

PRESS KIT 2020



LorRAINE

VOUS RÉVÉLER

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TOURISM in Lorraine is*



19 million
visitors



1.1 billion euros
in economic
benefits



3 sites
with Unesco status



6,4 million
entries to tourist sites
in 2018

GASTRONOMY in Lorraine is



70%
of the world's mirabelle
production



5 AOC, 4 PGI



13 Michelin-starred
restaurants



7 Bib Gourmand
restaurants



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* 2017 Figures - Source: ARTGE

Illustration : AKI

Profile of Lorraine



TOURISM IN LORRAINE IS CENTRED AROUND **EIGHT MAIN THEMES** REVEALING ALL THE POTENTIAL OF THE DESTINATION

— GASTRONOMY

Lorraine stands out through its excellent gourmet products and honest artisans. There's also the unrivalled PGI Lorraine mirabelle plum, the Quiche Lorraine (voted France's favourite dish), AOC wines, beers, and of course famous sweet treats like Commercy Madeleines, Dragées from Verdun, seedless redcurrant jam from Bar-le-Duc and Bergamot candies from Nancy (the only sweet with the PGI label), just to name a few. Here, the dishes are generous and honest, boldly reinvented by young and talented chefs.

— CYCLE TOURING

Lorraine's four departments are all strongly invested in this theme. The quality of the cycling facilities and tourist services along the cycling routes (Meuse Cycle Route, Moselle Loop, etc.) are today recognised at both national and European levels, in particular with the label "Accueil Vélo" (Cyclists Welcome).

— CHRISTMAS HOLIDAYS

With Saint Nicholas festivities and Christmas markets, the end-of-the-year holidays are without a doubt one of the highlights of the region. Traditional and honest, this theme is synonymous with sharing yet is also bold, like the Christmas baubles of the International Glass Art Centre (CIAV) in Meisenthal, redesigned each year by artisans working alongside young designers.

— LEISURE AND WELLNESS

Visitors looking for leisure and wellness will find just what they're looking for in Lorraine, with its aquatic centres (like Thermapolis), its spa towns (like Vittel and Contrexéville), its theme parks (like Fraispertuis) and its must-visit leisure sites (like Center Parcs Domaine les Trois Forêts).

— CITY BREAKS

Metz and Nancy: a lively urban duo! These two cities are ideal weekend destinations, with their complementarity, their cultural and heritage sites (Centre Pompidou-Metz and the cathedral in Metz / UNESCO heritage and Place Stanislas in Nancy) and a wide selection of shopping.

— REMEMBRANCE TOURISM

With many internationally infamous historical sites, including Verdun and the Maginot Line, this universal theme takes on a unique significance at Lorraine's 88 sites open to visitors (forts, citadels, museums and more).

— NATURE

Nature remains at the heart of the territory's DNA. Lorraine is brimming with natural attractions: wide-open spaces (like the Lorraine Regional Nature Park), lakes (including Madine), the Sainte-Croix Animal Park and a World Biosphere Reserve!

— KNOW-HOW

Lorraine is also a land of talent and know-how that stands out by its approach to excellence in several fields: Art Nouveau with the Nancy School, glass art and crystal at Daum, Baccarat, Saint-Louis, Vannes-le-Châtel and Meisenthal, not to mention table arts and furnishings. 45 businesses in Lorraine have been awarded the EPV label (Companies of Living Heritage).

QUIZZ

What type of Lorraine traveller are you?

— 1. For you, the ideal destination is above all:

- a. Bold in its offerings
- b. Authentic and dependable
- c. A place to discover excellent know-how
- d. Open and welcoming

— 2. What city suits you better?

- a. Metz for his bold architecture and 3,000 years of history
- b. Épinal for its authenticity and famous images
- c. Nancy for its UNESCO heritage and Art Nouveau architecture
- d. Verdun for its rich history

— 3. For you, what product best symbolises Lorraine?

- a. A modern glass Christmas bauble collectable
- b. The authentic mirabelle plum
- c. Prestigious Baccarat crystal
- d. Generous Quiche Lorraine

— 4. For you, an ideal holiday would begin by:

- a. Taking a big breath of fresh air in the heart of the Lorraine Regional Nature Park
- b. Enjoying all the activities at Madine Lake
- c. Visiting France's oldest crystal workshops in Saint-Louis-lès-Bitche
- d. Hopping on a bike to cycle along the Meuse River

— 5. For your next outing as a family or with friends, you'd choose:

- a. A stroll in the heart of the city discovering monuments and squares transformed by artists
- b. A historical immersion in the heart of a reconstructed 19th century village
- c. Wandering through the traditional Christmas markets
- d. A colourful air show with hot-air balloons from all around the world

RESULTS OF THE TEST

You answered mostly a:

You're a traveller in search of experiences.

For you, traveling is synonymous with boldness. On a trip, you enjoy surprises and unique experiences.

Go to page 11 to discover holiday ideas in Lorraine that suit you best.

You answered mostly b:

You're a traveller in search of authenticity.

Bling-bling? It's not for you. During your holidays, above all, you're looking for places, products and events that are honest and keep all their promises.

Go to page 17 to discover holiday ideas in Lorraine that suit you best.

You answered mostly c:

You're a traveller in love with beautiful things.

For you, travelling is the chance to head out and discover a destination and its exceptional products. You enjoy all that is rare and beautiful. In short, you need to be amazed.

Go to page 23 to discover holiday ideas in Lorraine that suit you best.

You answered mostly d:

You're a traveller who enjoys unexpected encounters.

When on holiday, you're most of all looking to make great connections. You're mindful of the hospitality and the open-mindedness of a destination.

Go to page 29 to discover holiday ideas in Lorraine that suit you best.

See what's new!



Saint-Étienne Cathedral in Metz celebrates its 800th anniversary

METZ

Overlooking the town of Metz from atop Sainte-Croix hill, Saint-Étienne Cathedral earned its nickname of the “Good Lord’s Lantern” from its 6,500 m² of colourful stained-glass panels, including some created by Marc Chagall. This jewel of Gothic art celebrates its 800th anniversary in 2020. A rich and bold programme of festivities will mark the occasion over 15 months. More than 200 events open to the public (exhibitions, concerts, visits, digital events) will be organised by the town of Metz and its partners. The highlight is a sound and light show of the history of the cathedral, on view through 5 January 2020. Spectators will relive the construction of the cathedral that began in the early 13th century with a free and never-before-seen video mapping display.

cathedrale-metz.fr

Another video mapping display will be projected onto the cathedral this summer. More info on p. 13.

Reopening of the Villa Majorelle: an immersion in Nancy of the 1900s

NANCY

A jewel of Nancy’s Art Nouveau heritage classified as a historical monument, the Villa Majorelle will be unveiled to the public in February 2020 after several years of exterior renovations and interior restorations. The first house in Nancy completely in the Art Nouveau style, it was built for one of the major artists of the Nancy School, Louis Majorelle, and was a flawless collaboration between famous artists from Paris and Nancy.

Visitors will discover an identical restoration of the interior of the house, according to what is known from the period when Louis Majorelle lived in the house.

To celebrate the reopening, a free inaugural weekend on 15 and 16 February will include visits of the villa, a historical trail between the villa and the Nancy School and plenty of other events.

ecole-de-nancy.com/villamajorelle



La Maison Heler ★★★★★

METZ

At the end of 2020, new and original architecture will see the light of day in the Amphitheatre district in a building between modernism, surrealism and poetry designed by Philippe Starck. The world-renowned designer chose Metz to create his new and extraordinary hotel concept, Maison Heler. The Hilton Group will include the hotel in its Curio Collection, a renowned standard in the hotel world and a guarantee of international visibility for the future 4-star establishment. The hotel will take the form of a monolithic, monochrome 14-storey building. On top of it all will be a replica of a villa of Metz’s Imperial district.

Maison Heler Metz will feature a rooftop terrace with a garden of local plants and panoramic views of the entire city. The hotel will include a restaurant, a lounge bar, 119 elegant and comfortable rooms & suites as well as a fitness room dedicated to health and wellness.

For Philippe Starck, «This project boasts unusual, phantasmagorical architecture. It is a play on uprooted roots, symbolic of Lorraine.»

