

DEAUVILLE PRESS RELEASE



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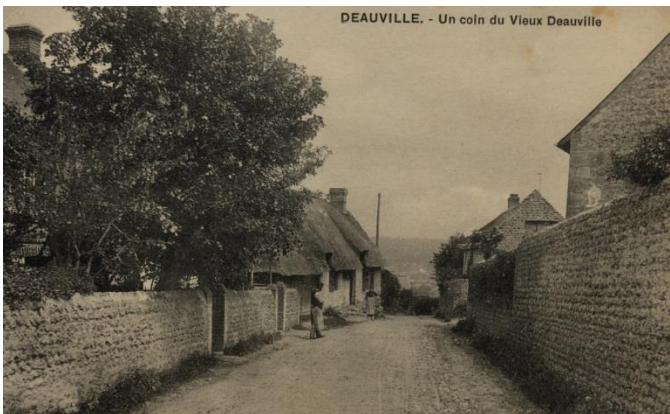
Experiencing Deauville is walking along the Planches with the sea for a garden, discovering its architecture which blends the extravagance of the Second Empire, the golden age of Anglo-Norman design and the striking buildings of the 1890s, an architecture which is explained, protected and valued, in a resort where everything is accessible on foot or by bicycle. It is playing golf in the heart of Normandy, setting sail on the Estuary which inspired Dufy, witnessing the unforgettable spectacle of a horse race. It is attending a concert at the Casino's proscenium theatre, discovering the new talents of American film, seeing the works of artists inspired by the light and atmosphere of the town. It is wandering round the market, to discover the cellar of a Calvados producer, tasting the excellent local specialities, or simply doing nothing but daydreaming on the beach.

Experiencing Deauville is starting out with no fixed ideas. Touching a territory that is far removed from the clichés. An identity and creativity continually renewed and accessible.

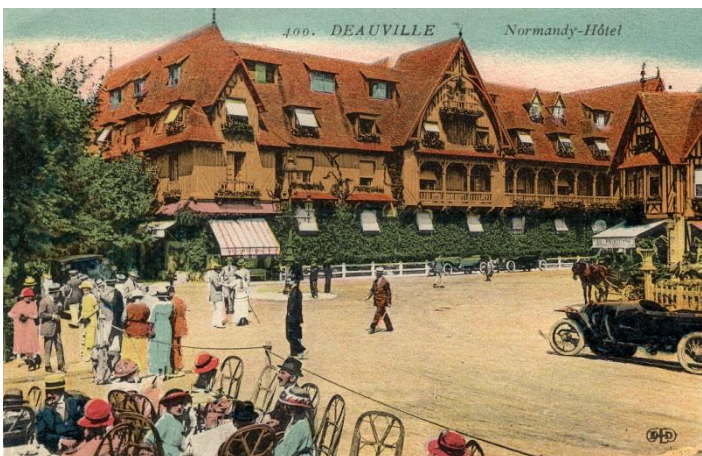
From the marshes to the kingdom of elegance

From the little village on the hillside to the famous seaside resort, Deauville has seen a meteoric rise. No ordinary host, the town has, over the years, succeeded in adapting to an evolving tourism market, by developing its welcome and leisure infrastructure. Its ongoing commitment to increasing its attractiveness, the respect for its environment, the promotion and preservation of its heritage and its accessibility by all means of transport make it a place of choice on the tourism map. Below is a potted history.

1860



Mont-Canisy, where it all began... Back then, a little village on a hillside dominated below the marshes. The arrival of the Duke of Morny is to change the face of the commune forever. Napoleon III's half-brother, a society man and financier, Morny takes the crazy gamble of buying the marshes at the foot of the hillside and draining them to build an ideal seaside resort on the site. In four years, from 1860 to 1864, Morny brings Deauville to life. With villas, a racecourse, railway line and marina, it becomes the elegant resort of the Parisian aristocracy.



1912

After the fall of the Second Empire, Mayor Désiré le Hoc breathes new life into the resort, with the aid of Eugène Cornuché at the helm of the *Société des Hôtels et Casinos de Deauville*. Cornuché has the casino built, along with the prestigious Hôtel Normandy and Hôtel Royal.

1920



Following the First World War, the Paris smart set of the Roaring Twenties flocks to Deauville's promenade, the *Planches*, laid in 1923. The Deauville-Clairefontaine racecourse (1928) and the airport (1931) are built, yachting activities develop, being added to the resort's traditional activities (tennis, horse riding, polo, racing, casino), and a third luxury hotel is erected: the Hôtel du Golf, with its 27-hole course.

1945

Within two years, the resort regains its pre-war prestige. Its hotels, races, tennis, polo and pigeon-shooting are all fully subscribed for the 1947 season. In 1950, François André launches a Polo Gold Cup, hoping to make it one of the world's top tournaments.

