



**OH LA LA...
PROVENCE!**

HOW TO PROVENCE

Like a local
In nature
With family
Around the arts

WHERE TO EAT

Apero hour
How to play pétanque
Must do's for fall

PROVENCE BASTILLE DAYS

PÉTANQUE! PASTIS!
FANTASTIC FRENCH FOOD!
IN NYC

July 9th - 15th
11 French restaurants
Brooklyn block party



PROVENCE
ENJOY THE UNEXPECTED

Provence Bastille Days

July 9th - 15th, 2018



THE PLEASURES OF PROVENCE NO PASSPORT REQUIRED

Savor a special Provençal menu and aperitifs served up by 10 of NYC's favorite French restaurants.

Tap your feet to festive French tunes bands will pop up at participating spots all week (from July 9th to July 15th).

Scoop up swag bags stocked with soap, sunglasses, lavender...

PEOPLE

How Bastille Day stormed Brooklyn?

Georges FORGEOIS, co-creator of Provence Bastille Days

In 2001, when community leader Bette Stolz asked Georges Forgeois, Bar Tabac's owner, to help her throw a Bastille Day party, he replied, "Oui, but only if we put pétanque courts on Smith Street." She assumed the city would never permit a major street closure, but Georges insisted. "You have to be crazy in life," he smiled.

The enigmatic Frenchman was more than right. The block party has been a hit for 17 years—over 20,000 attend! When asked how this Bastille Day differs from his hometown, St.-Rémy-de-Provence, Georges explains, "Here, it's quite powerful." It's a way for him and fellow français to "remember where they came from." And to connect to their adopted city by sharing this treasured tradition.

Voila! Here's where you can get your Provence on

- **Mominette:** 221 Knickerbocker Ave, Brooklyn
- **Le Gamin:** 108 Franklin St, Brooklyn
- **Nice Matin:** The Lucerne Hotel 201 W 79th St
- **Café du soleil:** 2723 Broadway
- **Chez Oskar:** 310 Malcolm X Blvd, Brooklyn
- **Santos Anne:** 3438, 366 Union Ave, Brooklyn
- **Marseille:** 630 9th Ave
- **O Cabanon:** 245 W 29th St
- **Felix:** 340 W Broadway
- **La Defense:** 2 MetroTech Center, Brooklyn

FÊTE FRANCE'S INDEPENDENCE DAY IN NYC!

At 17 years and counting, Provence Bastille Days gives New Yorkers a glimpse into the laidback lifestyle, flavors, and traditions of Provence that has lured so many to its hilltop villages, its inviting beaches, and its sprawling vineyards. Curious about how to play pétanque? Want to know the proper way to drink pastis? Enjoy Bastille Day bonhomie from July 9th to July 15th with celebratory bites, sips, and tunes served up all across the city.

BASTILLE DAY, THE BROOKLYN WAY

For our grand finale on Sunday, July 15th, Brooklyn's Smith Street will be transformed into the sun-kissed south of France. The pavement will be covered in sand pétanque courts, glasses will be filled with rosé, and plates will be topped with tasty bites from Bar Tabac. Part convivial street party, part pétanque tournament, the fun festivities will go all day from noon to 10 pm.



Lineup for Sunday's Celebration

- Witness one of North America's **largest pétanque tournaments** up close
- **Sip red, white, and rosé** to the beat of French bands.
- **Snack on fabulous French fare** including crepes, Bien Cuit croissants, and Bar Tabac steak frites.
- Taste pissaladière and other regional delights at **the Provençal tent**
- Fans of le football can watch the **World Cup finals on outdoor TVs**
- **Make your Provence dream trip a reality** - enter to win 2 tickets to Marseille and a 200€ voucher for a shopping experience at McArthurGlen Provence!

Bonjour Marseille.

Say hello to Marseille with summer seasonal flights from New York, with smooth and seamless connections via Montreal.

Get going at aircanada.com or contact your travel agent.