Opening in 2020

[Discover a video of the project](http://maison-heler.com)

maison-heler.com

The Centre Pompidou-Metz turns 10

METZ

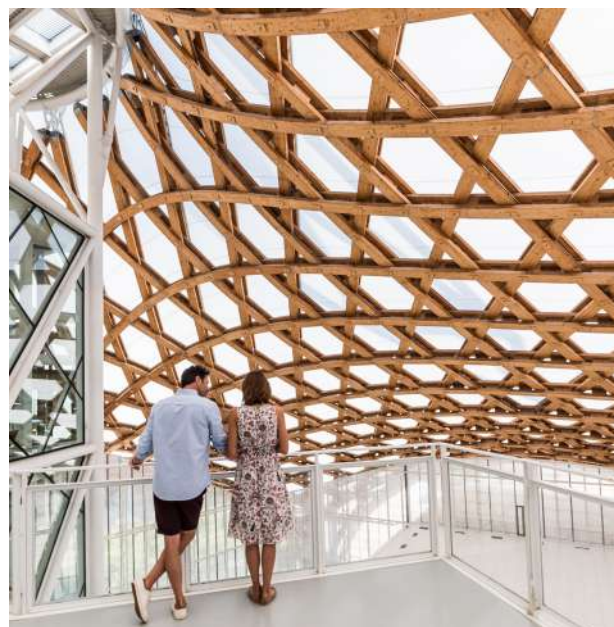
Ten years ago, the Centre Pompidou opened its doors in the Lorraine region. The next decade brought exhibitions and contemporary art events as well as a renewal of Metz's cultural offer that brought the centre here in the first place. More than 3.6 million visitors have come from around the world to discover the museum and, at the same time, the city of Metz.

For its 10th anniversary, the Centre Pompidou Metz is going big, with a programme of events to match the occasion. No less than 8 exhibitions including three exceptional shows to highlight this anniversary year.

The first, entitled Folklore, questions the way that festivals and local traditions have inspired the territory (from 21 March to 21 September). The second is dedicated to the works of Yves Klein and his contemporaries under the title The Sky as a Workshop (from 2 May to 2 November).

In autumn, Chagall, a painter with strong ties to Lorraine, will be honoured with an exhibition dedicated to his use of light. Chagall, Purveyor of Light (from 17 October to 15 February) coincides with the 800th anniversary celebrations of Metz's Saint-Etienne Cathedral, whose stained-glass windows he created.

centrepompidou-metz.fr



Domaine des Béliers – Wine tourism & bed and breakfast in the vineyards

ANCY-SUR-MOSELLE

Domaine des Béliers, a family winery created in 1983, is experiencing a revival thanks to the efforts of Ève Maurice, the worthy successor of her parents and grandparents. A trained oenologist, she's created a new 600 m² area dedicated to wine and oenotourism with new cellars, a tasting room and guestrooms with a view of the vineyards (opening planned for spring 2020). Plenty to delight connoisseurs of AOC Moselle wine and its landscapes.

domainedesbeliers.com

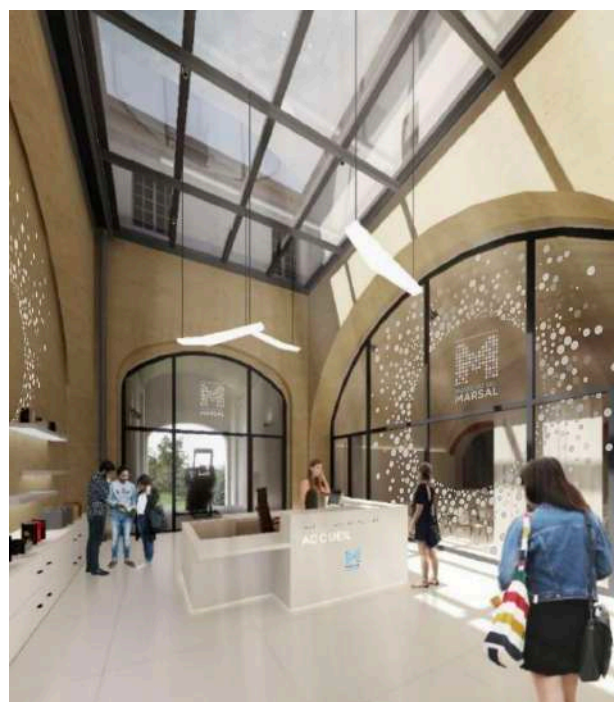
Reopening of the Salt Museum

MARSAL

This museum retraces the history of white gold through the production techniques from prehistory to today. After being closed for several months for construction, the museum will reopen with a new itinerary employing digital technology. Virtual reality headsets immerse visitors in the heart of salt mining. A docu-drama on the history of the Moselle department features re-enacted scenes projected in the rooms of the museum. Discover this unexpected experience soon!

Reopening in spring 2020

www.facebook.com/museedepartementaldusel



The Underground Citadel unveils a new itinerary for visitors

VERDUN

In 2020, the Underground Citadel of Verdun commemorates the centenary of the selection of the unknown soldier with the inauguration of a new itinerary for visitors. This immersive itinerary uses video mapping displays and augmented reality to surround visitors with the history of the site and its 7 km of tunnels dug under the rock. Curious visitors can walk in the shoes of the WWI soldiers called to the citadel to participate in the medal ceremony. A chance to relive the daily life in the Underground Citadel, as well as its battles, and discover the room that was used for medal ceremonies. Augmented reality glasses and new line-guided wagons await visitors along this brand-new 40-minute long itinerary, for an unprecedented and original discovery of this major remembrance site.

Opening planned for autumn 2020

citadelle-souterraine-verdun.fr



Opening of La Résidence, the trendy new spot near Metz

AUGNY

In the town of Augny, around 15 minutes from the centre of Metz, the former residence of the Commander of the Combat Air Force (FAC) has been converted into a luxury hotel complex. Once completed, this exceptional 300 m² villa will also feature a gourmet bistro restaurant based on an innovative concept: high-tech cuisine in a moving décor of video projections. The hotel will include eight luxury lodges for 2 to 4 guests (Les Lodges de la Résidence) surrounded by the forest of the estate in a calm and peaceful setting. A shop, lounge area, tennis court, swimming pool and wellness area will also be available for guests to use during their stay.

Opening planned for April 2020

2020 event: 18th century Lorraine sculptures in the spotlight

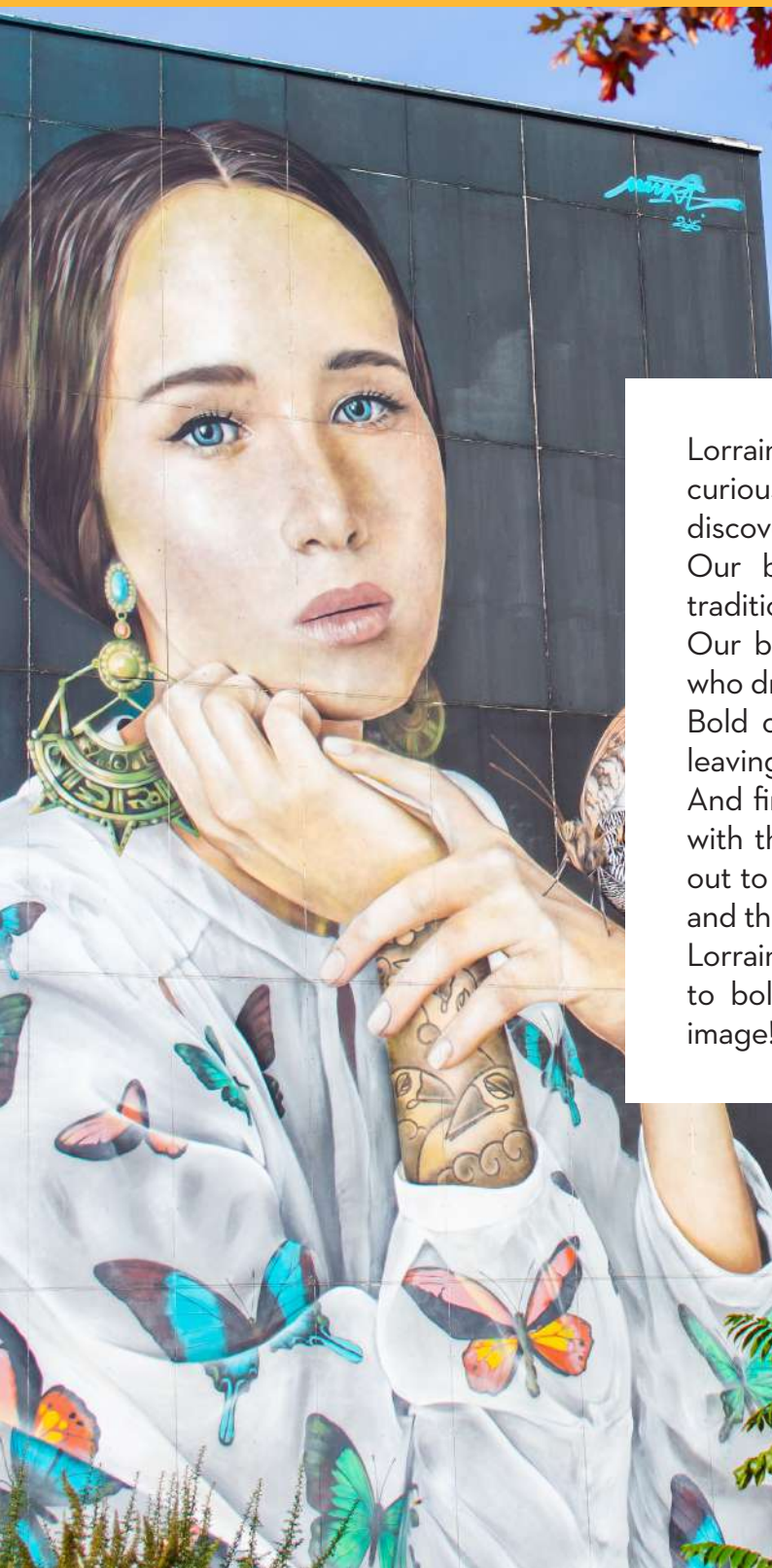
In 2020, two major exhibitions at Lunéville Château and Nancy's Fine Arts Museum are dedicated to sculpture in Lorraine in the 18th century.