1960

Catering for the demands of a wider French and international clientele, Deauville develops its seafront with leisure facilities and green spaces, builds a balneotherapy centre and a sea-water swimming pool (1966), and opens a second marina (1972).



1975

A summer destination *par excellence*, with its racecourses, beach and casino, Deauville wishes to become a resort with all-year-round appeal. Turning its attention to new horizons, it launches its first American Film Festival in 1975. Since then, events have become a major part of its development strategy.

1992



The town builds a monumental convention centre, the *Centre International de Deauville*, opening Deauville up to business tourism. It is here that major international cultural and economic events take place each year.

2000

On the initiative of mayor Philippe Augier, Deauville increases the number of cultural events, with a view to guaranteeing tourism all year round and enhancing the town's appeal, through the creation of a rich and varied cultural season, the *Saison Culturelle* (1997), the Asian Film Festival (1999), the *Livres & Musiques* literary festival (2001) and the *Planche(s) Contact* photographic festival (2010).

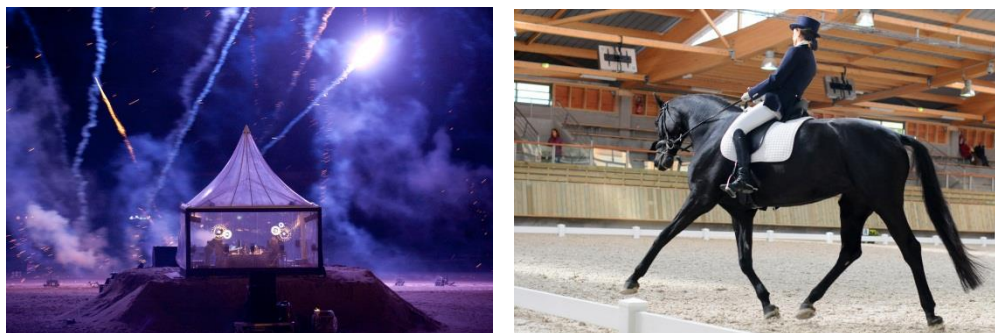


2005

Deauville is known above all for its rich natural and built heritage, thanks to a wide variety of architectural styles. In order to protect what has given the town its personality, an Architectural, Urban and Landscape Heritage Protection Area (ZPPAUP) is created to preserve and promote 555 buildings, testaments to the resort's seaside architecture.



2010



Deauville is 150 years old. With the involvement of local actors and residents, the town celebrates its anniversary every day throughout the year, with 490 events aimed at discovering a different Deauville. In 2011, the celebrations continue with the 1100th anniversary of Normandy. The town also opens its *Pôle International du Cheval*. Equipped with cutting-edge facilities, this equestrian centre offers equestrian training and hosts competitions, taking still further the town's commitment to the animal which symbolises it.

By 2015

Deauville is redeveloping its seafront at Presqu'île de la Touques. A new district will come into being around the Morny Basin, with housing, shops and economic activities. Thanks to a new wooded setting, the resort will breathe through a new green lung.

Deauville the muse

Over the centuries, Deauville has forged both its history and its personality. With a unique style to which it alone holds the secret, at times extravagant, yet always accessible, Deauville seduces by its nature and casualness. True to this image, it produces and also inspires the curiosity of artists from all spheres. Film set, writer's muse, inspiration for composers and choreographers, painter's model, Deauville nourishes works of art. And has contributed to the artistic life of an entire century. Today that creative spirit inspires in Deauville an open cultural policy giving priority to discovery, sharing and learning.

Any figures who have marked the history of Deauville

Literature



Gustave Flaubert stayed regularly in Deauville at his parents' farm, on the site of what is today Villa Strassburger.

Guillaume Apollinaire stayed in Deauville in 1914, where he wrote a series of articles for the newspaper *Comoedia*. His sojourn provided him with inspiration and material for poems published in *Calligrammes*, a novella and an unfinished novel.

The same year, **Sacha Guitry** stayed at

the Hôtel Royal, as **Colette** in August 1952 and July 1953.

Françoise Sagan won enough at Deauville casino to buy herself a dream house.

Painting



Inspired by its unique light, several generations of painters have succeeded one another in Deauville since its founding. A precursor of Impressionism, **Eugène Boudin** had a house built here in 1884. In his canvases, he sought to transcribe the fleetingness of the light, the changing skies, the substance of the

clouds and the inconstancy of the sea.

Born in Le Havre, **Raoul Dufy**, mad about colours, offers an optimistic view of life through his paintings. The world of horse-racing and yachting inspired many of his works.

An emblematic painter of the Roaring Twenties and of Deauville society life, **Kees Van Dongen** described and immortalised the personalities of high society.

In the genre of caricature, which saw its heyday between the wars, **Sem** held a special place. A press illustrator, he was well connected in Parisian society, which he followed and sketched on his travels between Paris, Monte Carlo and Deauville.

