

Aix-en-Provence ■ Aix Region


GB


AIX-EN-PROVENCE

PROVENCE BY EXCELLENCE




**AIX
PAYS
D'AIX**
 *Office de
Tourisme*
aixenprovencetourism.com

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Press kit

2020



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Arts and Fountains, the Aix-en-Provence signature!

The stylish city of Aix enjoys a wonderful, sunny climate, and its streets and squares are always vibrant and full of life.

Its Roman heritage reappears at the Place Verdun, in front of the Courthouse, where archaeological excavations have revealed the remains of the Palais des Comtes de Provence.

History is the backdrop to everyday life here: the grace and splendour of Baroque architecture are all around as you stroll through the streets, have fun shopping or relax on a cafe terrace. Each fountain has its secrets; each hôtel particulier (luxury townhouse) has its tale to tell. Country homes embellished with parks and gardens as in past centuries. Aix is a mosaic of bright impressions, coloured with festivals, festivities and traditions, Provençal markets, sun-ripened gourmet foods, country walks and countless leisurely activities. It is also Cezanne "country": coming here, you will actually get to know the father of modern painting, among the places and landscapes which marked his life, his outlook and his work...

Always welcoming, our city offers much to see and to experience.

Welcome to Aix-en-Provence !



Inspiring countryside: a sensation-filled break in and around the Aix Region

Around Aix, continue to explore as you follow the paths of history and discover monuments, châteaux, chapels, shrines and other wonderful historical buildings.

Feast your taste buds with fine restaurants, enjoying local products. Discover our vineyards with the five AOCs, our Provençal specialities and our oil mills.

You will love the beautiful hilltop villages with their artists' studios and craft workshops, la route Cezanne (Cezanne road) and its magnificent panoramas, and the majestic landscapes of Sainte-Victoire mountain, a Grand Site de France. In this jewel of Provençal nature on the doorstep of Aix-en-Provence, an area awarded labels of quality, you can share unique moments with the residents, appreciate sublime and intimate landscapes, and enjoy untouched open spaces. Nature will lift your spirits as you hike in the mountains and the Mediterranean forest.

From the Côtes range to the Touloubre range, from the upper Arc Valley to the Durance Valley, this vast area is yours to enjoy all year round.

Welcome to the Aix Region !

The essentials



Let yourself be tempted by the Calisson !

This confectionary is the great speciality of Aix-en-Provence. If one is to believe one of the many versions of the birth of the calisson in Aix-en-Provence, it emerged in its modern form around 1473, at the wedding celebration of King René's second marriage. What is more certain is that it was not until the introduction of the almond in Provence in the 16th century and the development of its trade in Aix-en-Provence that the calisson's production increased in scale.

Every year since 1995, at the Church of Saint-Jean-de-Malte, the city has performed a blessing of the calissons, on the 1st Sunday of September, an unusual moment to witness!

benediction-calisson.com

The calisson has its museum

Set in a contemporary stone architecture few kilometers away from the city center of Aix-en-Provence, it offers fun guided visits about the calisson making process.

calisson.com



Explore the city with a passionate guide

Read Aix like an open book, do not miss any of its attractions, discover its hidden scenery, its prestigious past, its architecture, its heritage and its monuments. Visit the interiors of old luxury townhouses, enjoy amazing anecdotes, walk in the footsteps of Cézanne... This is what is offered by our guide-lecturers, approved by the French Ministry for Culture, and our street storytellers.

aixenprovencetourism.com

Feel the invisible presence of Cézanne

Push open the door to Cézanne's studio and enter into the intimacy of the artist. Admire some of his works in the area dedicated to him at the Granet Museum. At the Bibémus quarries, you will look at Sainte-Victoire mountain as Cézanne used to.

cezanne-en-provence.com



Have a feel of what it's like to be in an XVIIIth century private mansion

Caumont art center is one of the most beautiful mansions of the city. It has brought back the aesthetic of the 18th century in the heart of Mazarin area. Throughout the tour, you can admire the remarkable plasterwork, the French garden, a music room... It hosts important exhibitions dedicated to the great masters of art history from the 14th to the 19th century. This is a major cultural scene in Aix, a place where you can discover and share art with passion.

caumont-centredart.com



Feast your eyes on Opt'art at the Fondation Vasarely

This building is a veritable work of art created in 1976 and inspired by Bauhaus architecture. The building is composed of 16 particularly impressive, hexagonal volumes. In this architecture style, the only one of its kind in the world, you can experience life-size, the 42 monumental integrations of the artist, father of kinetic art and a room dedicated to optical art. An incarnation of the architectural and social project of Victor Vasarely. **The foundation is classified as a historical monument.** It also schedules temporary exhibitions on-site by artists. fondationvasarely.fr

Stroll on the cours Mirabeau

The former carriage avenue has become one of the not-to-be-missed locations in Aix-en-Provence. A site of history and for relaxing and taking a stroll; it's one of the busiest, liveliest areas in the town. Any time of the day, it welcomes you: morning coffee on the terrace while watching the city as it awakens, lunch and "happy hour", when the people of Aix get together after work to start the evening off by enjoying the last rays of sunshine.

Wander through the old town, beware: shopping!

Here history is a matter of daily encounter in which the delights of shopping go hand-in-hand with the noble heritage, the delights of an open terrace and the architectural delights, wandering through town and the marvellous Baroque scenery. Indeed, the Aix Baroque architecture is ranked third in France after Paris and Versailles. Fashion, decoration, luxury, delicacies... Aix-en-Provence is a prime shopping destination. The top names in fashion are present in Old Aix, and the major labels in the area, "Les Allées".

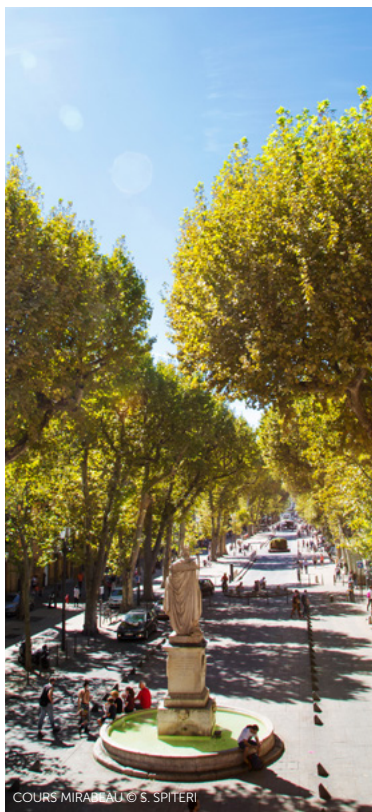
Visit one of the most beautiful museums in France, and its contemporary extension: Granet XXe

In the heart of the Mazarin district you will find the Musée Granet. Ranked among the most beautiful museums in France, it houses collections from the fourteenth to the twentieth century, works by Rembrandt, Ingres, Cezanne and the Meyer donation, "From Cezanne to Giacometti". The museum has expanded with the restoration of the Chapelle des Pénitents Blancs, located 200 meters away. This site houses the splendid collection of Suzanne and Jean Planque. Granet XXe thus holds some 300 paintings, drawings and sculptures, from the Impressionists and Post-Impressionists, Renoir, Monet, Van Gogh and Degas, up to the major artists of the twentieth century, such as Bonnard, Rouault, Picasso, Braque, Dufy, Léger, Klee, de Staël etc...

musee-granet-aixenprovence.fr

Kindle your senses in the market place

In Aix-en-Provence, there are as many markets as there are days of the week: fruit and vegetable markets, old books markets, and flower markets. They animate the city with sounds and colours, are places for meeting up and for discovering, most particularly a sun-kissed gastronomic heritage. Market stands mushroom all over the city centre and its surroundings.





© HOTEL DE GALIFFET

Appreciate the authenticity of a XVIIth and XVIIIth century Aix property

Not far from the bustle of the city centre, surrounded by a park à la française, the Pavillon de Vendôme is one of the most attractive "follies" inherited from the Grand Siècle. In this place of peace and beauty, the pomp and lifestyle of past centuries are reflected. It houses furniture, paintings and art objects from the late seventeenth and early eighteenth century. Temporary exhibitions are regularly organised.

aixenprovence.fr

Relax in the lavender fields in Terre Ugo

This family home opens its doors to visitors to explore lavender and so much more. The plantation is the biggest agrotourism site specialising in growing lavender organically in Aix-en-Provence, covering 3-hectares with almost 30,000 lavandin roots. Walks in the lavender, ethical pop-up shop, lavender and local crafts, outdoor museum, educational trail, photo spot in the lavender, guided tour, catering, play area, picnic area.

terreugo.com



© TERRE UGO

Remember at Mémorial des Milles

A cultural centre that is one-of-a-kind in France, to learn from our past: for today and tomorrow. This historic monument, one of nine major French memorial sites, is the only major French internment and deportation camp still intact and accessible to the public. The Camp des Milles now houses an important historical museum, turned towards education and culture.

campdesmilles.org

Give yourself some time-out at the Hôtel de Gallifet

The Gallifet Art Centre opened in July 2010 in the heart of Aix-en-Provence, a stone's throw from the Four Dolphins Fountain, to become a go-to for artistic conversation and encounters for anyone with a passion for contemporary art. Visitors can peruse a host of artists and current talents in this beautiful 18th century manor's five exhibition halls. Between June and September you can enjoy a simple and sophisticated lunch in the garden, a cup of tea in the afternoon or a glass of house rosé in the evening.

hoteldegallifet.com

Adopt Zen attitude at the Spa Thermes Sextius

It is located in the heart of the city, on the very site where the Roman Consul, Gaius Sextius, founded the thermal baths of Aquae Sextiae in 122 BC. At that time, the hot water with metallic trace elements, low salinity and low levels of minerals, was used to treat venous disorders and rheumatoid arthritis. 2 millennia later, the site is a temple of well-being, bathed in a chic, bright and soothing atmosphere. Les Thermes welcome you for the day, a weekend or a longer stay: scrubs, massages, hot clay wraps, jets, water aerobics, sauna, steam room, beauty treatments, etc...

thermes-sextius.com

Enjoy the night life of the city. The night is yours!

