

PRESS KIT 2009
LYON TOURISM AND CONVENTIONS

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INTRODUCTION

The Lyon metropolitan area, the largest in the Rhône-Alpes region, lies in a strategic location in the natural plain of the Rhone Valley. It is surrounded by the Beaujolais country in the north, the Monts du Lyonnais in the west, and the plains of the Dombes and Isère in the east and north.

Both a European metropolis and capital of the Rhône-Alpes region, Lyon covers 4787 hectares (11,830 acres) and has 472,305 inhabitants. It is France's second largest metropolitan area (Lyon + 56 towns) with 1.417 million inhabitants.

Half way between the sea and the mountains, the city is characterized by duality. The two hills overlooking the city : Fourvière and Croix-Rousse and the two very different rivers running through Lyon reveal the two faces of the town. Another remarkable feature is the location at the confluence of the two rivers, the Rhone and Saône.

It is in Lyon and only in Lyon...

... That you can walk through **2000 years of history**, stroll through the different neighbourhoods chosen by UNESCO as a part of World Heritage, and see everything from Roman architecture to today's boldest creations.

... That the **Museums** with all their different specialties: silk, cinematography, fine arts, the French resistance, printing, and sometimes surprising themes: models and films decors not forgetting the murals, located in areas that testify to Lyon's architectural wealth over the centuries.

... That there is always something interesting going on: the biennial dance and modern art festivals, the Opera or even the Festival des Nuits Sonores – The Nights of Sound. Even in the heart of winter, the city lights up and simply buzzes with life during the **Festival of Lights**, Lyon's biggest and most popular celebration that combines tradition with state-of the art technology at the service of creativity and the arts of illumination.

... That you can go **shopping** in total peace of mind, in the heart of the "Presqu'île", strolling gently from square to square, from luxury shops to fashionable boutiques, or into creators' workshops.

... That you can succumb to the charm of a calm evening, by **dining on a boat cruising** gently on the Rhone and the Saone down to their confluence.

... That you can test **new means of urban transport**, getting onto a Vélo'V or being driven in an electric cyclo-pousse, to visit the riverbanks, the squares and the gardens at your own personal pace.

... That you can **taste cuisine from the world over**, from the traditional Lyon "bouchons" to the most original "brasseries", or savour the gourmet delights of our multi-starred restaurants.

... That you can find both the **joyful atmosphere of a Mediterranean city** and the **effervescence** of a **highly inventive town full of imagination, a place to live in** at all times and seasons.

Key figures

6 million tourists in 2008

Turnover of 1 Billion euro per year

20.000 jobs

11.776 hotel rooms (au 1^{er} janvier 2009)

1500 additionnal hotel rooms by 2012

402.318 visitors welcomed by the Tourist Office in 2008 (+18% compared to 2007)

1,2 million surfers on www.lyon-france.com in 2008

1828 restaurants (that is, 1 restaurant for 244 inhabitants)

13 starred restaurants in the 2008 Michelin Guide in the Great Lyon (8 in Lyon city)

2000 YEARS OF HISTORY

Whether you are high atop Fourvière, meandering in 'Vieux-Lyon', the city's most historic district, or climbing the slopes of the Croix-Rousse, you are in an area of nearly 500 hectares where Lyon has played out its history over the last 2,000 years. This site has been on UNESCO's World Heritage List since 1998. According to the UNESCO World Heritage Committee, 'Lyon, an eminent example of human habitation, bears exceptional testimony to the continuity of urban settlement over more than two millennia.'

In most European cities, neighbourhoods developed by rebuilding on a single site. In Lyon, however, the topography allowed them gradually to extend eastwards over the course of the centuries, leaving a remarkable physical continuity in the locations favoured by each historical period.

FOURVIÈRE: A HILL INHABITED SINCE ANTIQUITY

The Fourvière hill was first used by the inhabitants of Gaul as a meeting place, and this is where they held their legendary banquets. In the year 43 BC, Munatius Plancus, one of Caesar's former lieutenants, founded the colony of Lugdunum, which became the 'capital of the Three Gauls'. 'Lug' was probably the name of a Gaulish god, whilst 'dunum' was a Gaulish word meaning fortress.

The archaeological park:

The park contains a large Roman theatre, built around 15 BC, which seated more than 10,000 spectators. Nearby is the second-century Odéon, dedicated at that time to music and public readings. Today, these amphitheatres are the setting for the annual performances of 'Les Nuits de Fourvière'. Well-preserved Roman roads lined with the vestiges of shops and imposing public and private buildings lead up to them. The Gallo-Roman museum, designed by the architect Bernard Zehrfuss, was completed in 1975.



Saint Mary's chapel and the Notre Dame de Fourvière basilica:

'Fourvière' derives from the Latin *foro vetere*, which means 'old forum', and it was on the ruins thereof that a sanctuary was built starting in the 12th century. The sanctuary had two chapels, one dedicated to the Virgin Mary, the other to St. Thomas of Canterbury. Three dates stand out in the history of this site, which in the 19th century became known as the 'hill of prayer'. In 1643, following a plague epidemic, the city was placed under the protection of the Virgin. The city fathers vowed to pay homage to her, and representatives of the City Council still do so every year on 8 September.

On 8 December 1852, a gold-plated bronze statue of the Virgin was placed in the steeple of the little chapel. Its inauguration was a big event and was the origin of the city's 'Festival of Lights' (see below).

On 8 October 1870, the citizens of Lyon promised to build a new sanctuary if the Prussians were turned away. Designed by the architect Pierre Bossan, the new basilica was begun in 1872 and consecrated in 1896. Citadel on the outside and palace on the inside, its unusual architecture does not fit into any category, but the result is more than a mere mixture of styles. Inspired by the churches of Sicily, Bossan created a veritable symbol, an ode to the Virgin.

- > Lyon Tourism and Conventions organises guided tours of the Fourvière Basilica and the Gallo-Roman site.
- > The Fourvière Foundation offers an unforgettable tour of the roof of the Fourvière Basilica.

THE RENAISSANCE DISTRICT OF 'VIEUX-LYON'

In 1954, 'Vieux-Lyon', the city's oldest district, became the first site in France to be protected under the Malraux law. Covering an area of 24 hectares at the foot of the Fourvière hill, it is one of Europe's most extensive Renaissance neighbourhoods.

The Saint Jean section: in the Middle Ages, this was the focus of political and religious power. The Saint Jean Cathedral, seat of the Primate of Gaul, a title still conferred upon the archbishop of Lyon, is a good example of Gothic architecture. The 'Manécanterie' adjoining the cathedral is one of Lyon's few extant Romanesque buildings. Formerly a choir school, it now houses the museum of the cathedral's treasures. Saint Jean is also home to the Museum of Miniatures and Film Sets, located in a building that was the Golden Cross Inn in the 15th century.

The Saint Paul section: in the 15th and 16th centuries predominately Italian banker-merchants moved into sumptuous urban residences here called 'hôtels particuliers'. The Hôtel Bullioud and the Hôtel de Gadagne are two magnificent examples and the latter now houses the Lyon Historical Museum and the International Puppet Museum. The Loge du Change stands as testimony to the period when trade fairs made the city wealthy. The Saint Paul church with its Romanesque lantern tower and its spectacular spire mark the section's northern extremity.

The Saint Georges section: silk weavers settled here beginning in the 16th century before moving to the Croix Rousse hill in the 19th century. In 1844, the architect Pierre Bossan rebuilt the Saint Georges church on the banks of the Saône in a neo-Gothic style.

In the Middle Ages, when there were only a few parallel streets between the hill and the Saône, the first 'traboules' were built. Derived from the Latin *trans-mabulare*, meaning to pass through, traboules are corridors through buildings and their courtyards, connecting one street directly with another. Visitors are delighted to discover an architectural heritage of galleries and spiral staircases in these secret passageways, as unexpected as they are unique.



- > All traboules and courtyards are marked on the Lyon Tourism and Conventions' free map and guidebook.
- > The Lyon Tourism and Conventions Bureau organises guided tours of 'Vieux-Lyon'.

THE 'PRESQU'ÎLE'

The 'Presqu'île', literally the 'peninsula', extending from the foot of the Croix Rousse hill to the confluence of the Rhône and the Saône rivers, is Lyon's modern city centre, with its cafés, restaurants, luxury shops, department stores, banks and cultural institutions.

The spires of the Saint Nizier church, reconstructed starting in the 14th century, are a neighbourhood landmark, at the foot of the former Saône river bridge. This district was an important counterpoint to the 'Vieux Lyon' in the Middle Ages and the Renaissance. Many picturesque streets still exist. Among these is the rue Mercière, where printers and booksellers gravitated in the 15th and 16th centuries and which still has some superb buildings. The Museum of Printing, housed in the former Hôtel de la Couronne, explains how Lyon's first books were printed. Squares, in many cases decorated with fountains, and churches sprinkled throughout evoke the presence of numerous convents, including those of the Dominicans ('Jacobins'), the Celestines and the Conventual Franciscans ('Cordeliers'), whose Saint Bonaventure church was rebuilt in the 14th century. Further south, the Saint Martin d'Ainay church was located in the confines of a large Benedictine abbey, and is a jewel of Romanesque art in Lyon.



The place des Terreaux was created in the 17th century, owing to the construction of two prestigious structures:

- the Hôtel de Ville, or City Hall, was built between 1646 and 1655 by the architect Simon Maupin and decorated by the painter Thomas Blanchet. In 1674 the Great Hall was ravaged by fire, and the façade facing the square was redesigned in the early 18th century by Jules-Hardouin Mansart.

- The Saint Pierre palace, formerly a royal Benedictine abbey, was built starting in 1659 by the Avignon architect François Royers de la Valfenière. It now houses the Museum of Fine Arts. The public garden in the former cloister is decorated with the work of famous sculptors and is a quiet, urban oasis.

In the 17th and 18th centuries the place Bellecour was created in honour of King Louis XIV. Today a statue of the Sun King on horseback dominates the centre of the square, accompanied by two low reliefs carved by the Coustou brothers, representing the Rhône and the Saône.

Germain Soufflot expanded the hospital located near the old Rhône bridge, building the Hôtel-Dieu along the banks of the river. Still a functioning hospital, the Hôtel-Dieu now also houses the Musée des Hospices Civils de Lyon, tracing the history of hospital care in Lyon.

Numerous hôtels particuliers were built in the vicinity of the place Bellecour. The Hôtel du Gouverneur, built in 1730, now houses the Musée des Tissus (Museum of Fabric) and the Hôtel de Lacroix Laval, designed by Soufflot, is now the Museum of Decorative Arts.



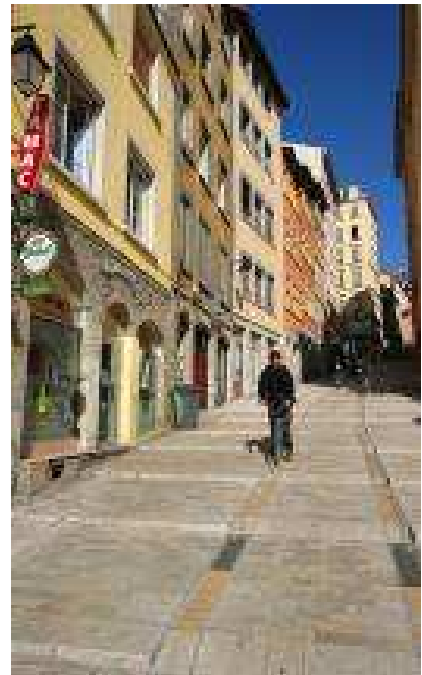
In 1855, during France's Second Empire period, Claude-Marius Vaisse, Prefect of the Rhône département, created the rue de la République and the rue Edouard Herriot as part of a series of large construction projects. The Stock Exchange, built in 1860, is an example of the Napoleon III style and is in the heart of the banking district. In the 19th century, two theatres were built: the Célestins Theatre and the Grand Theatre, the latter of which is now the opera house, rebuilt in 1993 by Jean Nouvel. These are two of the city's major cultural centres.

> The Lyon Tourism and Conventions Bureau organises guided tours of the Opera, the Célestins Theatre, the hôtels particuliers around the place Bellecour, the Museum of Fabric and the Museum of Decorative Arts.

THE CROIX-ROUSSE AND THE SILK TRADE

The Croix Rousse, 'the workers' hill', as French historian Jules Michelet called it in 1853, actually incorporates two neighbourhoods: the Croix Rousse 'plateau' and its slopes. The Croix Rousse is the extension of the city-centre peninsula and is part of the area inscribed in the UNESCO World Heritage List.

