

# Press Kit

## Alsace 2017

**In every season and on every occasion, Alsace is amazing: at times gloriously gourmet, festive and cultural, and at other times simply natural and vibrant, but above all else, always welcoming! France's smallest region, Alsace is constantly renewed by its changing beauty!**

**All year round, Alsace awaits: come explore this rich and colourful region!**

[www.experience.alsace](http://www.experience.alsace)

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## Strasbourg: Europe's beating heart

A living symbol of reconciliation between the European peoples and the headquarters of some 15 European institutions and international cooperation bodies, Strasbourg boasts a unique cultural and architectural heritage, standing as it does at a crossroads between the Latin and Germanic worlds. As France's seventh-largest city, Alsace's capital celebrated its 2000th anniversary in 1998. The historical town centre is a UNESCO World Heritage site. Its many attractions can be discovered on foot, by riverboat, by mini-tram or by bicycle.

[www.otstrasbourg.fr](http://www.otstrasbourg.fr)

### **Strasbourg Museum of Modern and Contemporary Art**

A leading museum on the European cultural scene, designed by architect Fainsilber.

This vibrant space of contemporary culture features remarkable sculptures and reliefs by Jean (Hans) Arp and pioneering works of abstract art (Kandinsky), of masters of surrealism (Ernst Masson), and of major figures of contemporary art (Buren). A photography exhibition room and an auditorium, which focuses considerable attention on cinema and music, make this museum an important centre for dynamic artistic creation.



## Colmar, at the heart of the wine country

It's no wonder that Colmar is so popular. Picturesque, attractive, and situated near some of the finest wine-producing villages. Colmar – situated midway between Strasbourg, Mulhouse /Basel (Switzerland), the Vosges and the Rhine – sums up Alsace perfectly. Alsace's wine capital and a town of art and history, Colmar is one of the most pleasant and most visited towns of Alsace. Shaped by its prestigious past and brimming with culture, the town has successfully preserved its architectural heritage while conserving a very warm and human feel. Colmar is famous for its historic centre, the Petite Venise quarter and the famous Unterlinden Museum featuring the Isenheim Altarpiece by Mathias Grünewald.

[www.ot-colmar.fr](http://www.ot-colmar.fr)

### **Unterlinden Museum**

Thanks to an extension, the Unterlinden Museum now rivals the world's largest museums. The project, managed by the internationally renowned firm Herzog & de Meuron, doubled the exhibition area, renovated the former Dominican convent and created a contemporary space. The design comprises two sets of buildings, on either side of Unterlinden Square: on one side, the medieval cloister with the chapel containing the Isenheim Altarpiece by Grünewald, and on the other side, the new wing which has approximately the same dimensions as the chapel, hereby creating symmetry by forming a second courtyard with the buildings of the former public baths. The two spaces are connected by an underground gallery with 3 exhibition rooms.

[www.musee-unterlinden.com](http://www.musee-unterlinden.com)



## Mulhouse: the creative hotspot

Mulhouse was open to the ideas of the Enlightenment and of the Encyclopédistes as early as the 18th century, drawing inspiration from these sources for scientific and technical projects. Second only to Paris, Mulhouse is now the city in France with the highest volume of visitors to its museums. Thanks to traditional alliances with the neighbouring countries of Switzerland and Germany, Mulhouse has a history of openness to the world, freely flowing ideas and a multidisciplinary approach, decisively uniting science, technology and culture.

[www.tourisme-mulhouse.com](http://www.tourisme-mulhouse.com)

### **MULHOUSE: THE EUROPEAN CAPITAL OF TECHNICAL MUSEUMS**

National Automobile Museum - Schlumpf Collection

French Train and Railway Museum

EDF Electropolis Electricity Museum

Museum of Printed Textiles

Wallpaper Museum

[www.musees-mulhouse.fr](http://www.musees-mulhouse.fr)

## FROM GRAPES... TO WINE

### THE INTENSITY AND FLAVOURS OF THE FINE WINES OF ALSACE

At the foot of the wooded slopes of the Vosges, towered over by mysterious castles, Alsace's wine-producing villages, with their surrounding walls, friendly inns with historical signs, and distinctive houses huddled close to the churches, never fail to delight those who take the time to stop off there.