Fashion

Attracted to Deauville by her lover Boy Capel, a rider and businessman, **Coco Chanel** opened a boutique here in 1913. She introduced attractive, practical, laid-back clothing ranges; an androgynous fashion which found its inspiration on the racecourses, golf courses, tennis courts, beach and yachts.

In 1924, **Jean Patou**, a precursor of sportswear, opened in Deauville a beachwear boutique, *Costumes de Bain et Plage*, alongside some twenty other luxury boutiques including the likes of Van Cleef & Arpels.

In that tradition, the town rejoiced at the arrival in 1976 of quite a special inhabitant, **Yves Saint-Laurent**. In 1966, Saint-Laurent designed the first ladies' dinner jacket, which was probably worn at Deauville's soirees. Far from society life, the fashion designer liked to unwind at Château Gabriel in Benerville, to draw and indulge his passion for decorating and horticulture. A recognised patron, in 1977 he funded part of the restoration of Deauville's church of Saint-Laurent.



Cinema



Deauville between 1956 and 1974, making some of his films there. **Michael Douglas** met his wife **Catherine Zeta-Jones** at the American Film Festival in 1999.

No fewer than fifty films have been made in Deauville.

Cinema has been inextricably linked to Deauville, and vice versa, ever since **Claude Lelouch's** legendary film *Un homme et une femme* (A Man and a Woman) put the spotlight on the town, winning the *Palme d'Or* in Cannes in 1966.

Since the creation of the **American Film Festival** and **Asian Film Festival**, many tributes have been paid in Deauville to figures of the film world. Their names are engraved each year on the



seafront promenade (the *Planches*), for the former, and on one of the walls of the Place du Marché (the *Murmure Asiatique*), for the latter. And also **Rita Hayworth** stayed regularly in Deauville with her husband, Prince Aly Khan. **Jean Gabin** lived in



Dance



In 1912, the opening night of Deauville's Théâtre du Casino was entrusted to **Serge Diaghilev**, manager of Chaliapin and the Ballets Russes. That night, **Nijinsky** danced *Le Spectre de la Rose*.

Isadora Duncan took refuge in Deauville in the summer of 1914. She stayed only a few months, becoming a nurse for repatriated injured soldiers at the Casino converted into a hospital.

In 1948, nine choreographic evenings were put on by **Roland Petit**, who had just founded his own company, *Les Ballets de Paris*.

From 1949 to 1961, the **Grand Ballet du Marquis de Cuevas** gave a dozen summer performances each year. Soloists Rosella Hightower, George Skibine and Serge Golovine put on choreographies by Petipa, Fokine, Massine, Balanchine and Nijinsky. Its final season, in 1961, saw the first appearance of Rudolf Nureyev.

Photography



As early as 1906, **Jacques Henri Lartigue** photographed the events and society life of Deauville.

From 1919, the **Séeberger brothers** went regularly to Deauville at the request of fashion designers, to immortalise, in this Mecca of elegance, women wearing clothes by Paul Poiret, Jean Patou, Chanel or Madeleine Vionnet. Fashion photography also attracted to Deauville beach, and its bathing cabins, the likes of **Jean-Loup Sieff**, **Guy Bourdin** and **Peter Lindberg**.

In 1951 and 1952, **Robert Capa** immortalised the races, the Bar du Soleil and the wild Deauville nightlife.

In 1963, **Robert Doisneau** did an advertising campaign for Kodak, taking advantage of the opportunity to photograph the races.

Magnum photographers came to Deauville on a number of occasions: Leonard Freed in 1964, **Bruno Barbey** in 1966, **Sarah Moon** in 1970 and **Henri Cartier-Bresson** in 1973.

In 1980, **John Batho** shot on Deauville beach his famous parasol series, in square format, on Fresson paper.

Deauville born from the sand and the sea

Deauville has always loved the sound of waves, the cry of seagulls and the shape of sails swollen by the wind. There is something for everyone to do here to relax or to experience the sea in a different way, from sand-sailing to a catamaran trip, or simply sitting in a deckchair gazing at the sea.

A legendary beach



Its boardwalk of azobé (an exotic, rot-proof wood), its symbolic multi-coloured parasols with their deckchairs, its cabins with the names of Hollywood stars... Deauville's 1400 metre-long beach is worth the detour in itself. Even today, it is easy to imagine the Paris smart set of the Roaring Twenties gathering on these 653 metres of promenade parallel to the sea, laid in 1923. Backing onto the promenade, the *Bains Pompéiens* (Pompeian Baths) are a veritable work of modernist architecture not to be missed. Beach cabins can be hired for the day. To complete the feeling of well-being, a

thalassotherapy centre/spa offers sea-water-based treatments. Zenness guaranteed!

