



PRESS KIT 2010

Normandy Tourism Board - www.normandy-tourism.org
Mediatour USA February 2010



Normandy

Impressionist landscapes and D-Day landings



Normandy. The word conjures up impressionist landscapes and D-Day landings, William the Conqueror and the Mont-Saint-Michel, a patchwork of freshly plowed fields and old stone walls...A kaleidoscope with infinite possibilities, offering unforgettable landscapes, seascapes, history and experiences.

A kaleidoscope of experiences...

Capturing the beauty...

Inspired by the unique light, the beauty and the mystery of Normandy, Impressionists set up their easels along the Channel coast and the banks of the Seine, in Rouen's Old Town and Monet's private gardens. Today, you can walk in their footsteps, admiring the same timeless landscapes as well as many original works. And in summer 2010, the first ever Normandy Impressionist Festival will add to the already rich experience: a landmark exhibition dedicated to Rouen's influence on Impressionism, associated with a myriad of satellite events.

Rekindling the memory...

Here are the D-Day landing beaches, 66 years later. Commemorated in every town and village with statues, cemeteries, markers and museums, the memory of June 1944 is an integral part of any visit. Time marches on, but here, at the very beaches, bunkers and hedgerows where so many gave their lives in the name of freedom, the past rushes in, claiming you as a living link to their memory.

Seizing the moment...

Etretat's chalk cliffs glowing in the sunset, tides racing in to surround the Mont-Saint-Michel, a pair of swans taking flight from the Seine... Normandy will amaze you with its natural beauty, from grandiose landscapes to quiet countryside. And while you are there, take in the beauty of Rouen's medieval district, the Bayeux tapestry, the ornate façade of Fecamp's Benedictine Palace, visit the famous « Haras du Pin » or, like Richard the Lion-Hearted, survey the Seine valley from his legendary Chateau Gaillard...

Sampling the fare...

Nature has been kind to this plentiful region, providing flavorful, authentic food to tempt gourmet tastes and hearty appetites alike. Fresh fish, seafood, dairy products, sparkling cider, calvados liqueur and apples appear in traditional dishes and original recipes for a host of unique dining experiences.

In Normandy, the show never stops.

The Impressionist Festival 2010 is proof of the pudding. Normandy expresses herself through pageants which are high in colour, like the Armada in Rouen, the American Film Festival in Deauville, the gastronomic celebrations, and the sea festivals, or again, the horse shows which take place at the Pin and Saint-Lo National Stud Farms and other sites dedicated to equestrian passions.

We would like to help you experience these profound and special moments, these unique, personal, intense, and timeless sensations which are beyond ordinary experience.
www.normandy-tourisme.org

Impressionist Normandy

The first Normandy Impressionist Festival in 2010

Impressionism is truly an international phenomenon, one guaranteed to create excitement wherever it is celebrated. All the more so when the event takes place where it all began... in Normandy!



The first ever Normandy Impressionist Festival has been slated for summer 2010, with exhibits and events scheduled throughout the region from June to September. This festival will celebrate painting, of course, but also other forms of artistic expression influenced by Impressionism: music, dance, theater, photography and architecture. Numerous cultural and economic institutions, as well as individuals, from both regions work together to develop a unique, ambitious and accessible programme of events. This programme is designed to appeal to residents, summer visitors, fans and art amateurs alike, whether they come from France or elsewhere around the world.

The Rouen Fine Arts Museum will serve as the focal point, hosting a major exhibition dedicated to a theme addressed for the first time anywhere: "the city of Rouen's attraction and fascination".

Some hundred paintings by Monet, Pissarro, Gauguin...

Nineteenth century Rouen was an eclectic mix of bustling regional capital and rural backwater, historic architecture and industrial boom. The ground-breaking exhibition at the Fine Arts Museum will explore Rouen's influence on the Impressionist movement through some hundred paintings by **Monet, Pissarro, Gauguin and others**. Through the window of their works, you will discover the many faces of this beautiful Norman city. **Masterpieces** will be on loan from museums around the world, in addition to the museum's own extensive collections. Many of them have never been shown in France.

A century after the Impressionist movement paid tribute to the beauty of Normandy's countryside, Monet, Pissarro, Gauguin and a host of others will return Rouen to its rightful place, center stage. And, who knows, **this first-time event may just be the start of a new Norman institution!**

A blossoming of events

From painting and contemporary art through to cinema, theatre, dance, photography and literature, as well as light shows, firework displays, Seine River cruises, Impressionist trails and even déjeuner sur l'herbe picnics, the Normandie Impressionniste Festival will boast a hugely varied programme. The festival will be open to everyone and to all forms of expression, whether they are directly linked to Impressionism and its time, or whether they continue the ideals of the avant-garde.

The international scope of this event is reflected in the major works on loan for the occasion and by the vast array of visitors expected to attend. The exhibition in Rouen is just the tip of the iceberg, with **many related events being organized at sites with close ties to the Impressionist movement**. Other art institutions in the region will host exhibitions including Jongkind and Boudin at the Eugène Boudin Museum in Honfleur, Millet at the Thomas-Henry Art Museum in Cherbourg-Octeville, Renoir and Pissarro at the Castle Museum

in Dieppe, Corot at the Fine Arts Museum in Saint-Lô, Impressionist Prints at the Fine Arts Museum in Caen, and the Seine at the new Impressionism Museum in Giverny.

Because the Impressionist movement was so richly varied, this celebration covers **a broad spectrum of creative expression from Impressionism through to the most contemporary forms today**: music (concerts around Debussy, Ravel, Satie); Photography (double exhibition of Maxence Rifflet at the "Dawn" Art Centre, Cherbourg and at Upper Normandy Image Centre in Rouen); contemporary art (exhibition in homage to *déjeuner sur l'herbe* at the Frac Haute-Normandie; installation at Jumièges Abbey; video art at the Hôtel du Département de Seine Maritime in Rouen; light shows and illuminations at Rouen Cathedral and at Rouen fine Arts Museum, cinema, theatre, and live performances.

In view of the Impressionist Painters' fascination with Norman landscapes, the celebration will also offer light projections onto monuments, pyrotechnical displays, cruises and boat rides on the Seine, picnics and outdoor luncheons in the spirit of *déjeuner sur l'herbe*, impressionist itineraries, and many other outdoor activities, all of which will add to its touristic, popular, and festive character.



Claude Monet – *Vue générale de Rouen* 1892 – Musée des Beaux arts de Rouen

To receive your copy of the full 120-page press pack and programme of events for the Normandie Impressionniste festival contact Anne Samson Communications (contact@annesamson.com or +33 (0)1 40 36 84 33)



Impressionist Normandy

Brushing up on Impressionism

Just because Impressionism is the best-known and best-loved movement in the history of modern art, doesn't mean we're all experts. Here's a little Q&A to brush up before your visit!

What is Impressionism?

Impressionism is not one style of painting, but **an artistic movement made up of myriad approaches to treating nature as light and light as color**, to painting what we see, and not what we should see. The result is one of unprecedented freshness and luminosity.

When, where, who?

Starting in France in the mid-1800s, its quintessential representatives are Camille Pissaro, Claude Monet and Alfred Sisley. **Originally inspired by French and British landscape painters**, the artists who launched the Impressionist movement – including Renoir, Cézanne, Degas and Guillaumin – branched off in many directions. And others, namely Gauguin and Van Gogh, brushed shoulders with the Impressionist movement before shooting off on their own personal, and equally controversial, quests.

Why are they called Impressionists?

They were variously called “Independents”, then “Intransigents”, then the “Group of Batignolles” before the term “Impressionists” was coined by a journalist deriding Monet's “*Impression: Soleil Levant*” (“Impression: rising sun”). And Impressionists they would remain, first as individuals, then as a group who met, exchanged and painted together, **breaking new artistic ground with every brush stroke** and reinventing the world of art.

Why was Impressionism so controversial?

Today, it is hard to imagine making fun of Monet or canceling an exhibition to avoid the scandal surrounding Manet's *Déjeuner sur l'Herbe* (The Picnic), arguably one of the world's most famous paintings. But, in the art world of the 1870s, the *Academie des Beaux-Arts* still made the Rules, and any self-respecting artist was expected to follow them, or suffer the consequences.