**The Alsatian Wine Route** winds its leisurely way southwards through the hills of the wine country for a distance of over **170 kilometres**. Along the way, paths through the vineyards, winstubs and refreshing, friendly wine-tasting cellars enable you to discover the seven Alsatian wine varieties, rich in the subtle aromas of each terroir.

A seemingly infinite expanse of carefully tended vines bask quietly in the sunlight; the peace and harmony of the vineyards of Alsace bear witness to the immense effort that has gone into shaping them. Worked for over 10 centuries now, the vineyards yield their precious nectar: **the Grand Cru wines**. As they noticed very early on that certain locations gave special characteristics to their vineyards and wines, Alsatian winegrowers have been making reference to the notion of Grands Crus since the beginning of the 9th century. Thus, the best terroirs were identified through observation and know-how spanning generations of winegrowers. Over time, they found the most remarkable soils, often steep and with ideal sun exposure. At present, **51 areas, delineated** according to strict geological and climate criteria, form the mosaic of Alsace Grand Cru wines.

[www.route-des-vins-alsace.com](http://www.route-des-vins-alsace.com)



## FROM GRAPES... TO WINE

### THE INTOXICATING SCENT OF MAISON MASSENEZ

Cherries, damson plums, raspberries, mirabelles and pears... like impressionist painters, the master distillers of **Maison Massenez** work with fruits as artists work with colours: each liqueur has its own vibrancy, intensity and character.

Here, passion is a family business, and know-how has been passed down from generation to generation **since 1870**. Jean-Baptiste Massenez, a home distiller in the Valley of Villé, paved the way for his son Eugène, who became a renowned master distiller. He distilled wild raspberries for the first time, and this liqueur became a favourite of the Queen of Sweden.

**The third generation** developed the distillery quite dramatically: Massenez fruit brandies were sought out by all the best Parisian brasseries, and even by the most prestigious restaurants. They were loaded onto the "Le France" cruise ship and exported to **New York, Hong Kong and Tokyo**. **Served at the official residence of the President of France, the Elysée Palace, and at the Cannes Film Festival**, this brandy achieved true greatness.

Next, a feminine touch sent the brandy on its next adventure. Manou Massenez has breathed new inspiration into the distillery: with **Miss Massenez**, brandy has become glamorous, while retaining all of its authenticity and character. All of the products of the brand are served at cocktail workshops held regularly at the distillery in Dieffenbach-au-Val. Like the Queen of Sweden, come discover your next guilty pleasure!

[www.massenez.com](http://www.massenez.com)





## AN EXCEPTIONAL MOMENT

### AN EXCITING EXPERIENCE AT THE VILLA RENE LALIQUE

“Better to seek beauty than to show off luxury”, as the fine jeweller and master glassmaker René Lalique used to say.

His genius and creativity significantly inspired the renovation of the villa that he had built in Wingen-Sur-Moder in 1920. Smitten by the region, he stayed there regularly and had a factory built there, where glass was his muse.

The artist's Villa was renovated with talent by **designers and architects Lady Green, Pietro Mingarelli and Mario Botta**. It is now an exceptional hotel and restaurant featuring 6 unique Art Deco suites.

The perfect harmony of the place comes from three masters: René Lalique, the soul of the house, the great **chef Jean-Georges Klein** who brings sophistication to the table and the fine sommelier **Romain Iltis**, who fills the wine cellar with prestige. Across a surface area of 200 sq. metres, the wine cellar proudly displays some **12,000 remarkable bottles**.

This combination of talent has created a wonderful ode to the French art of living, earning the Villa two stars in the Michelin guide after being open for only three months. René Lalique, a hugely talented artist of his generation, would definitely have approved.