Whether you feel like just having a drink or a cocktail on the terrace of a trendy bar or you're a real night owl, Aix can easily meet your wishes during your stay, with its theatres, café-theatres, casino, large show venues, cinemas and nightclubs. In all seasons, Aix is alive and kicking by night, with something to meet your pace!

All leisure activities and events can be found on:

aixenprovencetourism.com

Get-away in and around the Aix Region



SAINTE-VICTOIRE © S. SPITERI



S. SPITERI



AQUEDUC ROQUEFAVOUR © C. MICHEL - CPA

Admire

the Sainte-Victoire landscapes

Sainte-Victoire Mountain is known throughout the world. It owes its fame to the works of Paul Cezanne, who depicted it in **87 of his paintings**. If you want to contemplate it from all angles, a driving circuit (75km) offers you superb views and allows you to visit the surrounding villages, dominated by the mountainside.

grandsitesaintevoir.com

Walk from Ventabren to the Roquefavour aqueduc

The village of Ventabren has the largest stone aqueduct in the world. Called the viaduct of Roquefavour, this architectural gem was built from 1841 to 1847 by Franz Mayor de Montricher. It spans the valley of the Arc and draws its water from the Durance to supply drinking water to Marseille. Its beneficial water ended centuries of scarcity, deprivation and epidemics, notably saving Marseille from cholera in the 19th century.

ventabren.fr

Put a retro spin on your Provence adventure

La Belle Échappée gives you the chance to get up close and personal with the region's landscapes as you hit its little roads and drive through its villages in a sidecar. Choose from an hour, half-day, one or several days or a weekend and hit the road in your sidecar motorbike!

labelleechappee.fr

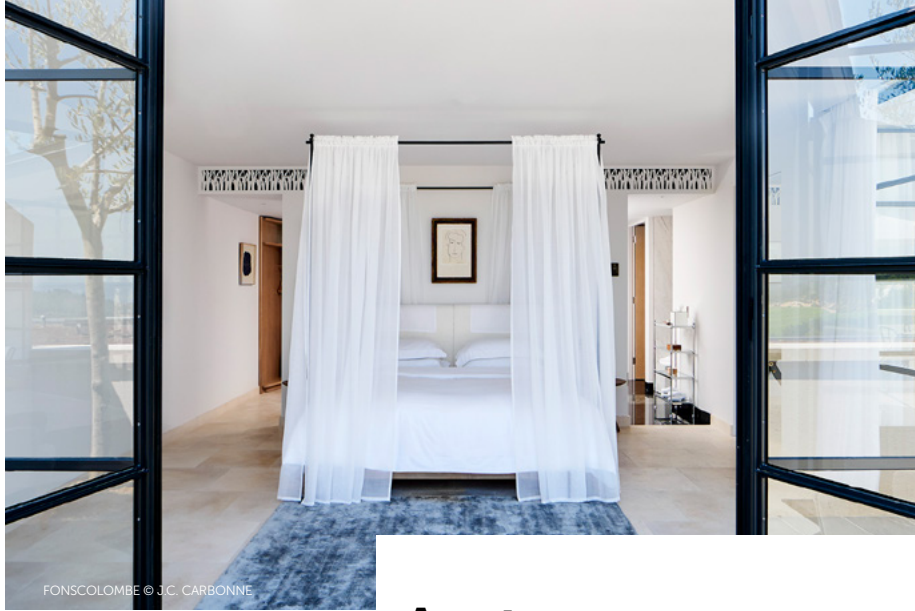


© LA BELLE ÉCHAPÉE

Taste the best wines among our 5 AOPs

Red, rosé or white, the Aix Region alone has 5 Appellations d'Origine Protégées (registered designations of origin). This prestigious designation guarantees the quality of three specific elements in the making of wine: soil, grape varieties used for the production and know-how in growing and processing. **The 5 AOPs (Coteaux d'Aix-en-Provence, Côtes de Provence and Côtes de Provence Sainte-Victoire, Palette and Côtes du Luberon) are divided into 70 sectors.** Besides fulfilling this quality requirement, the vineyards have acquired subsequent recognition in obtaining the label "Vignobles & découvertes" (Vineyards and discoveries).

aixenprovencetourism.com



FONSCOLOMBE © J.C. CARBONNE



CHATEAU DE LA GAUDE

A getaway in one of the many vineyards in the Aix Region

- **CHÂTEAU LA COSTE** for example, invites guests to experience a walk through the woods, hills, olive groves and local vineyards discovering art works and installations of renowned artists and architects such as Tadao Ando Louise Bourgeois, Alexander Calder and Tom Shannon.

chateau-la-coste.com

- **VILLA LA COSTE HÔTEL**

NEW: RATED "PALACE"

Villa La Coste is a luxurious hotel with 28 villas, each with a private terrace overlooking the vineyards and valley. The contemporary architecture of the hotel is emphasized by local materials blending into the valley. The hotel features indoor and outdoor dining options, a spa, extensive gardens with a swimming pool, a gourmet restaurant and an art gallery.

chateau-la-coste.com/villa-la-coste

- **THE VILLA BAULIEU AND ITS VINEYARD**

A family home, and now a 5-star hotel... luxury and tranquillity are the hallmarks of this magical and history-steeped place. Nestled in the crater of Provence's only volcano, the Beaulieu vineyard has flourished for over two thousand years. It sits 400m above sea level and, with 140-hectares of vines at the heart of a 300-hectare estate, it is one of the most extensive vineyards in the Coteaux d'Aix-en-Provence wine region. The estate faces the Luberon, overlooks the Durance Valley, Silvanec Abbey and La Roque d'Anthéron, and boasts a very diverse *terroir*.

villabaulieu.com



CHATEAU BEAULIEU

- **THE CHÂTEAU DE FONSCOLOMBE, IN PUY-SAINTE-RÉPARADE**

With a history spanning three centuries, the Château de Fonscolombe is once again opening its gates to the public. The listed historic monument, just a few kilometres outside Aix-en-Provence, is being converted into a 5-star hotel. Since its construction in the 18th century, the Château de Fonscolombe has been lit up by historic events, enlightened minds and festive lights. Guests can experience a whole new art de vivre amidst the gilded splendour of this fully restored family château.

fonscolombe.fr

- **LE CHÂTEAU DE LA GAUDE**

The winery is home to 15 hectares of AOP "Coteaux d'Aix en Provence" vines, mainly Grenache, Syrah, Cinsault, Cabernet Sauvignon, de Rolle, Sémillon, Grenache blanc and Clairette.

New: Le Château de la Gaude opened its premium hotel in July 2019. A timeless setting amidst the vineyards with views over Sainte Victoire mountain. The boutique hotel's 14 sophisticated, minimalist rooms and suites are split into the château's different wings like a village. Chef Matthieu Dupuis Baumal and his team are at the helm of the fine dining restaurant.

chateaudelagaude.com



Fall for the Saint-Ser Ermitage

To admire this grandiose panorama of Provence overlooking the Arc Valley, plan 2 hours for a round trip, departing from Puyloubier and walk 200 m downwards to reach the Saint-Ser Chapel, at a distance half way down the height of the Sainte-Victoire Mountain. Take the opportunity to walk the narrow, cobbled streets of Puyloubier and visit the Capitaine Danjou estate, where the légionnaires will invite you to discover their wine, the museum of uniforms and ceramics and binding workshops. The tour is free, but remember to book!

puyloubier.com

Walk

on the footsteps of Cezanne

The landscapes of Aix-en-Provence long inspired Paul Cezanne. Discover places still filled with the painter's presence. Start with the Cezanne's studio which still contains the artist's work tools. It regularly holds temporary exhibitions and cultural events. Take the Cezanne road to reach the Bibémus quarries, the birthplace of Cubism. Discover the cabin where the artist stored his works in the middle of a landscaped route created in the heart of geometric ochre-colour masses.

aixenprovencetourism.com



Visit the Silvacane Abbey, a jewel of Cistercian art

The Silvacane Abbey at La Roque d'Anthéron welcomes guests beneath splendid broken arches, reminiscent of the heyday of the Roman age. The church, whose foundations started in 1144, owes its construction to Bernard de Clairvaux, the spiritual director of the Cistercian Order. It became a parish church over the centuries and was abandoned by the village of La Roque d'Anthéron in 1742 and its buildings were soon transformed into a farm. Restored since being bought by the French government in 1949, they are now open to visitors.

abbaye-silvacane.com



Ride connected

Tours on E-bikes

Go to discover the wineries and their area. Bee's Cycloplanet offers accompanied courses or "road book" on e-bikes around Sainte-Victoire Mountain through the villages of Aix Region... panoramic stops in Cezanne's landscapes and lunch or wine tasting in a wine estate "AOC" Côtes de Provence. These hiking depend on the seasons, the public and the local offer...

cycloplanet.com

Hit the road to...