A sea-water swimming pool



Deauville loves the sea so much that it even captures the precious salty liquid to fill its majestic Olympic swimming pool. The water of the 50-metre pool is pumped in from the sea and heated to 28° C. Completely refurbished in 2006, the very modern-looking pool catches the sun and the daylight under its great vault, for the enjoyment of young and old alike.

A fitness trail

After a dip, it is time to make the most of the sea air on the fitness trail or in the children's play area, both on the reclaimed stretch of land along the seafront known as the *lais de mer*. This area between town and sea appeared during the winter of 1874-75, when a heavy storm washed a bank of pebbles up onto the shore. Year after year, the sand covered it, forming the *lais de mer*. In the 1960s, when Deauville saw rapid growth, it felt the need to develop this broad seafront, putting in place sports and leisure facilities and, a few years later, the convention centre.

Yachting

The second-largest port in Lower Normandy after Cherbourg, and the largest in Calvados, Deauville has 1 250 moorings split between two marinas, the municipal Port Morny and the privately owned Port Deauville. The former is the main harbour. Built in 1866, it enabled the resort to develop yachting. Meanwhile, Port Deauville, spanning more than ten hectares, presents a size advantage: it is accessible 16 hours a day, whereas its elder sister has gate-opening times limited to five hours due to the tides.

More than just a port, Deauville is also home to the

Deauville Yacht Club, which has livened up and brought dynamism to its waters for over a century with its regattas. Regional, national and international crews battle it out on the waves of the Baie de Seine, following the example of competitors in the French International Dragon Open, which allows Deauville to renew its ties with the yachting tradition each year. The club has a sailing school which offers improvers and beginners sailing tuition for all. Watersports are also available to all at the *Centre Nautique*: sailing, catamaran or land-yachting, the *Centre Nautique*'s training centre is open from April to October.



Seaside architecture

Ever since its founding, Deauville has enriched its heritage. When you wander round the resort, villas, manors and other extraordinary buildings rise up before you, presenting a wide variety of architectural styles. This multiplicity of references, together with dominant characteristics, often repeated, have forged the personality of the town. Among these styles, two decorative elements are particularly representative of Norman architecture: chequered lower walls and timber frames. To preserve and promote these buildings which are there just waiting to be discovered, in 2005 the town created an Architectural, Urban and Landscape Heritage Protection Area (ZPPAUP), covering no less than 555 buildings. Look around you: Deauville is a veritable open-air museum!

Any examples of architectural styles :



Villa Strassburger

(1, Avenue Strassburger)

The jewel in Deauville's heritage crown, Villa Strassburger and its apple orchard are perched behind Deauville-La Touques racecourse. Built in 1907, the house belonged to the Strassburger family. Representative of Norman regionalism, it is a listed building for its half-timbered façades, chequered brickwork and roofs.



Villa Le Cercle

(1, Rue Jacques Le Marois)

Nestled between the casino and the Hôtel Royal, Villa Le Cercle was built in 1873. The building is characteristic of Second Empire style for the great simplicity of its walls and ornaments, and also for its brick façades trimmed in stone, its busts, niches and pilasters. When it was built, it was a meeting place for owners of racing stables.

The sea baths

(Place Claude Lelouch)



Deauville presents a number of Art Deco masterpieces of a deliberately modern bent: in 1924, the outstanding sea baths were built on the promenade, together with the Pompeian baths. This work by architect Charles Adda, with its porticoes, passages and baths, was resolutely modernist for the time. The quite low, single-volume structures are built of plastered concrete and covered in mosaics.



Villa Les Abeilles

(9, Boulevard Cornuché)

This house was let to André Citroën in the 1930s. It was dressmaker Irène Paquin who had it built. She gave architect Auguste Bluysen carte blanche. Les Abeilles proved a resounding success in the architectural journals of the time (1910). Its Norman references (roof finials, flat tiles, etc.) blend with Art Nouveau elements such as curved timber frames. The design of the staircase tower lit from above expresses its vocation in realistic fashion.



The grand hotels

(Boulevard Cornuché)

With its three courtyards overlooking the sea, the town and the casino, the Hôtel Normandy was opened on 1st of July 1912. It was presented at the time as 'the world's finest hotel' by columnists. Its architect, Théo Petit, then explained how he had chosen to combine in this 'Anglo-Norman cottage' 'all the extravagances of a luxury holiday resort'. It became the emblematic building of Norman regionalism in Deauville. Its garden planted with apple trees completes the picture. Théo Petit then teamed up with Georges

Wybo to design the Hôtel Royal, a grand edifice whose 400 rooms came in response to the resort's success. The design of the interior was intended to be an absolute model of luxury and comfort in a Directoire style. Built in ten months, it was opened in July 1913, in the presence of a large number of personalities. Since then, countless stars have stayed at these two five-star hotels.