Personalize your Provence



PROVENCE

With its staggering beauty, cultural wonders, gastronomic goodness, and rich traditions, Provence is a treasure trove for travelers eager to explore beyond the ordinary. The region seduces design buffs, outdoor nuts, foodies, and families with immersive experiences that surprise and delight. Mix and match from these themes to tailor a trip that suits you perfectly.



IT'S A FAMILY AFFAIR

Treasure hunts through majestic UNESCO monuments, horseback rides across rustic marshes, and scampering through caves that look like a fairytale came to life. Provence teems with engaging, hands-on experiences that capture the childlike wonder in all of us. Here, families step back in time, into nature, and through the history books together, making memories to last a lifetime...and post on Instagram.

- **Ramble across red rock at the former ochre mine**, Colorado Provençal and along the Sentier des Ochres in the enchanting hilltop village of Roussillon.
- **Say yes to screen time with iPad treasure hunts** at Avignon's Palais des Papes - the world's largest Gothic palace - and at Nîmes' Les Arènes - a perfectly preserved Roman amphitheater.
- **Take part in the hoofed heritage of the Camargue** [2] at the Manade Jacques Bon, which offers horseback riding through rice fields and bull branding demonstrations.

- Kids gobble sweets at the Haribo **Musée de Bonbon** in Uzès while parents savor scents at the **L'Occitane en Provence** factory in Manosque.
- **Scout the troglodyte caves carved from tuff limestone cliffs** in Cotignac, where wannabe cave dwellers can even bunk in a caveside AirBnb.
- **Paddle underneath or picnic** beside the majestic Roman aqueduct, **Pont du Gard** [1].
- Check out Arles from the back of an **electric bike** on Taco & Co.'s fun, informative tours.

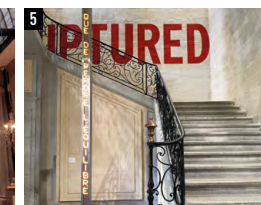
- **The Côte Bleue train between Marseille and Miramas** packs panoramic views, 18 viaducts, and 23 tunnels into a 75-minute ride along the scenic coast. Hop on and off at beaches and villages along the route.



ARTS & LEISURE

Hobnob with Le Corbusier, Gehry and other architectural greats. Marvel at the morbid beauty of a famous Roman necropolis. Check out cutting-edge contemporary art museums whose buildings are as dazzling as the oeuvres exhibited inside. Provence seduces design and history buffs with a cultural richness that spans across centuries. Here, the aesthetically pleasing is as prevalent as wine at dinner. And can be drunk year round.

- Witness Le Corbusier's utopian vision up close at **Cité Radieuse** [3], his **Marseille** apartment complex that houses a gourmet restaurant, design hotel, and rooftop museum.
- Have a spiritual awakening at the divine **Abbaye du Thoronet**, where exalted echoes stretch for a miraculous 13 seconds. Stroll through a sacred forest to the sublime **Sainte Marie-Madeleine grotto**, a Dominican friary only accessible by foot.
- Sip **Maison Ferroni's** artisan rum, whiskies, and resurrected liquors-like Eau Verte, an herbaceous lemony quaff used to ward off cholera--at the swank 19th century **Château des Cressauds** in Aubagne.
- Amble among 1500 years of sarcophagi at **Alyscamps, Arles'** ancient necropolis and UNESCO World Heritage Site where the morbid is magnificent.
- Go on a contemporary art crawl at **LUMA Arles, Hyères' Villa Noailles, Nîmes' Carré d'Art, and Avignon's Collection Lambert** [5], which just expanded to show off its stellar collection and innovative collabs.
- Name-drop at **Château La Coste**, the star-studded winery/art estate near **Aix-en-Provence** that boasts a Jean Nouvel-designed wine cellar, a Francis Mallman restaurant, and a Louise Bourgeois sculpture.
- Marvel at the wondrous curiosities at **Vox Populi** [4], the **Avignon atelier of Pascal Palun**, a designer/decorator whose career was launched by John Malkovich. Savor the darkly romantic setting over a NY-inspired lunch in the café.