The Romans occupied the Gaulish site of Condate on the slopes of the Croix Rousse, where they built a sanctuary to 'Rome and Augustus' and the Three Gauls Amphitheatre. It was on this site, excavated in the 1950s, that Christian martyrs were persecuted in the year 177, including Pothin, the first bishop of Lyon, and the slave Blandine. The 'Montée de la Grande Côte', a street lined with recently-renovated 15th and 16th century houses, has been an important thoroughfare since Medieval times. Numerous religious congregations arrived beginning in the 17th century. The dome of the Saint Bruno des Chartreux church, which boasts an extraordinary Baroque baldachin, has dominated the skyline since the 18th century. On the banks of the Saône, the former Sainte Marie des Chaînes convent is now the Subsistances, a space for artistic creation and home to the School of Fine Arts.



In the 19th century, the silk weavers settled in the Croix Rousse. On the slopes and on the plateau, many live-in workshops were constructed, where new Jacquard-type looms could be installed.

These workshops have since been converted into flats are now very much in demand. There is a small-town feeling in the Croix Rousse, with its numerous shops, market, funfair and authentic bistros.

The Maison des Canuts ('silk weavers' house') and the Association Soierie Vivante ('living silk association') are open to the public, perpetuating traditional silk weaving techniques and transmitting their expertise to future generations. The 'Mur des Canuts' or silk weavers' wall, the most spectacular of Lyon's 'trompe l'oeil' painted walls, gives the visitor a peek into the collective memory and identity of the neighbourhood.

Many 'traboules' or passageways thread their way through the slopes of the Croix Rousse. These were used to transport silk yarn and bolts of cloth and were also social gathering places for silk workers of all stripes. They connected the weavers' neighbourhood with that of the silk traders. The most spectacular traboules, the 'Cour des Voraces', with its monumental staircase, figured prominently in the silk weavers' revolts of 1831 and 1834 and in the Resistance movement during the Second World War. Nearby, Résidence Villemanzuy, once the Ladies of Saint Elisabeth convent, offers a commanding view of the Rhône and its left bank.

Down near the place des Terreaux, the 'passage Thiaffait' with its designers' village, the silk workshop, plus numerous art galleries and nightclubs have all breathed new life into the neighbourhood.

- > All traboules and courtyards are marked on the Lyon Tourism and Conventions' free map and guidebook.
- > Lyon Tourism and Conventions organises guided tours of the Croix-Rousse slopes, traboules, courtyards, silk workshops and the Saint-Bruno des Chartreux church.

MODERN ARCHITECTURE : THE EAST OF THE CITY

The architect **Tony Garnier** has marked the East of Lyon with his touch: amongst many other creations, he was responsible for designing the **Halle Tony Garnier** (the old city slaughterhouses and now an auditorium for shows and exhibitions), the **Gerland stadium**, the Edouard Herriot Hospital at Grange Blanche (Lyon 3e), etc. The Tony Garnier Urban Museum pays honour to him in the form of 28 mural paintings.

The **Part-Dieu** district was created in the 1970's. It is the second biggest business district after La Défense in Paris. The 42-floor Part-Dieu tower, symbol of the district, will be soon accompanied by two new towers : Tour Oxygène and Tour InCity (see "Great Projects" section).

At the beginning of the 1990's, Renzo Piano began building the **Cité Internationale**, with its imposing Convention Centre. Located between the river Rhone and the Parc de la Tête d'Or, this is a new neighbourhood within the city. Besides the Convention Centre and its 3,000 seat amphitheatre (inaugurated in June 2006), a multitude of services are to be found: cinemas, restaurants, hotels, the Modern Art Museum, a casino, etc.

During the same period, in 1990's, Calatrava designed the **high-speed rail station at the Saint-Exupéry airport**, a magnificent bird with glass, metal and concrete wings, whilst Buren redeveloped the **Place des Terreaux** and drew the convolutions for the **Celestins car park**. Mario Botta planned the **Maison du Livre de l'Image et du Son** (The House of books, images and sounds) in Villeurbanne.



Halle Tony Garnier



Train Station at Lyon Saint-Exupéry Airport



Cité Internationale : the Convention Centre
And its 3,000-seat Amphitheatre

> Lyon Tourism and Conventions organizes guided tours of the Cité Internationale.

GASTRONOMY

Succumb to the charm of our city's atmosphere, where everything is gourmandise, sometimes for the eyes and at other times for the taste buds. For amongst all the arts, the art of fine living is the pride of Lyon and the reason for its renown throughout the world.

You will find over 1828 restaurants in Lyon !

> The 'Mères Lyonnaises'

The gastronomic delights of Lyon have been known for centuries and owe much of their fame to a group of women known as the 'Mères Lyonnaises', or Lyon mothers. Their story begins in the late 19th and early 20th centuries, when prominent bourgeois families had to let go their cooks. Some of these former domestic employees went to work in restaurants or into business for themselves. They offered family-style cooking, in particular for the silk weavers. Service was often gruff and the menu limited, but what was on it was cooked to perfection. This is the origin of the very special character of Lyon gastronomy: a combination of grand bourgeois cuisine and the more humble fare offered in the 'bouchons'.

'Mère Filloux' became famous by adding dishes to the menu of her husband's café, which later became a prestigious restaurant in the rue Duquesne. In this way, vegetable velouté with truffles, pike quenelles casserole with crayfish butter, artichoke hearts with *foie gras* and the celebrated pullet hen with black truffles became standards of Lyon gastronomy. Mère Filloux's success attracted like-minded talents, and other cooks tried their luck opening a restaurant.

Mère Brazier carved a place for herself in Lyon's culinary history by becoming the first woman to receive three Michelin stars. Her career started in Mère Filloux's restaurant, but it was not easy for these two strong-willed women to collaborate. In 1921 she opened her own eatery in the rue Royale, then another at the col de la Luère in the verdant hills outside Lyon. Frequented by celebrities of the period, the restaurant inspired Lyon Mayor Edouard Herriot to say that Eugénie Brazier, the 'other mayor', did more than he did to promote their city. It was at Mère Brazier that Paul Bocuse did his apprenticeship before becoming one of the greatest chefs of the century.

> The « bouchons »

The origin of the term "bouchon", as the traditional little Lyon restaurants are called, goes back to the days when inns that served wine outside mealtimes did their advertising by hanging a truss of straw on their signboards. This sign was associated with the normal stopping points for mail and stagecoaches in front of the inns. So whilst the horses were being rubbed down with straw, coach drivers could go in for a drink.



In certain "bouchons" in Lyon, you can still taste the traditional "mâchon", a snack taken outside normal eating hours. In days gone by, silk-workers ate their "mâchon" - mainly charcuterie washed down by Beaujolais wine (to be consumed with moderation) - in a convivial moment spent together with silk manufacturers or merchants.

> Lyon's stars of gastronomy

13 Lyon restaurants have been given stars in the 2009 Michelin guide.

1 three-star restaurant in the 2009 Michelin Guide : Paul Bocuse

In 1994, a visionary, Paul Bocuse decided to create brasseries for democratising cuisine and creating a new sort of restaurant. So, the Nord – North - (1994), the Sud – South - (1995), the Est – East - (1997) and then the Ouest – West- (2003) were successively born, each one proposing its own specific theme. In January 2008, the world's guru of cuisine will be opening a rapid service restaurant, the Ouest Express in the future Pathé Cinema multiplex in Vaise. On the menu: sandwiches, salads, vegetable soups, fresh fruit juices, pancakes, waffles, desserts and ice creams...

4 two-star restaurants in the 2009 Michelin Guide: Nicolas Le Bec, La Mère Brazier (Mathieu Viannay), Auberge de l'Île (Jean-Christophe Ansanay-Alex), La Rotonde (Philippe Gauvreau).

8 one-star restaurants in the 2009 Michelin Guide: Pierre Orsi, Les Terrasses de Lyon (Davy Tissot), Christian Têtedoie, Les Trois Dômes, L'Auberge de Fond-Rose, L'Alexandrin, Le Gourmet de Sèze, Larivoire.

In Lyon : 59 restaurants are recommended in the « Red Guide », whereas they are only 16 in Marseille and 20 in Bordeaux.

> Gastronomic Rendezvous

Halles de Lyon - Paul Bocuse (102 cours Lafayette, 3e arr.)

Since their creation in 1859, the "Halles" have been an emblematic centre of Lyon gastronomy. To begin with, they were at the Place des Cordeliers, but, as time went by, the covered market progressively turned into a real market hall. This in turn fell into disrepair to the point where, in 1971, the new Halles de Lyon were built at their present location in the Part-Dieu neighbourhood.

In December 2006, the "Halles" went through yet another major turning point in their existence: after months of work, they received a complete face-lift (with a large glass canopy) and are now called the "Halles de Lyon – Paul Bocuse", in homage to the great Lyon chef, who regularly does his shopping there.

Fifty-six merchants and artisans share the market: amongst them the renowned "Mère Richard" (cheeses), Sibilia cooked meats, etc. You can find all sorts of regional products here, all of exceptional quality, together with a number of restaurants and seafood bars.

> Opening time: every day except Mondays and bank holidays from 7 am to 7 pm (shops close between midday and 3 pm).

Saint-Antoine food market (quai Saint-Antoine, 2e arr.)

The Quai Saint Antoine food market is held on the banks of the Saone close to the Place Bellecour, every day of the week, except Mondays.

> Opening times: 6 am - 12.30 pm Tues., Wed. and Thurs, and 6 am - 1.30 pm Fri., Sat. and Sun.

Croix Rouse food market (Place de la Croix Rouse, 4e arr.)

The Croix Rouse is a real village inside the city and its market takes place in the friendliest of atmospheres and offers an extremely wide range of products.

> Opening times: 6 am - 12.30 pm Tues., Wed. and Thurs, and 6 am - 1.30 pm Fri., Sat. and Sun.

CULTURE IN EVIDENCE

Lyon, whose reputation is based on five centuries of commercial and cultural activity and exchange, possesses a number of remarkable museums. From the Gallo-Roman civilisation to the adventures of textile and silk, from the invention of cinematography to the history of the French Resistance, the city's places of memory always find refuge in the most splendid buildings.

> Museums

The **Hôtel de Gadagne**, a superbly renovated Renaissance building, houses two museums, the Lyon Historical Museum and the International Puppet Museum, and will be inaugurated in June 2009, after 10 years of restoration work (see *Events 2009*):

- The **International Puppet Museum** is the only museum in France dedicated to this living art balanced on the frontiers of theatre, dance, and the visual arts. Through the puppet character of Guignol, the visitor discovers a world of theatre, childhood and fascination and one of the finest collections of puppets, sets and scripts from around the world.
- The **Lyon Historical Museum** is a resource for understanding the city and all its components: urbanistic, economic, social, political, cultural, etc. After a visual and auditory immersion in the 21st century city, the visitor embarks on a voyage to the capital of Gaul, to Lyon during the French Revolution, to the city of silk weavers and to the workplace of the Lumière brothers, inventors of the movie camera.

The Benedictine abbey of Our Ladies of Saint-Pierre, located on the Place des Terreaux accommodates the **Fine Arts Museum**, which possesses the largest collection of impressionist works in France after the Musée d'Orsay. In January 2008, the City Hall bought a masterpiece from Nicolas Poussin : "La fuite en Egypte".

The **Textiles and Decorative Arts Museum** is housed in a remarkably attractive townhouse. It possesses the most important collection of textiles in the world. You can see the progress made over the years in making and decorating textiles. It goes without saying that Lyon's silk-work from the 17th to 20th centuries is extensively represented, but the museum also possesses an exceptional collection of documents on textile made up of drawings, patterns and colours for Lyon-made fabrics created for the royal courts of Europe over the last four centuries and which today provide inspiration to fashion creators the world over.

Under the impetus given by Thierry Frémaux, the **Musée Lumière** opened its doors for the first time in June 2003, on the occasion of the 20th birthday of the Lumière Institute. Hometown of the Lumière brothers, Lyon practises the 7th art with assiduousness and enthusiasm. The museography underlines the two facets of the two brothers' invention, which was the work of men who were both engineers and artists. In the building where the first-ever film was made, located on the family property and wonderfully restored, a cinema welcomes a public of cinema-lovers, fascinated by the Lumière Institute programmes shown throughout the year. A local curiosity: the filmmakers' wall with the names of actors and directors shows the international honours that have been paid to Lyon (see the heading "Lyon, birthplace of cinema").