[www.villarenelalique.com](http://www.villarenelalique.com)



## AN EXCEPTIONAL MOMENT

### 5 TERRES HOTEL & SPA: AN ELEGANT RENAISSANCE

In the charming village of Barr, the historic **former Bürgerstube**, a prestigious venue frequented by the local bourgeoisie of the 16th century, has been beautifully converted into a luxury hotel.

Located halfway between Strasbourg and Colmar, the 5 Terres Hotel & Spa (four stars) **refers to the land (terres) of the surrounding vineyards**, promising a sensuous journey to the heart of the Alsace wine country.

Its authentically renovated architecture conveys a sense of elegance and sophisticated luxury, effortlessly combining the innovation of the design with the sensuality of precious, natural materials such as stone, solid oak and leather.

Thanks to its **27 rooms** in natural colours, its **cozy, intimate spa tucked into a vaulted cellar** hewn from Vosges sandstone, its indoor pool filled with water from a natural spring (la Source des Oies) and, last but not least, its **wine bar offering more than 100 different wines**, your stay at the 5 Terres Hotel & Spa promises to be a true delight!

5 Terres Hôtel & Spa, Mgallery by Sofitel - 11, place de l'Hôtel de Ville – Barr - Tel.: +33 (0)9 73 21 06 04 - [www.5terres-hotel.fr](http://www.5terres-hotel.fr)  
Rooms: from 120 to 250 euros





## AN EXCEPTIONAL MOMENT

### LUXURY AND REFINEMENT AT THE AUBERGE DE L'ILL

In this temple to French gastronomy, with its moving history, time almost seems to stand still. In the small village of Illhauesern on the banks of the River Ill, the different generations of the Haeberlin dynasty have run this establishment **for more than 150 years**. Indeed, four generations now separate the small inn initially built and run by Marc Haeberlin's great-grandmother from the current star-rated restaurant. Grandmother's recipes have been treasured and enhanced year after year, by each descendant.

The Auberge de l'Ill took its first star in the Michelin guide in 1952, under the management of Marc Haeberlin's father, Paul. The second followed in 1957 and **the third in 1967, with the establishment holding these for 50 years now**. Generosity and open-heartedness are the watchwords here. As an example, Paul Haeberlin himself prepared the coffee for his employees every morning, and made their meals. A spirit which he has passed on to his son, who defines cooking as "sharing something you love with the people you love".

From May to September, when the river level isn't too high, the Hôtel des Berges offers a hearty and luxurious breakfast. For this **five-star hotel** situated in the gardens of the Auberge de l'Ill, **architect Yves Boucharlat** recreated the atmosphere of an 18th-century farm with its tobacco drying shed, a characteristic feature of this region in the Alsatian Ried. The morning starts with a rose petal bath and breakfast on a flat-bottomed barge, reminiscent of a leisurely trip along the Venetian canals.

[www.auberge-de-l-ill.com](http://www.auberge-de-l-ill.com)

## MAKE AN EXCITING DISCOVERY

### JOURNEY TO THE VOODOO MUSEUM

A voodoo museum in Alsace? Surprising, perhaps, but don't worry: at the Voodoo Museum, the level of precision, quality and ambition is extraordinary. Here, visitors learn **the difference between the different types of voodoo**, what the cumbersome fashion of leaving locks on bridges of cities around the world means, or how to maintain a living fetish... if you're overly superstitious, this might not be for you, but if you're simply curious, you'll find this unusual place quite fascinating.

Located very close to the Strasbourg train station, the **Voodoo Museum is located in a former city water tower**, a building whose architecture is as strange as the collection of thousands of works that it contains: comprising a tower with a skylight on top, the tower is decorated with ornamental stones reminiscent of fortified castles...of which there are many in Alsace.

[www.chateau-vodou.com](http://www.chateau-vodou.com)



## MAKE AN EXCITING DISCOVERY

### SHARING TRADE SECRETS AT THE VILLA METEOR

Beer is to Alsace what inspiration is to creation: essential. And the Haag family will not tell you otherwise.