- **At Lunéville**, the exhibition *Sculpture at Lunéville Château, Variations on a Major Art Form* highlights the importance of sculpture in the ducal residences of Lorraine.
[Lunéville Château - from 26 June to 1 November 2020](#)
- **In Nancy**, the exhibition *A Legacy of Sculpture. The Adam Family, a Lorraine Dynasty in the 18th Century* will be the first exhibition dedicated to this famous family of sculptors from Nancy whose talents surpassed the borders of Lorraine's duchies.
[Fine Arts Museum of Nancy - from 19 September 2020 to 10 January 2021](#)



#Bold

On a quest for experiences



Lorraine reveals unexpected boldness to the curious traveller who takes the time to stop and discover its hidden features.

Our bold artisans who modernise and revisit traditional products like the Christmas bauble.

Our bold architects and visionary entrepreneurs who drive the renewal of Lorraine's industrial sites. Bold cities like Metz that innovate and reinvent, leaving the clichés behind.

And finally, the bold lovers of touring and nature, with their backpacks and hiking shoes, that head out to conquer the Lorraine Regional Nature Park and the Vosges Mountains.

Lorraine bestows its fortune and reveals its secrets to bold travellers, who discover a land in their image!



CITY BREAK DESTINATION

Metz the bold

The city has plenty to delight fans of culture and heritage, from the imposing Saint-Étienne Cathedral to the resolutely modern Centre Pompidou-Metz, not to mention the surprising Imperial district.

First, make your way to the historical city centre for a journey through time. A true village within the city, Sainte-Croix Hill is brimming with architectural treasures and picturesque and charming narrow streets. Rue Taison is associated with the legend of the Graouilly, a mythical creature with the appearance of a dragon that is said to have devastated the city before being driven out by Saint Clement of Metz, the first bishop of the city in the 3rd century. Continue your visit at monumental Saint-Étienne Cathedral and then head to the nearby Cour d'Or Museum. It brings together some of France's most significant collections of fine art, medieval works, and Gallo-Roman art.

Hop on your bike for a quick ride to the Imperial district. All along the wide avenues, marvel at the multi-coloured façades of buildings and private homes, built by architects from all around Europe at the end of the 19th century. Neo-Romanesque, Art Deco or Jugendstil: all the architectural trends of the Belle Epoque stand harmoniously side by side.

The train station is another monument of the city that is worth a visit. It was voted France's most beautiful train station, with its remarkable Neo-Romanesque style of Rhineland. Last not-to-be-missed stop: the Centre Pompidou-Metz. A temple of contemporary art, its 5,000 m² presents all types of creations (painting, architecture, photography, design) and hosts numerous international exhibitions throughout the year.

www.tourisme-metz.com

GETAWAY IDEA

Discover the Lorraine Regional Nature Park

Fancy a big breath of fresh air surrounded by protected natural areas and rural landscapes? Head to the Lorraine Regional Nature Park. Walkers and hikers can enjoy the rich biodiversity while bird watchers observe the fascinating ballet of waterfowl around three famous sites: the Domaine de Lindre, Madine Lake and the Lachaussée regional nature reserve.

An ideal playground for families, explore the park on foot, by bike or along the water. Long-distance footpaths (GR5 Netherlands - Mediterranean), local long-distance hikes (GRP between the Moselle and the Meuse) or simple walks: there are more than 500 km of signposted trails for hikers. For cycling enthusiasts, there are plenty of thematic circuits along the small country roads and bike paths to discover the park's plants and wildlife.

www.pnr-lorraine.com





FAVOURITE SPOT ♥

BIIIDA

A bold incubator of talent, Bliiida (with 3 'i's) is a one-of-a-kind place in Metz. Inspiration, Innovation and collective Intelligence are the keywords for this effervescent creative site housed in a former bus depot. Furniture, decorations, designer objects, jewellery, accessories: unique, digital or artistic pieces. In this collaborative platform, the artist-residents of Bliiida design and assemble their own creations, in small series or for large-scale productions. Starting in 2020, this offbeat site will open its doors to the public to discover workshops, grab a bite or simply meet and exchange in a different context.

bliiida.fr

FOCUS ON

The renewal of Lorraine's industrial sites

In Lorraine, industry has a rightful place among local heritage, as a uniting force and a source of pride. The old steel sites have come back to life and are today open to visitors. Like the **U4 Blast Furnace park** in Uckange, registered as a historical monument, where visitors can discover the site alongside former steelworkers of the valley who are now guides. A chance to relive their daily lives filled with machines, fire and cast iron. Across from the furnaces, a former industrial brownfield has been transformed into a contemporary garden inviting guests to see the monster of steel in a new light. At nightfall, the U4 transforms into a work of art with *Tous les Soleils* (All the Suns), an illumination by the artist Claude Lévêque.

In Sarreguemines, on a 20,000 m² industrial brownfield, the **Faïence Makers' Garden** boasts plant and floral inspirations of the earthenware trade and plays on the contrast between blazing nature and the preserved industrial buildings.

Finally, in Petite-Rosselle, a few dozen metres underground, five work sites tell the real story of the «gueules noires» (coal miners) of this former mine. You can still hear the voices of the miners in the background and the hammering of their tools. Their story is told today at the nearby Wendel Mining Museum, with permanent and temporary exhibitions.

www.tourism-lorraine.com/heritage



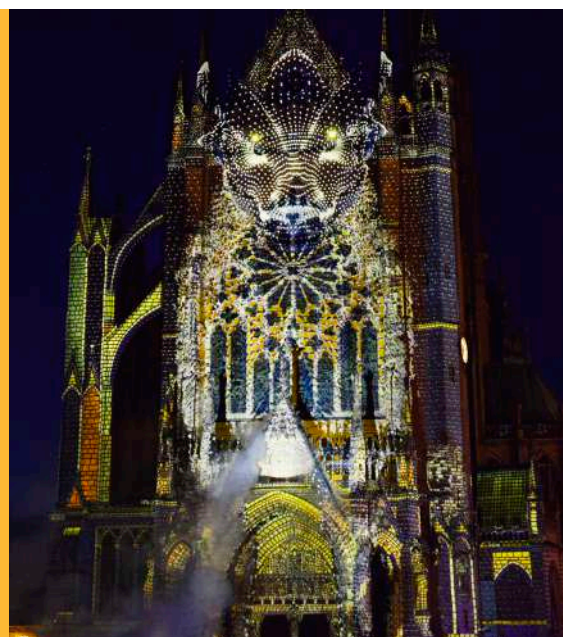
THE NOT-TO-BE-MISSED EVENT

Constellations de Metz

From 21 June to 5 September 2020

A true immersion of art and heritage in an urban setting, the Constellations de Metz Festival returns for its fourth year in 2020. It invites artists of all kinds to reinterpret the city at night around a dominant theme: digital arts. Throughout the summer, monuments, squares and gardens are transformed and illuminated by diverse artists. This year once again, the festival features an artistic and contemporary video mapping display projected on the cathedral of Metz at nightfall. A poetic and surprising journey discovering innovative works and shows in a festive and friendly atmosphere.

constellations-metz.fr





JEAN-AIMÉ RUGIERO

BREWER OF 100% NATURAL LORRAINE BEER

Created in 2016, the Brasserie de Saint-Avold is dedicated to brewing beer 100% by hand with no technological or chemical additives. Jean-Aimé Rugiero explains, "We want to get back to the fundamentals and taste of historical beer and revive simple, flavourful recipes".