The **Lyon-Fourvière site and Museum** occupy the slopes of the Fourvière hill, the centre of Lugdunum in Antiquity, where two major structures were built: the amphitheatre and the Odéon, now on UNESCO's World Heritage List. This superb park, ideal for strolling or meditating, comes to life in the summer during the performances of the 'Nuits de Fourvière' festival, a high point in the Rhône *département's* cultural calendar. Perfectly integrated into the archaeological site, the Museum presents collections of mosaics, bronzes, scale models and everyday objects, enabling the visitor to trace the history of Lyon from the end of pre-historic times to the early Christian period.

The **Tony Garnier Urban Museum** is a surprising example of an open-air museum, the fruit of a community initiative. This unique cultural experience associates the 4,000 inhabitants of the neighbourhood with a monumental artistic creation (designed by the artists from the "Cité de la Création"). Twenty-five murals pay homage to the Lyon architect Tony Garnier, faithfully reproducing the different phases in the city's urban development planned under Edouard Herriot. In 1991, UNESCO rewarded this initiative by attributing it with the World Decade for Cultural Development label.

The **Model and Cinema Décor Museum** re-opened in February 2005 in a splendid Vieux Lyon building, the Maison des Avocats. Its mission is to collect, exhibit and promote the work of miniaturists the world over, offering visitors an instant of fantasy and emotion when they discover famous works brought to life with a breath of poetry and inspiration. You will find various collections, such as Dan OHLMANN's "Reals", faithful reproductions of surprising and hidden places in Lyon (the dance room at the opera, the Brasserie Georges, etc.).

The **Modern Art museum**, located in the heart of the Cité Internationale, constitutes a permanent reflection on present-day society. The façade on the side of the Parc de la Tête d'Or is the only remaining part of what used to be Lyon's Exhibition Centre. Its exhibitions attract world-famous plastic artists and they are a natural extension to the **Biennial Modern Art Festival** (next edition from September 16th 2009 to January 3rd 2010).

On a more serious level, the **Centre for the History of the French Resistance and Deportation** is an invitation to meditate on the dignity of humanity. Symbolically installed in the very place where the Gestapo had its headquarters and gaols, it is a place of reflection and study, encounters and conferences.

> In the future : the Confluence Museum

"Heir" to the existing "Muséum de Lyon", the **Confluence Museum** will be the home of all the collections as from 2013. They will be split into 3 domains: geosciences, life sciences and human sciences, to be displayed in different settings, depending on the different exhibitions. They will be accompanied by the various acquisitions required for the different themes in question, particularly for developing sciences and techniques, Museum's fourth largest section. The objective is to improve exhibitions in a way as relevant and up-to-date as possible, by benefiting from a surface three times that of the present Museum.

The Confluence Museum is a part of the project to create a whole new district: **Lyon Confluence** (at the meeting point of the rivers Rhone and Saone). Dedicated to leisure activities – commercial or otherwise – this new urban setting will also be the link between the city and the Saone, and between the existing Perrache neighbourhood and its future extensions (See under the heading "2,000 years of history").



> Places of exception

The **Lyon National Opera** was for many years the first of its kind outside Paris, endowed with a National Symphony Orchestra and a ballet company. A centre of creation, of production of lyrical, musical and choreographic shows of national and international standing, it is considered to be one of the most dynamic operas due to its worldwide creations and the number of international tours it makes. It was initially built by the architects, Chenavard and Pollet who designed the imposing neo-classical building in 1830. A century later, in 1993, Jean Nouvel refurbished the whole building, keeping just the original outside walls and the entrance hall, and capping it all with a huge dome covering the dancers' training rooms. As a result, Lyon has been able to keep its opera right in the middle of the city, just opposite the City Hall, unlike most of the larger European cities who have to build their new opera houses on their outskirts in order to meet today's requirements. The dome on top of the opera, which glows red at night time depending on what is happening below in the auditorium, shelters vast dance rooms and a restaurant with a magnificent view of the City Hall and the Croix Rousse.

The **Lyon Auditorium** also has its own National Orchestra. Its inventive and varied programmes not only attract real music-lovers, but also the general public. Lunchtime "expresso" concerts, initiation sessions for children, as well as the cine-concerts in partnership with the Lumière Institute, the concert and football match seats in cooperation with the Olympique Lyonnais or even the "From One World to the Other" festival (music from the world over) are all as many original initiatives that add to the auditorium's cultural wealth.

Another emblematic Lyon institution, the "**Maison de la Danse**" – the house of dancing - and its director Guy Darmet, the instigator of the **Biennial Dance Festival (next edition in 2010)**, gives a good overall view of today's main tendencies in choreography.

Entirely refurbished, "**Les Celestins**", Lyon's city-centre theatre, mixes tradition and modernity. The building, included in the "extra list" of historic monuments in March 1997, has kept all the majesty of its original architecture, whilst offering today's comfort and technical qualities at the same time; it is a magnificent example of the Italian or proscenium style theatre.

La **Sucrière** (at the Confluence) is the main exhibition centre for the Modern Art Biennial Festival. A sugar warehouse in days gone by, the building is a part of the scheme to convert buildings in the Port Rambaud into areas open to the public.

Les **Substances**: an old barracks located on the banks of the river Saone, the "Substances" has been refurbished to become a laboratory for artistic creativity.

> Lyon Tourism and Conventions organizes guided tours of the Opera House and Celestins Theatre.

> 180 mural paintings in Lyon

The "Cité de la Création" and numerous other artists have added colour and lustre to the city with their talents as fresco painters. Besides the 25 murals that make up the Tony Garnier Urban Museum, the city has "trompe l'oeil" murals in every district: the "*Mur des Canuts*" – the silk-workers wall – in the Croix-Rousse, the *Mur des Lyonnais* – the famous Lyon people's wall - and the *Bibliothèque de la Cité* – the City Library – in the Presqu'île, the *Wall of the Cour des Loges* in Vieux-Lyon, etc.

Website : www.cite-creation.com

> Lyon Tourism and Conventions organizes guided tours to discover the main mural painting of the city (by bus).

> Guignol

Laurent Mourguet, a silk weaver, went through a difficult period at the dawn of the 19th century. Silk weavers did not have enough work, and unemployment was rife. To make ends meet, Mourguet became an itinerant salesman, even pulling teeth in the market square. After frequenting fairs and markets and rubbing shoulders with all manner of smooth talkers, he let his inner artist express himself and acquired a puppet theatre, where the character Punch helped him attract customers. Then, abandoning Punch, in fashion at the time, he created Guignol. Ever since then, the likeable character with a wooden head has taken the side of the simple folk, denouncing social injustice and needling the wealthy, the local authorities and the government alike with his irrepressible verve. His delicious accent, his rebellious spirit, his impertinence and his impetuous but good-natured side have made Guignol an endearing and very popular puppet.

Over the years, travel and export have made Guignol a living, universal symbol of the city of Lyon and an excellent ambassador thereof. Today, the Guignol theatre tradition is perpetuated in his native city at three permanent theatres:

- 'Guignol de Lyon', Compagnie des Zonzons (Vieux-Lyon)
- 'Guignol : un gone de Lyon', Daniel Streble company (Croix-Rousse)
- The 'Maison de Guignol' (Vieux-Lyon)
- The 'Véritable Guignol du Vieux-Lyon', Yvonne Moritz company (Tête d'Or park)

Guignol's historical origins are preciously guarded in the International Puppet Museum, one of the Gadagne Museums in 'Vieux-Lyon', scheduled to reopen when renovation is finished in June 2009.

Source: amisdeguignol.free.fr

The Guignol Theatre Museum in the town of Brindas (30 minutes from Lyon) is also worth a visit. It was created in January 2008 by a descendant of Laurent Mourguet : www.museetheatreguignol.fr

CITY OF LIGHTS

Lyon is a city of light: every evening stroller will notice the illuminations that show up the contours of the rivers and create haloes around the monumental facades of the Hôtel Dieu, the Lyon Stock Exchange, the Fine Arts Museum and the City Hall.

Lighting is an essential element in Lyon's urban design, which "brings out the best in architecture without distorting it". The city's geographical situation is well suited to illuminations, with its two hills (Fourvière and Croix Rousse) that offer so many points of view and its two rivers, the Rhone and the Saone, that never stop shimmering.

In Lyon, 325 sites and monuments are illuminated every night.

> The Lighting Plan

In 1989, Lyon was one of the first towns in France to set up a "lighting plan", which brought recognition to a real "Lyon school" of public lighting.

Initially, illuminations were mainly concentrated on the rivers and the city's most "visible" sites (universities, churches, cathedrals, main thoroughfares and bridges), before transforming the Lyon National Opera, just refurbished by Jean Nouvel, in the most original of ways. In association with Jean Nouvel, Yann Kersalé principally worked on the colour red, the symbol of life, contrasting with black, omnipresent inside the building. The glow coming from the dome, imagined to be the heart and lungs of the city, varies depending on the activities taking place inside the building.

Lyon is justifiably a city of light as it has been fostering special links with illuminations and public traditions since December 8th 1852, the date on which the people of Lyon spontaneously celebrated the Virgin Mary for the first time. For the last eight years, the city has pushed the event to the forefront of the international stage by making the **Festival of Lights** last for 4 days (**next edition: December 5^h – 8^h 2009**).

Recognised as an art and a technology in its own right, municipal public lighting is now exported to sites of exception throughout the world: The Hermitage Museum in Saint Petersburg, the Castillo del Moro in Havana and the Ho Chi Minh Ville Museum.

In 2001, a Lyon company, Prisme International Europe, won the contract for illuminating the *Sagrada Familia* in Barcelona. Last, but by no means least, the National School of Public Works was responsible for lighting the hall in the Louvre museum that plays host to the Mona Lisa.

In 2002, Lyon took the initiative of creating a "cities of light" network, **LUCI (Lighting Urban Community International)** which now includes about forty cities from Europe and the world over: Turin, Glasgow, Liege, Montreal, Shanghai, and Jericho to name but a few. At the heart of the network's reflections, lighting for safety and how to enhance historic buildings, but also how to use light as a vector for rehabilitating neighbourhoods and for social integration.

> Lyon Tourism and Conventions organizes guided tours to discover Lyon by night (by bus).

> The Festival of Lights (5-8 December 2009)

The Festival of Lights is the major annual event in the city of Lyon, and every year, tourists and Lyon residents alike look forward to it. The event attracts several million visitors to Lyon's illuminated streets. In 2008, projection equipment was set up in 70 different locations, using all sorts of new technology and new processes to give the city's historic buildings, streets and even hills a new dimension. It is a moment of pure joy for young and old, and an unparalleled spectacle on a city-wide scale.

The December 8th tradition

In 1852, the old square bell-tower of the then-demolished Chapel of Fourvière was rebuilt and a decision was taken to crown it with a statue of the Virgin Mary. The job of making the statue was entrusted to the sculptor FABISCH, director of the Fine Arts School. The date for its inauguration had been set for September 8th, the Feast of the Nativity, but the masterpiece was not finished in time...

So, the Cardinal de Bonald decided to postpone the ceremony until December 8th, the Feast of the Immaculate Conception (the dogma of which was to be announced two years later). In the morning, to the sound of bells and salvoes of artillery fire, the bell-tower and the statue received their solemn blessing from the hands of the Archbishop of Lyon and the programme of festivities was for the town to be lit up during the evening. But it rained heavily on the city all day long and the religious authorities thought it wiser to cancel the evening's celebrations.

However, the sky cleared at the beginning of the evening and, for the very first time, the people of Lyon spontaneously made the same gesture that they still make over a century later on every December 8th: they lined up thousands of small candles on their windowsills and balconies. At Fourvière, the expression of so much enthusiasm swept away any remaining hesitation and soon afterwards, the bell-tower and the Virgin Mary shined out in the night sky.

Since that time, the inhabitants of Lyon have spontaneously continued to light up their candles and put them on their windowsills at nightfall every December 8th.

The Festival of Lights in figures and images :

70 light projects throughout the whole city

3600€ : the cost of the energy used for the Festival
That is **0,1%** of the annual energy expense of the city

100% occupancy rate in all the hotels in Lyon

24,125 visitors welcomed at the Tourist Office during the Festival of Lights 2008,
that is **+58%** compared to 2007

1 visitor out of 3 is a foreigner* :

- 43% of French (out of the Rhone-Alps Region)
- 30% of foreigners
- 27% of Rhone-Alps dwellers

Where do the foreigners come from* ?

