelmarseille.org

AN EXCLUSIVE WEEK-END

Shopping?

Rue Paradis. Literally a heaven ("paradis" in French) for lovers of prestige brands, with big names like Hermès, Louis Vuitton, Armanak, Gerard Darel, and Hugo Boss.

Leisure time?

Balade en side-car. With Belle Echappée, your only task is to marvel as you tuck into your seat for a ride. Choose your own itinerary to discover all the Marseille essentials, from Notre-Dame de la Garde to the magnificent Corniche Kennedy coastal road.

www.labelleechappee.fr

Dine?

Le Petit Nice Passédat. Anchored in the Marseille landscape for almost 15 years, 3-Michelin Star Gérald Passédat follows in the path of his father Jean-Paul, with his culinary excellence centred around Mediterranean products. Divinely accompanied by the finest wines.

www.passeadat.fr

AM. Named after its chef Alexandre Mazzia, who joined the very-exclusive ranks of 3-Michelin star restaurants in 2021, AM revolutionizes modern cuisine and seduces all the senses during its unique culinary voyages.

www.alexandre-mazzia.com

Sleep?

Intercontinental Hotel – Dieu. Overlooking the Vieux-Port in a former maternity hospital, this sprawling 5-star hotel offers comfort, high quality service, and breathtaking views from the terrace where you can taste delicious cocktails accompanied by delicious dishes by Michelin-starred Chef Lionel Lévy.

www.marseille.intercontinental.com

Sofitel Marseille Vieux-Port. On the other side, the Sofitel guards the entrance to the Vieux-Port across from Mucem and guarantees a 5-star stay that combines tradition and modernity. We especially recommend a trip to the spa and the fantastic Trois-Forts restaurant.

www.sofitel-marseille-vieuxport.com

ALTERNATIVE

Leisure time?

Savonnerie du Midi. At the foot of the Quartiers Nord, you can visit this immense factory daily to discover everything about Marseille's ancestral savoir-faire. Naturally, the boutique rounds out the experience for original and 100% made-in-Marseille gifts.

www.savonneriedumidi.fr

Cité des Arts de la Rue. Just down the road from the Savonnerie, this over 36,000m² space hosts a number of art-related activities: shows, performances, training, workshops, and conferences.

www.lacitedesartsdelarue.net

Mauma. The Museum of Marseille Urban Art (Musée des Arts Urbains de Marseille) is a collaborative project of an outdoor urban art trail, accessible and free for all, whose aim is to reunite the city's habitants in the outer districts of Marseille.

www.meta2.fr/le-mauma

Dine?

Les Grandes Tables de la Friche. In the heart of the large cultural centre, Friche de la Belle-de-Mai, Les Grandes Tables are as much a restaurant as a space for encounters and culinary sharing, always aiming to ask questions about cooking and food. Captained by Marie-Josée Ordener.

www.lesgrandestables.com

Sleep?

Meininger Hôtel Marseille Centre La Joliette.

This new address in the local landscape offers a program specially adapted to families... and business travellers! A hybrid concept combining hotel and hostel, with rooms ranging from 2 to 6 beds, in the booming district of La Joliette.

www.meininger-hotels.com/fr/hotels/marseille/hotel-marseille-centre-la-joliette

ON THE OTHER SIDE OF THE MEDITERRANEAN

Leisure time?

Hammam Rafik. In the heart of the multicultural quarter, Noailles, dive into an authentic moment of relaxation at this traditional hammam. With services of every kind, like skin scrubbing with a horsehair glove and massages with clay or essential oils.

La Bastide des Bains. Between a Provencal bastide with southern charm and a North African hammam, come rest and enjoy expert services in a refined setting.

www.bastide-des-bains.com

Shopping?

Jiji Palme d'Or. In this North African boutique in Noailles, it's like being in Ali Baba's cave in the blink of an eye, with its dizzying choice of objects to bring home or to give, from cosmetics to home décor, as well as tableware.

www.jijilalmedor.com

La Rose de Runis. This boutique with delicious pâtisseries orientales began its story more than 30 years ago. Influenced by its Tunisian origins, today the shop offers sweets from different Mediterranean cultures.

www.larosedetunis.com

Go out?

Teavora. In this hidden address in the Longchamp neighbourhood, one tastes hot or cold beverages and savoury or sweet gourmandises ... with your feet in the sand. Sitting on cushions and mattresses on the floor, you will enjoy a real break that is as gourmet as it is exotic.

www.teavora.com

Dine?

Chez Yassine. Many say it's the best Tunisian restaurant in Marseille. It's well deserved. An authentic and generous cooking that mixes bricks with eggs, tuna salad, spaghetti in tomato sauce, méchouia, and more.

Le Souk. Near the l'Hôtel de Ville, Le Souk serves Moroccan cuisine with different a la carte specialties, from couscous to tajines and gourmet salads. All accompanied, of course, with delicious pâtisseries orientales.

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

Sleep?

Casa Youm. Tucked away in the hills of Estaque, this new chambre d'hôtes serves up a spectacular view over the Marseille harbour with Franco-Tunisian inspired décor. With a pool, garden, and intimate dining, it's all here!

www.casayoum.com



© Casayoum



© Jo Yana

>> 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.





2023 Rugby World Cup

From September 8th to October 28th, 2023, fans from all over the world will descend upon Marseille, with 6 matches taking place in the legendary Orange Vélodrome Stadium and its 60,000+ seats, including 2 quarterfinals!

7 countries are already scheduled to play in Marseille - including France and South Africa, the reigning champion - which will transform the streets into a gigantic rugby party!



2024 Olympic Games

In 2024, the Paris Olympics will also take place in Marseille, who has been chosen to host sailing competitions as well as some football matches. An incredible occasion to rediscover the variety of beaches along the Marseille coast, and all the activities that they offer.

Marseille will welcome the sailing competitions at the Olympic Marina, on the bay of Marseille, and 10 football matches at the Vélodrome Stadium.

A city that is naturally turned towards the sea, Marseille benefits from a harbour that boasts exceptional sailing conditions. The city's internationally recognized savoir-faire in terms of hosting and nautical events made Marseille and its Marina the ideal choice to host these Olympic competitions.



MARSEILLE >> PRESS CONTACTS

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