Hôtel du Golf

(Mont-Canisy)

Set on the summit of Mont-Canisy, this hotel built in 1927 is surrounded by a golf course including on 18-hole and one 9-hole course. Its chequered facing at ground-floor level and false half-timbering with simple motifs on the upper walls and roof evoke the Norman style. The bar and entrance hall have preserved part of their original decoration.

The casino

(Boulevard Cornuché)



Built in 1912, the Casino Barrière de Deauville is an institution of the resort's nightlife, with its slot machines, banking games, reception rooms, cinema and nightclub. Inside, its proscenium theatre – inspired by the Versailles opera house – was designed from the outset to offer a quality arts programme to extend 'the great Paris season'. A whole host of shows and concerts are put on here all year round.

Also not to be missed

Unclassifiable, yet not to be missed if you want to understand Deauville, these sites also contribute to making it a unique seaside resort.

Place Claude Lelouch



The story of Deauville and Claude Lelouch begins in 1965. Getting away from Paris, he finds himself on Deauville beach. There he sees a woman and child walking on the beach early in the morning. That's it; Claude Lelouch has his story: a love story. The film came out in 1966 and soon won awards: the Palme d'Or in Cannes, two Oscars and 47 international awards. It made Claude Lelouch one of France's leading film directors, and Deauville an eternal meeting place for lovers and romantics.

To celebrate the 40th anniversary of this touching story, in 2006, Deauville paid a tribute to Lelouch during the American Film Festival. A 'Place Claude Lelouch' was unveiled on the seafront, in the presence of the director and actors of the film. The square is the exact spot where the Mustang driven by Jean-Louis Trintignant pulls over when he sees Anouk Aimée on the beach and signals to her with his headlights.

Place Morny



Based on the design of the Place de l'Étoile in Paris, this square has, at its centre, a fountain onto which eight streets converge. Its pavement cafés buzz with life.

Close by is the timber-framed Place du Marché (market hall), bustling with the local produce that makes the reputation of the local gastronomy. At the entrance to the market is the statue of the town's founder, the Duke of Morny, followed by the *Murmure Asiatique*, the wall covered with the leading names of Asian cinema, to whom a tribute is paid each year in March.



Place de la Mairie

Built in 1880, the town hall was 'Normanised' in 1961 with the addition of false half-timbering. A regionalist garden planted with apple trees completes the effect. Listen out for the twelve-bell carillon, made at the bell foundry of Villedieu-les-Poêles.

Saint-Laurent Church



Keen to find out more about the origins of Deauville? Then make your way up to Mont-Canisy, in the hills above the town, and the 12th-century church of Saint-Laurent. Restored in the 1960s with the financial support of Yves Saint-Laurent, this ancient sanctuary became a listed building in 1977.

Calouste Gulbenkian Park

Around 1930, oil magnate Calouste Gulbenkian bought the Domaine des Enclos, a 17th and 18th-century chateau in the commune of Bénerville. He had the chateau demolished and commissioned Achille Duchene to create a garden that would be "a haven of peace". A formal garden with rose beds, an Italian terrace, and an orchard of apple, cherry and plum trees make



up the "grand setting". On the upper level, the garden is crowned by a collection of conifers. It was donated to the Town of Deauville on July 3rd 1973. Major maintenance work has gradually revived the charm and beauty of this site, landscaped years ago at great cost.

Shopping streets

The town's elegant boutiques also mean a successful shopping expedition is in store for you. *The* place for high-end shopping, all the major fashion and accessory brands and labels are to be found here. Along the streets of the town centre, a wide variety of interior decoration stores set the scene. And the icing on the cake: the shops open at weekends!



Culture

If the town is often associated with the races, polo, or yearling sales, it shines and attracts numerous artists. In part or at the origin of this excitement, creators of clothes, photographers and movie-makers, as the outdoor painters and the impressionists, found in Deauville an inspiration influenced by the sea, the light, and the atmosphere. Paintings, caricatures, writings, photos remain and tell the history. This creative spirit today inspires Deauville to open a cultural policy, privileging the discovery, the sharing and the learning.

Discovering Deauville is also to be told a story, this time through performances, by listening to a concert in the casino's theatre or discovering the talents of American and Asian film, the virtuosos of the Easter Festival or of Musical August, the writers of the Book fair Books & Musics or the work of the photographers of the photo festival Planche(s) Contact. Film, literature, photography, paintings... Deauville is a cultural town. As well as inspiring culture, the resort also loves to receive it. Highly dynamic, Deauville offers a rich and ambitious selection of shows all year round! Plays, concerts and film screenings come one after the other in the intimate setting of the casino theatre or on the stage of the Centre International de Deauville.