- Italy (34,8%)
- Switzerland (18,3%)
- Spain(8,3%)
- Germany (7,9%)
- Belgium (5,3%)

**Source : Lyon Tourism and Conventions*



See also the heading « A city in harmony with sustainable development ».

- > Lyon Tourism and Conventions organizes guided tours of the Festival of Lights.
- > Website of the Festival (available in English) : www.lumieres.lyon.fr

SILK, CREATION & SHOPPING

> Silk of the past

In 1536, King Francis I granted a monopoly in the silk trade to the city of Lyon. Lyon silk workers were skilled in all aspects of silk production, from silkworm breeding to spinning and weaving. Little by little, the industry became organised, with solidarity playing an important role in the formation of 'La Fabrique', which included silk traders, weavers and their apprentices and journeymen. Nevertheless, as early as 1744, weavers were prohibited from direct sale of the silk they produced. But silk weaving was not a trade that could be learnt quickly. The looms were very complex and required inventiveness and ingenuity. Hundreds of thousands of people earned their living from silk, and many died from it too, in the revolts of 1831 and 1834. By the end of the 18th century, few business sectors generated as much innovation-driven competition, technical revolution and changes in required skills (Jacquard loom) as the silk industry did. By the 19th century, Lyon, its inhabitants and its neighbourhoods (especially the Croix Rousse) were steeped in a silk trade that had been raised to a fine art and in the socio-professional system that accompanied it. In the middle of the century, silk's golden age, there were 100,000 silk looms in operation in Lyon, representing three-quarters of the economic activity of the city.

> Silk of the present

Over the years, a wide range of activities had to be carefully interwoven to organise industrial production of a luxury product, exported throughout the world. Heir to this industrial tradition requiring human skills, Lyon is eminently prepared to meet the challenges of the 21st century, even if other countries such as China and Italy have since joined in. On the strength of its assets and its local expertise, Lyon has naturally positioned itself in new materials – Kevlar®, carbon fibre, fibreglass and optical fibre to name a few – in high value-added products such as technical fabrics for the aerospace industry, national defence, telecommunications and in research into the silkworm genome. With 25,000 direct jobs, the region has become Europe's largest producer of these new products. Lastly, Lyon silk still predominates in haute couture, furniture and furnishings. Lyon's renowned textile tradition and its jealously guarded heritage, presented to thousands of tourists every year, have reaffirmed the city's position combining tradition and innovation.

Visitors can learn about Lyon's past and present savoir-faire in several locations:

Atelier de Soierie
33, rue Romarin
69001 Lyon
Tel: +33 (0)4 72 07 97 83

Silk printing workshop and boutique.

Soieries Saint-Georges
11 rue Mourguet
69005 Lyon

One of the last remaining weavers; demonstration and sale of fabric by the metre.

Maison des canuts
10-12 rue d'Ivry
69004 Lyon
Tel: +33 (0)4 78 28 62 04

Guided tours, demonstrations of traditional hand looms, boutique.

Association Soierie Vivante
21 rue Richan
69004 Lyon
Tel: +33 (0)4 78 27 17 13

Trimming workshop.

Today, numerous fashion designers have set up their workshops and boutiques on the slopes of the Croix Rousse, more especially in the Passage Thiaffait, which is the home of the Village of Creators. Lyon's dynamic atmosphere has inspired creators recognised for their talent throughout the world: Nathalie Chaize, Millésia-Nina Ricci, Max Chaoul, Marie Michaud Créations, Jean-Claude Trigon, Zilli, etc.

Lyon encourages creativeness through a large number of schools for apprentices and designers :

- Every year, **the University of Fashion** trains fifty or so students in professions related to fashion. An integral part of Lyon's public life, it publishes a Lyon fashion course and a diary of fashion, organises fashion parades and seminars and takes part in all the major events concerning fashion.
- Every year, the **ESMOD Lyon** organises a fashion parade for presenting the creations made by its student designers.
- On every first Tuesday of the month, the **Café de la Mode** proposes a theme, which is first presented and then thrown open to debate.
- Europe's historic birthplace for glass fibre weaving, Rhone-Alps is France's leading region in the textile industry. Numerous groups have decided to set themselves up in the region to profit from Lyon's expertise: Hexcel Fabrics, TTT (Tissus Techniques de Trévoux), Deveaux (dyed and terry fabrics), Lejaby (lingerie and underwear). The Atelier AS in Pierre Bénite (south of Lyon) makes Hermès scarves.

> Shopping: an easy-to-find pleasure in Lyon that is a part of our art of living !

Shopping areas

In the **Carré d'Or – the Square of Gold** -, you can find over 70 luxury brand names, in an area, ideal for a stroll, between the Place Bellecour and the Place des Cordeliers.

Built in the 19th century, the **Passage de l'Argue** (between the Rue de la République and the Rue Edouard Herriot), is a shopping area covered by a glass canopy, where today you can still find shops full of old-fashioned charm: hatters, cutlers, etc.

One of the most extensive pedestrian thoroughfares in Europe, crossing the whole Presqu'île from South to North, from the **Rue Victor Hugo** to the **Rue de la République**, it contains most of the franchised boutiques. Not far away, south of the Place Bellecour, the Rue Auguste Comte is the home of antique dealers and art and decor shops with about 100 boutiques, which all go to confirm the dynamics of artistic professions in Lyon.

On the left bank of the Rhone, the large shopping centre at the **Part-Dieu** gives you the opportunity of enjoying a visit to over 260 shops, or entertaining yourselves in one of the 14 cinemas and having something to eat or drink between two purchases.

Useful link for shopping in the centre of Lyon : www.tendancepresquile.org

Creations : the Village of Creators (located at the Passage Thiaffait)

For shoppers who love surprises, the village of creators in the Passage Thiaffait, on the slopes of the Croix Rousse, in the historic area of the silk-workers has become the meeting point for young creators or brand names who want to attest to their originality. They attract clientele looking for "one-off" clothes, delighted to escape from the standardisation of today's clothing ! www.passagethiaffait.fr

Antiques

There are almost 650 antique dealers in greater Lyon, most of whom are to be found around the Rue Auguste Comte or in the "Cité des Antiquaires".

The **Quartier Auguste Comte** is an association that has brought together the boutiques located in the Rue Auguste Comte and the Rue de la Charité, which are frequented by both private antique lovers and professionals. Every year, two major evening events are organised - the "Red Carpet" operation in winter and the "Green Carpet" in the spring, when antique dealers open up their shops for late night shopping along streets carpeted in red or green.

The **Cité des Antiquaires** (in Villeurbanne) is a place of contrast. Installed in a modern building, it presents antiques going from 17th, 18th and 19th century furniture to 1925 - 1950 applied arts, and of course jewellery, crockery, artefacts and paintings.

www.cite-antiquaires.fr

THE BIRTHPLACE OF CINEMA

The Lumière Brothers

In the 19th century, Antoine Lumière was a well-known photographer in Lyon and the surrounding area. His two sons were brought up in an atmosphere of research and development. So, it was only natural that Auguste and Louis Lumière devoted themselves to research and experimenting. Initially concentrating their efforts on their father's works, they discovered a number of new photographic processes. In this way, they considerably stimulated development of the family business. Their research led them to work in the very different fields from medicine to physics not forgetting acoustics.

In 1894, Antoine asked his sons to look more closely at animated pictures, a field in which foreign scientists such as Thomas Edison were already working...

And in 1895, the Lumière brothers registered their patent for the cinematograph. Using this first-ever camera, they filmed "Leaving the Lumière factory". The film was shown the same year in Paris, and, as a result, the Lyon brothers' invention of cinema became recognised throughout the world.

The Museum Lumière

Since its inauguration in June 2002, the Lumière museum has been offering visitors an aesthetic, scientific and historic trip around the invention of the cinematograph by Louis Lumière in 1895. The City of Lyon's collection of old apparatus, acquired in 2003, contains a number of important technical masterpieces. Amongst them, the so-called "N°1" Cinematograph, the one that showed the first ten films on the evening of December 28th 1895 in the Grand Café in Paris in front of 33 inquisitive people, who were to become the world's first cinema-goers.



NEW: Lyon launches its first film festival in 2009!

The films comprising the festival, from tributes to retrospectives, will be screened in movie houses throughout Greater Lyon from 13 to 18 October 2009. Each film and each screening will be introduced by a well-known figure in the film industry: a director, an actor or actress, a screenwriter, a technician or a producer. The greatest films in the history of the cinema presented by the biggest names in cinema today (see also 'Events 2009').

The visual arts in Villeurbanne

'Cinecitta' Lyon style is taking shape. On the former Moulins-de-Strasbourg industrial site, near the 'Gare de Villeurbanne' tramway stop, now stands the Pixel audio-visual centre, which inaugurated two new studios in February 2009: Lumière 1 and Lumière 2. These will complement Studio 24, which has been offering its technical platform to film-makers and TV stations since 2002.

Open-air cinema : a real tradition

From June to September, open-air cinemas invade the city, the Gallo-Roman theatres and the public parks. For its part, the Lumière Institute organises shows on the Place Ambroise Courtois (Lyon 8^e).

Education and training

In Lyon, the Lyon 2 Lumière University (86 rue Pasteur, 69007 Lyon) proposes a master's degree in cinematography. In fact, Lyon is still an important training centre for film industry professions thanks to its universities and technical schools.

WELL-BEING AND THRILLS

The name "Spa" is used to describe a place for relaxing and recovering your energy by using water and offering a care ritual inspired by oriental techniques. Born in the United States a number of years ago, the concept is developing rapidly in Europe and Lyon has not escaped from this rule.

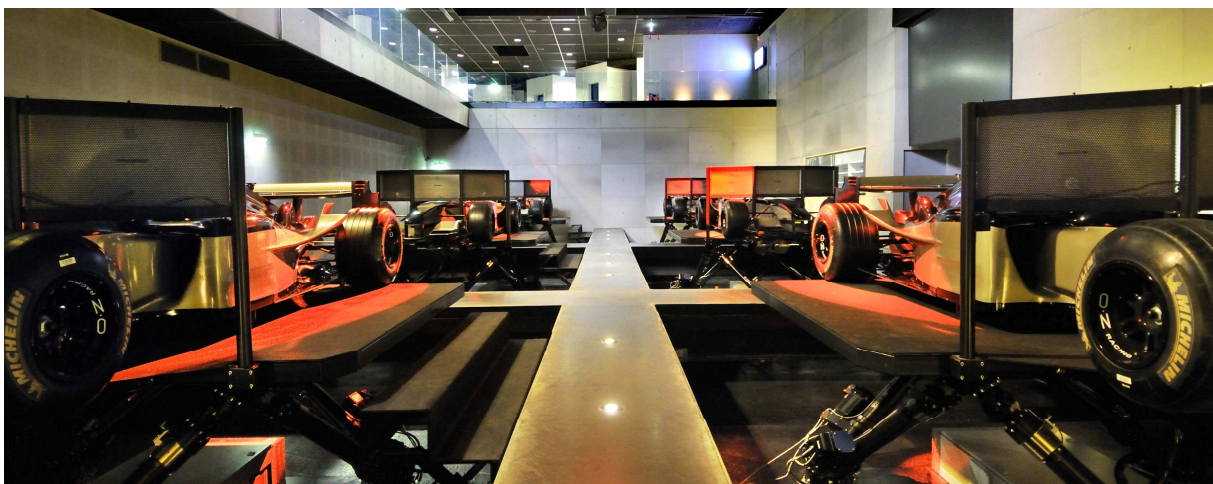


In 2004, one of Europe's largest urban spa centres saw the day in Lyon in the Lyon Metropole Hotel 4*: The **Espace Bien-être Lyon Plage**, which covers 2,500 m². This exceptional site on the banks of the Saone offers top-level, highly original services : indoor and outdoor swimming pools, hydrotherapy, oriental steam baths, saunas, relaxation room, personal care, weight training and fitness centres. It also offers an area reserved and devoted to children: the Baby Gym.

Opened in 2006, the **Pavillon de la Rotonde Hotel 5*** possesses a spa that combines beauty and comfort, in the midst of greenery in Charbonnières-les-Bains, just beside the Lyon Vert Casino.

In 2008, the **Cour des Loges Hotel 4*** opened its Spa « Pure Altitude » : two new treatment cabins offering Pure Altitude rituals are now available near the indoor swimming pool, with a contemporary ambience that still preserves the soul of the old stones. An occasion to treat yourself to a session of well-being, and enjoy the benefits of our numerous treatments over a weekend or a day. The sauna, hammam, fitness room and relaxation room all nestle within a verandah surrounded by greenery... The relaxation area provides a restorative break far away from the hurly-burly of the city.