And that was the catch. The Impressionists didn't follow the rules. Instead of painting mythological or historical tableaux, they depicted landscapes or scenes from everyday life. Instead of outlining the various figures in their paintings, they used dabs and strokes of color, often in (gasp!) pastel shades. Instead of mixing their oils on the palette, they boldly used pure colors, letting the eye do the blending. Instead of painting in Academy-approved studios, they often painted outdoors, capturing the moment, eschewing detail for the bigger picture. In Caillebotte's own words: “Because we are closely connected to nature, we no longer distinguish figures in the depths of a room or those in the street...”.

How did Impressionism get so famous?

Excluded from official Salons, 31 artists set up their first exhibition at a Parisian apartment in April 1874. Two years later, critics still struggled with the concept, claiming “They get some canvas, colors and brushes, throw them all together and see what happens!”. In fact, it would take most contemporaries some 30 years to consider Impressionist works to be art. But once they did, as they say, the rest is history!

Impressionist Normandy

Normandy, cradle of Impressionism

Impressionism and Normandy are terms naturally associated with one another, not least because the region actively participated in the birth and development of this artistic movement over the course of the 19th century. Honouring the growth in the Norman countryside of this major school of painting, the *Normandie Impressionniste* festival will weave together a rich fabric of artistic, voluntary, educational and institutional threads across Normandy.

The enormous worldwide popularity of the Impressionist movement can be seen by the success of all large exhibitions on the theme. What is more, several countries, many of whose painters came to Normandy, played a significant role in the Norman foundations of Impressionism. These include England, whose landscape painters such as Turner, Constable and Bonington influenced the Romantic as well as the Impressionist painters, and the United States, who were the first to become enthusiastic about Impressionism and to form collections of exceptional quality, and whose artists such as Whistler worked in Normandy alongside the French Impressionists.



In the beginning, there was Le Havre... Daybreak, at the edge of the bay, Claude Monet props up his canvas and starts to paint his "*Impression: Soleil Levant*" (1872). Suddenly, the movement has a name, an identity, and a ringleader. The Impressionist movement, however, did not start there. Nor did it suddenly appear at the Salon des Refusés in 1863, or out of the dark Barbizon forest. It emerged slowly from the luminous river banks, lush green valleys and subtly changing skies of Normandy. As early as the 1820s, the Romantics, both English (Turner, Bonington) and French (Géricault, Isabey, Huet), explored landscape art on the Channel coast and along the Seine. Ten years later, the Nature school adopted the styles imposed by Corot and Delacroix, while Millet planted the seeds of Realism and Courbet's "seascapes" opened new horizons. Towards 1860, Boudin, with his friends Monet and Jongkind, orchestrated the Saint-Siméon Encounters in Honfleur, veritable springboard for Impressionism.

Normandy stirred the creative imagination of Impressionists like no other region. They painted its farmland and forests from Giverny to Honfleur, tried to capture the elusive light of the Alabaster Coast, sat back on the grassy banks of the Seine to study the shadows and reflections of the chalk-lined valley ...

Pissarro, Sisley, Renoir, Gauguin, Braque and Picasso and the others...

While Eugène Boudin, Raoul Dufy and Marcel Duchamp were locals, other artists fell in love with the region, **became frequent visitors or even made their home here**, immortalizing scenes of everyday life and pastoral settings. Monet, of course, lived in Giverny, but Turner, Pissarro, Sisley, Renoir, Gauguin, Braque and Picasso all spent time in the region. In Dieppe, the movement revolved around Renoir, Degas and Blanche. In Rouen, a school formed in the wake of Pissarro, Gauguin, Lebourg and Delettre. And in Giverny, as this prodigious century drew to a close, Claude Monet used his genius to push Impressionism to its limits with his spectacular Water Lilies.



The brilliant painter Turner made six major trips to Normandy. He scoured the region from Tréport to Mont Saint Michel and from Le Havre to Vernon. He brought back ravishing watercolours which were used as a basis for his large oil compositions. He was imitated by such innovative painters as Bonington, Prout, and Cotman.

Crossing the Channel in the opposite direction, Gericault spent a year in London where he triumphantly exhibited his *Raft of the Medusa* and discovered the work of Constable. He encouraged his friends Delacroix, Isabey, and Huet to travel to London, which soon became a preferable destination to Rome. Anglo-French exchanges would no longer be interrupted.

Thus encounters on the Norman coast included Bonington and Delacroix, Whistler and Courbet, Sickert and Degas.

If, in 1892, Monet began his series of Rouen Cathedral in which the façade was parallel to the canvas surface and he used no perspective, it was without a doubt because he wished to surpass Turner who, sixty years earlier, had painted this Gothic Leviathan from an angle. Surpass the brilliant subject of Her Majesty – this was something that must have stimulated the passion of Giverny's patriarch who imagined he was – not without reason! – the greatest painter of the century.

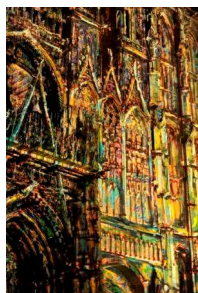
Normandy helped the Impressionists break away from academic tradition, an act that would earn them scorn in their lifetime, and universal admiration today. Where better to admire their works, or try your hand at painting your own, than in the Normandy countryside, where it all began.

Impressionist Normandy

Impressionist highlights in Normandy

The Impressionist presence in Normandy can be overwhelming. Where to begin? Since you can't be in two (or three, or four!) places at once, here are some must-see sites for the first-time visitor.

Rouen



Pissarro once claimed Rouen to be “as beautiful as Venice”, and he is not the city's only admirer. Ideally located on the Seine between Paris and the Normandy coast, **Rouen attracted numerous landscape painters** starting in the early 19th century, but its heyday would be the Impressionist period. Artists flocked to the city, fascinated by the new industrial sites, the area's natural beauty and the plethora of unspoiled architectural gems.

Rouen's cathedral would have its moment of glory when Monet consecrated some 30 canvases to its façade, painted at various times of day to capture the changes in luminosity. Starting in February 1892, he painted outdoors from the Cour d'Albane before continuing at three studios with a view of the cathedral. Although the artist was discouraged at times, complaining “It's a stubborn crust of colors, and that's all, but it isn't painting”, today, this is one his best-loved series.

Standing at the Seine you can see the Saint Sever district on the left bank, once the heart of Rouen's docklands immortalized by Camille Pissarro in 1896. Describing his painting, he wrote: “Iron bridge, wet weather, busy traffic, people working on the docks, a misty backdrop full of life and movement.” Pissarro was also inspired by Monet's “La Rue de l'Epicerie à Rouen” which depicted a picturesque corner of the city. **Both artists succumbed to the charms of the half-timbered houses and narrow streets.** The scene, as they saw it, was destroyed during WWII, but you can still visit the rebuilt street which offers wonderful views of the cathedral.

Before leaving Rouen, take the cornice road up to the top of St Catherine's Hill and admire the superb panorama which unfolds below you. It was on this hilltop that Claude Monet painted his interpretation of the city before starting work on the Cathedral series. In his painting “General view of Rouen”, the sole figurative element, the red outline of the cathedral, rises up from the earth and into the sky, a fitting tribute to the “city of a hundred steeples”.

Giverny



Here is the house where Claude Monet settled down to paint in 1883, and didn't stop for the next 43 years. Here bloom the gardener-artist's signature gardens, just as he planted them: the Clos Norman flower garden and, behind it, the Oriental water garden with its Japanese bridge and water lily pond. The real-life versions of his best known works! **It was in Giverny that Monet began painting his famous “Series”**, seeking variations of light on a field, on trees or on the Seine. This area

not only welcomed Monet, but many fellow artists including Cézanne, Renoir, Sisley, Pissarro and Matisse who visited and painted with him.