American Film Festival



In the 1970s, the town asked itself: how can we attract tourists outside the summer and racing season? The answer was provided by two film enthusiasts, Lionel Chouchan and André Halimi, who were looking for a venue to host an American Film Festival. It was a terrific challenge, but proved a success beyond all expectations. Launched in 1975, the festival has made a name for itself as the European showcase for American film in France. Punchy and independent, it provides an opportunity for promising films looking for European distributors. The world's top stars have walked its red carpet: Clint Eastwood, Harrison Ford, Kim Basinger, to name but a few. Every year in September.

Asian Film Festival

The more modest little brother of the American Film Festival came into being in 1999. Each year, this festival brings together the Asian continent's leading directors, actors and productions, putting the spotlight on the cinema of countries like Japan, Korea, China and India. It is an artistic initiative, but also, and above all, a cultural opening on countries that are often unfamiliar to Westerners. Every year in March.

Cultural season



Building on its rich cultural past, the Town of Deauville's *Saison Culturelle* offers a cultural programme at accessible prices in four artistic genres – theatre, dance, jazz and song. The season is conceived as a personal library, in which one rejoices to find the major works of the past revisited with new eyes, and to discover new tendencies. And because it is committed to forming the audiences of tomorrow, it includes an educational programme for school groups. Every year from October to May.



Easter Festival

The *Festival de Pâques* offers young classical music soloists the opportunity to play with other musicians and to perform before an audience. Young virtuosos are thus revealed during their residency. A unique initiative which has brought pleasure to music lovers since 1996. A product of this encounter, the orchestra *Le Cercle de l'Harmonie* was formed in 2005 around Jérémie Rhorer and Julien Chauvin, founding musicians of the *Festival de Pâques*. Since then, the orchestra has performed in concert halls across France and Europe. Every year in April.



Août Musical

Deauville loves to reveal talents. Building on the success of its Easter Festival, the resort opened up its stage to the new generations of virtuosos. Thus, veterans meet young musicians with the aim of sharing the masterpieces of classical music with them, in a pleasant, friendly, summer atmosphere. Every year in August.

Salon Livres & Musiques

Because books are the key means of accessing culture, Deauville had to have its own festival. Since 2004, this is a reality. Entitled *Livres & Musiques* (Books and Musics), it builds bridges between music and literature. A bold gamble that works well. With it, over 60 events are laid on each year on an annual theme. Rock, French song and classical music have all stirred the pages of national and regional authors. Every year in April.



Planche(s) Contact, photo festival

Such a photogenic place as Deauville had to renew its ties with photography. This is now a reality with the *Planche(s) Contact* festival. Competitions, exhibitions, revelation of young talent – click! the resort immortalises the moment on paper and puts together visual heritage. With *25th Hour*, Deauville invited all to photograph the town between midnight and one o'clock on the night the clocks go back for winter, giving keen amateur photographers the chance to distinguish themselves. Every year from October to November.



A passion for horses

Horses have left their mark on the history of Deauville right from the early days. It is worth remembering that the man who built the resort, the Duke of Morny, prioritised the construction of the racecourse over that of the church. Today, an international horse showcase and centre of attraction for the region, Deauville's two racecourses and Pôle International du Cheval equestrian centre host: races seven months of the year, auctions of thoroughbreds and trotters, a polo world championship, a training centre, horse-jumping and dressage competitions, a traditional-carriage competition, paddock-polo and horseball tournaments. But that doesn't mean you have to be an expert to enjoy the company of horses in Deauville. Horse-riding schools and pony clubs are open all year round for tuition or just a ride along the beach.



Deauville-La Touques racecourse

A showcase for thoroughbreds, Deauville-La Touques racecourse is situated at the heart of Deauville. Opened in 1864, today it is France's number-one flat racecourse. Its tracks exude the horses' fierce struggles for victory.

The season consists of three major meetings: summer (July and August), autumn (in October during the *Equi'days* programme) and winter (December, January and March). The summer meeting remains the most prestigious. The prizes and races follow one another at a staggering pace. In winter, it is the only racecourse to be able to host races, thanks to its special track, opened in 2003. Laid on the inside of the turf track, it allows competitions to be held whatever the weather conditions.

Deauville-Clairefontaine racecourse

Opened in 1928, Deauville-Clairefontaine racecourse is, to date, the only tri-disciplinary racecourse on the Normandy coast. It hosts flat races, trotting races, steeple chase and obstacle races in July, August and October. Its rustic, floral décor earned it the nickname 'Racecourse of 100 000 flowers' from Léon Zitrone. In 2006, Deauville-Clairefontaine was the first racecourse in France to host an evening meeting using a system of lighting balloons. It is also a place where the whole family can enjoy a day out, with: playground, snacks, pedal horses, pony club, creative workshops, bumper cars, bouncy castles...and even a nursery for children aged two to ten years, open on every race day.

Pôle International du Cheval



To complete its pivotal role in the Lower Normandy horse industry, in 2010 the town equipped itself with a high-quality, multi-purpose equestrian complex. The *Pôle International du Cheval* offers horse-industry professionals facilities found nowhere else in the department, such as a large indoor ring which enables competitions, contests and shows to be held all year round. The centre also offers training in horse-industry careers, livery stables and horse-riding lessons.