The **I-Way** complex was also opened in 2008. Like no other site anywhere in the world, I-Way offers the visitor an experience that was previously inaccessible: driving a Formula 1, Rally or endurance/prototype car on a simulator against other drivers (see below). In addition to this activity, I-Way also offers a magnificent spa (photo opposite) with steam room, sauna, ice fountain and exfoliation/massage treatments, as well as a restaurant with a menu developed by a Michelin star chef.



SPORT & LEISURE

> Sport

The Olympique Lyonnais, seven times French Champion (from 2002 to 2008)

Since it was created in 1950, the Olympique Lyonnais football team has gone up through the ranks on a national level before attacking Europe. From its first title as Champion of Division 2 in 1951 to the recent Champions Trophy in 2004, via seven French Championship titles (from 2002 to 2008), Lyon's football team has succeeded in winning all the titles that exist in French football (Champion of France D1/L1, Champion of France D2, Champion's Trophy, League Cup and the French Cup in 2008). New titles continue to be added to Lyon's list.

www.olweb.fr

> Lyon Tourism and Conventions organizes guided tours of the Gerland Stadium.

The ASVEL Basketball Team

Deprived of titles for a number of seasons now, the Adecco ASVEL remains faithful to its past in its endeavours to return to the summits of French and European basketball. Full of respect for its history, but resolutely turned towards the future, the Adecco ASVEL team has also been honoured by being selected as a partner to the NBA for holding a game in the NBA Europe Live Tour 2006 and more especially a historic exhibition match in the Astroballe against the three-times NBA champions, the San Antonio Spurs.

In February 2009, Tony Parker, the French leader of the Antionio Spurs, bought 10% of the ASVEL's capital. He is willing to make the ASVEL the best Basketball team in Europe.

www.asvel.com

The LOU Rugby Club

The LOU Rugby club, Lyon Olympique Universitaire, is undeniably one of the oldest clubs to appear in the elite of French rugby. Champion of France in the Federal 1 division in 2002, the LOU Rugby club then went up to the Pro Division 2 of the French Championship. For its first season, the club came fifth, just one place away from the final phases of the championship. In 2004, the LOU Rugby team confirmed both its place and its ambitions by qualifying for the semi-finals of the French Pro D2 Championship. Even though it was beaten by Auch, the club succeeded in attaining its initial objectives: to do better than the previous season ... for the club's undisguised ambition is to build up in power without hurrying and become a solid long-lasting team capable of playing and keeping its place in the "Top 14".

www.lourugby.com

Lyon Tennis Grand Prix

Every year in the month of October, the Lyon Tennis Grand Prix attracts the world's leading tennis stars to the Gerland "Palais des Sports" for a Tournament in the ATP circuit.

www.gptennislyon.com

> Leisure Parks

Tête d'Or Park

The "Parc de la Tête d'Or" one of the most extensive and attractive urban parks in France.

Located on the banks of the Rhone, it covers 105 hectares. Vast romantic lawns alternate with groves of trees over a hundred years old, and the flower beds, partners to the beds of roses and peonies provide touches of colour and scent throughout the year.



Since the end of 2006, an **African Plain** has been adding an exotic look to the Parc de la Tête d'Or: it is a zoological reserve inhabited by about 130 animals (giraffes, zebra, antelopes, ostriches and other inhabitants of the "savannah" biotope), which forms a real living picture for the pleasure of young and old alike.

www.lyon.fr / www.zoo.lyon.fr

Fourvière Aventures

In the heart of the city, just a few minutes away from the Place Bellecour, this adventure park gives its visitors the opportunity of travelling from tree to tree using various different means of crossing: rope and monkey bridges, gangways, tunnels, etc. The crossings are organised in courses corresponding to different levels of capability, to be used by children from 4 years old upwards, sportsmen looking for sensations and families who want to take a trip together through the trees.

See also the heading « A city in harmony with sustainable development ».

www.fourviere-aventures.com

> Reduction offered with the Lyon City Card

City Aventure

Less than 10 minutes from the Place Bellecour, the City Aventure acrobatic treetop trail enables you to go from tree to tree in a mountaineering atmosphere in the heart of a hundred year old forest. City Aventure offers 7 trails accessible to all. Progressive difficulties for all tastes and a City Aventure exclusivity: a trail totally made up of rope bridges!

www.cityaventure.com

Other Parks:

Gerland
Lacroix-Laval
Parilly Miribel Jonage
Les Hauteurs et Jardins du Rosaire

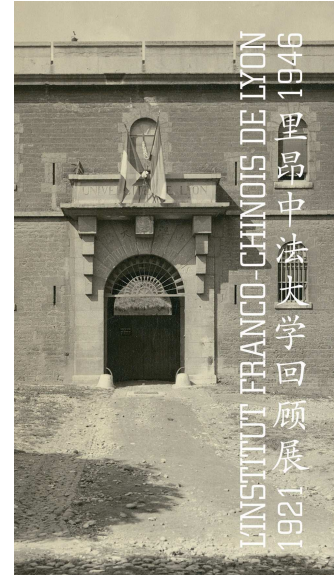
www.lyon.fr

UNUSUAL LYON

Lyon–China, a journey into the collective memory of two countries, presented by Lyon Tourism and Conventions, including an exhibit on the Franco-Chinese Institute of Lyon

Lyon Tourism and Conventions presents 'Lyon–China', a discovery trail including a remarkable permanent exhibit about a slice of history shared by the city of Lyon and the country of China. Assembled with the help of the Chinese archives of the Lyon Municipal Library, this journey into the collective memory of two civilisations is displayed in the premises that from 1921 until 1946 housed the Franco-Chinese Institute of Lyon, the only Chinese university that has ever existed outside of China.

Lyon's relationship with China dates to the 16th century, well before it was twinned with Canton in 1988, and has never been interrupted since. From 1921 until 1946 the Fort Saint Irénée in Lyon's 5th arrondissement, on the hill adjacent to Fourvière, housed the Franco-Chinese Institute, now a student residence owned by the 'CROUS', a public agency that provides services to university students. The Institute educated several generations of Chinese who studied in programmes of higher education in various Lyon schools before returning to China to become the country's new elite.



Incorporated into the University of Lyon, the Institute was the equivalent of the world's only extra-territorial Chinese university, whose mission was to close the cultural gap that separated China from the West by educating its students in Western culture and science.

Scholars and researchers can still access the original archives of the Franco-Chinese Institute, owned by the University of Lyon III and housed in the Lyon Municipal Library. These archives are indeed viewed regularly by Chinese visitors to Lyon, who discover, often emotionally, documents that exist nowhere else on earth.

Lyon–China offers tourists and anyone interested in the cultural heritage of Lyon an opportunity to explore a piece of shared history. The exhibit in the Fort Saint Irénée realises the potential of these unique Chinese archives and of the fort itself, one of Lyon's historical monuments and a venue that embodies the history of Lyon's ties to China.



Via this exhibit, Lyon Tourism and Conventions introduces visitors to the Franco-Chinese Institute, the life of Chinese students in Lyon between 1921 and 1946 and the ties between Lyon and China through the vicissitudes of history until this day. But Lyon–China also includes other sites in the city that have played a role in the relationship between the two countries, such as the Croix Rousse neighbourhood, which made Lyon the westernmost point on the Silk Road.

The Saint Jean Cathedral's astronomical clock **Guided tour available from Lyon Tourism and Conventions**

Lyon's astronomical clock is one of the oldest in the world. It is thought to have been installed in the Saint Jean Cathedral in 1383 and has been reconfigured several times since then. It is presented today as it was after its restoration in 1660. Located in the back of the church on the left, in the north transept, the clock's various dials indicate the date, the positions of the moon, sun and the earth and the rising times of stars in the Lyon sky. At noon, 2pm, 3pm and 4pm, visitors young and old can watch with glee as it comes to life, accompanied by a curious tune called 'Ode to Saint Jean'.

Guided tour by Lyon Tourism and Conventions
(as part of the Vieux-Lyon tour – Duration: 2 hours)
Information at www.lyon-france.com

The Loyasse cemetery, an out-of-the-ordinary, open-air museum... **Guided tour by Lyon Tourism and Conventions**

In former times, Lyon had no public cemetery. Each parish had its own, where people were buried in common graves. In 1804, an imperial decree organised cemeteries and graves throughout the country. In Lyon, Loyasse was the first city cemetery, intended to preserve the memory of each family rather than to proclaim individual glory. The visitor might find a moment to reflect in the shadow of a neo-classical temple, a pyramid or a walled family tomb. Long-term residents are as varied as Edouard Herriot, former mayor of Lyon, Nizier Anthelme Philippe, a 19th century healer, a group of jugglers and many renowned doctors.

Guided tour by Lyon Tourism and Conventions (Duration: 2 hours)
Information at www.lyon-france.com

The Substances

The Substances, composed of several remarkably beautiful buildings, now constitute a palette for contemporary artistic creation. The project to transform these former military barracks into an alternative cultural site was launched in 1997. This 22,000 sq. m. site, pleasantly located along the banks of the Saône, has been rehabilitated, in accordance with the buildings' initial architecture, and is now the setting for artistic creation and expression.

Address: 8 bis quai Saint-Vincent, Lyon 1st arrondissement.
Website: www.les-subs.com

The Saint-Bruno des Chartreux church baldachin **Guided tour by Lyon Tourism and Conventions (on request)**

First built at the end of the 16th century then expanded in the 18th century, the Saint-Bruno church belonged to the vast Chartreuse du Lys Saint-Esprit convent, which occupied a large portion of the southwest side of the hill. Under its octagonal dome, which dominates that same slope, stands a remarkable baldachin, made of four marble columns supporting a plaster-hardened fabric drapery. The imposing altar in polychromatic marble, designed by Soufflot, gives the décor its Baroque dimension.

Tours on request (Tel: 04 72 10 30 30)
Address: 58 Rue Pierre Dupont, Lyon 1st arrondissement.

Take the 'ficelle'

A city with two hills, Lyon embraced funicular railway technology early on, nicknaming it 'ficelles'. Of the five lines that were built in the 19th century, only two are still in operation today. They start in the Saint-Jean neighbourhood and climb the Fourvière hill. Five minutes is all you need to reach the top and the majestic Fourvière basilica with its commanding view of Lyon.

Saint-Jean metro station.

Tickets: €1.60 one-way - €2.20 return (within 2 hours).

Website: www.tcl.fr

Lyon's Eiffel tower?

The metallic tower next to the Fourvière basilica was not built by Gustave Eiffel but by an engineer named Jacques Buffaud in 1894, at the request of a certain Mr Gay, who had a panoramic restaurant just to the north of the basilica. Wishing to attract the numerous visitors expected at the World's Fair in the Tête d'Or park, Mr Gay decided to build an 80-meter metallic tower on the hill and put his restaurant on the first storey. The restaurant later closed and the tower was purchased by the French radio and TV authority in 1953 for use as a radio tower and later, for TV transmission.

Tours not available.

Address: 43 rue du Cardinal-Gellier, Lyon 5th arrondissement.

Recommendation for further reading (in French): *Lyon secret et insolite* (by Gérard Corneloup, Editions Les Beaux Jours, 2008.

EVENTS 2009

> Re-opening of the Gadagne Museums (June 2009)

After 10 years of restoration work, the Gadagne Museums will open their doors again in June 2009. Situated in the heart of the old 'Vieux-Lyon' district, a World Heritage Site, the Hôtel de Gadagne is a magnificent Renaissance structure containing two well-known museums unique to Lyon: the **Lyon Historical Museum and the International Puppet Museum**. Ten years and ingenious technical and architectural innovation were required to restore this architectural jewel and double the space devoted to the two museums (from 3,000 to 6,000 sq. m.), thanks to an investment of €30 million.



www.museegadagne.com

> 2009 Lyon Biennial of Contemporary Art

From 16th September 2009 to 3rd January 2010 (Preview 14-15 sept 2009)

4 venues : La Sucrière, the Bullukian Foundation, the Lyon Museum of Contemporary Art, the Textile Museum.

www.biennale-de-lyon.org/bac2009/angl/

> Lyon Film Festival (13-18 October 2009)

The films comprising the festival, from tributes to retrospectives, will be screened in movie houses throughout Greater Lyon from 13 to 18 October 2009. Each film and each screening will be introduced by a well-known figure in the film industry: a director, an actor or actress, a screenwriter, a technician or a producer. The greatest films in the history of the cinema presented by the biggest names in cinema today.