Personalize your Provence



LIKE A LOCAL

Cook lunch alongside a chef at his charming home, learn to taste vin from wine school professors, and get behind the wheel of a vintage Citroën 2CV convertible. These hands-on experiences invite you to immerse in the daily pleasures of life à la française. In Provence, the authentic is accessible. The welcoming warmth of the south will make you feel right at home. Which might make it hard to board the plane back to yours.

- Hunt for heritage treasures at **Maison Empereur**, France's oldest hardware store (1827) and healing potions at herbalist **Père Blaise** (1815), two **Marseille institutions** beloved by les marseillais.
- Take a spin in a vintage **Citroën 2CV** [2] with Les Deuch'moiselles to explore the **Gulf of Saint-Tropez**' lovely hillside villages, vineyards, and beaches. Drive your own deudeuche or let Virginie and Gabriel take the wheel.
- Play chef for a day in **Aix-en-Provence** with **Provence Gourmet**. At Chef Gilles' intimate outings, stock up on ingredients at the marché then head to his 12-acre estate for a hands-on cooking class and tour of his organic garden.
- Cheer for the **Course Camarguaise**, the animal-friendly bullfighting in which the taureaux don't get harmed by the bullfighters. Find the rousing events at arenas in **Arles** and the **Camargue** from spring to autumn.
- Harvest olives, stomp grapes, and hunt for truffles at **Las Pastras**, an organic farm tucked in the **Luberon** that's run by an affable Franco-American couple.

- Shimmy and sip Saint-Tropez style at the hip **Hotel Ermitage** [1] or nautical Bar de Sube, two local haunts hidden from the crowds.
- Become a **Côtes de Rhône connoisseur** at **Avignon's Carré du Palais wine-tasting class**, taught by the nearby Université du Vin's professors in English. If your French is decent, try an informal degustation at natural wine bar L'Ampelos.



FREAKS FOR NATURE

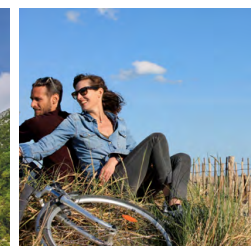
Turquoise coves bookended by staggering limestone cliffs, epic hikes that lead to hidden restaurants, lakes so blue they could be plucked from a postcard. Provence lets you choose your own outdoor adventure. Be it by boat, bike, horseback, or hiking boot, its tantalizing mix of mountains and sea begs to be explored.



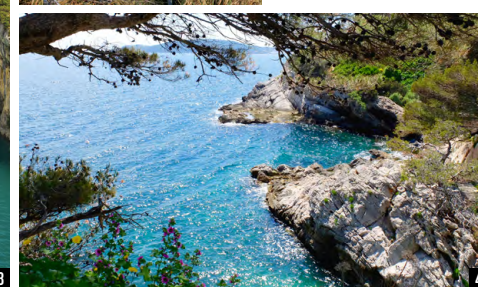
- Dive into the jaw-dropping drama of the **Gorges du Verdon** [3], the Grand Canyon of Europe. Go white-water rafting in **Castellane** or rent a motorboat at the no-filter-required turquoise **Lac de Sainte-Croix** in **Moustiers-Sainte-Marie**.
- Behold the breathtaking beauty of the **Calanques National Park**, 20 km of limestone cliffs that spill into the sea. Most of these rocky inlets can only be reached by foot or by sea—one of the loveliest, **En Vau**, is a 2 hr. hike from **Cassis**.
- **Kitesurf in the Camargue** with KiteExperience at **plage Beauduc**. Nicknamed the "end of the world" this remote, sandy beach is where the Rhône meets the Mediterranean.
- Follow in the **footsteps of Cézanne** at **Sainte-Victoire**, the stunning mountain ridge above Aix-en-Provence that stars in his paintings. Hike to the 17th-century Priory, where you can fill up on snacks and warm up by the fire on chilly days.
- Hop on a quick, 10-minute ride to the **Île de Porquerolles**, a picturesque,

no-cars-allowed island to leisurely explore on foot or by bike.