Centre d'Entraînement and AFASEC

Deauville's *Centre d'Entraînement* is one of the biggest in France. Opened in 1983, the training centre is home to 300 horses all year round and 600 in summer. Also a place where the little ones can learn to ride, the site has a school, AFASEC, which offers training in horse-racing careers.

Elie-de-Brignac auction place



Countless 'equine stars' have become world champions after being sold at the Deauville auctions. With Lexington (USA), Newmarket (UK) and Dublin (Ireland), Deauville is today the world's number-four centre for thoroughbred auctions. Attracted by the 'Made in Normandy' label, buyers come here from all over the world. Every year, Deauville is the scene of five auctions, three of which are for yearlings, one for breeding and one mixed. In August, bidders fight it out over yearlings (young horses aged between six months and one year) for some staggering sums.

The *Salle Elie de Brignac*, formerly *Chéri-R*, held its first thoroughbred auction in 1892. It is currently undergoing an ambitious renovation of the auction room, brokers' offices and panoramic restaurants.

The races

Life in Deauville has always revolved around horses. The resort's seasons are governed by the races. For a long time, the racing season was confined to August alone. Today, Deauville's two racecourses offer more than sixty days' racing a year, over seven months. The most prestigious meeting remains that of August. In 1866, the name *Coupe de Deauville* (Deauville Cup) was given to a race open to three-year-olds and run over 2 400 metres. The race became the most prestigious and was renamed *Grand Prix de Deauville* in 1871. It is run every year on the last Sunday of August.

Horse-jumping and dressage competitions

Open in 2010, the specific purpose of the *Pôle International du Cheval* is to organise and host competitions in all equestrian disciplines, together with equestrian shows. These events bring together both amateurs, who take part in the contests out of pure passion, and the world's top riders. It all takes place either indoors in a large, purpose-built arena (seating close to 900) or on the large outdoor field surrounded by terraces (capacity 2000). Horse-jumping, dressage, paddock-polo and horseball competitions are held here throughout the year.

The Lucien Barrière Deauville Polo Cup



Polo arrived in Deauville in 1892. One of the world's oldest sports, it made a name for itself in the resort in 1950, when François André, founder of what is today the Barrière group, created the Gold Cup which rounds off the world championship. Thanks to this prize, Deauville became the only tournament in France and one of only three or four in Europe to be able to welcome the top players of the last six decades, together with the sport's top patrons, including Perico Domecq, Eduardo Aznar and Prince Charles. The construction of a winter court in 2008 means that matches can be played in all weathers, as well as being particularly well suited to a fast-paced, efficient, spectacular game of polo.

Every year in August.

Nature

Golfing country

The resort and its numerous nearby golf courses are a resounding success with the champions. Some even played here before becoming high-level golfers, such as Julien Xanthopoulos, Marc Mauret and Jacques Guillet, who now play on the international circuit and rank in France's top twenty. Whether you are already a keen golfer or would like to have a go, Deauville is incomparable golfing country. With its exceptional courses, and lessons and schools catering for all ages, trying out golf means getting a taste for a sport which combines finesse, precision and the great outdoors.

From lakes to bunkers, some golf courses prioritise technical aspects while others, more fun-oriented, are sure to satisfy golfers in search of fresh air and relaxation. Are you a regular player who likes a challenge? Competitions are held regularly by each of the sites; all you need to do is enrol. In addition to sporting prowess, you will be able to admire breathtaking scenery, with unbroken views and courses that are in harmony with the landscape. In the morning mist, silence is golden in this spacious, peaceful, natural setting.



Deauville, gateway to the Pays d'Auge

Deauville stands on the border of Lower and Upper Normandy. It is also a nerve centre for the Côte Fleurie and a gateway to the Pays d'Auge.

To the West of the resort, the road borders the sea, passing through the picturesque scenery of coastal communes. In Villers-sur-Mer stand the *Falaises des Vaches Noires* cliffs, whose unusual shapes recall castle ruins. The cliffs are famous throughout the world as a palaeontological site. Your route will lead you on to Houlgate and finally Cabourg, where you will understand why Marcel Proust fell in love with the place.

To the East, cross over the bridge to Trouville. You are sure to fall for its fish market and will be able to have a glimpse of Les Roches Noires, where Marguerite Duras lived. Drive on as far as Honfleur, home to the Impressionist painters – an absolute must. Stroll aimlessly around its cobbled streets and see its old harbour.