A few minutes down the road you'll find the Giverny Impressionisms Museum which hosts Impressionist exhibits focusing on local artists including Monet. The Musée des Impressionismes Giverny opened in 2009 as a tribute to the Impressionist painters who settled in the Seine Valley either for a summer or a lifetime, and invites visitors to explore the history and influence of Impressionism. The Museum also focuses on the origins and geographical diversity of this artistic movement.

Every year, new temporary exhibitions will feature original Impressionist works by Monet, Seurat, Pissarro, and many other French and foreign artists in one of the most beautiful museums in Normandy.

The Seine Valley

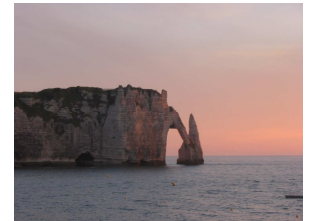
The Impressionists found the river Seine and its banks to be **a never-ending source of inspiration.** The interaction between light and water was a recurring



theme. Armand Guillaumin, who developed a landscape style tinged with romanticism, was just one Impressionist who rose to the challenge of the river's unique atmosphere, namely with his paintings of snowy banks.

The Alabaster Coast

This coastline of **chalk cliffs and green pastures** stretches from Le Havre eastward along the coast to Fécamp. **Special mention goes to Etretat** and its stunning cliff formations, including the famous chalk needle. Monet interpreted many of the scenes along this coast, leaving us a canvas trail to follow, an invitation to explore it on our own.



Le Havre



The Impressionists, attracted by the unique, ever-changing light play in the estuary, attempted to capture its colors on canvas. A chic 19th century seaside resort for Parisians, the town was also the summer home of Monet who frequently stayed, and worked, at his aunt's house in Sainte-Adresse. Today, the Malraux Museum boasts a collection of Impressionist works rivaling Rouen's Fine Arts Museum. These include paintings by Boudin, Courbet, Corot, Sisley, Pissarro, Renoir, as well as some Post-Impressionist collections. While you are there, take the time to

wander Le Havre's downtown area, a stunning example of modern post-war architecture that has been named a World Heritage Site by UNESCO.

Fécamp

The stunning view from the summit of its 350-foot cliff inspired many artists, including Morisot, Schuffenecker and Monet, who painted 22 works here, one of which can be seen in the Malraux Museum in Le Havre. In the town itself, the Benedictine Palace is a fabulously ornate building housing a modern art gallery, a collection of 15th-16th century religious objects, and a museum dedicated to the secrets behind Benedictine, the famous liquor brewed here for over a century.



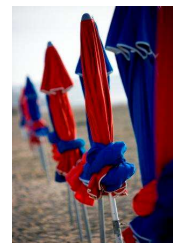
Honfleur



A charming fishing port with traditional Norman architecture, Honfleur looks much as it did when Monet was a frequent visitor. **Forerunner of the Impressionist movement**, Honfleur-born Eugène Boudin was a strong influence on Claude Monet, who once said "If I became a painter, I owe it to Boudin". Monet first met Boudin in Honfleur, and would subsequently drag the whole band of renegade artists - Courbet, Corot, Sisley, Pissarro and Renoir - to the Saint Simeon farm. From this promontory they endlessly painted the colors of the Seine bay and surrounding area, earning them the title of "Estuary Painters". Today, a number of these paintings are on exhibit at the Eugène Boudin Museum next to the Place Eric Satie.

Deauville/Trouville

Scenes from these trendy seaside resorts were painted by a number of Impressionists, including the Plage à Trouville by Eugène Boudin (1893). Deauville's sandy beach dotted with brightly colored beach umbrellas, its white-washed bath houses and traditional boardwalk confer a timeless feel to this familiar scene.



Cabourg



Monet also painted the famous seaside resort of Cabourg and its "*Grand Hotel*", reflecting the varying moods of the sea and sky.

Impressionist Normandy

Impressionist itineraries

Discover the back roads and country lanes of Normandy, where every bend in the road can reveal a scene long admired on canvas.... only this time, you're in the frame!

Circuit 1: The seaside resorts

Dieppe – Pourville - Varengeville-sur-Mer - Offranville



Stroll through the streets of Dieppe like Camille Pissarro used to do, gaze up at the Castle, or even visit its museum. Next stop, the chalk cliffs of Pourville and Varengeville, two favorite haunts of Claude Monet. In Varengeville, the local church boasts stained glass windows by Ubac and Braque, while the beautifully landscaped Moutiers Wood park is also worth a visit. Then continue on to Offranville where the Jacques Emile Blanche Museum houses works of William Farcy.

Circuit 2: The sea

Fécamp – Yport – Etretat



In the footsteps of Morisot, Manet, Schuffenecker, Courbet as well as writer Guy de Maupassant, discover the charm of these seaside resorts, fishing ports and the famous sculpted cliffs of Etretat. Take the chalk trail leading up from the pebble beach to reach a vantage point no Impressionist could resist.

Circuit 3: The light

Sainte-Adresse – Le Havre – Honfleur



These were favorite sites for Impressionists exploring the play of light on water. Sainte-Adresse was a favorite seaside resort for 19th century Parisians and Claude Monet. Just next door, Le Havre - whose unique post-war architecture recently earned it UNESCO's World Heritage Site label - is definitely worth a visit. Don't miss the large Impressionist collection at the Malraux Museum, including works by Raoul Dufy, a native of Le Havre. Just across the Seine, Honfleur is indisputably one of the most beautiful towns on the Normandy coast. There, the Eugène Boudin Museum houses a collection of the artist's works as well as paintings by other "Estuary Artists".

Circuit 4: The river

Caudebec-en-Caux – Saint-Pierre-de-Manneville – La Bouille



Follow the meandering Seine and discover the lush landscapes of its banks that the Impressionists painted time and time again. Don't miss the Seine Marine Museum in Caudebec-en-Caux, the exquisite 11th century abbey in Jumièges, and the cliff-top splendor of La Bouille immortalized by Sisley and Turner.

Circuit 5: The moment

Rouen



Wander the city streets in the footsteps of Monet, Pissarro, Manet and Sisley, making sure to stop at the cathedral immortalized by Claude Monet's famous Series. Also of interest are the medieval streets of the antique dealer district (Saint-Maclou), and the art galleries around the rue Eau de Robec. The Fine Arts Museum houses an impressive permanent collection, and is planning a major exhibition of loaned masterpieces as the flagship event of the 2010 Impressionist Festival.

Circuit 6: The gardens

Giverny – Vernon – Les Andelys



Celebrating nature was the very cornerstone of the Impressionist movement. And it was natural beauty that drew artists to Giverny, where you can visit the home of Claude Monet: soak up the ambiance of his studio, gardens and the quintessential water lily pond and Japanese bridge. Visit the Giverny Museum for a fix of Impressionist paintings before heading to Vernon where a permanent collection of Bonnard awaits you at the A.G. Poulain museum. Stop by the magnificent collegial church, then follow the Seine up to Les Andelys where the river's banks, once again, inspired countless artists, this time against the imposing backdrop of Chateau Gaillard.

Impressionist Normandy

Museums & Exhibitions

To view original impressionist works we all know and love, mere miles from where they were painted, there is no place like Normandy.

Rouen Fine Arts Museum

Come explore this museum's prestigious collections of paintings, sculptures, sketches and decorative arts, spanning six centuries of artistic endeavor. Among the many treasures, the 19th century paintings can be considered the crown jewels. The amazing scope of movements represented, the resonance of the collections, the importance of the works, including masterpieces, by the period's greatest artists such as Ingres, Géricault, Delacroix, Corot, Degas, Caillebotte... will satisfy the heartiest art lover's appetite. And to top it all off, this museum can proudly boast the second largest collection of Impressionist works in France, just after the Musée d'Orsay in Paris. It owes its extensive collection to a generous donor, François Depeaux, who bequeathed over 53 paintings to the museum in 1909. These include major works by Monet, Sisley, Pissarro, Degas, Boudin and Renoir, all housed today in the museum's "François Depeaux" gallery. The Post-Impressionist collection in the adjacent rooms includes many paintings from the celebrated "Rouen School".