The brasserie uses historical beer recipes including a bergamot orange lager as well as a sage amber beer from a 1916 recipe found in the handwritten notebook of a WWI soldier.

At the Saint-Avold brewery, they also take a resolutely sustainable approach: giving priority to jobs over mechanisation, using a short supply chain, partnering with the local youth employment office and serving as a social enterprise for disabled workers.

"We want our profits to go back into the territory," says Jean-Aimé Rugiero. Their artisanal and high-quality work was recognised in April 2019 by the "Master of Barrel" label awarded by the MOB Society, a group of big international names in oak barrel alcohol production.

The brewery is also open for visits, especially for groups, to discover a different, healthy and ethical way to brew beer.

www.brasseriesaintavold.fr

FAVOURITE ACCOMMODATION ♥

The nature lodges at the Sainte-Croix Animal Park

Imagine sleeping at the heart of a 120-hectare animal park with bay windows looking out on your neighbours: wolves, bears, deer and stags in semi-captivity. It's possible at the Sainte-Croix Animal Park. 46 lodges surrounded by wide-open natural areas of unspoilt nature await visitors looking to enjoy the simple pleasures of nature. Hurry up and experience this unforgettable and ecological discovery just 1 hour from Nancy and Metz!

parcsaintecroix.com/lodges-nature



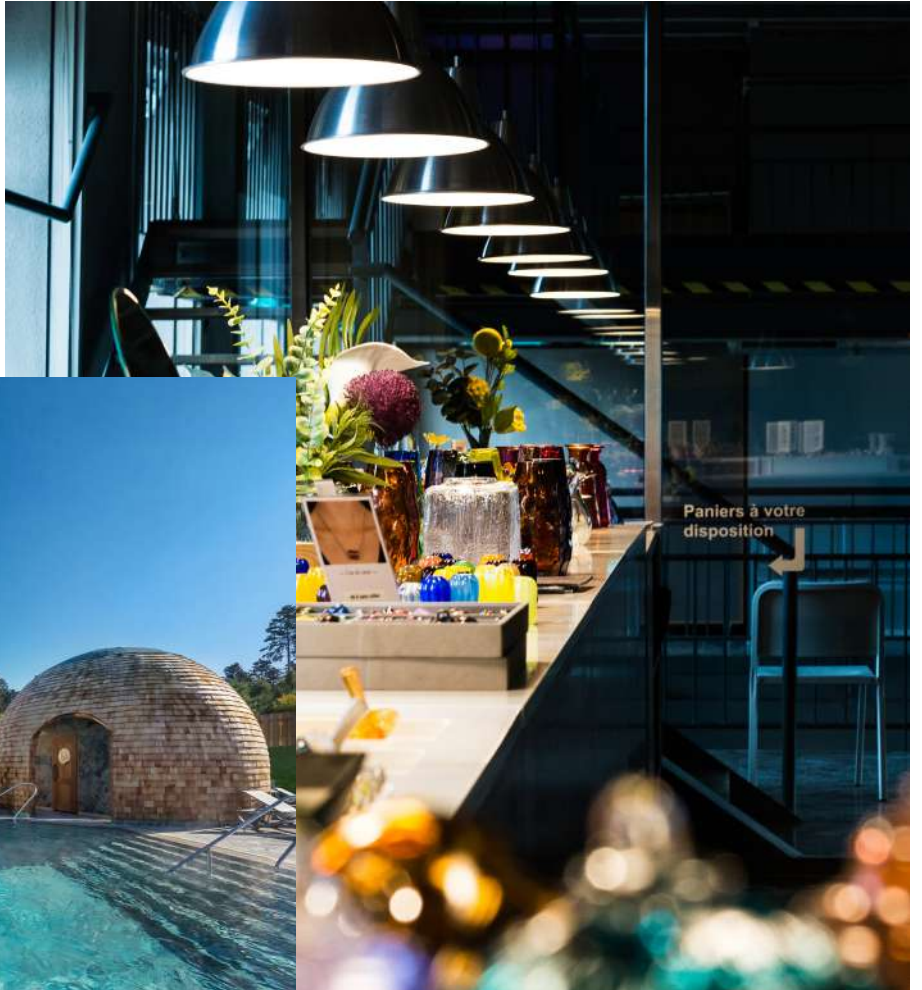
THE STAR PRODUCT

The Christmas bauble

In Meisenthal, the International Centre for Glass Art brings together glassmakers creating contemporary pieces. And when the first frost of winter arrives, the glass works revives the legend that says the very first Christmas ornaments were created right here on the edge of the forest. Every year, the Christmas bauble is reinvented by contemporary designers. From 2019-2021, the site is undergoing major restoration work and changes to the layout. The first phase of extending the CIAV workshops and the performance venue in the Hall Verrière was completed on 19 October 2019. In 2020, the new welcome building and shop will be built. The CIAV (demonstrations and shop) will remain open during construction from 1 April to 20 September. In addition to the Glass Museum, a contemporary art exhibition in the Halle will be on display from mid-June to 20 September 2020.

site-verrier-meisenthal.fr

International Centre for Glass Art in Meisenthal



Center Parcs Spa Deep Nature in Hattigny



Inspirations



Constellations de Metz



Miranito, infused rum, whisky and other new flavours invented by Lorraine's artisans



#Honest

In search of authenticity

Visiting Lorraine means getting back to the basics and what really matters. In this authentic territory, there are no excuses or façades. Lorraine is a simple and honest destination: it keeps its promises of discovery, heritage and gastronomy.

From the mirabelle plum to the bergamot orange and of course specialties from our great chefs, Lorraine is a delight for the taste buds of the finest foodies.

It has managed to preserve its natural and cultural heritage which remains, even today, a reflection Lorraine's soul. A free, bold and honest soul that is embodied in the passion of the region's men and women.

CITY BREAK DESTINATION

Authentic Épinal

Famous around the world for its images, Épinal reveals its numerous historical and cultural sites to those who take the time to discover them. Travel across France's most forested town on foot for a thoughtful and timeless stroll or by bike along its 900 km of mountain biking trails and 70 km of cycling routes.

First not-to-be-missed stop: the Cité de l'Image. With three centuries of traditional know-how, the images of Épinal are today reinterpreted by designers who restore these traditional prints to their former glory. The Cité de l'Image is a complex of two major tourist attractions: the Image Museum with its unique collection of old prints and works of contemporary art and the Imagerie d'Épinal printing house, which is still in operation and reveals its traditional printing techniques to curious visitors, for a true journey through the centuries.

Then, head to the Museum of Ancient and Contemporary Art. Here, archaeological pieces are displayed alongside paintings from masters such as Rembrandt and Claude Gellée, as well as a unique collection of contemporary art.

Every summer, Épinal welcomes the Chemin des Images (Image Trail), an outdoor art exhibition linking the Image Museum to the Museum of Ancient and Contemporary Art. This exhibition puts a spotlight on the work of 15 art school graduates who reinterpret the popular images.

tourisme-epinal.com



GETAWAY IDEA

Madine Lake

Located at the foot of the slopes of the Meuse River, in the heart of the Lorraine Regional Nature Park, Madine Lake is brimming with features to delight families and those looking to relax, enjoy nature, get active or fish. Nestled between two valleys, this tranquil lake near Metz is remarkable in more ways than one, with its fine sandy beach and a wide range of activities. For boating enthusiasts, both novices and expert sailors can safely take to the water aboard sailboats, electric boats or paddle boats. On land, the leisure centre offers plenty of activities including a treetop adventure park as well as outings on mountain bikes, tandems, buggies or even a horse-drawn carriage. Golf lovers can head to the Madine golf course and its clubhouse for a relaxing time on the green.

A national hunting and wildlife reserve, the lake is also a delight for anglers, who can fish for a wide range of species including carp, tench and catfish.

Finally, caravans and a village of 30 bungalows welcome guests for the night - a 100% natural experience.

www.lacmadine.com



THE STAR PRODUCT

Lorraine's mirabelle plum

Lorraine and mirabelle plums go hand in hand. This small golden fruit with a juicy, fruity pulp has made the region its land of excellence, with a Protected Geographical Indication to prove it. Harvested at maturity, taste its array of flavours in a warm tart just out of the oven, in ice cream, in a chaud-froid sauce, in a coulis or even in a light and refreshing tartare. But before all of that, this small round plum is harvested with care at the end of the summer by 250 passionate farmers, with more than 400,000 mirabelle plum trees in the PGI area. Today, Lorraine is the world's top supplier of mirabelles, accounting for over 70% of the production. An ideal climate and clay-limestone soil is the perfect recipe for the fruit to flourish! Learn more about the fruit at the Maison de la Mirabelle Centre in Rozelieures. Surrounded by orchards of mirabelle plum trees, this educational site aims to pass on all the secrets of Lorraine's iconic fruit. A perfect place for 100% mirabelle shopping with jams, syrups, tea, fragrances and even cosmetics. The mirabelle plum is a constant surprise!

www.tourism-lorraine.com/the-mirabelle-plum



FOCUS ON



Heritage, a reflection of Lorraine's soul

In Lorraine, there are major heritage sites to visit in the big cities of Metz and Nancy and at the region's significant sites, but there are also discreet, pure gems to discover. For centuries, Lorraine's soul has been etched into its stones, buildings, highways and byways, that have been shaped in its authentic and honest image.