- Drive the **Route des Crêtes** between **Cassis** and **La Ciotat** for breathtaking views from France's highest seaside cliffs. Both towns offer paddleboard rentals for you to savor the sea up close.
- Leave your picnic at home and hike to hidden restaurants perched along the Mediterranean: **L'Escale** at **Toulon's l'Anse Méjean** [4] and the quirky **Chez le Belge** at the **Calanque de Marseillevyre**.



bit.ly/UnexpectedProvence



Provence



Calendar of Events

FALL INTO PROVENCE

Autumn is a prime time for exploring Provence. The summer crowds have dissipated, the weather is ideal for outdoor outings, and the vineyards are full of vendangeurs harvesting grapes. Voila the buffet of festivals, exhibits, and events to feast on this fall.



PROVENCE, September 15th and 16th

OPEN DOOR POLICY

The Journées du Patrimoine, Europe's enormous heritage open house, invites the public behind closed doors each September. Participants can go backstage at an historical Aix-en-Provence theater, tour a Marseille soap factory, and visit a slew of museums and monuments across Provence—some of which are usually off limits. Check online for the schedule.

🌐 bit.ly/JourneesduPatrimoine

HYÈRES AND TOULON

June 29th - September 30th

DESIGN BUFF

Hit up contemporary art center Villa Noailles for Design Parade, their annual competition for up-and-coming designers. Visit the design show at their Hyères hub or in Toulon, where young interior decorators will makeover an old bishop's palace. Bunk at the newly revamped Reine Jane hotel, whose 14 rooms have been decked out by different artists.

🌐 bit.ly/DesignParade

SAINT-TROPEZ

September 29th - October 7th

FLEET WEEK

From centuries-old sailboats to cutting-edge yachts, more than 300 boats and 4000 sailors gather for a week of races at the Voiles de Saint-Tropez. The festivities continue on shore with concerts, parties, and sardinades across town.

🌐 bit.ly/LesVoilesdeSaintTropez

MARSEILLE, October 10th - 13th

GET INTO THE GLOBAL GROOVE

Keeping to the beat of Marseille's melting pot multiculturalism, the Fiesta des Suds stars DJs, guitarists, rappers, and musicians from every corner of the globe. The 3½-day festival and urban dance party is set on outdoor stages and intimate spaces in an old port warehouse.

🌐 bit.ly/FiestadesSuds

CASSIS, September 21th - 23th

FOR THE FOODIES

The charming seaside village of Cassis boasts the oldest AOC designation in France. Fittingly, it's also home to Vendanges Étoilées, a gastronomic festival featuring dozens of France's finest chefs. Free cooking demonstrations, a market with local artisans and kids cooking classes are also on the menu.

🌐 bit.ly/VendangesEtoilees

AVIGNON MIRABILIS,
June 30th, 2018 - January 19th, 2019
L'EFFET PAPILLON,
August 14th - September 30th

FANTASY PALACE

Avignon's grand dame, the Palais des Papes, hosts a duet of enchanting exhibits. In Mirabilis, Christian Lacroix curates a cabinet of curiosities that spans through the centuries. The palace's L'Effet Papillon, 360° video show that shares the city's history through butterflies' eyes.

🌐 bit.ly/MirabilisPalaisdesPapes

RICHERENCHES, November 17th

'TIS THE SEASON FOR TRUFFLES

To ring in the start of its famous truffle market, the medieval village of Richerenches hosts the Ban de la Truffe. Taste all things truffle at the artisan market, attend truffle-hunting demonstrations, and watch the Brotherhood of the Black Diamond (Confrérie du Diamant Noir) parade in ceremonial garb.

🌐 bit.ly/BandelaTruffe

LOURMARIN, July 9th - October 6th

CLASSICAL IN A CASTLE

Once a 12th-century fortress, the Château de Lourmarin is now home to the Concerts d'Été, a summer concert series that stretches into fall. Come early to stroll the lovely gardens and village itself - Lourmarin is one of Les Plus Beaux Villages in France.

🌐 bit.ly/ConcertsLourmarin

COLLOBRIÈRES, October 14th, 21st and 28th

GO NUTS FOR CHÂTAIGNES

Follow the scent of roasted chestnuts to the Fête de la Châtaigne, the terroir-driven festival that celebrates Collobrières' biggest crop. Sample chestnut flour, candied chestnuts, marrons glacés, or chestnut jam on its own and spread in crepes, to work up an appetite, ask the tourist office about participating in a chestnut harvest.