In possession of know-how going back centuries, the Haag family is at the helm of **the oldest brewery of Alsace**, Météor, founded in 1640. The leading independent brewery in Alsace, the oldest active brewing facility in France, over 4 centuries of history: Météor deserves many superlatives. The brewery is proud to present its unique know-how and the heritage of **8 generations of master brewers**.

Located on the production site, Villa Météor traces the brewery's history in ten exhibition spaces. From brewing to filling, discover the secrets of the master brewers, who apply their expertise to a range of beers with unique flavour and character. Wendelinus, an amber beer with touches of caramel, Pils, with light, floral notes, or Ackerland, a lager in the purest Alsatian tradition: where better to contemplate and enjoy the finest beer on offer than here, in this beautiful new setting?

[www.brasserie-meteor.fr](http://www.brasserie-meteor.fr)



## MAKE AN EXCITING DISCOVERY

### HAVE A FUN DIGITAL ADVENTURE AT THE PIXEL MUSEUM OF SCHILTIGHEIM

A few minutes from Strasbourg, **the Pixel Museum** opened on 25 February 2017. It is the **first museum of video games, connected leisure and video game art in France**. From the first arcades to the latest-generation game consoles, the museum presents the history of interactive gaming and anticipates the technological challenges of the future!

This one-of-a-kind collection features no less than **25,000 items, mostly from the collections of Jérôme Hatton**, director of Ludus Académie, a school dedicated to the creation and development of video games and serious games in Strasbourg. The first temporary exhibitions focus on the famous worlds of Zelda and Mario Kart.

A true living heritage, the history of video games is closely connected to local history. In Alsace, Alcatel produced its Visiomatic 101 console, and it was here that Karl Ferdinand Braun invented the cathode ray tube. In addition to exhibiting the collection, the Pixel Museum will also be **an R&D** space for students and researchers and a co-working space for young developers and starts-ups: the Pixel Factory!

<http://pixel-museum.fr> / €9 per adult, €7 ages 3 to 16, free for children under 3



## ICONIC TALENT

### VOYAGE AU MUSEE UNTERLINDEN

The new **Unterlinden Museum**, redesigned by Swiss architects **Pierre de Meuron and Jacques Herzog**, now features a modern building, connected to the convent by an underground gallery, which encompasses the former municipal baths, dating from 1906. This new wing exhibits collections of modern art by artists such as Soulages, Dubuffet, Poliakoff and others, formerly kept intermittently in the museum's storage space. In particular, the new wing displays an impressive tapestry, almost seven metres long, made in 1976 and based on Picasso's iconic Guernica painting. Only two other copies exist in the world, including one that embellishes the wall of the UN Security Council in New York. At the centre of the former convent's Chapel stands a magnificent, monumental polyptych sculpted by Nikolaus Hagenauer and painted by Matthias Grünewald between 1512 and 1516, for which the Museum is renowned: the famous **Isenheim Altarpiece**. It shows scenes of extraordinarily compelling dramatic intensity, absolutely exceptional for its time.

The Herzog & de Meuron firm has completed a fine architectural project, magnificently redesigning the museum and incorporating it beautifully into the urban fabric. The guiding principle was to respect the history of the medieval convent while adding on an adjoining contemporary building behind the former municipal baths. The redesign of the museum's exhibition spaces aimed to bring consistency to the collections, by showing earlier artworks in the convent and modern art in the new wing, while managing to double the Museum's surface area. A souvenir shop, café and events venue round out the museum nicely.