Need some guidelines before shooting off for your explorations? The Aix-en-Provence Tourist Office suggest themed itineraries such as "**patrimoine sacré**" (the sacred heritage) in order not to miss any of the cathedrals, abbeys, churches or chapels of the Aix Region. The leaflet "**Au fil de l'eau**" (with the stream) will take you from wash houses to fountains, the one on "**Bastides et Châteaux**" (chateaux and country houses and châteaux) will lead you to discover our rich heritage and finally, for the fittest visitors who want to get a real "feel" for our region, a guide of 13 walks and hikes.

Brochures available for download on:

aixenprovencetourism.com

More surprises in 2020



Caumont Centre d'Art

"Hokusai - Hiroshige - Utamaro...
The Great Masters of Japan"
Georges Leskowicz Collection

Until 22 March

The Hôtel de Caumont-Art Centre presents **Japanese costumes and culture** in the Edo period (1600-1867) through over **150 ukiyo-e prints** and other incredible items on show to French audiences for the first time. Most of the works are from the Georges Leskowicz Collection, **one of the largest collections of Japanese prints in the world.**

As well as items and ancient manuscripts, the Georges Leskowicz collection now has **1800 ukiyo-e prints** by the great masters Harunobu, Utamaro, Sharaku, Hokusai, Hiroshige including masterpieces such as *Thirty-six Views of Mount Fuji* (1832-1833) by Hokusai, *The Sixty-nine Stations of the Kiso Kaidō* by Hiroshige and Eisen as well as a group of surimono that are unique in France and will form the heart of the exhibition.

Joaquín Sorolla

From 30 April to 11 October

In 2020 the Hôtel de Caumont-Art Centre will pay tribute to **Joaquín Sorolla** (1863-1923), one of the greatest 20th century Spanish artists alongside **Velázquez** and **Goya**.

During his lifetime, Sorolla was the only Spanish artist of his generation to measure up to **the greatest painters of his time** on the international stage.

He competed with the likes of Rodin, Gérôme, Bonnat, Sargent, Zorn and Monet. He took part and triumphed in top European competitions and won the 1900 **Universal Exhibition's Grand Prix in Paris.**

His favourite subject was the Mediterranean Sea, its light and beaches but Sorolla also explored the personality and roots of Spanish regions whilst depicting the sophisticated style of intellectual society in the Belle Epoque.

caumont-centredart.com



Musée Granet

Pharaoh, Osiris and the Mummy:
Ancient Egypt

From 17 April to 20 September

The Musée Granet has one of **the biggest collections of Ancient Egyptian art.** It has over 150 superior quality items that are joined by major pieces from the **Louvre.** This incredible exhibition brings you major pieces such as bas-reliefs from the **Great Pyramid of Giza**, several first class tablets, a **sarcophagus** and its **mummy**, the extraordinary mummified Nile monitor and, among other huge items, the royal colossus of the **Ramses** pharaoh dynasty.

The exhibition will feature several digital devices suitable for all ages exploring major Egyptian themes. The tour ends with the chance to play **Assassin's Creed** published by Ubisoft.

Private collectors and prestigious museums including those of Glasgow, Copenhagen and Turin shall also loan items to the Musée Granet for the exhibition.

Reconstruction of a pharaoh's tomb.

musee-granet-aixenprovence.fr



(1) Joaquín Sorolla - "Corriendo por la playa" En courant sur la playa - 1909 - huile sur toile - 90 x 166,5 cm - © akg-images / WHA / World History Archive

(2) Utagawa Kunisada (1786-1864). Le Type populaire série Physionomie de trente-deux types dans le monde moderne, 1821-1822, nishiki-e, 38,2 x 27 cm - Collection Georges Leskowicz, Photo : © Christian Moutarde

(3) Statue du confiseur d'Amon Samout et de sa femme, la dame Moutnefert - Vers le règne de Thoutmosis III (vers 1479-1425 av. J. -C.) ou d'Aménophis II (vers 1427-1400 av. J. -C.)

Calcaire peint, 37,4 x 20,9 cm - Musée du Louvre, Paris ©2008 Musée du Louvre, Dist. RMN Grand Palais / Christian Décamps



Le chant du monde en BD

Touring exhibition by Jacques Ferrandez inspired by Jean Giono

All year long

To mark the 50th anniversary of his death, the Sud Provence-Alpes-Côte d'Azur Region pays tribute to **Jean Giono** and, with **Les Rencontres du 9e Art**, presents a touring exhibition exploring **Jacques Ferrandez's** comic strip adaptation. The **comic caravan will be turned into a gallery** and travel the region throughout 2020. During the festival it will spend a few days in **Aix-en-Provence's landmarks** so audiences can see how this great adventure story with its **Provençal Wild West** feel is turned into images. Free entry.

LE LIEU 9, AIX-EN-PROVENCE
TOURIST OFFICE GALLERY
bd-aix.com
aixenprovencetourism.com

Hôtel de Gallifet

Scandinavian influences

Until 2 February

The Gallifet Art Centre **is turning into a Scandi-style apartment** with the help of Charoline Olgörs from the Modern Heritage Gallery.

Nicolas Mazet and Kate Davis from the Gallifet Art Centre and the **interior designer** and **gallery owner** Charoline Olofgörs move in together for winter in Aix. A unique cohabitation in a manor in the Mazarin area that's been turned into an apartment. Striking Provençal decor is replaced by **Scandi minimalism** in keeping with local traditions: communal wooden tables, terracotta pots and vases, radassière sofa-turned-day bed. Please visit hoteldegallifet.com for the year's upcoming exhibitions

Fondation Vasarely

South-East

From June to October

The Fondation Vasarely is presenting a selection of 20-odd pieces by artists from **South America** and **Eastern Europe** as part of its collaboration with the national modern art museum, the **Pompidou Centre**.

People sometimes say that op art in France was mainly due to young South American artists coming to Paris to meet a Hungarian, **Victor Vasarely**. It may be a bit of a cliché but there's some truth to the idea. Paris was actually a meeting point for artists who explored questions about **dynamics, light** and vision in general and came from Eastern Europe and South America.

The **"South-East"** exhibition is based on this theme. A selection of 20-odd pieces will enable audiences to grasp the interest of **combining these pieces** from the South and East.

fondationvasarely.org



HÔTEL DE GALLIFET





© SMART 2020

Les Rencontres du 9^e Art

Comic Strip Festival
From 4 April to 31 May

EXHIBITION TOURS AND HIGHLIGHTS

The annual Les Rencontres du 9^e Art Comic Strip Festival, run by Aix-en-Provence Tourist Board, works together with guest artists to host a schedule that's deliberately different to your regular book fair. Countless highlights, encounters, workshops, signings and performances are scheduled for two months based on an exhibition in and around the city. On the agenda for 2020:

RIC GRAPHIC

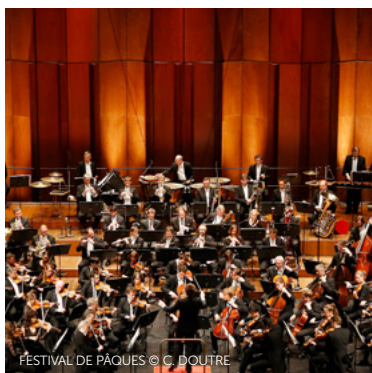
Zola Gallery - Cité du Livre d'Aix-en-Provence

Ric Hochet lands in Aix-en-Provence! 10 years after its creator Tibet passed away, the Festival tackles the legend and pays a quirky pop tribute to all the heroes in Tintin. With Simon Van Liemt and David Vandermeulen.

THE ZOLAS

Cezanne's Studio - Aix-en-Provence

The illustrator Alice Chemama depicts an intimate yet tragic portrait of Émile and Alexandrine Zola who were brought together by a friend they shared: Paul Cezanne.



FESTIVAL DE PÂQUES © C. DOUTRE



© RENCONTRES DU 9^E ART

CALAVERAS

Le Lieu 9 - Aix-en-Provence Tourist Office Gallery
Alongside the release of his new album Muertos published by Editions Glénat, Pierre Place invites audiences on a fantastic and colourful dive deep into the Mexican Revolution. Viva Zapata!
PLUS: Jean Leclercq and Daniel Johnston at the Tapestry Museums, Alain Blaise at the Intuit.Lab Gallery, Stan Manoukian at Méjanes Library, Plonk & Replonk at Silvacane Abbey...

ZOO MONSTERS

City trail and cards to collect.

Friendly monsters explore Aix-en-Provence. In keeping with his exhibition at Méjanes Library, the artist Stan Manoukian and the Festival have created a treasure hunt through the city centre to collect series of never-before-seen collectorcollector's playing cards for free. The highlight of the show is the artist's giant colouring mural at the top of Cours Mirabeau, as part of C'est Sud, the event hosted by Aix-en-Provence Town Hall for children. Free entry.

bd-aix.com

Festival de Pâques

at the Grand Théâtre de Provence
8th year - From 4 to 19 April

It has been developed and enhanced through a wide range of encounters, not only between the artists and the public, but also between the experienced soloists and emerging talents during the Génération@Aix event or the master classes.

festivalpaques.com

Le Sm'art

Mediterranean fair of contemporary & abstract art
From 7 to 11 May

The Sm'art is like a **giant and ephemeral art gallery**, which opens its doors in the cool Jordan Park. For the 12th year, the Sm'art will present its collection of contemporary artists and will host more than 200 visual artists, painters, sculptors, photographers, videographers, writers, established or emerging galleries and 15, on the theme of innovation and artistic diversity. A space dedicated to art and design related jobs.

salonsmart-aix.com



CARNAVAL D'AIX © D. KAPIKIAN

And...