Lorraine's heritage unveils treasures to those who know where to look and dare to push open the door, whether in the cities and villages, in the heart of the religious buildings like Prémontrés Abbey in Pont-à-Mousson or in the craftsmen's workshops.

Lorraine is multi-faceted, with its rich history that's still strongly anchored in the present: Art Nouveau and contemporary art, villages awarded the Most Beautiful Villages of France label (Rodemack and Saint-Quirin), Little Towns of Character (Vic-sur-Seille, Saint-Mihiel), a Renaissance history (in Bar-le-Duc and Toul) and a military legacy (Vauban citadel in Bitché, Maginot Line). There are endless sites ready to welcome visitors looking for authentic discoveries.

Two UNESCO heritage sites: Place Stanislas in Nancy and the Vauban fortifications in Longwy.

tourism-lorraine.com/heritage

FAVOURITE SPOT ♥

Nancy Passions Sucrées

Sweet specialities from Nancy have been put in the spotlight with a new brand: Nancy Passions Sucrées. Launched in September 2019, its goal is to highlight local producers of Nancy's specialties. Foodies on a discovery of Lorraine will learn the ins and outs of macaroons, Duchesses, Florentines, Bergamote candies, babas, Visitandines, Chocotees, Saint-Epvre cakes and the Tout Nancy. Just look on the storefronts to find the logo of the brand!

nancy-tourisme.fr



[NEW]

FOCUS ON the Lorraine Beer Route

Lorraine and beer have a long and beautiful history together. Did you know that in the early 20th century, there were more than 350 breweries in Lorraine? The brand-new Lorraine Beer Route wants to revive this history. With 4 museums, 19 remarkable sites and 54 breweries, this route aims to highlight the traditional know-how that remains a dynamic force today.

routelorrainedelabiere.com

GETTING TO KNOW

ISABELLE MANGEOT

REGIONAL WINEGROWER OF THE YEAR
OF THE 2020 GUIDE HACHETTE

Awards have been adding up these last few years for the wines of Domaine Régina (Côtes de Toul), including the award of excellence at the 2018 Concours Général Agricole in Paris. In 2020, the winery received major recognition from the Guide Hachette with a three-star rating for its Auxerrois Cuvée Prestige AOC 2018 and its Pinot Noir Tradition AOC 2018 as well as two-stars for its Gris Vieilles Vignes AOC 2018.

Isabelle Mangeot explains her work: "I put a lot of emphasis on creating fruity wines with a long finish. This helps them stand out." She took over the winery after her husband's death in 2015, and her know-how was rewarded with the title of regional winegrower of the year from the 2020 Guide Hachette.

An exceptional prize for a woman who initially trained in the metalworking industry! The family adventure should be carried on by her daughter Lorraine, who is already setting her sights on one day taking over the winery.

domaineregina.com



NOT-TO-BE-MISSED EVENT

RenaissanceS Festival in Bar-le-Duc

Every summer, during the first weekend in July, the streets of Bar-le-Duc host an incredible performing arts festival. RenaissanceS brings together more than 45,000 spectators to discover regional, national and European street artists, while giving visitors a chance to discover the town and its heritage in a different way.

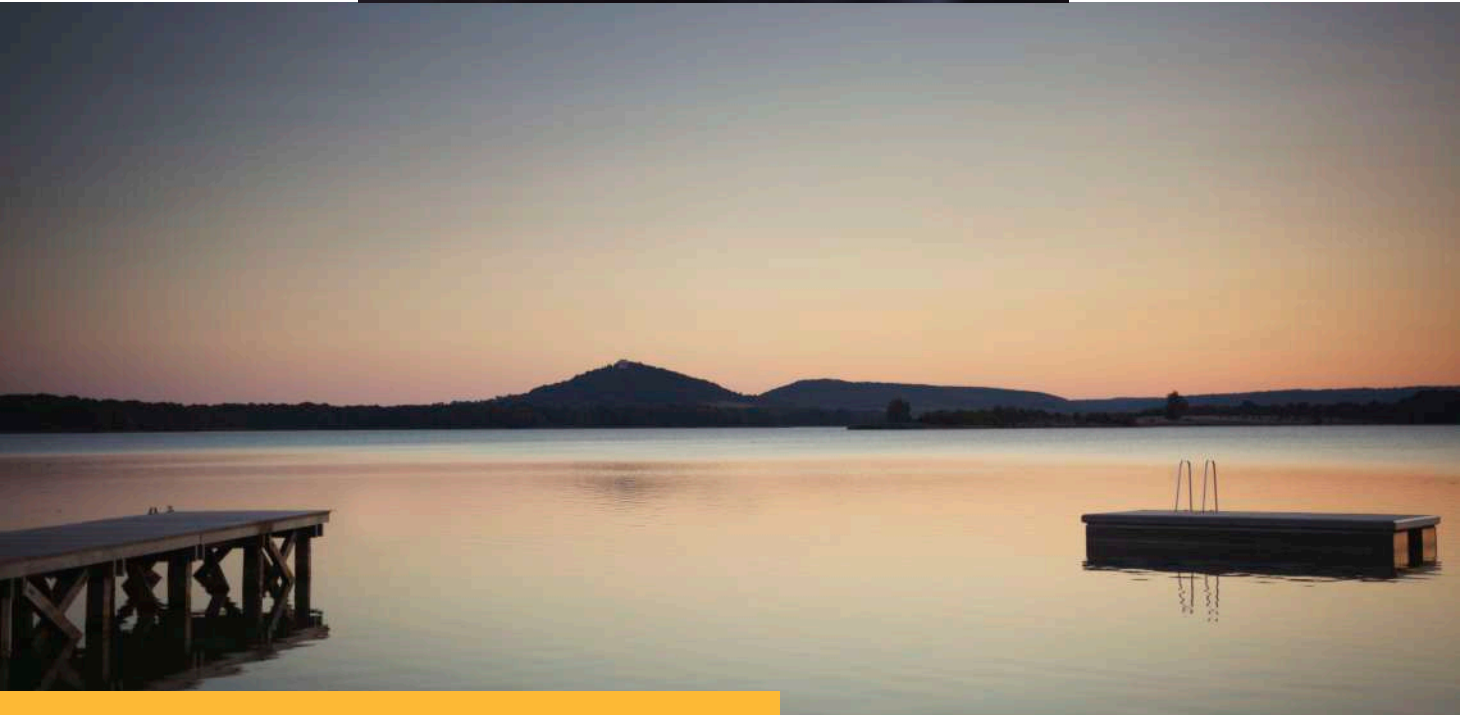
Over the 4-day festival, around fifty theatre companies put on 100% free shows in the heart of the historic Renaissance town centre, with street art, circus performances, music and dance.

www.festivalrenaissances.fr



Macaron Paris-Metz

Madine Lake in Nonsard-Lamarche



Inspirations



Tradional Trades of Azannes



Prémontrés Abbey in Pont-à-Mousson



#Excellence

Lovers of beautiful things

What does Nancy's UNESCO heritage, Baccarat crystal and Lorraine's authentic Christmas markets all have in common? A certain approach to excellence, based on authenticity and a passion for beautiful things.

Like the excellence of the region's craftsmen and their penchant for perfection, trusted by many of France's major fine brands.

Or the excellence reflected in the quality of hospitality at our tourist offices and sites.

And the excellence that combines innovation and respect for ancestral traditions.

In Lorraine, we love fine, beautiful things. And more than anything, we love to share them!

Men and women passionately share their love for their art and their land, leading visitors to discover them in a new light.



CITY BREAK DESTINATION Elegant Nancy

Multi-faceted Nancy is in perpetual motion, brimming with surprises and charms in Renaissance, Art Nouveau and Art Deco styles. And you can't say Nancy without Place Stanislas! Created by the Duke of Lorraine Stanislaw Leszczynski in the 18th century, this royal square is dotted with statues and golden gates, linking together City Hall, the Grand Hotel, the Opera of Nancy and Lorraine as well as the Fine Arts Museum. A bridge between the old and new towns, the square is registered as a UNESCO World Heritage site alongside the Carrière and Alliance squares. The journey through time continues in the heart of the Ville Vieille (old town), with medieval and Renaissance styles. Built around the remarkable Ducal Palace, visitors of all kinds will delight in a stroll among its small squares and its narrow streets lined with houses featuring carved pediments and mullioned windows.