[www.musee-unterlinden.com](http://www.musee-unterlinden.com)



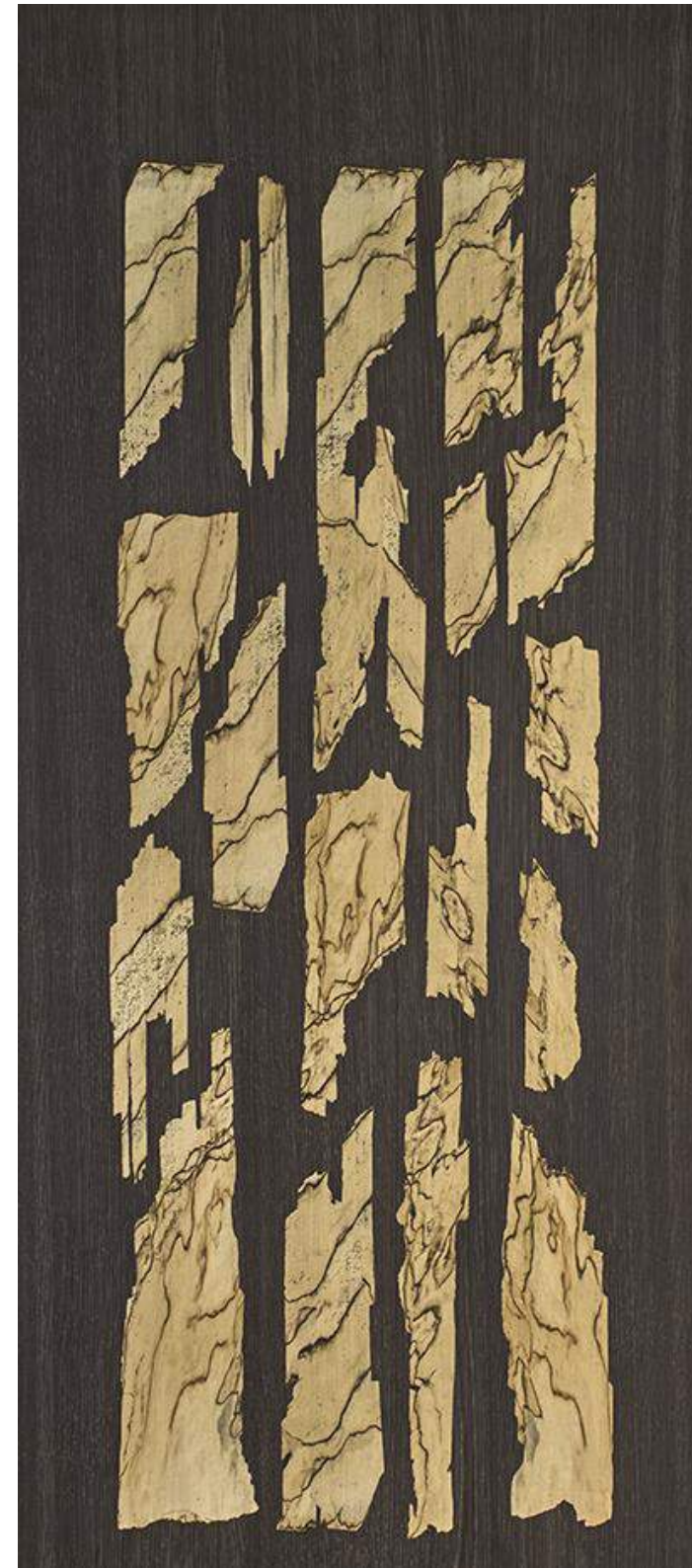
## ICONIC TALENT

### A GLOBAL REFERENCE FOR ART MARQUETRY

Alsatian marquetry became a reference in the late 19th century, with the designs of **Charles Spindler**. For more than a century, **Maison Spindler** has been based on the site of the former Benedictine Abbey of Saint-Léonard, at the foot of **Mont Sainte Odile**. This is a perfect place for reflection and creation. The moment you open the workshop door, you are welcomed immediately by the warm and heady smell of wood: more than 100 **types of veneer** and several thousand wood varieties have been selected for their quality, their natural colour and their structure. The designs reveal an admirable and intuitive feel for the material. The artist uses wood as a painter uses paint, playing with the values and structures of a unique material with infinite possibilities, producing exquisite works of art.

**The museum**, which is housed on site, presents a series of works tracing the key moments in the history of Maison Spindler, which marked artistic life back in the day and which often took prizes at major international exhibitions. The furniture, marquetry panels, decorative artworks, sculptures and paintings created by Charles and Paul Spindler, as well as the works created by their artist friends, bear witness to the essential role they played in art history.