- **Festival des écrivains du Sud**
6 to 8 March
- **Le Carnaval d'Aix**
April
- **Ironman 70.3**
17 May
- **La Nuit des musées**
16 May
- **Rendez-vous aux jardins**
5 to 7 June
- **Flâneries d'art**
June
- **Festival jours [et nuits] de cirque(s)**
19 to 27 September
- **Journées du Patrimoine**
19 and 20 September
- **Festival tous courts**
December

More info:
aixenprovencetourism.com

Les journées de l'Éloquence

6th year - May

Aix-en-Provence hosts for its 6th year, the national festival of Eloquence. A difficult art of the spoken word, it is a symbol of power and object of fascination. Speech, today as yesterday, is a creative force, the key of the possible.

journnees-aix.fr

Salon Vivre Côté Sud

22st year - From 5 to 8 June

A must-attend event for any lovers of Southern-style decoration, the show's 2020 edition will be held in the bucolic Jourdan Park in Aix-en-Provence. The show brings together major national and international brands, quality crafts and the best know-how much in the vein of the magazine *Maisons Côté Sud*.

vivrecotesud.fr

Formula 1 French Grand prix at Le Castellet

28 June

In 2020, the Paul Ricard motor racing circuit will be hosting the 61st French Formula 1 Grand Prix. This will be the eighth race of the season and also the first in Europe. It is a great opportunity for the Castellet motor racing circuit, where the event will be organised for the next 4 seasons at least.

gpfrance.com

Festival d'Aix-en-Provence

72nd year - From 30 June to 18 July

The opera and classical music festival was created in 1948. It is one of the major European opera festivals with a special affinity for the operas of Mozart. Today, there are performances in several different venues, and notably the Archevêché Theatre, the Grand Théâtre de Provence, the Jeu de Paume Theatre and the Hôtel Maynier d'Oppède.

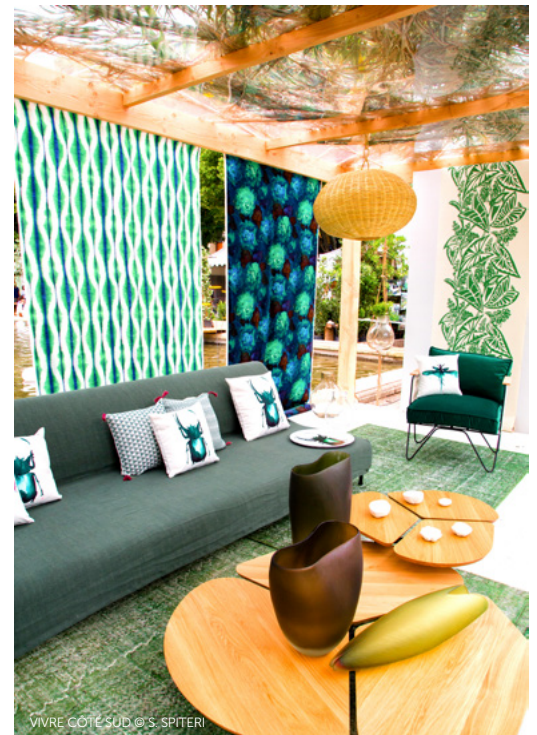
festival-aix.com

Festival international de Piano

40th year - From 18 July to 18 August

For over three decades the festival of **La Roque d'Anthéron** has distinguished itself as being for those who, through the piano, reveal their audacity and originality. The wise, the insolent, prodigies: poets of all ages come to share their talents every year under the ancient plane trees of Florans Park.

festival-piano.com



VIVRE CÔTÉ SUD © S. SPITERI

□ 3 high-end-luxury establishments enrich the local **hospitality scene**



Villa Saint-Ange*****

Hôtel / Restaurant

Villa Saint-Ange is a luxury private estate covering 8000m2 and open all year in central Aix-en-Provence, just a few minutes' walk from Cours Mirabeau, the Mazarin area and the city's must-see sights. It has: 34 rooms and suites split between five 18th century-style farmhouses. The new hotel is an incredible place that has managed to blend tradition, luxury and innovation to create refined, unique and bespoke experiences.

villasaintange.com



Hôtel Sainte-Victoire Vauvenargues****

Hôtel / Restaurant

Hôtel Sainte-Victoire stands in the midst of breathtaking nature with views of the majestic Sainte-Victoire mountain. The luxury hotel in Vauvenargues, near Aix-en-Provence, provides premium services for a unique experience whether you're here for business or pleasure. Guests can soak up the sunshine in the hotel's south-facing outdoor pool. It has 15 spacious and comfortable rooms that are bathed in light so you can drink in the views of Sainte-Victoire mountain.

hotelsaintevictoire.com



Château de la Gaude*****

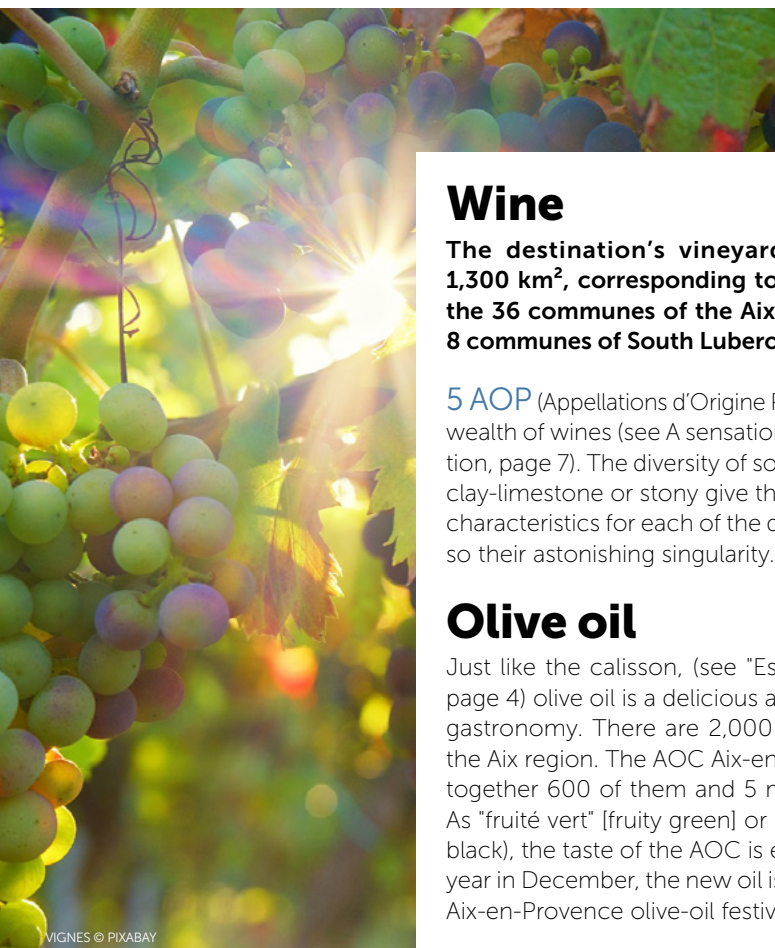
Hôtel / Restaurant

Le Château de la Gaude opened its premium hotel in July 2019. A timeless setting amidst the vineyards with views over Sainte Victoire mountain.

The boutique hotel's 14 sophisticated, minimalist rooms and suites are split into the château's different wings like a village. Chef Matthieu Dupuis Baumal and his team are at the helm of the fine dining restaurant (page 8).

chateaudelagaude.com

100% Provence **tradition,** **expertise and Gastronomy**



Wine

The destination's vineyards cover some **1,300 km²**, corresponding to the territory of the **36 communes of the Aix Region and the 8 communes of South Luberon.**

5 AOP (Appellations d'Origine Protégées): a great wealth of wines (see A sensation-filled break section, page 7). The diversity of soil, more siliceous, clay-limestone or stony give the vines their own characteristics for each of the destination 5 AOP, so their astonishing singularity.

Olive oil

Just like the calisson, (see "Essentials" section, page 4) olive oil is a delicious asset of Provencal gastronomy. There are 2,000 olive growers in the Aix region. The AOC Aix-en-Provence brings together 600 of them and 5 mills in operation. As "fruité vert" [fruity green] or "fruité noir" (fruity black), the taste of the AOC is exceptional: each year in December, the new oil is presented at the Aix-en-Provence olive-oil festival.

Beer

Microbreweries have sprung up all over France in the past few years. Apparently there are over 1200 of them... It's all about going back to your roots and nature. Provence's artisan brewing industry is being revived. Showcasing local flavours such as honey, lavender and chestnuts along with the drive to consume local products made responsibly has helped personalise Provence's craft beers.

Here are some breweries in the Aix Region:

- La Petite Aixoise à Saint-Cannat,
- Aquae Maltae,
- La Brasserie Artisanale de Provence,
- Bulles de Provence à Puyricard.

WATER FROM SAINTE-VICTOIRE MOUNTAIN **808**

808, as in 808 metres deep. This is the deepest source of mineral water in Europe. No form of pollution (0 nitrate) affects this water from the Meyreuil source, at the foot of the famous Montagne Sainte-Victoire. The primary aquifer formation of water in Aix-en-Provence comes from a 750km² geothermal deposit running east of the famous mountain down to the Mediterranean basin. 808 comes in a glass bottle, still or sparkling. Did you know that the French consume 6.5 billion bottles of natural mineral water per year (140l per inhabitant per year) and is the biggest mineral water exporter in the world?