Exhibition *Normandie Impressionniste Festival*
Une ville pour l'impressionnisme, Monet, Pissarro et Gauguin à Rouen
(A City for Impressionism: Monet, Pissarro, and Gauguin in Rouen)
June 4th – September 26th, 2010

One hundred paintings of great late 19th century painters, headed by Monet, Gauguin, and Pissarro, will be brought together to explore one of the last great themes in the History of Impressionism which has yet to be the subject of an exhibition: the Norman city as a testing ground for modern painting, a city caught between urban bustle and rural life, old stones and roaring industry, and the whole vibrating with the reflections of the Seine.

Rouen Fine Arts Museum
Esplanade Marcel Duchamp
76000 Rouen
Tel : 33-(0)2-35-71-28-40
www.rouen-musees.com

Claude Monet's House and Gardens - Giverny

As you walk through the private rooms of one of the world's greatest Impressionists, you can almost feel his presence. But it is outside, in the gardens planted to resemble those Monet himself designed, that the artist's most famous paintings come alive. It is all there: the Japanese bridge, the water lilies, the flowerbeds brimming with dazzling colors. A breathtaking moment, a brush with greatness.

Claude Monet's House and Gardens
27620 Giverny
Tel: 33-(0)2-32-51-28-21
www.fondation-monet.com

Giverny Impressionisms Museum

This cube-shaped building's decidedly contemporary architecture blends beautifully into the Normandy countryside, just minutes from Monet's house and gardens. The museum first opened as the American Art Museum in 1992 through the patronage of a wealthy Pennsylvania businessman, Daniel Terra. Initially dedicated to American Impressionists who painted in Giverny, the new Giverny Impressionisms Museum,

opening in 2009, highlights the international scope and impact of the Impressionist movement, particularly the Giverny colony and the Seine Valley.



Exhibition Normandie Impressionniste Festival
L'impressionnisme au fil de la Seine (Impressionism along the Seine River)
Leisure activities and holiday resorts during the Impressionist period
April 1st – 18th July 2010

Sixty paintings realized on the banks of the Seine will evoke the passage of the seasons, various port and river activities, recreation along the river, and the artists' holiday homes. The exhibition thus retraces the history of Impressionism and Post-Impressionism, from Eugène Boudin to Henri Matisse. It will include masterpieces by artists such as Claude Monet, Pierre-Auguste Renoir, Edouard Manet, Georges Seurat, Gustave Caillebotte, Paul Signac, and even Vincent Van Gogh.

Giverny Impressionisms Museum
99 rue Claude Monet
27620 Giverny
Tel: 33 (0)2 32 51 94 65
www.mdig.fr

Eugène Boudin Museum - Honfleur

A hymn to Impressionism and to the beautiful town of Honfleur, this museum was co-founded by Eugène Boudin, and, another native, Alexandre Dubourg. Consecrated to 19th and 20th century works by Norman artists who painted in the area, its collection ranges from Isabey's dark romanticism to the luminous brushwork of Monet. Two areas are dedicated to Boudin's works – 92 in all - including pastels, oil paintings and drawings. Round off your visit with the fine ethnographic collection of furniture, hats, clothing, and other everyday objects.



Exhibition Normandie Impressionniste Festival
Honfleur, entre tradition et modernité, 1820-1900
(Honfleur: Between Tradition and Modernity, 1820-1900)
June 2nd – September 6th, 2010

Since the beginning of the 19th century, Honfleur attracted the attention of landscape artists who scoured the countryside for new subjects. A Medieval town between sea and land at the foot of two hills, Honfleur's natural setting, along with its fishing port and harbour, was enchanting. Between 1820 and 1830, Richard Parkes Bonington and Paul Huet stayed there, while Xavier Leprince and Camille Corot worked on the port and the Côte de Grâce. Subsequently, painters who had been trained in landscape in the Fontainebleau Forest or at Barbizon, lodged at the Saint-Siméon Farm, and created a friendly, joyful home atmosphere which journalists described in 1859 as "the Saint Siméon museum" because the artist had left so many drawings and paintings on the bedroom walls. 1858 and 1859 were the decisive years marked by meetings between Monet and Boudin, followed by encounters between Coubet, Baudelaire, and Boudin. Between 1862 and 1868 in Honfleur and Sainte-Adresse, Monet's prolonged sojourns, in the company of his two "masters," Boudin and Jongkind, forged the personality of the painter who would come to incarnate Impressionism.

Eugène Boudin Museum
Place Erik Satie
14600 Honfleur
Tel. : 33 (0)2 31 89 54 00
www.ot-honfleur.fr

Malraux Museum

The natural, ever-changing light of Le Havre's estuary once inspired Impressionists to some of their greatest works; today, it floods this seafront museum with soft luminosity and makes it the fitting home to one of the largest collections of Impressionist paintings in France. Step in off the boardwalk to admire

paintings by Courbet, Boudin, Monet, Sisley, Pissarro, Dufy, Renoir, Matisse and even Marquet Van Dongen and Friesz.



Exhibitions *Normandie Impressionniste Festival*
Degas Inédit – Les Degas de la Donation Senn
(Unpublished Degas – Degas from Senn Donation)
12th June – 19th September 2010
Signac : Les Ports de France (Signac : Ports of France)
October 2010 – January 2010

In 2004, Hélène Senn-Foulds gave her grandfather's collection to the Malraux Museum. From the late 19th century through the 1930's, Olivier Senn, a cotton merchant and passionate art amateur in Le Havre, amassed his collection of contemporary works. His fine knowledge of artistic circles allowed him to acquire major Impressionist and Fauvist pictures by artists such as Renoir, Monet, Pissarro, Sisley, Marquet, Matisse, and Derain. The extraordinary donation of 205 works lifted the Malraux Museum to the ranks of the richest French museums, after the Orsay Museum, in terms of Impressionist holdings.

The Senn collection includes an exceptional group of mainly unpublished drawings and pastels by Edgar Degas. Primarily from his youth, these preparatory drawings for larger historical compositions are evidence of the original and well-formed taste of a collector who did not buy according to chance, but rather, constituted a coherent fascinating collection which is dominated by a love of line and drawing. The exhibition will bring these 47 works together with other drawings from the Orsay Museum.

Malraux Museum
2 boulevard Clémenceau
76600 Le Havre
Tel: 33 (0)2 35 19 62 62
www.le-havre-tourism.com

Caen Fine Arts Museum

Thanks to a quick-thinking curator who hid the great masterpieces in a nearby abbey in 1939, much of this museum's collection was saved from enemy hands and the city's severe bombing in 1944. Renovated in 1994, the Fine Arts Museum boasts a vast panorama of European paintings from the 15th to 20th centuries, all displayed to their best advantage in the layout of great halls, viewing rooms and galleries. Normandy is honored by the Impressionist works of Monet, Boudin and Lebourg as well as number of Post-Impressionists. Perhaps the museum's biggest claim to fame, though, is one of Europe's most extensive print collections with more than 50,000 prints, including Caillot, Dürer, Rembrandt....



Exhibition *Normandie Impressionniste Festival*
Le paysage gravé au temps des impressionnistes, 1850-1890
(Engraved Landscapes during the Impressionist Period, 1850-1890)
4th June – 5th September 2010

Between 1850 and 1890, in opposition to interpretive engraving and the burgeoning success of the new art of photography, the Realist and Impressionist artists return to producing original engravings using different techniques for purely artistic purposes. During this period, one sees in particular, a renewal of original etchings, the preferred technique of painters since Rembrandt. In 1861, the creation of the Etchers' Society brought together both lesser masters and the great painters.

In this propitious context for experimentation, many new techniques would appear: the glass-plate, which may be described as demi-print, half engraving, half photography, was practiced by Corot, as well as by Daubigny, Millet, and Theodore Rousseau.