[www.spindler.tm.fr](http://www.spindler.tm.fr)



## ICONIC TALENT

### FINE FABRICS OF ALSACE

In Ribeauvillé, **Charles Steiner created a factory bearing his name in 1838 which was originally a dyehouse before becoming an** Indienne fabric printing works. He installed the first wood block printing workshop there and immediately enjoyed great success thanks to **a collection of upholstery fabric designs known as "3 Rouges"**. La Maison Beauvillé is today known as the Manufacture d'Impression sur Etoffes, and is still an expert printer of **high-end upholstery fabrics**.

[www.beauville.com](http://www.beauville.com)





## THE ART OF GASTRONOMY

### A BAROQUE FRESCO WITH CHEF JULIEN BINZ

You will delight in the enchanting cuisine of Julien Binza and his crew under the watchful eyes of the two lovers in the painting by Fragonard, *The Fountain of Love*.

The chef, a “Maître Cuisinier de France” (master chef), trained with Antoine Westerman and Marc Haerberlin and was awarded his first star in 2012, while at the *Rendez-vous de Chasse* in Colmar. In late 2015, he decided to start off on a new adventure by **opening his own restaurant in Ammerschwahr**. A decisively indulgent setting, with a subdued, cosy atmosphere, where warm woodwork, crystal wall sconces and black lace lampshades combine to create a baroque style.

The cooking, expertly orchestrated by **the chef, who was rewarded this year with a star in the Michelin guide**, offers delicious temptations on the menu that are quite irresistible. Perhaps you will like to pair these culinary pleasures with fine wines, chosen from the selection made attentively by **Pascal Leonetti, best sommelier of France in 2006**. And for a lovely finishing touch to the entire gourmet experience, enjoy a coffee in the lounge, while seated comfortably in a Louis XV armchair, lushly upholstered in a raspberry-red fabric.

[www.restaurantjulienbinz.com](http://www.restaurantjulienbinz.com)





## FAIRE DE LA GASTRONOMIE, UNE OEUVRE D'ART

### LAND ART ON THE TABLE WITH JEROME JAEGLE

It is no coincidence that Jérôme Jaegle chose alchemilla (or lady's mantle) as the symbol of his restaurant, which he opened in his home town, Kaisersberg. Known as a natural fertility treatment, **alchemilla symbolises the young chef's fertile imagination**, which plays with the generosity of nature as a musician plays notes.

A true creator, chef Jérôme Jaeglé **recreates the greenest of gardens in the dishes he serves**. Potato and Bermuda buttercup, Bargkass cheese with wild garlic, chocolate with meadowsweet and granita with ground ivy: the chef's chlorophyll-infused creations reveal his passion for plants and all things green.

While he is something of a gardener, above all else the chef is a virtuoso. **Bocuse d'Or France in 2010, 4th place in the Bocuse d'Or World Cooking Competition in 2011**, he has worked with the greatest: Jean-Yves Schillinger, Olivier Nasti and Christian Têdoie. In 2015, he threw all of his creative energy into the menu of his own restaurant and **this year, he obtained the ultimate recognition, his first star in the Michelin guide**. The master's philosophy? Natural taste, short food supply chains, hunted and gathered food, and produce grown in his own kitchen garden.

[www.lalchemille.fr](http://www.lalchemille.fr)



## FAIRE DE LA GASTRONOMIE, UNE OEUVRE D'ART

### A RENAISSANCE WITH CHEF ERIC GIRARDIN

When in 2015, they took over La Maison des Têtes, a real institution in the centre of Colmar, Eric and Marilyn Girardin had great ambitions for it: **an exceptional 5-star hotel**, progressively renovated, **a charming brasserie** combining traditional woodwork with contemporary design, and the latest star, **the gastronomic restaurant "Girardin"** opened in an ultra-modern setting in August 2016.