808water.fr

- These products are available to buy from the Tourist Office shop
- 04 42 16 11 81
- aixenprovencetourism.com

Label "Vignobles & Découvertes »



Tourist Office had the Vignobles & Découvertes brand renewed for 3 years in 2019. Tourist Office has been involved in developing and promoting the region's wine tourism sector for years.

The national Vignobles & Découvertes wine tourism label was created in 2009 by the Ministry for the Economy and Agriculture. It was awarded to the Aix-en-Provence, Aix Region and South Luberon destination in 2013 in recognition of its top quality services.

Our destination was the first to be awarded it in Provence. It showcases 70 Vignobles & Découvertes-approved partners who are committed to providing a warm welcome, quality services, introducing the vineyard and world of wine, promoting our area's natural, cultural and human heritage and practising sustainable consumption.

routedesvinsdeprovence.com



SANTONS © R. CINTAS-FLORES



ACADEMIE DU TAMBOURIN © S. SPITERI



GIBASSIER © S. SPITERI



FETE MISTRALIANNE © P. NOU

Aix is La Provence by excellence! But above all, it is the Provençal traditions and the will and joy to preserve its identity.

Christmas celebrated in Provence

● The nativity scene and Provençal santon figurines

Having appeared in Provence in the eighteenth century, the crib and its figurines, or santons (from "santoun", or "little saint" in Provençal) have attracted **great success** since the mid-nineteenth century. At Christmas, each family vies to bring ingenuity to enhance their crib. Around the stable where the Holy Family is to be found, along with the Wise Men, the ox and the donkey, the santon figurines represent various characters inherited from pastoral activity and typical small professions of the region: the mayor, the miller, the hunter, the baker, etc. Showcasing the **Santonniers' expertise**, the traditional santon fair of Aix-en-Provence and gives you the opportunity to discover brand new characters, to start or complete your crib. During the same period, a large crib is presented on the **Cours Mirabeau**.

● December is the time of the **Académie du Tambourin's Christmas concert**. The tambourin, a long, cylindrical drum, is accompanied by a flute with three holes, the galoubet. It is also the time when you can applaud the **Christmas carols in the streets** and **concerts in churches**, **Bravade calendale** (rare in Provence!), a plethora of **traditional dances and music on the Cours Mirabeau**.

● Bravade Calendale

The Bravade celebrates the winter solstice (St John the Evangelist), the longest night of the year. The Winter Solstice is a prelude to Christmas and celebrates going into the New Year with music and dance. The event also celebrates the tradition of gifts: on Christmas Day, groups of musicians used to visit the town's public figures and play for them as they gave them the "oil pump" that locals love so much.

● You can also discover the famous **13 desserts** at the market dedicated to them: **almonds, figs, raisins, walnuts (or hazelnuts) or the 4 mendians (4 beggars), dates, Gibassier (olive-oil bread) white and black nougat, calissons of Aix, quince paste, white grapes (Servant), the Christmas melon (Verdau) oranges (or mandarins).**

● March of the Kings

Another highlight of the Christmas celebrations where Kings are honoured. The "March of the Kings" in January is a **religious holiday**. The parade crosses the city with its procession of figures dressed in traditional Provençal costumes. Drummers, shepherds, grinders and other small trades join the parade towards **Saint-Sauveur Cathedral** square where the "March of the Kings" itself takes place.

Other Provençal traditions during the year

● **Le Roumavàgi** of Sainte-Victoire or the climb of Sainte-Victoire mountain, takes place on the last Sunday of April: mass with **Provençal songs** in the priory chapel, blessing of the mountain and the **Aix Region**, dance and traditional music.

● In May, the **Provençal Tambourine Festival**, organised by the association, Li Venturié, is the opportunity to attend the largest regional gathering of drummers. Tambourine contest, concerts, tambourine forum, public serenades **resonate all over the city**.

● Finally, in September, **Jourdan Park** hosts the **Mistralian Day**. Starting from the town hall, groups of musicians and dancers reach Jourdan Park and gather around the bust of Mistral. This ceremony aims to highlight the modernity of **Frédéric Mistral's** work and the dynamism of a culture enriched through the ages, transmitted from one generation to the next.

Aix-en-Provence, the city of **Paul Cezanne**

So you probably know his work. But have you experienced the light of the places that inspired him and opened the door to his first steps as an artist? It is here, in Aix-en-Provence and the Aix Region, that you can enjoy this authentic experience.



In the footsteps of Cezanne

And what if a two-hour stroll became a life's path? From Paul Cezanne's birthplace to his final resting place in St-Pierre Cemetery, you'll see the city as the painter saw it, following an elegantly marked hiking trail: key sites, youth milestones, homes of family members and others close to him, friends' bars... Step-by-step you will discover why Cezanne loved Aix-en-Provence so much, and why, when away he would say: "When one is born there, you're ruined, nothing else compares"...

aixenprovencetourism.com

Make the most of the City Pass and discover the Cezanne's Studio.
(See in the section *Good deals*, page 18)

L'atelier de Cezanne

(l'atelier des Lauves)

Inside the studio you will find painting tools, many objects, the models of the final still-lives that he painted; the pipe used in the card-players painting; the ladder on which he climbed for his last **Grandes Baigneuses**, ("Bathers"); letters showing his refined handwriting... And many other intense details which connect you to works born into this very space and exhibited today in the most prestigious worldly museums. The exceptional character of the artist's space and shady garden around transpires the human, everyday simplicity of Cezanne. **Exceptional closure due to renovation work from January 1st to March 2nd.**

cezanne-en-provence.com

Les carrières de Bibémus

7 acres of pictorial majesty, powerful natural architecture untouched by time, the Bibémus quarries greatly inspired Cezanne who, drew on the site to produce striking works, such as the world-renowned **Rocher Rouge** (Red Rock). Following a trail along the rocky plateau, you are able to absorb yourself in the painter's creation process: motifs, viewpoints, composition, geometric patterns and colours... this is the very birth place of Cubism.

aixenprovencetourism.com

La bastide du Jas de Bouffan

This mansion, once Cezanne's family home, has tremendous potential. **Due to renovation work, the site is currently closed to the public. The aim is that it will be the place to learn all about Cezanne's life and work.** Paul Cezanne will be the cornerstone of the scientific and cultural project, which focuses on three themes: **Cezanne and his mansion**, a mansion and its estate in the 19th century and **Cezanne and contemporary creativity**. The first floor of the mansion will house exhibitions and the ground floor will replicate the atmosphere of the house as it was in Cezanne's day. The grounds will be enhanced by creating a clear view of the mansion, revamping the landscaping.

cezanne-en-provence.com

The Tourist Office's good deals



CARTE PASS © S. SPITERI

Tourist passes

AIX-EN-PROVENCE CITY PASS

24, 48 or 72 hrs

To make the most of our region, the Tourist Office has launched a Tourist Pass.

Free access to:

- 13 top museums and sites
- 13 guided visits in Aix-en-Provence
- 1 trip around Aix-en-Provence in a sightseeing train
- Tons of advantages and discounts at our City Pass partners
- Transport in and around Aix: buses and Diablins.

On sale at the Tourist Office and on:
booking.aixenprovencetourism.com

Guided tours of the Tourist Office

Follow the guide!

The Tourist Information provides guided tours with guides approved by the Ministry of Culture and Communication and storytellers.

- Visit of the old center 
 - In the footsteps of Cezanne 
- booking@aixenprovencetourism.com

Guided tours with a difference... Themes specific to each guide

NICOLE DE PALATINAT

1 April - 31 July

1 September - 31 October

- Aix, luxury townhouses
- Aix, Baroque city

SECRETS D'ICI 

9 February - 20 December

- The jewels of the old town of Aix, the squares and fountains

1 April to 31 October

- The streets tell a story
- Fountains and gardens

LE VISIBLE EST INVISIBLE 

2 January - 20 December

- Hidden heritage in the old town centre

1 February - 20 December

- Aix off the beaten path

JEAN-PIERRE CASSELY 

1 April - 4 May

1 July - 31 October

- Original Aix

1 July - 31 October

- Libertines and courtesans

LES FLÂNERIES
LES ESCAPADES 

1 June - 31 December

- Zola, Aix and Plassans
- Saint-Pierre Cemetery, le Père Lachaise Aixois

Excursions

AIX, IN THE HEART
OF PROVENCE

Excursions to suit everyone!

Ideal starting point for exploring other areas: Arles, Avignon, Marseille, Les Baux-de-Provence, Saint-Rémy-de-Provence, Gordes, Lourmarin and the Côte d'Azur... Whatever the season there are plenty of options: Provençal markets, antique fairs, visits to vineyards and wineries and wine-tasting with the growers.

And don't miss the Route des lavandes (Lavender Road), which is at its best in June and July.

Departing from the Tourist Office, 7 organisations offer full-day or half-day (morning or afternoon) excursion programmes for you to discover Provence during your stay.

aixenprovencetourism.com

CYCLO PUB 

Accompanied visit

2 January - 31 December

Explore the city by segway or rickshaw

 +33 (0)7 82 58 60 63

cyclopub.com

THE MINI TOURIST TRAM 

Historic city-centre circuit, audio commentary in 8 languages

 + 33 (0)6 27 57 48 80

cpts.fr

Aix as a cruise stop

Whether you are departing or arriving from Marseille, aboard a ship of one of the major lines, why not treat yourself and stop in Aix-en-Provence?