Caen Fine Arts Museum
Le Château - 14000 Caen
Tel: 33 (0)2-31-30-47-70
www.ville-caen.fr/mba/

Thomas-Henry Art Museum in Cherbourg-Octeville



Exhibition Normandie Impressionniste Festival
Millet, à l'aube de l'Impressionnisme (Millet at the Dawn of Impressionism)
June 14th – September 12th, 2010

The exhibition, *Millet at the Dawn of Impressionism*, produced in the context of the Impressionist Normandy Festival, will give a chance to discover a Millet who is unknown beyond the peasant scenes that made him famous. It will be centred on the North Cotentin landscapes, native region of Millet. These landscapes are characterised by a handling of light particular to Millet and which made him a veritable precursor of Impressionist pursuits.

Thomas Henry Art Museum
Centre culturel - 4 Rue Vastel - 50100 - Cherbourg-Octeville
Tel.: 33 (0)2 33 23 39 30

Castle Museum, Dieppe



Exhibition Normandie Impressionniste Festival
Claude, Camille, Jacques-Emile, Eva and the others... the Impressionists in Dieppe,
27th June-26th September

This exhibition and documentation retrace the relationship between the Impressionist artists and the sea in two different contexts: the city and the countryside. Two paintings by Camille Pissarro, *Dieppe, Outer Harbour* (gift of the artist to the city, 1902) and *Saint-Jacques Church* (1901, deposit by Orsay Museum), present Impressionism in terms of its urban vision, that is, city meeting sea. Two other works by major artists (Monet, Renoir) evoke the meeting of countryside and sea (at Pourville, Varengeville, and Berneval). The exhibition covers about fifteen works, including two important loans from Great Britain and the United States.

Castle museum
Rue de Chastes - 76200 Dieppe
Tel.: 33 (0)2 35 06 61 99

Poulain Museum, Vernon



Exhibition Normandie Impressionniste Festival
La Seine au fil des peintres: de Boudin à Vallotton
(Painters along the Seine River from Boudin to Vallotton)
June-September 2010

For the Festival, the museum in Vernon, which is situated in a highly symbolic site for Impressionism on the banks of the Seine, has chosen to pay homage to the many talented painters who used the Seine as a subject of inspiration, but whose work and names are hardly known today despite the very high quality of their production. Either art history research has not yet advanced sufficiently or they were eclipsed by the notoriety of the most famous Impressionist painters. The exhibition will allow the public to discover less well known motifs of the banks of the Seine where Impressionism was born. At the same time, one will be able to appreciate the rich diversity of landscapes in the Seine Valley.

Poulain Museum
12 Rue du Pont, Vernon
Tel.: 33 (0)2 32 21 28 09

Other events



Exhibitions

In the footsteps of Corot in Normandy, 1st June-31st October, Fine Arts Museum, Saint-Lô

Léon Riesener, 1808-1878, from Romanticism to Impressionism, 4th June-8th November, Art and History Museum, Lisieux

Painters along the Seine River from Boudin to Vallotton, 9th April-25th July, Poulain Museum, Vernon

“Peindre en Normandie” Collection, Honfleur and Grand Quevilly

Fernand Bignon in the wake of Impressionism, 12th June-30th October, Villa Montebello Museum, Trouville-sur-Mer

Blanche Hoschedé-Monet, Louviers Museum, Louviers

Performing arts, video and music

Impressionism and video art – light echoes, 1st June-30th September, Gardens of the Seine-Maritime county offices, Rouen

Impressionistes!, 1st April-31st December, touring theatre performances across Normandy

Les Musicales de Normandie, 24th July-9th September, 20 classical concerts throughout Normandy

Impressionist programme – music and dance, Rouen Opera, Rouen

Celebrations

Le grand déjeuner sur l’herbe picnic, 20th June, throughout Normandy

Balls and Impressionist guinguettes, 13th and 14th July (and in summer), throughout Normandy

Outdoor cinema, 3rd July-31st August, Jumièges Abbey

Eugène Boudin Day, 8th August, Deauville

Impressionism themed events, summer, Trouville-sur-Mer

Impressionism themed events, summer, Cabourg

With kids

Impressionist Variations, 30th June-30th October, Zoological and Botanical Park, Clères

Impressionist Nights nocturnal cathedral illuminations, 1st June-30th September, Rouen

The Giants’ Alley giant outdoor Impressionist exhibition, Festyland theme park, Caen

Impressionist Normandy

Impressionism through the backdoor

Learn to paint like Monet...



Discover the secrets of Claude Monet's techniques and color choices, while working in one of his very own studios! In 1892, Monet set to painting Rouen's cathedral over a period of three months. He painted from the vantage points of three different studios, one of which – facing the cathedral's façade - is used for the "Paint like Monet" program.

Each session is taught by professional artists who will describe and present the techniques used by Claude Monet. Participants are then invited to follow in Monet's footsteps by painting their own study of the cathedral.

Price per person: 60€ based on 2 to 9 paying participants. The workshops are in French, a supplement will be charged for other languages. Reservations required.

Try mouthwatering "Impressionist" cuisine

Did you know that Claude Monet kept his own recipe notebooks... even though he never cooked himself? Today you can sample some of the specialties Monet jotted down, as well as other impressionist-inspired dishes, just ask for the Impressionist Menu at all of Rouen's best restaurants and throughout the Seine valley. Apples and camembert are among the star attractions of the fixed price Menu. Make a toast to Normandy with a sparkling cider Kir while deciding what to have for your next course. *Paté* with apples or Salmon *tartare*, roast chicken and cabbage or roast turkey with camembert and cider? And for dessert, *crème brûlée*, apple tart with fresh Normandy cream... you may need another Kir while you decide!

Immerse yourself in Impressionism

A day dedicated to Impressionism starts with a breakfast workshop led by a certified Rouen Tourist Office guide in the very room Claude Monet used to paint his famous Cathedral series. Take a guided tour of Rouen's historic Old Town before enjoying an Impressionist theme lunch at a downtown restaurant. An afternoon visit to the Impressionist rooms at the Rouen Fine Arts Museum provides the perfect ending to your tour.

Price includes: breakfast, breakfast workshop, lunch (drinks included), entrance fees, guided tours with an official Rouen Tourist Office guide. One free place for 25 paying participants.



Contact: www.rouentourisme.com – commercial1@rouentourisme.com

Normandy, land of freedom

Caen Memorial - Centre for History

Plunge into the history of the 20th century.

Le Mémorial de Caen, one of Normandy's major tourist attractions, is now one of Europe's top history museums, and has been visited by over 8 million people with an average of 400,000 visitors a year. It has won several awards for both the welcome and service it provides and for its rich museum content, and offers an essential standpoint for work on the pre- and post-1945 years.

Officially opened by the French President on 6 June 1988, Le Mémorial de Caen today explores the entire history of the 20th century. Its clever layout and design creates a voyage of historic discovery and encourages thought for the future. Le Mémorial de Caen also sets out to show, particularly to its younger visitors, the fragility and the demands of peace and Human Rights.

2009-2010: new exhibition spaces

Second World War "Understanding the war"

In the last twenty years, the way in which we present the Second World War has changed due to archive material becoming more accessible, the availability of final witness accounts and in-depth work by historians. As of 15 November 2009, Le Mémorial de Caen will be undergoing vital changes. Following three years of preparation alongside some of the best historians, the new exhibition "World War, Total War" will give visitors a striking view of what was the greatest catastrophe of all time.

Seven new exhibition spaces covering seven new chapters will be opened at the end of April 2010 – new approaches to the turning point that was 1941, when the war became world war; the Holocaust; total war; soldiers' privacy life at the front and behind the lines; liberation in Europe and the consequences of the war; the war trials; questions on the way the war is remembered and what actually happened, etc.

The exhibition will comprise numerous pictures and archive films that have never been seen before (33 films will be shown), exceptional documents and objects such as Hitler's suitcase, texts for all levels of understanding and meticulous museography with great attention to its educational value.