Nancy is filled with islands of greenery and lush gardens like Pépinière Park, a breath of fresh air in the city. Natural inspiration is also the focus of works from the great names of Art Nouveau including Daum, Gallé, Majorelle and Grüber. Visitors can admire these artistic creations at the city's Fine Arts Museum or the Nancy School Museum.

Nancy is also brimming with culinary surprises. Head to the Maison des Sœurs Macarons near Place Stanislas to indulge in the Bergamot of Nancy, a small square candy (with PGI status) made from bergamot orange essential oil and cooked sugar. And be sure to taste Nancy's macaron, a crispy, soft cake with a secret recipe.

More info on Nancy's culinary specialities on p. 19

www.nancy-tourisme.fr

GETAWAY IDEA

The land of Maison Saint-Louis

Crystal has a reputation for excellence in the heart of the Pays de Bitche since the 16th century. Well before the name of Saint-Louis was proclaimed in the elite club of high crystal making, the territory of the Northern Vosges was already famous for the alchemy of sand and fire. Born in 1586, the Müntzthal glass works was named the «Royal glass works» in 1767 at the request of King Louis XV and became Saint-Louis. It wasn't until 1781 that the men of Saint-Louis solved the enigma of crystal. Since then, the company has been renamed Cristallerie Royale de Saint-Louis. Its art is known for its excellence and innovation under the skilled hand of master glassmakers and master cutters, many of them winners of France's «Meilleurs Ouvriers» craftsmen competition. This expertise, currently owned by the Hermès group, can be visited at a museum and along a discovery trail through the workshops of the factory. A chance to get up close and see the expertise of these craftsmen of excellence!

www.saint-louis.com



THE STAR PRODUCT

Baccarat crystal

The crystal works of Baccarat was created in 1764 in Meurthe-et-Moselle on the border of the Vosges and has sparkled around the world ever since. A symbol of French luxury, the crystal items (sets of glasses, vases, jewellery, sculptures, light fixtures) reflect the excellence and passion of the artisans. Today, Baccarat employs more than 500 people at its production site, «La Manufacture». It even holds the record for the largest number of «Meilleurs Ouvriers» among French luxury companies. Nearly fifteen years of practice are needed to master the gestures to exploit the infinite possibilities of crystal.

Next to the manufacturing site, an exhibition space welcomes visitors to discover the complex crystal-making techniques as well as iconic pieces of French heritage including the ewer given to Charles X, the first king to visit the factory in 1828 and the 24-piece Tsarina candelabrum, a testament to the special relationship between Baccarat and Russia's imperial court.

www.baccarat.fr





Table arts in Lorraine

Baccarat, Daum, Saint-Louis crystal, Garnier-Thiébaud and Henryot & Cie: these famous names in art de vivre and luxury all have deep roots in Lorraine. Inside the prestigious workshops and factories, the expert hands of artisans shape glass, crystal, earthenware, wood or even fabric to transform them into objects of art. Each territory has its own know-how!

While the Pays de Bitche is famous for glass and crystal, the Vosges boasts other expertise. Located in the village of Liffol-le-Grand since 1867, Henriot & Cie is specialised in high-end chairs. Each creation stands out by its style and boldness, combining tradition and state-of-the-art technology. Their know-how is recognised with a Protected Geographical Indication, awarded in 2016 to the "Liffol Chair", the first manufactured good in France to be bestowed with the label.

Tablecloths, table runners, and napkins have also been made here in the Vosges since the 13th century. Several factories carry on this tradition today, including Garnier-Thiébaud, bringing wool, hemp and linen weaving and spinning to the rank of excellence.

Other famous Lorraine know-how: earthenware and enamels. This expertise is a part of the heritage in dozens of towns and villages, most notably Longwy, Sarreguemines and Lunéville. An art of perfection that is today known around the world.

tourism-lorraine.com/luxury-and-know-how

FAVOURITE SPOT ♥

Vannes-le-Châtel, innovation and transmission

The glassmakers of Vannes-le-Châtel carry on the tradition of fire arts in Lorraine. For Christmas, they handcraft glass Christmas baubles. Slowly shaped using the hot blowing technique, the glass is then briefly immersed in a cold-water bath, giving it its trademark crackled appearance. Each piece is unique and ready to be discovered at the Maison des Arts Verriers (Glass Art Centre). This original site displays permanent and temporary exhibitions of pieces from Lorraine's crystal works as well as the master glassmakers and young talents trained at the European Centre for Research and Training in Glass Art. The Glass Art Centre is also a place for demonstrations and experiments.

Note: at workshops open to the public, participants can blow their own glass ghost for Halloween or a Christmas bauble during weekends in December!

tourisme-vanneslechatel.fr



GETTING TO KNOW

JEAN-MARC NURDIN

THE ART OF TRADITIONAL STAINED GLASS

Lorraine has a great tradition of stained glass. Art Nouveau and Art Déco helped start a real culture of stained glass in the region (Metz, Nancy, Sarrebourg, the church in Baccarat and Longwy). This tradition is carried on today, in particular by the Salmon Company. Initially specialised in house painting, this company decided to support the art trades by buying the Saint-Marc stained-glass workshop several years ago. Today, Jean-Marc Nurdin, a stained-glass artist for the company, carries on the know-how of the traditional master glass makers. Over his career, he's worked on two iconic projects in the Lorraine region. "Chagall's famous stained-glass window Genesis in Metz Cathedral was broken during a break-in. We were both proud and apprehensive to work together with the architects of the Bâtiments de France heritage group on this historical restoration project. The goal was to preserve the original pieces as much as possible." They met the challenge: only two pieces of the stained-glass window were replaced, while respecting the characteristics of the glass that was initially used. Jean-Marc Nurdin also created 80 m² of stained glass for the historical restoration of the Hôtel des Arts et Métiers in Metz's Imperial district. He supervised and created two rose windows on the themes of the performing arts and the Lorraine region. The breathtaking result showcases his amazing talent.

www.groupe-salmon.fr/vitrail-dart/renovation-de-vitraux-dart



NOT-TO-BE-MISSED EVENT

Christmas Markets

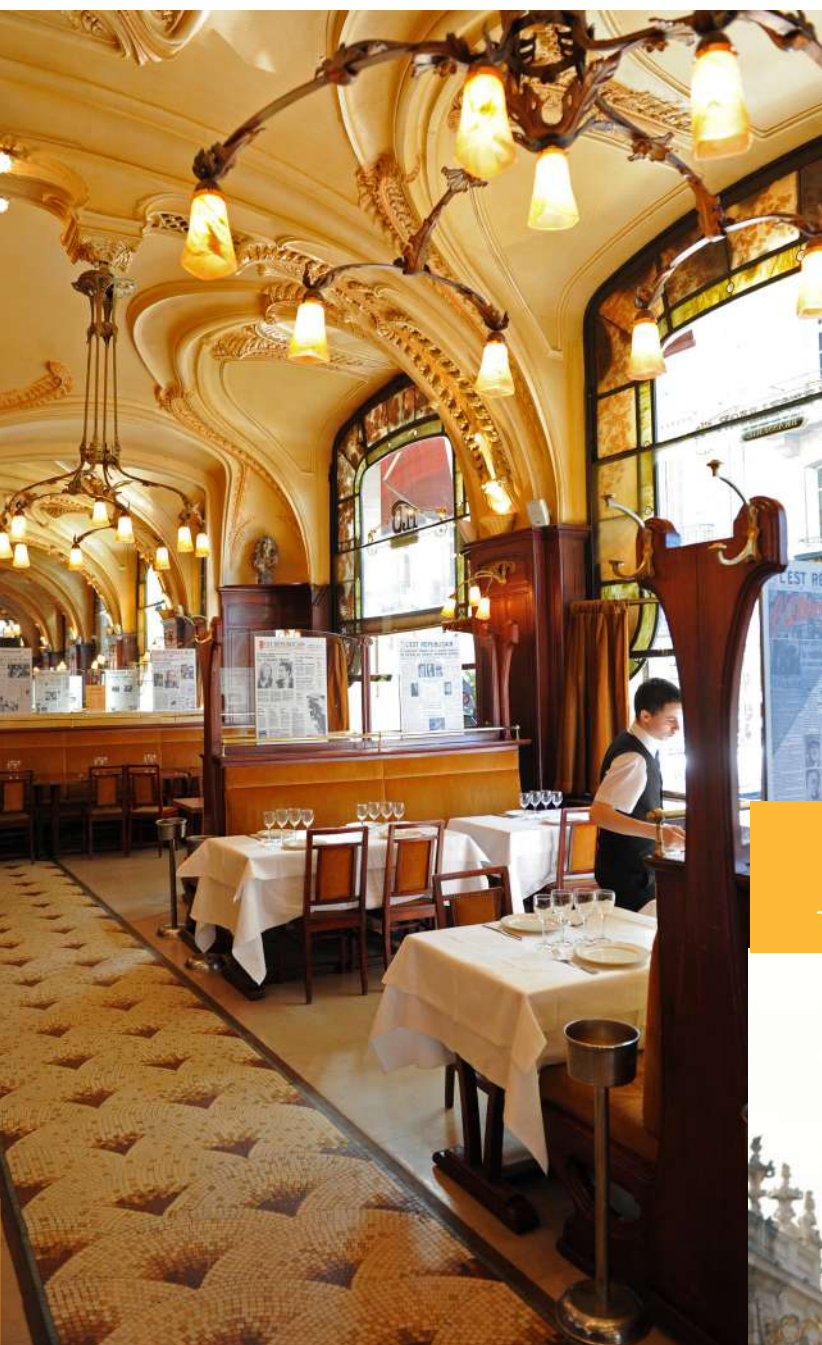
Beginning in mid-November, the cities of Lorraine warm up the winter season and indulge in the magic of the holidays at enchanting Christmas markets.