Aix-en-Provence / Port of Marseille

Terminal route on Google Maps:

goo.gl/maps/z1TOZ

There is an **Aix** for everyone!



Aix for couples!

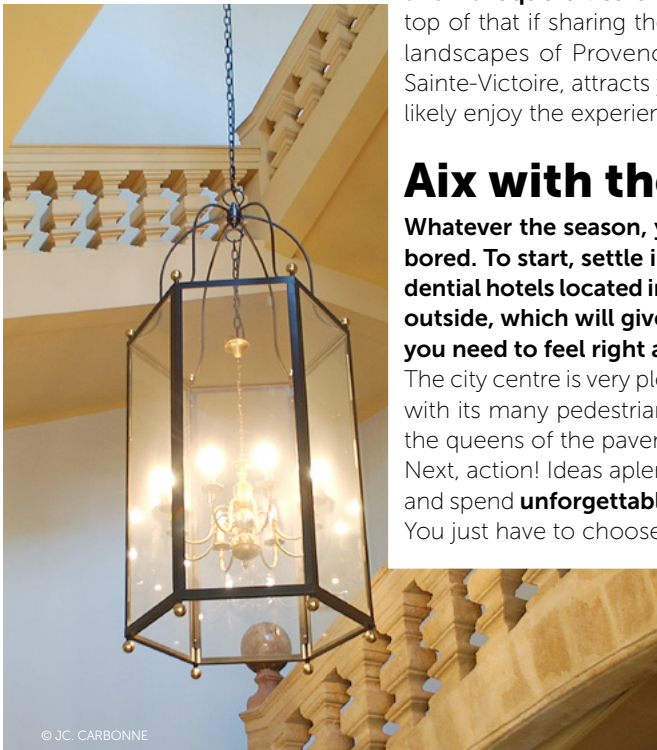
If you love the delicate **sound of fountains running**, if you are looking for **attractive outdoor terraces** or **intimate tables**, where you can take time out to have a quiet drink, if you want to stroll hand-in-hand with your loved one through **"à la Française" parks**, **Provençal hilltop villages** and **Baroque cities** charged with history. On top of that if sharing the experience of sublime landscapes of Provence, not mentioning the Sainte-Victoire, attracts you... then you will most likely enjoy the experience "Aix à 2"!

Aix with the kids

Whatever the season, your family will not get bored. To start, settle in one of the many residential hotels located in the city centre or right outside, which will give each of you the space you need to feel right at home.

The city centre is very pleasant to explore on foot with its many pedestrian streets! Pushchairs are the queens of the pavement!

Next, action! Ideas aplenty to keep the kids busy and spend **unforgettable moments with family**. You just have to choose!



For those who prefer nature and the countryside, at the **farm of Brégalon** you will have fun with their educational and recreational activities. You can learn how to milk a goat, for example. Come and meet our farmers and share memorable moments bienvenue-a-la-ferme.com

Experience tree-to-tree rope-trail adventures at **Indian Forest sud** indianforest-aix.fr. Wander inside the giant, **Grimmland** (La Roque d'Anthéron) grimmland.fr

Enchanted moments await you at the **Village des automates** entertainment park (Saint-Cannat, villagedesautomates.com) or, just next door, **Montopoto**, an indoor, jungle-themed games area. motopoto.com

At **Urban Kids** (Venelles, urban-kids.net) more recreational games await you.

In Aix-en-Provence, the fun continues at **Gulli Parc**, one of the largest indoor recreational and games parks in France gulli-parc.com

And for "wiser" moments: educational workshops in the **museums of Aix-en-Provence** (see "Essentials" section, Granet Museum/Vasarely Foundation, page 5), the youth section in **Méjanes library** and **Peiresec Planetarium**. aix-planetarium.fr

For heritage enthusiasts

Radiant with architectural riches of **golden-stone** shades, Aix-en-Provence is appealing from the first glance. Walk around at your leisure to discover the **exceptional heritage** accessible to all. If you'd rather visit as part of a guided tour, you will learn how to decipher the messages of the past in the smallest of detail...

Over the centuries the city has successively changed, displaying various styles: from the bourg (old village) of Saint-Sauveur to the cité comtale (city of the counts), Villeneuve to **cours Mirabeau** up to the **Mazarin quarter**, bequeathing a preserved elegance to facades, fountains and streets.

Aix-en-Provence offers the 3rd largest collection of Baroque architecture in France after Paris and Versailles.

A simple walk becomes a **trip through time**, punctuated by the luxury townhouses of the XVIIth and XVIIIth centuries, **Saint-Sauveur Cathedral**, whose architectural styles run from the fifth to the seventeenth century. Don't miss the XIIth century cloister, and the "**Buisson Ardent**" (burning bush) triptych.

The big fashion names, trendy brands, designers and store concepts have chosen Aix.

For shopping addicts

What if the capital of the calisson was also a grail for fashionistas? New shops, fashionable designers: Aix-en-Provence is packed with good deals for you to discover.

In Aix, shopping is chic without being bling-bling. The big names in fashion and elegance have picked the pedestrian streets: Gago, Hermès, Longchamp, Agnès B, Gérard Darel, Repetto, Maud Frizon, Lancel, to name but a few. The trendy brands, Zadig et Voltaire, Kooples, Maje, Sandro, American Vintage, Sessùn are setting up all over, as are the highly specialised multi-brand shops and those of creators that also are the hallmark of Aix.

The newest shopping area, the "Les Allées", gather major retailers such as Zara, H&M, Levi's, etc., while Bleu Blanc Rouge and Indies are the brands manufactured by Garella in their Gardanne workshops.

For the young and hip

At dusk, students and other night owls take possession of the many outdoor terraces, bars, pubs and streets of Aix, in summer as well as winter. It is particularly pleasant to enjoy the old center of the city, almost exclusively pedestrian. The atmosphere remains always friendly, nothing better than going out to enjoy the night atmosphere.

● Gamerz

The Multimedia Arts Festival has been returning each year to Aix-en-Provence for ten years. Over 50 artists occupy several sites of contemporary creation in October.

festival-gamerz.com

● The Zik Zac Festival

Gathering regional talents and international artists, the Zik Zac Festival presents an eclectic and colourful programme mixing musical styles and types. The programme: 3 festive days in July, fully free of charge, more than 15 concerts, graphics performances, and activities for children and adults.

zikzac.fr



D. KAPIKIAN



S. SPITERI



GOLF AVEC VUE © S.SPITERI

For sport lovers

● Aix Region and wilderness

Taking advantage of the rich natural heritage, the Aix Region offers a varied palette of outdoor activities throughout the year. **A great opportunity to discover this land so rich in traditions. Sainte-Victoire, a Grand Site de France and iconic landscape of the Aix Region promises a spectacular environment to all, suitable for practising a plethora of sports.** Whether you are more one for small steps or long strides, taking flight, high-speed or vertical sports, walking, cycling, or horse riding, everyone will be able to explore the outdoors to their heart's content!

The walks and hikes on offer, notably within the territory of the Grand Site Sainte-Victoire, draw on a network of nearly 250 km of marked routes. With the FFSP (French Popular Sports Federation), ten nature walks are offered, allowing you to discover another side to the Aix Region.

grandsitesaintevictoire.com

● Paragliding

Club Parapentes de Sainte-Victoire
parapentesaintevictoire.blogspot.fr

● Rock climbing

Go to the Tourist Office website for details of the numerous clubs aixenprovencetourism.com

● Mountain biking

12 circuits, from the easiest (3 km) to the most demanding (36 km), have been marked out by the County Council, who have produced leaflets showing the routes, available for free.

departement13.fr

● Horseback riding

For useful information on preparing a trek, go to: myprovence.fr

● Aix on the green

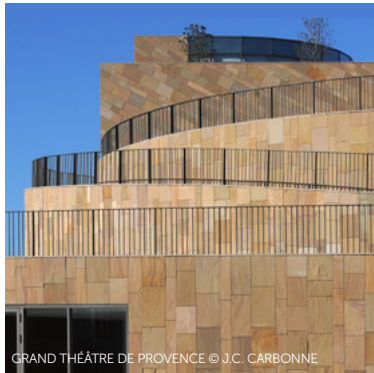
A few kilometers from the centre of Aix-en-Provence, you will discover an 18-hole course in a spectacular preserved-nature setting. See the list of golf clubs on tourismepaca.fr/themas/golf

For senior citizens

Thanks to its mild climate, seniors can enjoy the off-season and outdoor activities in complete freedom! Outdoor sporting activities, golf, fitness, dining, shopping, cultural discoveries: Aix offers many attractions.

Contemporary

Aix



The noble heritage of its XVIIIth century private mansions, the charm of its fountains, goes side by side with the contemporary Aix with its exceptional modern facilities.

Contemporary, modern Aix

"Les Allées" are a veritable extension of the Cours Mirabeau where an array of shops and apartments lead through elegant, spacious corridors to La Rotonde and to the Apple store, as well as to the Tourist Office. Further down "Les Allées", cross Esplanade des Justes, and you will reach the **cultural forum**.



With this new district, all conditions are met to accommodate a large, international public: its central location is exceptional. It is immediately accessible and many car parks are located nearby. This forum was designed to create an urban link between the historic centre and its surrounding neighborhoods.



A cultural forum, by renowned architects

This new district is set around 5 important cultural facilities.