> 2009 Calendar

January

Print'Or - The jewellers' and clock-makers' exhibition (11-13 January 2009)
Voyage Musical d'Hiver (A Winter's Musical Trip, 24 and 25 January 2009)
SIRHA (International Hotel, Catering and Food Trade Exhibition, 24-28 January 2009)
Bocuse d'Or (27 and 28 January 2009)

February

Primevère – Ecology Exhibition (20-22 February 2009)
Wine Exhibition (27 February to 1st March 2009)

March

Spring of Poetry Festival (2-15 March 2009)
Mahana – Holiday and Travel Exhibition (6-8 March 2009)
Lyon International Fair (27 March to 06th April 2009)
Festival Quais du Polar (The Detective Story Festival, 27-29 March 2009)

April

Lyon-Charbonnières Car Rally (17 and 18 April 2009)
Vieux-Lyon Carnival (23-25 April 2009)
Lyon Marathon (Sunday 26 April 2009)

May

Absolute Gospel Festival
Vintage Fashion Market (30 and 31 May 2009)
Les Nuits Sonores – Electronic Music Festival (20-24 May 2009)
Salon Lumiville (The International Public Lighting Trade Fair, 26-28 May 2009)

June

Re-opening of the Gadagne Museums
Les Invités Festival in Villeurbanne
National Music Festival (21 June 2009)
« Tout l'monde dehors » Festival (Everybody out !) - 200 outdoor arts events taking place - entirely free of charge and open to all (22 June to 21 September 2009)
« Y Salsa Festival » on the Ile Barbe (26, 27, 28 June 2008)
The Fourvière Nights Festival – Concerts, plays and cinema in the Gallic-Roman Theatres (From June to August 2009)
Jazz à Vienne (Jazz Festival, 27 June to 10 July 2009)

July / August

The Fourvière Nights Festival – Concerts, plays and cinema in the Gallic-Roman Theatres (From June to August 2009)
« Tout l'monde dehors » Festival (Everybody out !) - 200 outdoor arts events taking place - entirely free of charge and open to all (22 June to 21 September 2009)

September

2009 Biennial of Contemporary Art (16 September 2009 to 3rd January 2010)
Internationa Festival of new generation cinema (22-26 September 2009)
Tupiniers du Vieux-Lyon – Pottery Market (12 and 13 September 2009)
Lyon Free VTT (12 and 13 September 2009)
Journées Européennes du Patrimoine : the National Monuments are freely open to the public (19 and 20 September 2009)

October

Lyon Festival of Cinema (1st edition : 13-18 October 2009)
Grand Prix de Tennis de Lyon (26 October to 1st November 2009)
Tapis Rouge (Antiques' district Festival, rue Auguste Comte, Lyon 2)
Salon EquitaLyon (Horse Show, 27 October to 1st November 2009)

November

Beaujolais Nouveau Day (Thursday 19th November 2009)
Lyon Baroque Music Festival in the Chapelle de la Trinité
Silk Market

December

PICTURES, « Movies n'Game » International Festival ((Video games and cinema, 1st edition)
Christmas Market on Place Carnot (last weekend of November to 24th December)
The Festival of Lights (5-8 December 2009)

All these events (and more) are detailed on www.lyon-france.com

LYON'S LARGE SCALE PROJETS

For many years the city of Lyon has heavily invested in ways to invigorate its urban quality and lifestyle. As a result, the start of the new millennium marked the beginning of a range of large scale projects. The objectives of these projects is to increase Lyon's economic activities, business and innovation, strengthen new technology networks and assure efficient transport methods within or beyond the inner city area. These developments corresponds to the wish of balance and stability, destined to maintain the current good quality of life in the metropolitan area, notably thanks to the city's lavish natural environments and culture and recreational facilities.

> The new Confluence District (2009-2012)

Located south of the "Presqu'île" (Peninsula), situated between the Rhône and Saône rivers, the Confluence district is a modern extension of the city of Lyon. This fluvial site which in the past was largely devoted to industries and transport, has slowly rediscovered the beauty of its riverbanks and natural surroundings. The area's under-going construction brings to light the exceptional natural environment and unique landscape that makes up the surrounding area. Once completed, the Confluence district will double the area of the city's urban centre, which is a rare achievement in Europe.

www.lyon-confluence.fr



The Confluence district in 2010

See also the heading « A city in harmony with sustainable development ».

> Tour Oxygène (2010)

A new landmark is making its way to the city. A **115 metre** tower (377 feet), made from glass and refined steel, which is to be erected in the Part Dieu area.

www.tour-oxygene.com



See also the heading « A city in harmony with sustainable development ».

> Tour Incity (2013)

Situated in the Part-Dieu area, near the famous "Halles de Lyon – Paul Bocuse" and by rue Garibaldi and Cours Lafayette, will soon stand the Incity Tower. By its proposed completion in 2012, this will be Lyon's 3rd tower after "Crayon" (Crédit Lyonnais Tower) and the Oxygène Tower.

This tower is set to be more or less twice the height of the city's Oxygène tower, boasting a height of 180 metres (590 feet) and will undoubtedly become Lyon's tallest building.

Lyon will soon have a sky-line, following the example of some of Europe's major business capitals! Another point worth mentioning is that Lyon's real estate industry is in full boom, investments have increased from €150 million in 2001 right up to €1.1 billion (Source : Cecim).

For the investors (who are 58% French and 37% European), Lyon will strengthen its reputation as being an affordable city, which has great potential in terms of land to create and develop large public operations (Confluent, Carré de soie, etc.). According to Cecim, **Lyon ranks as France's 2nd city for real estate investment**, behind Paris' La Défense, and is even at 5th position in terms of a European scale.

See also the heading « A city in harmony with sustainable development ».

> Hotel Projects (2009-2010)

Hotel facilities in the Great Lyon in 2009 :

	Capacity
4*and 5* Hotels	1,623 rooms
3* Hotels	3,311 rooms
2* Hotels	4,533 rooms
1*/0 Hotels	2,309 rooms
Total	11,776 rooms

Lyon : over 1500 new hotel rooms programmed by 2010 !

The 2007 assessment made by the business tourism monitoring body, piloted by the Convention Bureau, the business department of "Lyon Tourism and Conventions" reveals that, from numerous points of view, Lyon tourist activities have reached a turning point. Internationalisation and sustained growth in the professional meeting and seminar industry, together with the development of cultural events (The Festival of Light, the Dance Biennial, the Modern Art Biennial, etc.) require that new hotel facilities be opened, especially in terms of luxury accommodation.

Among the numerous projects that have been confirmed, a certain number consist of converting hospital buildings that have been left vacant. Real architectural jewels, these historic monuments also possess the particularity of offering a view over the city that is without compare... Amongst them, the old Debrousse hospital, which will be endowed with a 150-room, four-star hotel in 2011 and the Antiquaille, on the hill of Fourvière, which will play host to a four-star hotel as of 2012. A third luxury hotel is programmed in the northern part of the Hôtel-Dieu, along the newly-renovated banks of the Rhone, as a part of the Civil Hospices are moving out.

New hotels are also planned to be opening in totally renewed neighbourhoods such as the Confluence, the Part-Dieu and the Carré de soie. Two hotels are planned to open in the Confluence, the southern extension to the city-centre, by 2010: a five-star Columbus hotel with 110 rooms on the banks of the Saone, as well as a second three- or four-star hotel.

Besides these two hotels, the Confluence district will progressively become home to a museum, a leisure centre, a marina, restaurants, accommodation and offices between now and 2012. Rebuilding the district is the largest urban project in Europe.

In the Part-Dieu, France's second largest business centre, a two-star hotel with 314 rooms (Accor Group) will be opening soon, not far from the future Oxygène and Incity towers, Lyon's skyline of tomorrow.

On the eastern side of Greater Lyon, in the new Carré de Soie district, a three-star hotel is planned for 2011.

As for the Lyon-Saint Exupéry Airport, it will be home to a four-star hotel (NH Hoteles Group) with 245 rooms as of 2009.

All in all, the hotels under construction and identified projects will increase accommodation capacity from 11,600 to 12,700 rooms on a 2009-2010 horizon then to 13,200 by 2012, to which must also be added 2,900 apartment hotel rooms.



The future Columbus Hotel 5*
In the new Confluence District

> Lyon's Saint-Exupéry Airport : Aeronautical Development and 'Business Hub' (2009)

Lyon's Saint-Exupéry airport underwent heavy construction development in 2007, with no less than the opening of 15 new routes, amongst which is the launch of a regular Lyon to Moscow flight provided by TRANSAERO Airlines. This twice a week flight connection will inevitably strengthen economic and business relations of Lyon's city development with the eastern country and in turn will make Lyon a desirable tourist destination for a many Russian travellers.

In addition from April 2008, the Saint-Exupéry airport will become the Easyjet's 2nd french base (after Paris) and from 17th July 2008, a Lyon-New York transatlantic flight will be available.

The airport's development goes beyond aeronautical development projects, Saint-Exupéry airport additionally hopes to become a leading commercial real estate centre, within the next 15 years. Furthermore, by the same token a major development of the Lyon's metropolitan area, with its sight's set on international prospects.

It is in this perspective that on the 16th October 2007, the first brick of Lyon's Saint Exupéry's Business Hub was laid, it is being build in the heart of the airport grounds and doors will open in Autumn 2009. This development has been made possible following the €100 million investments made by private firms. It will also include a new 7 storey car park (€30 million) with a capacity of 2000 spaces, opening in 2008. The Business Hub will welcome on its 23 000 m² land, a 4* NH Hoteles (Spanish Hotel Group) and 9 000 m² office space divided between 3 buildings.

This project is a one of a kind, as it will be the first public/private partnership to take place at the Saint Exupéry area and on a national level, the first delegation of the public service.

Access to the Business Hub and indeed the airport will be made a lot easier by the many means of transport on offer. Lyon's Saint Exupéry airport along with Roissy is the only European airport that has a TGV train station that links 15 or more cities. This development will equally welcome the creation of countless jobs for the city's residents in 2009, thanks to the LESLYS tramway express service. As a result, Saint Exupéry will become the first french airport to be directly linked to the city centre (Part Dieu station in 25 minutes).

www.lyon.aeroport.fr

See also the heading « A city in harmony with sustainable development ».



The future « Business Hub» of Lyon-Saint Exupéry Airport

THE BUSINESS TOURISM INDUSTRY IN LYON

> The Convention Bureau

The Convention Bureau (created in 1986) is a department incorporated into Lyon Tourism and Conventions (new name for the Lyon Convention and Visitors Bureau). His objective is to commercialize and promote Lyon as a destination for business tourism.

The Convention Bureau comprises eight people, including four commercial staff, whose resources can be called upon for all its missions. Our teams aim at two customer targets: end customers (companies, associations, etc.), relays and intermediaries (event agencies and professional convention organisers).

All its services are free-of-charge, without any partiality, on the basis of customer specifications.

Mainly financed by Greater Lyon and a number of partnerships, the Convention Bureau works with almost a hundred member service providers. The Lyon Convention Bureau is probably one of the best-structured units in France.

The Convention Bureau handles over 300 dossiers per year and helps clients in the choice of local service providers to set up their events :

- > Free feasibility study of events (calls for tender sent to local providers) as per the customer's specifications.
- > Planning of the event in accordance with the customer's obligations and the timetable of events in the city of Lyon.
- > Help with drawing up the budget, selecting local suppliers and the most appropriate venues.
- > Setting up and promoting candidature files for events organised by international associations:
- > Drawing up of candidature files for the City for major events in the official language of the congress.
- > Reception of decision-makers for inspection visits.

> October 2008 : Lyon launches « Lyon Welcome Attitude »

In keeping with its traditional culture of partnership (e.g. the launch of the OnlyLyon brand in 2007), the Lyon metropolitan area recently launched a new initiative known as the 'Lyon Welcome Attitude' in collaboration with 10 partners, institutional organisations and professionals in the field of business tourism.

By focusing on the quality of the hospitality shown to conventioners and exhibitors, Lyon intends to become even more attractive in order to keep ahead of its competitors in other European cities and persuade major event organisers to hold their events here.