Adolf Hitler's suitcase, spoils of war found by a soldier of the French 2nd armoured division in Berchtesgaden.
(On loan from the Leclerc Mémorial / Jean Moulin museum)



Second World War - 6 June and the Battle of Normandy

Not many people realize to what extent Normandy paid the price of the liberation of France and Europe after 6 June 1944. Towns were destroyed, the region underwent massive bombardments, there were battles as fierce as those on the Eastern front, civilians were evacuated and experienced great suffering,

Location



How to get here

- **By car:**
coming from Paris on the A13
or from Rennes on the A84, take
Northbound ringroad, exit n°7
- **By bus:**
n°2 from the town centre

Contact details
Le Mémorial de Caen
Esplanade Dwight Eisenhower
BP 55026
14050 Caen cedex 4 - France
Tel.: +33 (0)2 31 06 06 44
Fax: +33 (0)2 31 06 06 70
Email: contact@memorial-caen.fr
Website:
<http://www.memorial-caen.com>

not to mention the retreat and pursuit of the German army. The new exhibition space, entirely dedicated to this vital episode in the liberation of Europe, will open in February 2010.

It will be the only exhibition in Normandy to demonstrate the intensity of the invasion and to explain preparations in the two enemy camps. A key part of the exhibition will be made up of extraordinary witness accounts by civilians and soldiers who experienced the terror of the Battle of Normandy. This new exhibition, along with two films "D-Day" (by Jacques Perrin) and "The Battle of Normandy", will enable visitors to understand the intensity of the 100 days of fighting.

Before 1945

From the origins of the Second World War to its end, Le Mémorial de Caen recounts and explains the first half of the 20th century.



The Failure of Peace

From 1918 and its catastrophic outcome at the end of the First World War until 1939, this first exhibition space recounts the chain of causes and events that precipitated the Second World War. Step by step, visitors leave behind the bright lights, pass beneath the huge pictures of Nuremberg, and move towards the voice of Hitler as it becomes more and more oppressive.

France in the dark years

The second room is underground and plunges the visitor into the atmosphere of the Occupation. Photos, posters, objects and reconstructions relate daily life for French people, collaboration, resistance, repression and deportation. Here visitors can see a wartime newsreel on the "Battle of Britain".

The day the Berlin Wall came down – "The price of freedom"



From 10th November 2009

To mark the 20th anniversary of this event that changed the course of history, Le Mémorial presents a new exhibition space. This space, the only one of its kind in the whole of France, presents the reasons and consequences of that historic day.

Designed around actual sections of the Berlin Wall, its graffiti bearing witness to the desire for freedom, this new, 400 square metre exhibition space provides visitors with the opportunity to discover objects and films of the period describing life before and after the fall of the Wall.

This exhibition concludes the museum visit that currently concentrates on the Cold War. Le Mémorial de Caen is the only museum in France to present a complete picture of the years between 1945 and 1989 when the East-West blocs were at war.

After 1945

From the end of the Second World War until the fall of the Berlin Wall, here we explore the second half of the 20th century.



Two systems face to face

A pop corn machine and a neon advert in the West, a single-frequency radio and a Communist Party car in the East... This is of course a means of evoking the collision of two worlds, daily life and propaganda, but also protest and repression.

The time, places and people of the Cold War

Here a series of symbolic exhibits, including photos but also the debris of the U-2 plane shot down in 1962 (Cuban Missile Crisis), presents the key dates and protagonists of the Cold War.

Cold War weapons

A genuine Soviet Mig-21, a French missile from the plateau d'Albion and an American atomic bomb are real-life examples of the frantic nature of the arms race in general and, more particularly, of the nuclear arms race. There existed a "balance of terror" between the two blocs. Face to face rivalries intensified, nourished by dreams of conquest – the race for territory, the race for records, the Space Race.

2010

"Dessins pour la Paix" – Cartooning for Peace Newspaper and magazine illustrations convey world news – "Understanding the world"

At the end of January 2010, Le Mémorial, the M.G.E.N. and the Cartooning for Peace foundation will be presenting a new exhibition space, totalling over 700 square metre, and entirely given over to understanding world news. Jean Plantu and seventy illustrators from the best known newspapers and magazines in the world will come together to present and exchange their sometimes conflicting views on 5 key themes – defending human rights, peace in the world, ecological threats, different forms of censure and North-South inequality. Not prepared to make concessions, these scathing, provocative, militant illustrators take risks - sometimes to their physical being - each and every day in order to defend freedom of expression.

They have agreed to exhibit their work at Le Mémorial in order to defend this right to freedom of speech and to awaken our conscience, sometimes by disturbing our certainties.

This exhibition includes 11 filmed interviews, the history of press illustration, 280 selected illustrations from 5 continents, and interactive games for younger visitors.

Audio guides

An intense historical experience

Le Mémorial de Caen will be offering its visitors a complete interactive audio guide system in addition to our guided tours. Different programs will be available for adults, children and school parties. This service will be an added extra and we are currently determining our rates for this service.

Temporary exhibition in May 2010

Victory! The 65th anniversary of the end of Nazism

In May 2010, we will be presenting a completely new exhibition covering the war waged in the East, which led to the fall of Berlin and the end of the Nazi regime. This one-off exhibition will be coproduced by several Russian museums, including the Museum of the Great Patriotic War in Moscow and the Central Armed Forces Museum in Moscow, and Le Mémorial de Caen. Rare objects and documents will be taken out of reserve in Russia and used to explain the War in the East, the price paid by the Soviet Union (26 million deaths), the encirclement and fall of Berlin - the final "citadel" where Adolf Hitler committed suicide, surrounded by the last of his followers, on 30 April 1945.

This exhibition will be exclusive to Le Mémorial de Caen and will be presented from spring to autumn 2010 as part of the special France/Russia year. It will be accompanied by an exhibition of patriotic Soviet paintings and frescos exalting the nation's effort in its fight against the invader. It will be the first time that an exhibition of such magnitude will be presented in Western Europe.

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Mémorial de Caen
Esplanade Eisenhower – BP 6261 – 14066 Caen Cedex 4
Tel.: 33 (0)2 31 06 06 47
www.memorial-caen.fr

Le Mémorial de Caen - Statistics



Statut: S.A.E.M.L. (Local
Semi-Public Company)

Majority shareholder: City of Caen
(51.5%) - Capital: 1,216, 350 €

Chairman: Philippe Duron,
Mayor of Caen and MP

Director: Stéphane Grimaldi
Curator:

Marie-Claude Philippart

Number of employees:

85 permanent staff (figure for 2008)

Turnover:

7 million Euros (figure for 2008)

Number of visitors:

392,000 (figure for 2008)

Museum's surface area:

14,000 square metres on 3 levels,
of which 5,600 square metres
is for permanent exhibitions

Capacity:

- 3 auditoriums: seating 166,
298 and 340 people

- the large hall can accommodate
1,500 people

- meeting rooms

- 3 restaurants, seating
between 80 and 250 people

Normandy, outstanding accommodations

A five stars hotel in Deauville

THE NORMANDY BARRIERE HEADS FOR THE STARS...

The first ever 5 stars hotel on the Normandy coast

A star is born...

Following in the footsteps of Hôtel Fouquet's Barrière in Paris, the Hermitage Barrière in La Baule, the Majestic Barrière in Cannes, the Grand-Hôtel Barrière in Dinard and the Royal-Thalasso Barrière in La Baule, the Normandy Barrière in Deauville, a pre-eminent hotel of Lucien Barrière Hôtels & Casinos, finally joins the elite group of prestigious 5-star French hotels.

Once upon a time, the Normandy Barrière...

Opened for the first time nearly a century ago, on 1st July 1912, for its first summer season in Deauville. Columnists at the time described it as "the most beautiful hotel in the world", or "the Norman villa with 300 rooms". Designed by Parisian architect Théo Petit, the Normandy Barrière possesses all the typical charms of Anglo-Norman dwellings. The comfort of 290 rooms, including 28 suites and 8 family apartments, the special facilities for children at the Diwi & Co Club*, the quality of the gastronomy, the famous American Bar plus direct access to the Casino, are all exceptional attractions.

A unique atmosphere ...

As you enter this building beautifully decorated by Jacques Garcia, you can feel the throbbing heart of Deauville. The Normandy Barrière is a long-running partner to the arts and hosts prestigious international events such as the American and the Asian Film Festivals. ... The portrait gallery immortalises the legendary history of celebrities who have stayed there over the years.

Normandy through and through ...