◆ Next to the Theatre is the National Choreographic Centre, the prestigious **Pavillon Noir**, designed by world-renowned French architect, Rudy Ricciotti, who is also behind the MuCEM in Marseille. Developed as a cube comprising four rehearsal rooms and one stage, the Pavillon Noir has been home to the Ballet Preljocaj since 2006. The choreographic centre regularly invites companies to perform while the **Preljocaj Ballet** travels worldwide. Its open-door policy has helped popularise contemporary dance in the Aix Region. preljocaj.org

◆ A few meters from the Pavillon Noir stands the **Darius Milhaud Conservatory**, which opened in 2013 and was designed by Kengo Kuma. This building resembles origami: "the sheet-metal folds give identity to the building and serve as a sunshade".

The building includes 62 music classrooms, 2 drama classrooms, 4 dance studios, a 500-seat auditorium and a 200 m² podium. The Darius Milhaud Conservatory is the largest in France. aixenprovence.fr/Conservatoire

◆ The **Grand Théâtre de Provence**, designed by Milanese architect, Vittorio Gregotti, and was inaugurated in 2007.

He aimed at harmonising the architecture with the urban context. The stones chosen for its construction are reminiscent of the Sainte-Victoire Mountain located a few kilometers away.

The amphitheatre of the Grand Théâtre de Provence can accommodate 1,366 spectators for dance performances, lyrical art, symphonic concerts and chamber music. Young audiences are not left out as a large variety of shows are on offer to them. lestheatres.net

◆ Lying just a stone's throw away is **Méjanès Library**, in 15,000 m² of brownfields redeveloped in 1989. Besides its voluminous literary works, it houses a Albert Camus collection and the St John Perse Foundation, amongst others. citedulivre-aix.com

◆ In the immediate vicinity of the conservatory stands the **wall of water the largest in Europe**, measuring 700m², designed by Christian Ghion. It was inaugurated in July 2014. On its north side, the **green wall**, designed by Patrick Blanc in 2008, is composed of 30 to 35 plants per meter, with the facade covered with a total of approximately 20,000 plants.

◆ The green wall concept was created in France by Patrick Blanc, who has previously created the Quai Branly **green wall** in Paris. He also works on numerous other sites in France and internationally (notably in Spain, Kuwait, Asia and the USA).

◆ Close to the cultural centre, the **multimodal bus station** designed by architect Jean-Marie Duthilleul.



ARENA © A. AMORETTI

Sports & Music: 2 major hubs



ARENA © A. AMORETTI

◆ Arena, Sports Palace

Designed by the Marseillaise architect **Gulizzi**. It will be located in Luynes. Next to the central « cauldron" having **6 000 seats**. A training room will also be provided, with a capacity of 1000 to 2000 spectators. The all surrounded by patios and lounges flooded with natural light. It will become the **official residence of the PAUC handball team (Aix University Club) and will host basketball and volleyball games, but also hockey, tennis or boxing.**

paysdaix-territoires.fr

◆ 6 MIC-SMAC, Current Music Scene

Designed by the architect **Rudy Ricciotti**, it will be located on the Constance site at in Aix-en-Provence. It will host **around 120 events a year**. This new music scene have two rooms, one for up to 1500 spectators standing with retractable bleachers with a capacity of 400 seats and a "club room" with 650 seats. For the rehearsing part, five studios with an added recording studio.

Delivery expected this year.

laconstance-aix.fr

Innovation

Smart city / Aix living places

The Smart City project aims to optimise costs and organisation for the well-being of inhabitants. This is a unique project to design future cities with the help of a demonstrator (Living Lab) in the historic town centre, while building on the existing Smart City elements, the public wifi network, mobile applications, the Beacon network and digital totem poles.

The open-air "Living Lab" has given the city an open, multi-service platform called AIXMAVILLE ("Aix My City"): with multiple uses, sensors and protocols, it will help the city meet a wide range of challenges:

- **To transmit large amounts of information about the city's services:** heritage, urban-planning, roads, transport, green spaces, environment, public health... with some using OPEN DATA.
- **To help create new practices** without re-deploying a new infrastructure.
- **To include existing sensors**, such as the town's wifi terminals, video-protection cameras, traffic monitoring centres, etc.
- **To make the municipal services' work easier** (optimisation of pedestrian flows as part of a retailing survey project, helping to increase foot-traffic areas in the town centre, management of parking supervision, a pollution-reduction strategy, mapping urban heat islands, etc.)
- **Providing citizens with new digital services** (hotspot connection, geolocation information or services, open data, etc.)

This architecture has been duplicated for the urban planning project in the Verdun, Prêcheurs and Madeleine areas, resulting in the creation of the biggest square in Aix-en-Provence.



SMAC © VILLE D'AIX



TOTEM E-VILLAGE © VILLE D'AIX



A performing Tourist Office

◆ **1,000 m² of reception and information area.** Multilingual advisors are supplemented by **new technological services.** Since 2012, **dynamic, digital touch media (totems)** have been offering complete, personalised and geo-located information.

◆ On the Tourist Office website, an **"Apps corner"** tab offers of our region's main applications, downloadable to your phone or iPad.
aixenprovencetourism.com



Aix-en-Provence, showcase for French wine tourism in 2020

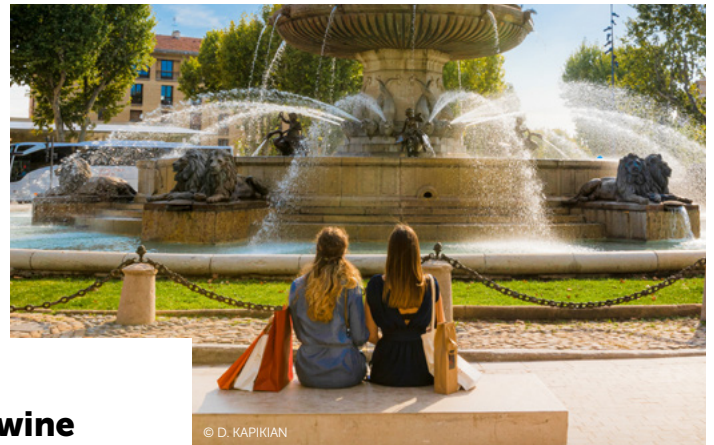
The Tourist Office hosts the international "Destination Vignobles" trade fair

Aix-en-Provence Tourist Information was chosen by Atout France to host the event in partnership with the CRT PACA (PACA Regional Tourist Board) and CIVP (Inter-professional Provence Wine Board).

The "Destination Vignobles" trade fair is the international biannual event that brings wine tourism professionals together. The 2-day fair is based around workshops, with almost 3000 business meetings between visitors and exhibitors. In total, over 170 tour operators from 52 countries and 150 French wine tourism exhibitors will attend.

The trade fair is **from 5 to 7 October 2020.** There will be pretours for tour operators so they can explore everything the region has to offer based on themes such as wine and contemporary art, wine and fine dining, wine and sport, wine and golf...

This major event has major economic impact for the area and helps strengthen its national and international position in this strategic area.



The national « Tourism & Handicap » label

The Tourist Office has had the **Tourism & Handicap** label since 2012 for 4 main groups of disability: motor, hearing, visual and mental. Our building and our services are adapted to welcoming our visitors and to meet their needs:

- **Street-level premises**
- **An adapted welcome desk**
- **A guide** in French and English with all accessible sites listed and sites with the "Tourism and Handicap" label.
- **A city centre map available at reception** and on: aixenprovencetourism.com
- **A thermally expanded map**, braille wording available at reception
- Since 2014, **an Aix, les Essentiels visit** has been open to all, including people with reduced mobility. The visit lasts 1 hour and takes place every Thursday at 2.30pm from 1 April to 31 October. Reservation at the Tourist Office or on: reservation.aixenprovencetourism.com

Tour support tools for the 4 disability types are available from reception. (audioguide tour, video tour, easy to read and easy to understand guide.

A booming economic vitality

5 main hubs

- Aix-en-Provence
- Vitrolles
- Les Pennes-Mirabeau
- Rousset
- Pertuis

70% of the economic fabric i.e. 18,608 companies

4 large shopping area

- La Pioline (Aix-en-Provence)
- Le Liourat (Vitrolles)
- Pertuis
- Plan de Campagne, the largest in Europe: 220,000 m² sales area, 6,000 jobs, 400 outlets (Cabriès, Les Pennes Mirabeau)

Main business sectors of the Aix Region

- **Nuclear and the development of new energies**
Cadarache CEA
- **Aeronautics**
Airbus Helicopters
- **Food industry**
Mediterranean products with internationally-recognised nutritional qualities
- **Logistics and transport:** providing all the necessary services to the economic fabric
- **Cosmetics / Health**
Esthederm Bioderma and the Spa Thermes Sextius, thermal baths of Aix-en-Provence

The economic environment of the Aix Region is characterised by a dense economic fabric composed of major contractors and numerous successful small and medium companies, most often of high added value in the high-tech sectors that today constitute its large competitiveness hubs.

Major achievements

◆ The ITER project, CEA CADARACHE, Saint-Paul-Lèz-Durance

The CEA houses, on the Cadarache site, a controlled fusion experimental reactor called ITER (International Thermonuclear Experimental Reactor). itercad.org

◆ Growth of the competitive hubs

The region has nine competitive hubs, which input synergy into the industrial and scientific players. The aim is to develop innovative collaborative research projects, boost job creation, increase the visibility and influence of the sector internationally and enhance the attractiveness of the region. Among them, six concern the Aix Region: "SCS" (Solutions Communicantes Sécurisées), "Pégase", "Capénergies", « Optitec », « Mer PACA » and "Risques". provence-pad.com



THE CAMP © VILLE D'AIX

◆ **The Camp** is designed by the architect Corinne Vezzoni. This is an international digital innovation campus facing the city of tomorrow and carried by Frédéric Chevalier (founder of the communication group HighCo).