🌐 bit.ly/FetedelaChataigne



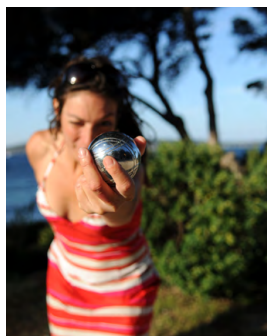
Lifestyle



PÉTANQUE, APÉRO, PASTIS, CUISINE

In Provence, they've perfected the recipe for good living: a sport that scores high on sociability, a tradition of gathering together around good food & drink, and a signature spirit flavored with local herbs. Together, these ingredients are irresistible - especially when served with a side of sunshine.

PÉTANQUE



With its laidback conviviality and time-honored tradition, pétanque perfectly captures the Provençal lifestyle. This leisurely game is played in sun-soaked parks and backyards across Provence and is best enjoyed with an ice-cold aperitif in hand.

Though the game dates back 3000 years, its current version was invented in La Ciotat in the 20th century. Unlike boules, players stand with their feet firmly planted, aka "pieds tanqués" in French. Pétanque is a throwing, not rolling game - think horseshoes instead of bowling. The goal of the game is to get your steel boules closer to the plastic bouchon than your opponent does.

How To Play Pétanque?



1 CHOOSE THE # OF PLAYERS

Singles: 3 boules each
Doubles: 3 boules each
Triples: 2 boules each



2 START THE GAME BY DRAWING A CIRCLE ON THE GROUND

The 1st team tosses the bouchon 20-33 ft. from the circle then points the first boule. The next team plays the second boule, choosing to aim (point) towards the bouchon or knock out (shoot) the other boule.



3 ORDER OF PLAY

The team that does not have the closest boule to the bouchon must play another boule until:
> they have the closest boule
> they have run out of boules



4 SCORING

Points are awarded at the end of the round. The team with the closest boule to the bouchon scores 1 point for each boule that is closer to those of their opponents. You need 13 points to win.



5 START OF A NEW ROUND

The team that won the previous round begins the next round. The circle should be drawn around the last position of the bouchon.



6 POINT OR SHOOT?

In pétanque, players can choose to play offense or defense. To point, pointer, is to toss your boule close to the bouchon. To shoot, tiler, is to knock out your opponents balls. Generally players specialize in one tactic or the other. So, when someone asks if "tu tires ou tu pointes?" how will you respond?

WANT TO LEARN FROM A PRO?

Under the sprawling sycamores of Saint-Tropez' iconic Place des Lices, Christophe Fassetta from l'Ekip Saint Tropez gives pétanque lessons with a side of zen. The amicable champion coaches amateurs to "close your eyes so your head doesn't get in the way."



FIND GREAT PROVENCE DEALS
ON **EXPEDIA.COM**

Lifestyle

PASTIS

Affectionately nicknamed “sunshine in a glass,” pastis is the quintessential quaff of Provence. Named from the Provençal word “patisson” (mixture), this refreshing mix of anise and aromatic herbs is ideal for sipping in the sun - just add water and ice.

In 1932, Paul Ricard crafted his famous Marseille recipe, a delicious blend of essential oil of Chinese star anise, licorice from the Middle East and a secret selection of herbs from Provence. His efforts have helped make pastis the second most popular drink in France (wine is the first.)

Meet your new favorite mixer

This trio of classic pastis cocktails is served on patios across Provence. Choose from nutty, fruity, or minty.

MAURESQUE

1 oz Ricard
½ oz orgeat (almond syrup)

Created by French soldiers fighting in Algeria, this tippie is made with orgeat, an almond, sugar, and fleur d'orange syrup that evokes the flavors popular in Mediterranean sweets.

Pour Ricard and mixer into a highball glass. Serve with ice cubes and chilled water (around 5 oz) that you can adjust according to personal preference.