The cooking of Eric Girardin, combined with the refinement of his wife, enabled them to **obtain a star in the Michelin guide**, **an honour** already awarded to their former restaurant, La Casserole in Strasbourg.

Diners can choose from Seas & Oceans, Voyage to the Plant World or a Tasting Menu. The master chef plays with the variety in the textures, subtle flavours and aromas that can be derived from a single ingredient. Here, passion for delicious food and elegant presentation is the top priority.

[www.la-maison-des-tetes.com](http://www.la-maison-des-tetes.com)

# EVERY DAY IS AN ADVENTURE

## AN AUTHENTIC AND POETIC ADVENTURE AT THE ECOMUSEE D'ALSACE AND THE LITTLE PRINCE PARK

Together, these two sites form **the biggest open-air museum in France and the first aerial park in the world.**

This land, previously exploited and stripped bare by potash mining, was reclaimed to create two exceptional sites, loved by families and a prime haven of nature for plants and animals. **At the Ecomusée d'Alsace**, enthusiasts, mostly volunteers, **bring back to life the folklore traditions of an Alsatian village of the 20th century** through workshops, encounters and shows. Since 2014, the site has been engaging in **reflections on the habitat of the 21st century** and more broadly on the practices and know-how of the past as an inspiration for facing the challenges of the present and the future.

**At the Little Prince Park**, the poetic world of this legendary tale is recreated in **various attractions** combining thrills, discovery, poetry and sharing. **In 2017, three new features**, including two attractions built entirely from the ground up, will delight visitors: **The Serpent**, a roller coaster opening in April, will climb 10 metres high, and the **South Atlantic**, a big-splash water ride, will open in June. The **Planet Under the Sea** attraction has also been completely redesigned to provide a fuller immersion in the world of the Little Prince.

[www.ecomusee-alsace.fr](http://www.ecomusee-alsace.fr) / [www.parcdupetitprince.com](http://www.parcdupetitprince.com)



# EVERY DAY IS AN ADVENTURE

## FROM HEAD TO TOE

Offering environmental awareness and sensory discovery, the 1.5-km-long “Sensoried” barefoot trail, is **a path to discovering the landscapes of the Ried and of your own senses**. Your clever little elf of a guide, the Hockemann, will lead you down the path between prairies and through the undergrowth, to the edge of an old railway and alongside a stream. **A path with ten stops** presenting the natural elements that make the Ried an exceptional natural area, offering an all-new, sensory, sensitive experience, thanks to about twenty materials and textures positioned all along the trail.

Children will be fascinated by the **three giant sculptures made of willow wood** representing the most important species of the Ried (the pike, the curlew and the owl), built by volunteers and designed by architect Marcel Kalberer. And for a treat, why not make a stop near the trailhead to buy some delicious cakes, cheeses and juices for sale there?

This is a rich and enriching place, free of charge, where families can get some fresh air and share an enjoyable moment together.

[www.sensoried.fr](http://www.sensoried.fr)



## EVERY DAY IS AN ADVENTURE

### THE WINE ROUTE CYCLE PATH: PLEASURE AND FRESH AIR

The Alsace Wine Route runs along the eastern side of the Vosges, winding peacefully along the mountainside, crossing through about one hundred wine-producing towns and villages while exploring the precious vineyards of the finest wines of Alsace. Taking the same itinerary, but along a parallel route, **the Wine Route Cycle Path**, running alongside railways, portions of a former Roman road and vineyard trails, takes cyclists through picture-perfect landscapes, with ruins of medieval castles, villages in bloom, Romanesque abbeys and undulating vineyards, without missing any of the attractions on the road itinerary. The bike path ends in Thann, the last city at the southern gateway to Alsace, at the base of the "Rangen", a hill planted with vines, so steep that the workers picking the grapes have to abseil down it.

A gentle bike ride that will allow you to enjoy the vineyards from a different perspective, without too much difficulty thanks to the many e-bikes available along the route.

[www.alsaceavelo.fr](http://www.alsaceavelo.fr)