Feel like a bit of greenery? The Pays d'Auge countryside awaits you with open arms. This undulating, wooded area straddles the departments of Calvados, Orne and Eure. Cows, apple trees, half-timbered farm houses, horses, manors, thatched roofs... A real picture-postcard scene opens up before you. Explore the communes that have given these Norman lands their reputation: Beuvron-en-Auge, perched on a rocky spur 90 metres high and classed as one of the prettiest villages in France; Lisieux, famous for its basilica and religious heritage; the village of Pont l'Évêque, home to one of Normandy's best-known cheeses. Explore the valleys too, to visit hamlets and little villages, like Blangy-le-Château and Beaumont-en-Auge.

Not to be missed: The area is bursting with footpaths, gardens, distilleries, stud farms, historic monuments and more, all just waiting to be visited.

Deauville is also the perfect base for day trips to some of Normandy's emblematic sites. The resort is just two hours from Mont Saint-Michel and Cherbourg, one hour from Caen and Rouen, the two regional capitals, Giverny and the Normandy landing beaches.



An event place

Going back three decades, Deauville's economic life revolved around the summer season: the races, the beach and the casino. The creation of the American Film Festival in September 1975 was the first step towards extending the season and developing activities out of season. A first step which over the past fifteen years has become a veritable regional strategy, aimed at bringing Deauville to life all year round.

An important part of the process was the construction of the Centre International de Deauville (CID), which since 1992 has placed Deauville on the business and conference tourism map. Every year, it hosts close to 180 private and public events, many of them on an international scale, such as the film festivals, the Women's Forum and the OFF (Omnivore Food Festival).

In the same spirit, Deauville has renovated Le Cercle, a late-19th century building now in a position to host private seminars and meetings, and the Pôle International du Cheval, to reinforce its pivotal role within Normandy's horse industry and develop a high-profile equestrian events calendar.



A tourist place

A seaside resort is, by nature, a tourist destination. Yet today such an obvious fact is shaken up by the globalisation of communications. The growth of travel, the emergence of new destinations and the immediacy of networked communications have a drastic impact on tourism offerings and consumer practices.

Although Deauville is not exempt from this new economic order, it remains a unique town of unparalleled appeal. Born of sand and sea, risen up out of the marshes, its geographical position sets it at the heart of multiple influences. The town is located in the geographical cradle of the Pays d'Auge, the Parisians' preferred holiday destination and one with an international profile. A major tourism actor, the resort contributes to Normandy's position as France's number-eight region for tourism.

Financial manna to the local and national economy, tourism is being redefined in the light of demanding competitiveness, in search of new prospects and with renewed expectations. In this turbulent context, Philippe Augier, Mayor of Deauville, has implemented a bold development policy, putting in place large-scale infrastructure – the Pôle International du Cheval and renovation of Le Cercle, following the construction of a convention centre in 1992 – which has led to a blossoming of cultural, sporting and economic events.

The hallmark of this tourism strategy is a quality dimension supported by a determination to pursue sustainable development: the creation of an Architectural, Urban and Landscape Heritage Protection Area (ZPPAUP), the first French town to be awarded tourist resort classification, bathing water quality certification. It is in this context that the ISO 9001 'Customer Satisfaction' certification, obtained in October 2010 for the seafront, finds its place. Deauville is the only town in France to hold this certification for its seafront. The ISO international standard is awarded for a three-year period to the department in charge of a seaside resort's emblematic 'showcase'. A bold choice, traditionally reserved for private companies, the ISO certification, recognised throughout the world, requires the local authority that holds it to continually strive for quality, based on the best compromise between user expectations and the inherent constraints and objectives of public policy.

Beyond these structuring actions, the town pursues a strong policy of promotion, both within Europe and in markets further afield, through the Deauville Tourist Office. It is also involved in putting in place governance tools and participates in tourism development organisations at regional, national and international level.

Deauville in figures

- Inhabitants: 4 000 (30 000 in season)
- Annual budget of the commune: €32 million
- 2 000 rooms (from 0 to 5 stars accommodation)
- 1 casino
- 1 Deauville-Saint-Gatien Airport: international airport, 87 000 commercial flights, 93 000 private flights, France's number-one airport for horse charters, 300 charter flights per year
- 2 ports, with a total of 1 250 berths, Lower Normandy's second largest port after Cherbourg
- 1 convention centre of 18 000 m², the Centre International de Deauville (CID), including a 1 500-seats auditorium
- 555 buildings protected and promoted through an Architectural, Urban and Landscape Heritage Protection Area (ZPPAUP)
- 4 golf courses
- 1 400 m of coastline and the Planches (Deauville's world-famous boardwalk) spanning 643 m
- 2 racecourses offering flat races, trotting races and obstacle races, summer and winter
- An equestrian centre, the Pôle International du Cheval, devoted to training and practice of equestrian sports, and horse-riding tuition

Located just two hours from Paris by rail or road, Deauville is a commune in the department of Calvados, in the Lower Normandy region. Spanning 357 hectares, it has 7 200 housing units, 5 000 of which are second homes.