The Normandy Barrière also represents a human story. Twenty different services are available: Gérard has been the Clé d'Or Head Concierge for 26 years, Ludivine has been chamber-maid for 2 years, Abdoulaye has been a member of the upstairs team for 32 years, Clémence has been receptionist for 2 years, Romain has been barman for 3 years, Marie-Pierre has been housekeeper for 10 years and André has been running the kitchens for 20 years ... the 230 highly-committed members of staff who face the highs and lows of their daily work teamed up to surprise, attract and offer the best, with one simple motto in mind: the pleasure of giving pleasure to others...

5-star ranking...

The 5-star ranking was not at all down to luck. The Normandy Barrière had to comply with a very strict list of specifications. Following the December 2008 reform by State Secretary for Tourism Hervé Novelli, which came into effect 1st October 2009, the French hotel ranking system has never been so strict: 5-star hotels now have to comply with 124 compulsory criteria and over a 100 optional criteria covering a whole range of aspects, including guest comfort and service quality..... and we rose to the challenge in style: following the audit, the Normandy Barrière was granted a place amongst the elite of the French luxury hotel industry! The quality policy that has been followed for several years was no doubt a factor in winning the 5-star award. Constantly listening to its guests to perpetuate and ensure excellent service, the hotel has set up an internal continuous quality control department.

More than a hotel, the Normandy is the family villa par excellence, based on the ever-present values of hospitality, charm, excellence, empathy, emotion and family.

"A true host enjoys entertaining others as well as being entertained. Our guests are not particularly surprised to find welcome gifts in their rooms with a Welcome Home sign" points out Fabrice Moizan, managing director at Normandy Barrière.

The Normandy Barrière, or the pleasure of giving others pleasure.

Personalised service, welcome gifts, special bathroom kits, plus "La Fermette" private restaurant... at the Normandy Barrière, everything is geared up to ensure children's enjoyment! Recreational activities are on offer at the Club during weekends and school holidays.

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www.lucienbarriere-photo.com



Normandy, outstanding accommodations

A new four stars hotel in the heart of Rouen



CAMP DU DRAP D'OR - Hôtel de Bourgtheroulde OPENING MARCH 2010

Dating back to 1499, Rouen's magnificent Hôtel de Bourgtheroulde mansion house is currently being transformed into a luxury 4* hotel.

Le Camp du Drap d'Or is due to open in March 2010 and will boast 80 rooms and suites as well as a restaurant, brasserie, swimming pool and spa.

Situated in the Place de la Pucelle, Le Camp du Drap d'Or is a former private mansion house which combines both flamboyant gothic and Renaissance architecture. The Grand Salon of the residence ascends to the striking preserved vaulted ceiling of concrete and glass tiles. A spectacular space, thanks to the glass floor the spa and swimming pool space can be glimpsed two floors below.

The spa itself is one of the main attractions of the project with its large 18m swimming pool, treatment rooms, hammam, sauna, Jacuzzi and spacious relaxation areas. A bar and changing rooms complete the facilities in the well-being area.

This unique hotel is built in a old palace from the "Renaissance" period which was originally built by eminent personalities: William II Le Roux – Lord of Bourgtheroulde started building the property circa 1501. When William II passed away in 1520, the building became property of William III, abbot of Aumale. It is during that time that the famous Aumale Gallery was built commonly known as the Francois 1st Gallery. In 1532, William III's brother Claude Le Roux inherited the property. The hotel was used to welcome important guests such as Cardinal Alexander of Medici in 1596. The building remained property of the Le Roux family until the end of the XVII century. At the end of 1770, a massive fire destroyed the north wing, which was later restored.

The building survived the French Revolution and became in 1848 head office for a bank: Comptoir d'Escompte. The building remained head office of Banks until 2006 when the Credit Industriel of Normandy, regional branch of the CIC group sold it to the SLIH group.

This 7000 square meter heritage listed building will be soon the home of a 4 star hotel.

Le Camp du Drap d'Or (Hotel de Bourgtheroulde) a unique hotel where culture meets, business and relaxation.

Contacts :

SLIH hotel group commercial department
Helene Huret
Tel.: 33 (0)3 20 57 13 54
Helene.huret@hotels-slih.com

Rouen and Seine Valley Tourist Office
Isabelle Dufraigne
Press Officer
Tel.: 33 (0)2 32 08 36 57
communicationpresse@rouentourisme.com

Normandy, outstanding accommodations

A new four stars hotel in the heart of Caen

Ivan Vautier IV – a new 4* hotel in Caen

Ivan Vautier is already well-known in Caen for his gastronomic restaurant Le Pressoir. Always on the look-out for new ideas, the French chef has now decided to open a new hotel next to his restaurant. The hotel will be the only 4* accommodation in the city.

Likely to be named Ivan Vautier IV, the hotel is slated to open in January 2010 and will be part of the renowned "Châteaux et Hôtels Collection" which unites high quality independent establishments. Great care and thought has gone into the individual decoration of each of the 19 rooms, including one large suite, across the hotel's two floors. The refurbishments and interior design are being managed by Thierry Chalaux, an architect from the Orne department of Normandy.

Ivan Vautier
3 avenue Henry Chéron
14000 Caen
Tel. +33 (0)2 31 73 32 71
info@ivanvautier.com
www.restaurant-le-pressoir.com



Normandy, unusual accommodations

Sleep in a giant Calvados barrel



Truly "immerse" yourself in the Norman culture, spending a night in a huge barrel once used to store Calvados. With a capacity of over 10,000 litres, once tipped on their side these barrels can be transformed into a pretty little bedroom. Firmly anchored in the Norman soil, the circular room is ideal for two (and no more!). Owners of the Domaine de la "Cour au Grip", Patrick et Paulette Esnard, also offer cookery workshops on their typical Pays d'Auge farm along the Normandy cider route. Tel.: 33 (0)2 31 63 85 85 (blog <http://lacouraugrip.blog.capital.fr/>)

Discover the hidden depths of a luxury chateau

Look no further for the chance to spend the night in a luxurious French château! Just 80km from Paris, the Château de Saussard sits in an 8-hectare estate whose ancient and majestic plane trees are reflected in the winding river Epte. The fully-restored 15th, 18th and 19th-century chateau boasts six guest rooms as well as tennis courts, stables, fishing in the river and pleasure boating. Be sure to explore the chateau's basement where the crystal-clear heated swimming pool, sauna, Jacuzzi and bar are hidden! www.chateaudeweekend.com



Become an Indian brave



In a large glade at this farm in Muchedent, a herd of around 200 Canadian bison can be found grazing alongside a reconstruction of an Indian village. Embark on a canoeing adventure down the river, learn how to put up your own tipi, sample bison meat reared on the farm straight from the barbecue or cosied up in the giant tipi restaurant and then for those truly Sioux at heart, arm yourself with your camping gear and settle down for a night under the stars. www.revedebisons.com

Make your nest in an old dovecote

The entire dovecote of this old farmstead has been transformed into one of the rooms of the guesthouse owned by husband and wife duo Alain and Marie Louise Duval. Spend the day pottering about amongst the chestnut, hazel and hornbeam trees, the ancient 3 hectare orchard, the traditional kitchen garden, the ponds edged with beech trees and the meadow where donkeys roam. Later, whilst Marie takes care of the home-cooked evening meals, Alain just might serve you up a glass of his own organic cider made using their traditional cider press then settle down for the night beside the dovecote's generous fireplace. www.le-colombier.net



Go on a Norman safari



Hidden amongst the hills, rocks, waterfalls and lush vegetation of the natural Normandy landscape are the animals of the Cerza wildlife park. Make your visit an overnight adventure by staying in one of the park's very own eco-friendly safari lodges. Wake up surrounded by nature to the serene scene of the lake and the beautiful bird sanctuary. Each lodge has its own breathtaking view over the 'Asian Valleys' where you can spot Indian rhinos, antelopes and dwarf kangaroos.
www.cerzasafarilodge.com

Conquer a Napoleonic coastal fortress

The Famous Five would have had a field day in this Napoleonic fort on the Cotentin Peninsula. Situated beside the coastal path where coast guards once kept watch over the shores, no doubt scouting out potential smugglers, the 19th century fortress is accessed only by drawbridge. Buffeted by the wind and waves, the fort-turned-guesthouse dominates the cape which looks out across Cherbourg harbour with the breakfast room providing a particularly noteworthy sweeping panoramic view of the sea.