See next page

The action plan aims to address three key challenges in business tourism:

- Facilitate access and mobility by setting up Welcome Desks in stations and at the Lyon-Saint Exupéry airport, with event-specific signage and public announcements in rail and metro stations.
- Make visitors feel welcome by directing them upon arrival at the event to the Welcome / Info Desk and provide all of the help they need to fully benefit from their stay in Lyon. Other partners, especially hotels, restaurants and shopkeepers are mobilising so that their customers receive information and discounts for many of the area's attractions.
- Ensure that visitors feel they are important. Lyon rolls out the red carpet - literally and figuratively - in Part-Dieu station from the platform to the tramway taking them to the big trade shows. Greater Lyon also welcomes business tourists with a new campaign of welcome signs.

Though 'Lyon Welcome Attitude' will initially concentrate on business tourism aimed at the participants and exhibitors of trade shows in the Lyon area, the long-term aim of the partners in this initiative is much wider, reaching out to visitors of all kinds who come to Lyon.

Lyon Tourism and Conventions created the '**ONLY LYON EVENTS**' label in 2006 as one of the initiatives in the 'Lyon Welcome Attitude' programme. More than 100 Lyon restaurants, shops and other businesses are now partners in the initiative. The label's objective is to extend a special welcome to visitors and conventioners, by presenting them with an 'ONLY LYON EVENTS' bracelet or badge. This special ID gives them access to reductions, complementary cocktails in restaurants, and a 'VIP' welcome in participating hotels, shops and businesses. Businesses indicate that they take part in the programme by posting a clearly-visible sticker in their window. They are also listed in the guidebooks of Lyon Tourism and Conventions.

Ultimately, Lyon Welcome Attitude is to be extended to all visitors. To this end, Lyon Tourism and Conventions is developing the concept of '**ONLYLYON Helper and Greeter**'. Through the heightened awareness and contribution of Lyon residents, be they tourism professionals or volunteers, all visitors, regardless of their profile, will be able to receive a personalised welcome to Lyon. The programme will have a dedicated website that will take advantage of the opportunities offered by Web 2.0: it will be highly interactive and based on the sharing of experiences.

Websites : www.onlylyon.org, www.lyon-france.com and www.lyoncitygreeter.com

> Lyon Convention Centre

Address : Cité Internationale - 50, quai Charles de Gaulle - 69463 Lyon cedex 06
CEO : Antoine Perragin / Press Contact : Christelle Guillard
Tel. +33 (0)4 72 82 26 26
Email : info@ccc-lyon.com
Website : www.ccc-lyon.com

2006 marked the opening of an exceptional complex, designed by the Italian architect Renzo Piano, reserved for business tourism, conventions, international conferences and shows. Indeed, extension works have increased the capacity of Lyon's Convention Centre to over 25,000 m² (269,000 sq ft).

The jewel in the crown: a semi-circular Amphitheatre, with seating for 3,000, opening on to the stage and wings. There is no partitioning between the different parts (seating area, stage, wings, etc.) the idea being that it should be more like a stadium, or even a circus, than an Italian-style theatre.

Immersed in natural surroundings, between the Tête d'Or Park and the River Rhone, only 12 minutes from Part- Dieu TGV high-speed railway station (by the new C1 trolleybus) and 25 minutes from Lyon-Saint Exupéry airport, the Convention Centre is located in the Cité internationale district. On site: 500 rooms (1,000 nearby), restaurants, museum, casino, cinemas, 3 car parks... Hilton Lyon 4-star hotel, Concorde Cité 3-star hotel, Tempolim hotel residence.

This Convention Centre, or should we say "Convention City", is positioning even more strongly in Europe. Highly exacting professional organisers of major international conventions have been won over by the centre's infrastructure, particularly following its extension tailored to enable it to host large-scale events, with 3 amphitheatres seating 300, 900 and 3,000 delegates for plenary sessions, 6 forums with a total exhibition area of 8,400 m² (90,417 sq ft) and 26 fully equipped committee rooms.

See also the heading « A city in harmony with sustainable development ».

> Eurexpo, Lyon Convention and Exhibition Centre

Address: BP 190 – 69686 Chassieu Cedex
CEO : Anne-Marie Baezner / Press contact : Marion Vernay
Tel. : +33 (0)4 72 22 33 44
Email : eurexpo@eurexpo.com
Website : www.eurexpo.com

Eurexpo is a spacious and modern centre suitable for holding an event of any size set up in any way you like. Situated in the heart of the Rhône-Alpes region and only 30 minutes from Lyon city Centre, it is in an advantageous location.

Flanked by Bron airport, France's second business airport, and the Chassieu golf course, it is in the perfect setting to make a success of any type of event: exhibitions, congresses, conventions, gala dinners, product demonstrations, conferences, etc. The exhibition halls and meeting rooms can be adapted to suit events of any size.

Eurexpo combines space with a sense of service. 12 halls, all adjoining, on the same level and air-conditioned, 4 modular meeting rooms, 1 convention room, one outdoor exhibition area, a 4x4 vehicle track, 8 restaurants and 8 bars, 5,000 exhibitor car park spaces and 8,000 visitor car park spaces.

Wifi access free !

> Halle Tony Garnier

Address : 20 place Antonin Perrin – 69007 Lyon
CEO : Thierry Teodori
Tel. : +33 (0)4 72 76 85 85
Email : htg@halle-tony-garnier.com
Website : www.halle-tony-garnier.com

Tony Garnier Hall, remarkably renovated in 2000, offers a unique environment for events with a European dimension. This fully modulable, flexible venue provides multiple technical facilities in avant-garde surroundings where historical origins have been preserved.

The uninterrupted area of 182,920 sq.ft., all on one level, offers optimum conditions for prestigious events: concerts, shows, trade fairs, congresses, exhibitions, etc. The renown of Tony Garnier Hall has, today, spread far beyond the Rhône-Alpes region, as testified by each season's rich programme of events.

> Centre de Congrès l'Espace Tête d'Or

Address : 103 boulevard de Stalingrad - 69100 Villeurbanne
CEO : Olivier Muzas
Tel. : +33 (0)4 78 94 69 00
Email : infos@espacetetedor.com
Website : www.espacetetedor.com

The Espace Tête d'Or offers:

- > A pleasant environment: in the city, next to the Tête d'Or Park
- > An easy access: 5 minutes for the Part-Dieu TGV Station, linked to the motorway and to the Saint Exupery Airport
- > A multi-functional space and a convivial environment for all types of events (congresses, exhibitions, meetings, cocktails...)
- > Two free of charge car parks

Its main area of 2400 m² is perfectly convertible and offers multiple conference rooms on the same level (100 to 1,200 restaurant or demonstration places).

> In Lyon, everything is possible...

New uses for historical sites

Halles de Lyon – Paul Bocuse

It is possible to privatise all or part of this temple of French gastronomy, where the highest quality regional products are sold. This celebrated covered market is now called 'Les Halles de Lyon-Paul Bocuse', in tribute to the eponymous chef of chefs, the one who made the market famous throughout the world.

Chapelle de la Trinité

Ideally located in the 'Presqu'île' peninsula, the Chapelle de la Trinité, classified as an historical monument, is an unparalleled venue, where prestigious events take place against a splendid backdrop. The chapel is one of Lyon's most beautiful examples of Baroque architecture.

Palais du Commerce (the stock exchange)

Located in the heart of the city, the stock exchange building, now the Chamber of Commerce and Industry, dates to the Napoleon III period (1860). It offers nine restored halls with a capacity of 15 to 400 people, including the 'Corbeille' hall (400 people) and the 'Lumière' hall (100 people).

Partial privatisation of the rue Mercière



During the leading tourism trade fair 'Rendez-vous France 2008', held last year in Lyon, the rue Mercière was partially privatised for an evening, the first event of its kind. Each guest had a coupon that could be used in one or more of the many restaurants for which the street is famous. A company of performers – jugglers, musicians and magicians – mingled with the crowd during the introductory, outdoor cocktail hour.

Unique venues

Institut Lumière

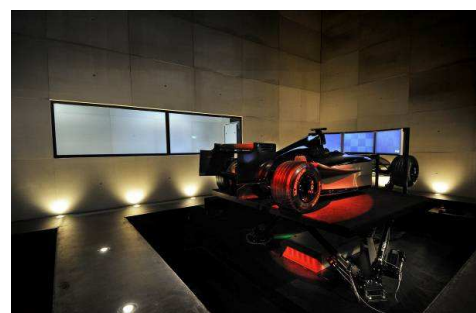
Covering more than 650 sq. m., the site of the first film houses a spacious reception hall and a comfortable projection room. The Lumière family mansion includes the Lumière Museum, its winter garden and another projection room. Special treats include rare collection pieces such as the Lumière brothers' 'cinématographe no.1', screenings of Lumière brothers' films, the first colour films (autochromes) and numerous unusual and interactive objects.

Château de Bagnols

A four-star luxury hotel located in the heart of the Beaujolais region, less than 30 kilometres from Lyon, this 13th century castle offers 21 apartments and six halls to accommodate your seminars and private lunches and dinners. Gastronomic restaurant with a Michelin star.

I-Way

A premium venue dedicated to automobile racing simulation. The technology reproduces exactly the sensations of the driver and puts the visitor into real auto racing situations. I-Way also has a wellness centre, a restaurant and bar, and two conference rooms. The space can be fully or partially reserved for a half-day, a full day or an evening, and devoted to bespoke events, such as motivational meetings, seminars and public relations sessions.



LYON, A CITY IN HARMONY WITH SUSTAINABLE DEVELOPMENT

> Alternative transport

Vélo'V: self-service bicycle stations

- 4,000 bicycles available throughout the city,
- 340 stations,
- Bike paths along the new tramway lines,
- 200 kilometres of additional bike paths by 2010.

Cyclopolitains: ecological taxis

Ecological and affordable (€1 per person and per kilometre), the cyclopolitain is a unique and pleasant way to get around in Lyon.

> Urban projects

Lyon wins an award for the banks of the Rhône and the quality of its lifestyle

On 26 November 2007, the city of Lyon received two awards in London during the international 'Liveable communities' competition:

- First prize in all size categories for 'Enhancement of the landscape', for the recently improved banks of the Rhône;
- Second prize, for a city with a population between 200,000 and 750,000, in the 'Whole Cities' quality of life award, after the city of Malmö (Sweden).

Of the 39 international cities in the competition, Lyon and Johannesburg were the only two to have won two prizes. Lyon was the first French city to participate and win an award in this competition.

The banks of the Rhône

The newly improved banks of the Rhône offer a new perspective on the city along their five-kilometre length, from the Tête d'Or park in the north to the Gerland district in the south.

These improvements also bring out what Gérard Collomb, Mayor of Lyon and Senator, has called 'a new urban philosophy, a peaceful, family atmosphere'. Pedestrians and alternative transport modes such as bicycles and skates have taken over a space previously devoted entirely to cars.

The left bank of the Rhône is the first phase of a network of sites that will put alternative transport first. The objective is to offer a real alternative to motorised transport by developing bike (and skate) paths and pedestrian zones.

The parking spaces that this new leisure area has supplanted have been partially replaced by a new underground car park with 1,100 spaces.

Lyon Confluence aims to become a benchmark in energy efficiency

The Lyon Confluence project has been planned with sustainable development in mind at every step of the way:

- 23% of housing units are subsidised 'social rentals';
- buildings and public spaces all constructed according to French 'High Environmental Quality' (HQE) standards;
- development of alternative transport modes;
- ground remediation.

In 2004 Lyon Confluence qualified for the European 'Concerto' programme, which supports investments favouring energy-efficient residential and office buildings. The European Union has allocated €3.5 million to the project. These funds are intended to cover the additional construction costs justified by energy savings or the use of renewable energy. Thus, energy needs will be reduced by 40% compared with current standards, with the gains deriving both from the building's bioclimatic design, and from insulation and ventilation. Eighty percent of energy requirements will derive from renewable sources, the most applicable being biomass and solar energy.



The Oxygen Tower

With its facades composed primarily of glass, 80% of the building's lighting will derive from natural sources. These same facades will be equipped with a sustainable 'double skin'. In the 11 centimetres separating the two panes, electric blinds will prevent heat loss, leading to lower energy consumption for heating purposes.

The Incity Tower (2013)

The tower has been specially designed to be "environmentally friendly and feature state of the art technology as it unearths the world of silk, in order to commemorate Lyon's rich history", announced its architects Jean Pistre and Albert Constantin who designed this 36 room and 40 000 m² feature for the real estate developer, Sogelym Steiner. A wind turbine on the roof ! The tower will produce up to 10% of its consumed energy thanks to its solar panels and new generation wind turbine to be installed on the roof. Lyon will soon have a sky-line, following the example of some of Europe's major business capitals !