The Camp is located on a plot of 7 hectares in the Mediterranean Arbois Environment Technopole area. The Camp has a true working calling on issues of the intelligent city (Smart City). These companies develop new analytical technologies and software related to the environment, transport and energy.

thecamp.fr

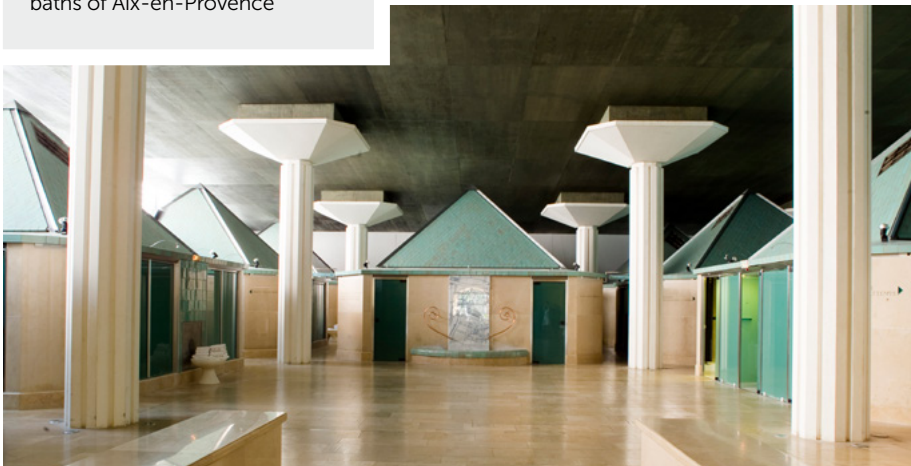
Digital hub

This new project is definitely hauling Aix among cities that make new technologies an economic, social and environmental priority:

◆ La Constance

This is a digital hub that will emerge north of Valcros-Constance area. A development of 16 hectares dedicated to digital companies is provided therein. The first phase of this project relates to 5 hectares that will host a modern music hall and the campus of the Travel-privé.com group.

amft.io



A prime **Business Tourism** destination

For a professional event
with a 100%-Provence
touch.

**Ideally positioned in
Provence and Europe,
our destination offers
all the necessary
solutions for a successful
professional event.
Between sites that
inspired so many artists
and the Provencal
lifestyle, we offer a
unique experience to
conference organisers
and participants alike.**



Aix-en-Provence Business Tourism

The responsive service offers tailor-made support to organizers of events to make the best out of their event. It provides a major help in planning an event by suggesting a set of services. From accommodation reservation, management of the participants' registration choice of numerous conference and meeting places on the Aix Pays d'Aix land, up to the creation of customized leisure programs (gala evening, show ...) As well as a team of professionals ready to serve event programmers.

Responsive service

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Business Receptive Manager

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Accommodation and registration

Business Tourism

Coralie Gest

Accommodation management
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Aix-en-Provence Convention Centre

Renovated in late 2013, the site hosts all types of corporate events: conferences, conventions, symposia, exhibitions, tradeshows, workshops, road shows, seminars, general meetings and product launches as well as meals and gala evenings.

- **Located in the heart of the city**
- **600-space adjacent public car park**
- **500-seat amphitheatre**
- **600 sqm of modular space**
- **Advanced technical equipment**
- **Complete audiovisual support**

Convention Centre information & estimates

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Aix in a nutshell

Aix-en-Provence

◆ Location

Bouches-du-Rhône (13) department, South-East region of France, Provence-Alpes-Côte d'Azur (PACA), 25 km north of the Mediterranean coast.

◆ Date of origin 122 BC

◆ Surface area 186 km²

◆ Population

146 192 inhabitants

◆ Statut of the city

Capital of Provence until the 15th century, Aix is now the sub-prefecture of the Bouches-du-Rhône.

◆ **Twinning:** Aix-en-Provence is twinned with seven cities across the world and has established partnership agreements with certain international cities.

aix-jumelages.com

◆ **Education:** The city is now home to one of the main campuses of Aix-Marseille University, which counts the largest number of students in France. Aix-en-Provence has about 35,000 students, nearly a quarter of its population.

The Aix Region

36 municipalities, 7 with more than 10,000 inhabitants.

◆ **Location:** At the crossroads of the Alpilles, the Luberon, the Calanques and the Var, the Aix Region is nestled between the Durance to the north and the Etoile mountain range and Olympe and Aurélien Mountains to the south.

◆ **Surface area** a territory of 1 333 km²

◆ **Population** 414,756 inhabitants

Need an excursion departing from Aix-en-Provence?

The Tourist Office offers a selection of excursions every day of the week. The commentaries on board the air-conditioned buses are provided in French and English as a minimum, and in Spanish, Italian, Chinese or Japanese for some excursions. «Bespoke-style» excursions by the

day or half-day, in the morning or afternoon. If you would like advice or more information on an excursion, please contact a visitor advisor:

- by telephone on **T +33 (0) 4 42 161 161**
- by speaking to our visitor advisors at Aix-en-Provence Tourist Office
- online at reservation.aixenprovencetourism.com



Visitors to the Tourist Office

◆ **595 000 visitors** in 2019

French **55%** | International **45%**

Top 5 nationalities

United States	19%
Germany	15%
United Kingdom.....	10%
Spain	7%
Italy	6%

● **1,8 millions connexions**

on the website aixenprovencetourism.com

Tourism

◆ Number of beds

16,210 beds in Aix and the Pays d'Aix on merchant accommodation. 26,900 on secondary residence.

◆ Average length of stay

The average length of stay in hotels in Aix and Pays d'Aix is **1.7 days**

◆ Number of tourists per year

Aix-en-Provence and Pays d'Aix receive 1,500,000 tourists per year for a total of **7,500,000 overnight stays**.

Access



Aix-en-Provence is ideally located in South-East France. It lies at the intersection of the highways connecting Northern France, Spain and Italy. The high-speed railway (TGV) station is 18 km away and Marseille-Provence international airport is 32 km away.

By road

At the centre of the highway network of South-East France, Aix-en-Provence is easy to get to and is the ideal base for exploring Provence, the Côte d'Azur and the Camargue.

◆ **A8, la Provençale highway** For Cannes (153 km), Nice (176 km) and Menton, on the Italian border (208 km).

◆ **A51, Val de Durance highway** For Marseille (32 km) and Sisteron, toward the Alps (103 km).

Connections to:

◆ **A7 / A6, autoroute du Soleil highway** For Avignon (88 km), Lyon (297 km) and Paris (759 km).

◆ **A52 / A50** For Aubagne (35 km), Toulon (84 km).

◆ **A54** For Arles (75 km), Nîmes (105 km) and Montpellier (154 km) vinci-autoroutes.com

By bus

The bus station *Aix Centre* is located 500m from the town centre: lepilote.com

By train

Thanks to the high-speed railway (TGV), Aix-en-Provence is connected to major cities in France (3 hrs from Paris and 1.30 hrs from Lyon). It also offers links to major European cities (around 4 hrs from Barcelona, Geneva and Milan, for example).

Aix-en-Provence Mediterranean TGV station
sncf.com

For transfers

• Shuttle bus to Aix-en-Provence (bus station) every 30 min.

lepilote.com

- Taxis
- Car Rental

Complete list on: aixenprovencetourism.com

By plane

Marseille Provence International Airport Airport is situated 32 km away from Aix-en-Provence. More than 152 regular flight routes, 32 regular airlines, France's largest long-haul network outside Paris in terms of destination numbers, and 8.26 million passengers per year.

marseille.aeroport.fr

It's also the first low-cost airport in Europe, with Terminal 2 dedicated to budget-price flights.

mp2.aeroport.fr

By boat

Situated 35 km away from Aix-en-Provence, **marseille ferry terminal** receives regular national and international lines all year round.

marseille-port.fr

Once you've arrived

◆ With its eco-friendly transport, **on foot, by bicycle**, or other alternative means, Aix-en-Provence is a city where moving around goes hand-in-hand with reducing the impact on the environment.

◆ **The Diablins**, small electric vehicles, run all day along the narrow, semi-pedestrian streets of downtown Aix, not accessible to cars. Each Diabline can carry up to 7 people. Access to the vehicle is facilitated by its low floor.

la-diabline.fr

◆ **Les taxis**, Association des Taxis Radio Aixois Any distance transportation : TGV train station, accompanying personalities, guided tour on demand

taxiaix.fr

Radio Taxi Mirabeau

☎ +33 (0)4 42 16 10 09

◆ By car : **car parks**

aixenprovencetourism.com/se-deplacer/sur-place/parkings

◆ **Park-and-ride**

Located at the main city entrances, the secure, guarded park-and-ride car parks are combined with frequent bus routes going downtown, free for the driver and passengers of the parked car.

aixenbus.fr

◆ **Public transport**

The public transport networks allow you to move quickly and easily throughout Aix-en-Provence and its surroundings. Connections across different routes are possible.

aixenbus.fr | lepilote.com | info-ler.fr

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 [/TourismAixenprovence](https://youtube.com/TourismAixenprovence)

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aixenprovence-congres.com

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