French-born and NYC-based bartender **Maxime Belfand** likes pastis for its versatility—it goes down easy in a gimlet, a Collins, or other cocktail styles. From his personal stash of craft-cocktail recipes, here's one of his favorite ways to shake up Ricard.

1 oz Ricard
1 oz Lillet Rose
1 oz fresh watermelon juice
¾ oz blueberry cordial syrup
Pinch of fleur de sel

Fill a highball glass with crushed ice. Add ingredients as listed. Garnish with mint and pickled watermelon rind.



APÉRO HOUR

As French author Paul Morand famously put it “L'apéritif, c'est la prière du soir des Français.” or “The apéritif is the evening prayer of the French.” Though an apéritif refers to the pre-dinner drink that stimulates the appetite, the apéro includes eats as well, celebrating France's culinary heritage. More than just a happy hour, the apéro often spills into the night.

EATING UP PROVENCE

With the seafood and fish-laden Mediterranean, forests stocked with chestnuts and truffles, orchards bursting with fruit and olive trees, and farms that feed off the abundant sun, Provence is geographically desirable for gastronomy seekers.

In addition to the holy trinity of Provençal cuisine - garlic, tomatoes, and olive oil - each town and region has their own specialty to tuck into. Nîmes is home to brandade de morue, a garlicky salt-cod purée inspired by the nearby salt marshes. Devour itty-bitty bivalves, tellines, at l'Estrambord in the Camargue and vibrant orange oursin along the Côte Bleue.

Marseille boasts more pizza parlors per capita than NYC. The wood-fired pies at La Bonne Mère stand out from the crowd, thanks to their organic dough that rises for two days. Chickpea flour is the star in Provençal snack food. Sample chickpea flour pancakes, cade, from the Cade Man in Toulon, and fritters, panisses, at stands along the coast. At farmers markets, find cones of AOC-protected brousse du Rove a fresh, goat cheese that pairs perfectly with local honey for dessert.



Editor: Alexis Steinman - **Photo contributors:** V. Lucas CRT, JS (Bastille Day), A. Mouton CRT, Fotolia, A. Steinman CRT, OTCMFLC, D. Lafont, P. Leroux CRT, C. Chilio CRT, M. Di Duca CRT, L. Chovelon CRT, Picasa, iStock, OT Marseille, T. Seray CRT. **Cover:** A. Mouton CRT. **Back cover:** P. Dolémeux. **Design:** Piment Design. A document published by the Provence-Alpes-Côte d'Azur Tourism Board, France (2018).

Tapenade

1 garlic clove, crushed
1 lemon, juiced
3 tbsp capers, chopped
6 anchovy fillets, chopped
250 g / 9 oz black olives, pitted
Small bunch fresh parsley, chopped
Salt and freshly ground black pepper
2-4 tbsp extra virgin olive oil

For a rustic tapenade, mix all the ingredients except the olive oil in a large bowl. Slowly add olive oil, enough to make a chunky paste.

For a smoother tapenade, mix the garlic, lemon juice, capers and anchovies in a food processor for about 10 seconds. Add the olives, parsley and enough olive oil to make a paste.

Season to taste if necessary.

SATISFY YOUR SWEET TOOTH

Saint-Tropez's tarte tropézienne, a sugar-speckled brioche stuffed with cream, owes its fame to Brigitte Bardot. Toulon is the only spot to score a châteclaire, a meringue, cream, and coffee ice cream cake covered in crushed almonds. Enjoy intriguingly flavored scoops at Scaramouche, an artisan glacier owned by a Franco-American couple, in Céreste and Marseille.

FRESH OFF THE FARM

In the Camargue at La Chassagnette, most of Michelin-starred chef Armand Arnal's ingredients are grown a few steps from your table. At Cuisine Centr'Halles in Avignon's famous food market, Les Halles, American chef Jon Chiri offers meals and cooking classes made with his neighbors' bounty.

***Find more epicurean addresses on our website**

bit.ly/UnexpectedProvence



PROVENCE
ENJOY THE UNEXPECTED



MORE THAN NIGHTLIFE

Enjoy soirées that stretch into dawn.

#morethanprovence

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