> The Convention Centre and sustainable development

From design to construction, the Cité Internationale project was driven by sustainable development. The pavilions are covered with terracotta and glass. This 'double skin' of this bioclimatic architecture reduces energy usage by 25% and helps the buildings 'breathe', whilst respecting the existing environment.

The exhibition space and car parks are located under the buildings. At a depth of 19 metres, however, ground water seeps into the foundation. To turn this difficulty into a strength, a water system using thermo-refrigerating pumps was implemented. The water pumped in supplies 70% of the buildings' heating and air-conditioning needs and is also used to water the public areas.

See next page

The Convention Centre also has:

- ISO 14001 certified groundskeeping services;
- Photovoltaic panels supplying energy to the 3,000 seat amphitheatre;
- A state-of-the-art, articulated trolleybus (C1) that connects to or from the Part-Dieu railway station in 12 minutes. Innovative, silent and non-polluting, it can transport up to 110 passengers.

> The Festival of Lights and sustainable development

In the latest urban lighting plan, the sustainable development aspect has taken centre stage. From now on, urban lighting must be better and consume less. From this point of view, the Lyon Festival of Lights is exemplary, representing only 0.1% of the city's annual energy consumption for urban lighting.

Used for outlining buildings and showing off their beauty, light-emitting diodes (LEDs) are set to revolutionise public lighting. Regularly illuminated buildings are now equipped with LEDs during renovation work. Floodlights such as those that illuminate the Hôtel-Dieu or the Madonnas to be found in the corners of many Lyon buildings are being replaced with more efficient equipment. Incandescent lamps used to light these sculptures; now a diode-based lamp has been developed to replace them. These LEDs use only a tenth of the energy consumed by the older technology and last 20 times as long.

€3,500: the total energy bill for the Festival of Lights
Equals 0.1% of the city's annual energy consumption for public lighting

> The Lyon-Saint Exupéry airport

Lyon-Saint Exupéry is one of the airports that have invested most heavily in environmental protection, with a direct budget of €3.5 million. Its technological advances have been recognised nationally – it has won the national 'mobility prize' and was nominated for the 'décibel d'or' award in recognition of its low noise levels – and internationally, earning ISO 14001 certification and attracting foreign delegations from Montreal, Bilbao and Buenos Aires eager to use its initiatives as an example.

> Fourvière Aventures park*

Nearly 60% of French people have heard of sustainable development, but only 16% really know what it means. Taking its cue from this statistic, Fourvière Aventures, Lyon's urban adventure park, decided to help raise awareness and focus its activities on environmental protection and biodiversity, since the park is located in a wooded area. On 15 March 2008, a redesigned Fourvière Aventures opened its gates as a theme park dedicated to the environment and sustainable development. At the welcome station, high in the trees or on the ground, each stage is an opportunity to uncover the secrets of nature and sustainable development. Whilst waiting to suit up for the course, visitors can follow the adventures of Billy and Willy, an animated film intended to raise awareness about combining sports with respect for the natural environment. In the trees, they take a quiz and find the answers at the next station. Lastly, on the ground, group leaders and adventurers can see an exhibit on sustainable development illustrated with photos taken by Yann Arthus-Bertrand.

* Source: Rhône-Alpes Tourism

GETTING AROUND AND VISITING THE CITY

> Public Transport

With 4 metro lines, 2 funiculars (The "ficelle"), 3 tramway lines, over 100 bus lines, Lyon public transport criss-crosses all the different city-centre neighbourhoods as well as most of the Greater Lyon suburbs.

1 hour Ticket (for all): 1,60€ (trips on the whole network for one hour, cannot be used for return journeys)
2 hour Liberty Ticket (for all): 2,20€ (trips on the whole network for one hour, can be used for return journeys)
1 day Liberty Ticket (for all): 4,40€

Relay car parks are provided for leaving your car free of charge and then using the public transport network.

www.tcl.fr

> Vélo'V

Since May 19th 2005, Greater Lyon has made a fleet of self-service bicycles available to its inhabitants, called **Vélo'v**. Today, there is a fleet of 4,000 bicycles spread out over 340 pick-up and drop-off points in Lyon and Villeurbanne. Free of charge from 30 minutes to 1 hour, depending on the type of rental you choose, everyone can take a bike **to go from one place to another**, or keep it for a bit longer, for a modest sum. Simple, original and practical, it's a marvellous encouragement for using non-motorised forms of transport.



www.velov.grandlyon.com

> Lyon Grand Tour

Discover Lyon in a double-decker open-top bus that stops at all the city's strategic and tourist attractions. Use an audio-guide offering commentaries in 6 different languages throughout the trip. This is the Grand Tour of Lyon ! The bus lets you get on and off at every stop just as you want, to have time to visit museums and monuments.

> Reduction offered with the Lyon City Card : 13€ instead of 17€
> Tickets available at the Tourist Office and on www.lyon-france.com (Lyon Resa, Visits and Excursions, Pack LyonCityBus)

www.lyonlegrandtour.com

> Touristic Taxis

Combine business with pleasure with taxis that offer a rapid journey and a round-trip of Lyon! Specially trained, polyglot drivers (6 languages spoken in all) give commentaries on their circuit and propose suitable stops in Lyon "intra muros", and throughout the whole region as well... www.lyon-taxis-touristiques.com

> Visit the city and practice sport with Jogg'in city

Discover Lyon through a "sightjogging", a touristic jogging in the city, with Jogg'in City.

<http://www.joggincity.fr/>

> Tickets available at the Tourist Office and on www.lyon-france.com (Lyon Resa, Visits and Excursions, Pack LyonCityJog)

> The Cyclopolitains : green cabs !

Climb aboard and be driven where you want ! Cyclopolitain, is a taxi for the price of a bus! Cyclopolitain is the first new generation cycle company in France. These new types of electric tricycle, driven by young drivers, Cyclonauts, take you where you want **from 1€ per person upwards**. In principle, they use the cycle tracks, pedestrian streets (at low speed), but travel on normal streets as well. **Cyclotours**: you would like to do a round trip or (re)discover Lyon from an original point of view? Cyclotours give you the possibility of going through the city in a calm but unusual way in about twenty minutes.

www.cyclopolitain.com

> Autolib': a car when and where you need it

Lyon Parc Auto (LPA) had a good idea and created a novel concept: make cars available to people when they need them, for an hour or a few days, and free users from concern about anything except driving it. The system is flexible and economical. Cars can be reserved 24/7, by telephone or over the web, and picked up in the car park of the user's choice (22 stations in the city). The user pays only what s/he consumes.

www.autolib.fr

> 4 roues et sous un parapluie : enjoy Lyon in a 2 CV !

4 Roues sous 1 parapluie offers a series of original services aboard 2 CV with drivers, to individuals and groups. Our company tries to show the true French way of life. In a cosy atmosphere, inside the quirky convertible car, passengers (re)discover Lyon in a unique way, in the midst of foliage, steeples, sky and cobblestone.

www.4roues-sous-1parapluie.com

GETTING TO LYON

By road

In the centre of a motorway network over 1,000 km long, Lyon is less than one hour away from all the major towns in the region. Geneva can be reached in 1h30, Clermont-Ferrand or the Alps in 2h, Turin or Marseille in 3h, Paris in 4h or Barcelona in 6h.

From Paris (461 km), by the A6 motorway (via Mâcon and Villefranche) or the N6 or N7

From Nice (472 km) or Marseille (314 km), by the A7 motorway or the N7

From Chambéry (100 km), by the A43, and Grenoble (104 km), by the A48 and A43 or the N6

From Geneva (152 km), by the A40 and A42 or the N84

By train

With two stations in the city centre, **Part-Dieu** and **Perrache**, and a third at the Lyon Saint Exupery airport, the TGV high-speed train now places Lyon at the heart of Europe. 23 return journeys per day connect Lyon to Paris (1h55), and 15 to Marseille (1h40).

By air

The Saint Exupery airport (at 25 km from the city centre) covers 2 000 hectares, has 9,200 parking spaces, 3 terminals (including an EasyJet simplified Terminal), has flights to over 100 destinations throughout the world and was used by 8 million passengers in 2008.

In 2008, 14 new destinations were launched from Lyon Airport, among them : Bordeaux, Toulouse, Tozeur, Venice, Porto, Lisboa, Casablanca, Marrakech, New-York, Bastia...

Satobus shuttles provide regular services (every 20 or 30 min) between the airport and the Perrache and Part Dieu railway stations. Allow 30 to 50 min for the journey.

Beginning 2010, the new *Leslys* tramway line will link the Part-Dieu station to the Saint-Exupery Airport in 25 minutes with departures every 15 minutes during rush hours.

LYON TOURISM AND CONVENTIONS BUREAU : A JOURNEY INTO OUR LIVES

Lyon Tourist Office
Place Bellecour, 2nd arrondissement
Tel : +33 (0)4 72 77 69 69
Lyon Resa : +33 (0)4 72 77 72 50
www.lyon-france.com



For 1, 2 or 3 days...and the city is in the palm of your hands !

Choose your card : 1, 2 or 3 days, starting from 19 Euros...

With the **LYONCITYCARD** you enjoy unlimited access to all the public transit in the city, free entrance to over 20 museums and temporary exhibitions and lots of shopping discounts.

Take a free ride with **LYONCITYTOURS** accompanied by professional guides from Lyon Tourism & Conventions and relax on one of LYONCITYBOAT'S daily cruises on the Saône and Rhône.

Price :

LCC 1 day: 19€ (junior version* -50%)
LCC 2 days: 29€ (junior version* -50%)
LCC 3 days: 39€ (junior version* -50%)

LCC Practical Guide supplied.

**Junior = 4-18 years old. Reduced prices for students.*

> LYONRESA

Looking for a week-end trip in a European city?

For a short break in France?

For a trip in a Unesco heritage place?

For a week-end destination?

For a weekend to discover Lyon?

PACK LYON WONDER WEEKENDS :

For great week-ends snap up our super deals : free breakfasts and 50% off 2nd night !

Thematics Packs (progressively online in 2009) :

PACK ONLYLYON

Enjoy Lyon as you please... Choose your Hotel, restaurants, activities...

PACK ONLYYOU

Lyon for lovers, Enjoy a special moment together !

PACK ONLYSHOPPING

Discover the heritage of the silk industry and enjoy shopping in Lyon !

PACK ONLYPARTY

Lyon by night : Lounge Bars, concert barges, gayfriendly clubs... Get the Lyon's fever !

PACK ONLYDELICE

The French capital of gastronomy has much to offer, from the starred restaurants to the « bouchon », bon appetit...

PACK ONLYART

Culture is very important in Lyon... All year long, you will find an exhibition worth coming over ! In addition to the unique museums of the city such as the Lumiere Museum (cinema) or the Textile Museum...

PACK ONLYSPORT&SPA

Enjoy relax stay and well-being in Lyon !

PACK ONLYBUSINESS

You come for a business trip ? Book your accomodation and activities, for you and your team.

Book online : www.lyon-france.com (Lyon Resa > Weekends and stays)

Or by telephone : +33 (0)4 72 77 72 50

> Guided tours

The Tourist Office Guided Visits Service offers **visits on specific themes throughout the year** :

Renaissance Vieux-Lyon and its "traboules"
Down the hillsides of the Croix-Rousse to a silk-printing workshop
City Lights, the enchantment of Lyon By Night
From silk yarn to decorative arts
Jean Nouvel's Opera of Lyon
Behind the scenes in the Theatre des Célestins
Gerland, ground trodden by a mythical team
The Silk weavers' daily life, seen through the workshops and traboules of the Croix-Rousse
The history of Lyon, "trompe l'œil" murals
The history of Lyon from Fourvière to the river Saone
Lyon in the 18th century, the charm of its town houses
A marvel of Baroque art: the church of St Bruno des Chartreux

Normal price: 9€ or 12€ depending on the visit

Reduced price (from 8 to 18 years old and students): 5€

Free-of-charge for children under 8

Average length of visit: 2 hours

Reservation required. Contact 04 72 77 69 69 or the Tourist Office, Place Bellecour, Lyon 2^{ème}

The Tourist Office also offers **visits with audio-guides (MP3)** in several languages.

**Further information on www.lyon-france.com
(Things to do > Discover Lyon > Visits and tours of Lyon)**

> Contacts

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Promotion Department

Leisure tourism

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Partner of Lyon Tourism and Conventions