For the holidays, Metz takes on a village feel with more than 80 wooden chalets. There's also a big wheel to admire panoramic views of the lights in the town.

In Nancy, the traditional Saint Nicholas village takes over Place Charles III with its chalets of artisans. Épinal, Plombières-les-Bains, Thionville and Sarreguemines also participate in the magic of Christmas with gourmet local products, gingerbread and mulled wine.

tourism-lorraine.com/winter/christmas

Christmas Market in Nancy



L'Excelsior brasserie in Nancy



Inspirations



Arc Héré, Place Stanislas in Nancy

An aerial photograph of a town and a river at sunset. The town, with its red-roofed buildings, is on the left. A river flows through the center, reflecting the orange and yellow sky. A road and railway tracks run alongside the river. The background shows rolling hills under a cloudy sky.

#Open

Looking for unexpected encounters

As a border territory, rooted in the heart of Europe, Lorraine has a foundation of open-mindedness that will delight freedom-loving visitors. With large spaces for walking and biking and brimming with cultural and tourism innovations, Lorraine always leaves the door wide open to new ideas.

A destination for innovative initiatives, like the Nancy Thermal project or the new events each year at the Saint Nicholas festivities, Lorraine is always inspired and constantly evolving. Priority is given to young people, to innovation and to encounters with the unique characters of the region. Whether it's the baker in Nancy who is reinventing the Quiche Lorraine or a winegrower of the Côtes de Toul, they all buzz with the same energy and aspiration. The aspiration to share a modern destination and its unique features.

CITY BREAK DESTINATION

Amazing Verdun

Verdun is a symbolic city that carries on the remembrance of a history that has forever marked its landscapes and memory. Discover this history at the Verdun Memorial and in the heart of the underground citadel with its remembrance journey aboard a trolley.

In addition to its history linked to the First World War, the city's streets make for a charming stroll for tourists. On a city break holiday, visitors can discover the medieval and Renaissance history of the town centre with its towers and beautiful homes. The flowered river banks of the city, like the Quai de Londres, are perfect for a lovely walk.

Foodies will delight in the Dragées of Verdun, a sweet and crunchy specialty of the city. In 1220, an apothecary of Verdun had the idea to preserve his almonds by coating them in sugar and honey and cooking them, and the dragée was born. Today, the Maison Braquier carries on this artisanal tradition. Visit the workshops to taste a few almonds and discover their trade secrets.

tourisme-verdun.com

Discover a video of the battlefield of Verdun



GETAWAY IDEA

Hunting for white gold: Lorraine, a land of salt

Several million years ago, Lorraine was under the ocean. The region still has rich salt deposits from this era, both in the ground and in its springs. Over the centuries, salt mining and its trade brought wealth to Lorraine, especially in the Saulnois region that took its name from the mineral.

Still today, local heritage is a testament to this glorious past, such as the Royal Saltworks of Dieuze or the Einville Saltworks that still produces the mineral in the traditional manner and also sells table salt.

A resource of both the past and the present, salt is put in the spotlight at several museums in Lorraine. The brand-new Salt Museum in Marsal was recently revamped for an interactive and modern experience, and there's also the Maison du Sel in Haraucourt. A tour on the trail of white gold, a source of wealth, strength and power struggles throughout the centuries!

salinesroyales.fr

saline-einvillle.com

lamaisondusel.fr

NOT-TO-BE-MISSED EVENT

Saint Nicholas festivities in Nancy

Every year, the patron saint of Lorraine brings lights and thrills to the city of Nancy. For the Saint Nicholas festivities, the city invites a country of honour each year. The highlight of the celebrations is the weekend of 5 and 6 December with a 2-day programme of free events: video projection show on the legend of Saint Nicholas on Place Stanislas (free show every evening from the end of November to the beginning of January), musical and theatrical processions, the great parade and Saint Nicholas concerts in the bars and restaurants of the town. There are also plenty of surprises around famous Place Stanislas, including enchanting rides at Marmaille Village, the Palais du Jeu games area and Father Whipper's cave!





Bicycle touring

Experienced cycle tourists or simple fans of bike rides: in Lorraine, everyone can find an itinerary for a tour at their own pace. Surrounded by wide-open natural spaces, the long and secured cycling itineraries are dotted with great places to eat or sleep, with sites to visit and facilities adapted to cycle tourists.

Itineraries like the Meuse Cycle Route from Lorraine to the Netherlands with over 1,000 km of marked paths along the river. 36 stages, each one different from the last, for a sporty ride or a countryside stroll discovering the rural landscapes of the Vosges, the remembrance sites of Verdun or the local products of Commercy. An authentic natural getaway in a safe setting!

Another route is the V50 (Moselle Saône Cycle Route), an itinerary from Luxembourg to Lyon over more 800 km that takes cyclists on a discovery of Lorraine's heritage along the banks of the Moselle River. Riders can hop off their bikes and explore Épinal and its images, visit the U4 blast furnace that is today a work of contemporary art or take a city break in Metz or Nancy.

tourism-lorraine.com/five-major-cycleroutes-to-enjoy-on-holiday

FAVOURITE SPOT ♥

Vittel Spa

Since 1851, Vittel Spa offers a wide range of medical spa remedies, but also wellness treatments using its beneficial spring water. Those looking for relaxation will find it with the spa bundles and 1- to 5-day packages featuring massages, beauty treatments, individual or couple rituals and more. A chance to enjoy a 100% natural rejuvenating break.

thermes-vittel.com

Discover a video of Lorraine's 5 spa resorts



FUTURE FAVOURITE

Grand Nancy Thermal

Slated to open in 2022, Grand Nancy Thermal will be the only French spa resort located in the heart of a city. The site, designed and constructed by the Compagnie Européenne des Bains / Valvital, will offer a wide range of spa treatments as well as sports, recreation, wellness and health activities. A return to the sources of Nancy's early 20th-century spa heritage!

GETTING TO KNOW

THE MARCHAND BROTHERS

CHEESE, A FAMILY AFFAIR

The Marchand family's saga began in 1880. Today, the 6th generation, brothers Patrice, Éric and Philippe Marchand, carry on the family tradition. Specialised in cheese ripening and related endeavours, the brothers diversified the company's activities. Their best sellers are forgotten cheeses like the Carré de l'Est or the Gros Lorrain, as well as innovative inventions like Wasabique or Bergamot goat cheese.

The globe-trotting Frères Marchand also export their know-how. In 2011, they created the first International Cheese Festival in Hong-Kong and are present in more than 20 countries around the world. Needless to say that on a visit to Lorraine, a stop to discover their cheeses is a must, whether at one of the cheese shops (Nancy, Metz, Épinal, Vandœuvre) or at their restaurant in the centre of Nancy, an atypical concept with five unique atmospheres for a gourmet and original way to discover the cheeses of Lorraine.

www.freres-marchand.com



THE STAR PRODUCT

Quiche Lorraine

Served hot with a side salad, Quiche Lorraine is the region's signature dish. Often imitated, but never dethroned. Fabrice Gwizdak, a baker and pastry chef in Nancy and a Quiche Lorraine Ambassador, proposes a traditional recipe, inspired by Jean-Pierre Coffe, chef emeritus of Lorraine and a friend.