Tel.: 33 (0)2 33 23 68 68 - chambre.fermanville@cg50.fr



Get a leg up with a cottage on stilts



Aim high with these wooden cottages on stilts at the Camping des Etangs in a protected nature area near to Le Marais Vernier in the Regional Nature Park of the Seine in Normandy. Accommodating up to six people each, the fully-equipped cottages come complete with an uninterrupted view across the lakes of des Etangs. From the comfort of your cottage, you can expect to spot a huge variety of flora and fauna including migratory birds such as herons, great egrets and grebes, as well as dragonflies and fish.

Tel.: 33 (0)2 32 42 46 65

www.ville-pont-audemer.fr/discover/camping.php

Relax in a 12th century bakery

Once upon a time in the west of Normandy, near to the Mont St Michel, there was a very old bread oven. During harvest time, bread was baked there for the castle farm workers and in the morning, Fidèle, Turbine, Mouton... Unfortunately, this is where the story breaks off. According to Monsieur and Madame Régis de Roquefeuil, owners of this delightful two-bedroom cottage in the old bakery, you will need to visit the Domaine de Boucéel to find out what happened next. As if this wasn't enough to tempt you, the quaint rooms with their antique furniture and the outdoor heated swimming pool in summer definitely should!

www.chateaudebouceel.com



Make camp in a traditional gypsy caravan



At the heart of the Seine-Normandy Regional Nature Park, close to a beautiful half-timbered thatched cottage, the "Roulottes des crins d'or" traditional wooden caravans are situated in a horse meadow and have an open view across the Brotonne Forest which covers 7,000 hectares. In these fully-equipped caravans, you are guaranteed a warm welcome and a wonderful change of scenery for a bohemian stay in the heart of the countryside.

Tel.: 33 (0)2 32 57 59 32

Find yourself at the top of a tree

In the middle of a vast meadow, set in 25 acres of unspoilt countryside in the beautiful hills of the Perche Regional Nature Park, stands an ancient chestnut tree. Within the boughs of the tree's branches, perches a five-berth tree house. Spend the night here, cosy and comfortable in the spacious 2-level den, keeping an eye out for wild boar, deer, badgers and foxes who call the Perche countryside their home. Wake to a privileged view of across the rolling meadow and take your breakfast on the balcony amongst the flora and fauna.

www.perchedansleperche.com





Normandy events 2010

Jazz sous les Pommiers (“Jazz under the apple trees”), Coutances

8th - 15th May 2010

The biggest jazz festival in West France, Jazz sous les Pommiers includes over a hundred different concerts, street entertainment, gigs from up-and-coming artists and “promenade” concerts for a musical stroll!

www.jazzsouslespommiers.com

Normandie Impressionniste, Normandy

June-September 2010

Taking place from June to September 2010, the Normandie Impressionniste festival will be the first of its kind. From painting and contemporary art through to cinema, theatre, dance, photography and literature, as well as light shows, firework displays, Seine River cruises, Impressionist trails and even déjeuner sur l’herbe picnics, the Normandie Impressionniste festival will boast a hugely varied and ambitious programme of events across the entire region of Normandy.

www.normandieimpressionniste.com

66th anniversary D-Day commemorations, Longues sur Mer/ Bayeux

5th-7th June 2010

The D-Day celebrations commemorate the arrival of the Allies on the Normandy beaches in 1944. On the 5th June, the night when the Allied Forces arrived, a performance will pay tribute to those who sacrificed their lives for freedom and peace. On the

7th June, Bayeux, the first town to be liberated in France, will celebrate its freedom.

www.bayeux-bessin-tourism.com, www.normandiememoire.com

Fête de la Mer, Saint Vaast-la-Hougue

18th July 2010

Saint Vaast’s incredible maritime festival takes place only once every ten years. This is hardly surprising given that the event involves 2,000 volunteers making almost a million paper flowers to decorate the boats and the town. A veritable army of locals has been mobilised to achieve this undertaking with many of the groups working towards ambitious plans such as the creation of an Arc de Triomphe of flowers! Tens of thousands of visitors are expected to join locals for the religious and maritime event which includes an outdoor mass, the grand arrival of the boats into the harbour and a town blooming with colour.

www.saint-vaast-reville.com

Septembre Musical de l’Orne

September 2010

The annual “Musical September” festival in Orne presents a variety of musical events spanning different musical genres.

www.septembre-musical.com

Deauville American Film Festival

September 2010 (dates TBC)

Screening the best of the year’s US film releases, the Deauville Festival of American Cinema is a popular event that attracts a mix of interested moviegoers and absolute film fanatics. The event focuses predominantly on America’s burgeoning independent film scene and there are awards in a number of categories. Well-attended by a raft of big name stars and directors, the festival has all the glitz and glamour one would expect from a movie industry get together.

www.festival-deauville.com

Festival International de Cerf-volant (“International Kite Festival”), Dieppe

10th - 12th September 2010

During this week-long festival, participants from over thirty countries present all aspects of kite flying: teams and pilots of acrobatic kites, creative artists and a wide selection of traditional kites. Workshops provide an introduction to kite building and flying.

www.dieppe-cerf-volant.org



Useful Contacts

- **Atout France** arranges for the transfer of journalists (booking a flight, hotel room...).

For more information concerning your welcome in France, please contact:

Marion FOURESTIER

Tel: 212 745 09 63

Fax: 212 838 78 55

E-mail: marion.fourestier@franceguide.com

www.franceguide.com

- The **Normandy Regional Tourism Board** is available to welcome journalists to Normandy or to supply any visuals and information necessary for their articles.

For more information about Normandy, please contact:

Marie BACHELIN

Tel: +33 (0)2 32 33 79 00

Fax: +33 (0)2 32 31 19 04

m.bachelin@normandie-tourisme.fr

www.normandy-tourism.org

- **Normandie Mémoire** provides information concerning Normandy's D-Day landing sites, museums dedicated to this period and events organized to commemorate the anniversary of D-Day.

For more information, please contact:

Sandy CORDONE

Tel: +33 (0)2 31 94 80 26

Fax: +33 (0)2 31 94 84 97

s.cordone@normandiememoire.com

www.normandiememoire.com

Other sites to surf

To learn more about the different departments that make up Normandy, and what they have to offer:

L'Orne: www.ornetourisme.com

Le Calvados: www.calvados-tourisme.com

L'Eure: www.eure-tourisme.fr

La Seine-Maritime: www.seine-maritime-tourisme.com

La Manche: www.manchetourisme.com

Getting to Normandy

By car

- From Paris on the A13 highway

Rouen: 1½ hours

Deauville: 2 hours

Le Havre: 2 hours

Caen: 2 hours 20 min.

Colleville sur Mer (Omaha Beach): 2 hours 50 min.

Sainte-Mère-Eglise: 3 hours

Utah Beach: 3¼ hours

Cherbourg: 3½ hours

Mont-Saint-Michel: 3½ hours

By train from Paris

- From the Saint-Lazare Station:

service to Rouen, Le Havre, Dieppe, Fécamp, Évreux, Bernay, Lisieux, Deauville, Caen, Bayeux, Cherbourg

- From the Montparnasse:

service to Alençon, Bagnoles de l'Orne, Argentan, Granville. Le-Mont-Saint-Michel (TGV high-speed train via Rennes)

- By ferry from England

From Newhaven to Dieppe or Le Havre

From Portsmouth to Le Havre,, Caen - Ouistreham, Cherbourg

From Poole to Cherbourg

- By plane

5 airports serve the major cities of Normandy: Caen, Cherbourg, Deauville, Le Havre and Rouen.

Flights arriving from Paris - Roissy Charles de Gaulle and Paris - Orly as well as London.

You can also fly from New York to Caen via Lyons with Delta Airlines and Brit'Air.

Various transportation options are available for individuals or groups.



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