Currently, a handful of artisans in the region are creating a Genuine Quiche Lorraine label to protect the recipe used since the 18th century.

<http://visitolorraine.fr/idees-recettes/>

RECIPE

Jean-Pierre Coffe's recipe

BY FABRICE GWIZDAK

For 4 people

Ingredients:

- 200 g of smoked bacon
- 350 g shortcrust pastry
- 4 eggs
- 4 tablespoons of crème fraîche
- a bit of milk

Dice the smoked bacon into small cubes, then blanch them in boiling water for a few seconds to remove some of the salt and fat. Dry fry the bacon. Preheat the oven to 220 °C.

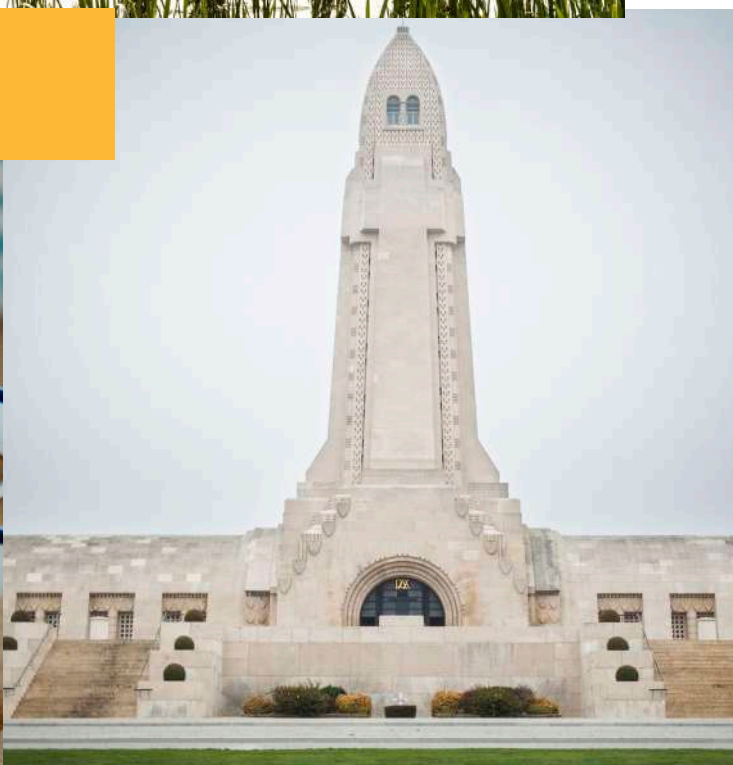
Roll out the pastry. Butter the mould. Prick the dough with a fork. Beat together 3 whole eggs and 1 yolk, add the cream and the milk, some pepper. Pour the mixture over the pastry. Bake for 25 minutes.

Bon appétit!

Stock Lake in Rhodes



Inspirations



Ossuary of Douaumont

*Saint Nicholas gingerbread
at the Maison des Socurs Macarons in Nancy.*

Agenda 2020

All of the events are on our website
www.tourisme-lorraine.fr

29 January - 2 February 2020

GÉRARDMER

27th annual International Fantasy Film Festival

This not-to-be-missed cinematic festival in France began in 1994 at the foot of the slopes in Gérardmer. Every year, both French and international leading figures in film come to judge the short and feature-length films in the competition. The five-day event screens more than fifty films to the delight of the general public and film buffs alike.



9-26 February 2020

SARREGUEMINES

Carnival of Sarreguemines

Lorraine's largest carnival takes the form of an art festival with the Kappensitzung (a show combining satirical skits, folklore performances and dance) and of course the international parade and the traditional masked balls.



2-5 April 2020

REMIREMONT

Venetian carnival

Venice in the middle of the Vosges? The town's archways and the richly costumed participants will make you forget that the Grand Canal is actually the Moselle River.



June 2020

SARREGUEMINES

Feast of Saint Paul

Saint Paul, the patron saint of earthenware, inspires this not-to-be-missed event in Sarreguemines. On the programme: street theatre, a local food market and crafts.



July 2020

LAHAYMEIX

Vent des Forêts Festival

In the heart of a forest in the Meuse along a 45 km trail, walkers can discover works of art made of wood, stone or iron by artists in residence in the surrounding villages.



26 June 2020 - 10 January 2021

NANCY ET LUNÉVILLE

18th century Lorraine sculptures in the spotlight

In 2020, two major exhibitions at Lunéville Château and Nancy's Fine Arts Museum are dedicated to sculpture in Lorraine in the 18th century. See p. 10 for more information.

Summer 2020

BUSSANG

Le Théâtre du Peuple

With its wooden decor and structure, this one-of-a-kind theatre is famous for its majestic site as much as for its original performances.



5-7 July 2020

BAR-LE-DUC

RenaissanceS Festival

In the Renaissance district of the city, this festival invites visitors on a journey through time with street theatre, circus performances and music. See p. 20 for more information.



Summer 2020

Free sound and light shows

NANCY

Show

Rendez-vous Place Stanislas

METZ

Constellations de Metz

More info on p. 13

LUNÉVILLE

Lunéville sound and light show



October 2020

NANCY

Nancy Jazz Pulsations

This jazz and world music festival brings together more than a hundred groups with diverse influences.



December 2020

ALL THROUGHOUT LORRAINE

Christmas Markets

Metz, Nancy, Épinal, Plombières-les-Bains, Thionville and Sarreguemines: the cities of Lorraine feel like cosy villages during the Christmas holidays. See p. 26 for more information.



Summer 2020

Other sound and light shows

DOMRÉMY-LA-PUCELLE

Joan of Arc Monumental Show

In the basilica of Domrémy-la-Pucelle, this show combines 360° images, sound, light and around one hundred actors and extras. It immerses the audience in the heart of the history of the basilica and of Joan of Arc the heroine.



VERDUN

Special event "Des Flammes... à la lumière"

250 actors, 900 costumes, a 2-hectare stage: this XXL sound and light show immerses spectators in the battle of Verdun.



PETITE-ROSSELLE

Les Enfants du Charbon

Created by the Association Les Enfants du Charbon, this show brings to life the coal era of Lorraine at the heart of Parc Explor Wendel in Petite-Rosselle.



End of August 2020

METZ

Mirabelle Festival

15 days of events and festive jubilation celebrating Lorraine's golden fruit. Gourmet markets, concerts, shows, brass bands, parades, and of course the election of the Mirabelle Queen.



November 2020

PONT-À-MOUSSON

Truffle Festival

Passionate foodies will enjoy this gourmet weekend dedicated to the black diamond, with markets, free lectures and lunches.



December 2020

ALL THROUGHOUT LORRAINE

Saint Nicholas Festivities

On 6 December, all of Lorraine celebrates Saint Nicholas during the festival that announces the beginning of the Christmas season. See p. 30 for more information.



Map of Lorraine



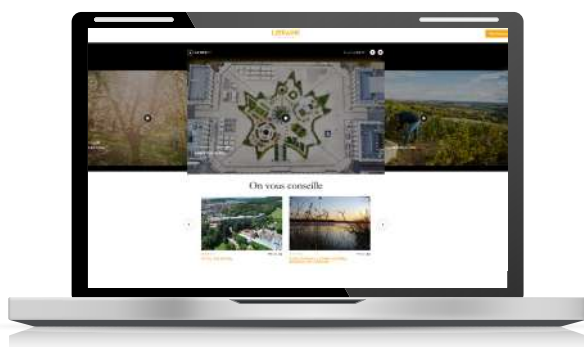
The towns on this map are those mentioned in this press kit.

Tools at your fingertips

PRESS AREA

A space to find all of our resources for the press.

presse.tourisme-lorraine.fr



THE NEW LORRAINE TOURIST MAP

With a selection of sites, cycling routes, advice from Lorraine natives and the recipe for a genuine Quiche Lorraine!



WEB TV

A video digest of the destination.

www.tourisme-lorraine.fr/webtv

TRAVELS IN LORRAINE MAGAZINE

A magazine for finding getaway ideas and surprising discoveries in the region.



THE PASS LORRAINE

For discovering the partner tourist sites with VIP access (discount entries, welcome gifts, etc.).

passlorraine.com



Stay connected on:

THE WEBSITE


www.tourism-lorraine.com

For news, inspiration, videos, getaway ideas and the best spots of the destination.

THE SOCIAL NETWORKS OF THE DESTINATION

 [destinationlorraine](https://www.facebook.com/destinationlorraine)

 [Destination Lorraine](https://www.youtube.com/DestinationLorraine)

 [destinationlorraine](https://www.instagram.com/destinationlorraine)



Notes

[illegible]



Notes

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LORRAINE

VOUS RÉVÉLER

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L'Europe s'invente chez nous