



PRESS  
KIT  
2019

**LO**RRRAINE  
TOURISME



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# TOURISM

in Lorraine is\*



**19 million**  
visitors



**1.1 billion** euros  
in economic benefits



**3 sites**  
with UNESCO status



**6 million**  
entries to tourist sites

# GASTRONOMY

in Lorraine is



**70%** of the world's  
mirabelle production



**5 AOC, 4 PGI**



**14** Michelin-starred  
restaurants



**10** Bib Gourmand  
restaurants



\* 2017 Figures - Source: Observatoire Lorrain du Tourisme

This press kit contains several videos.  
Click on the play icon to watch them

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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 theme parks (like Fraispertuis) and its must-visit leisure sites (like the Sainte-Croix Animal Park and 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 and Meisenthal, not to mention table arts and furnishings. 45 businesses in Lorraine have been awarded the EPV label (Companies of Living Heritage).



# QUIZ “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 19<sup>th</sup> 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 800<sup>th</sup> anniversary

METZ

Overlooking the town of Metz from atop Sainte-Croix hill, each and every detail of the Saint-Étienne Cathedral is remarkable. The 3<sup>rd</sup> tallest cathedral in France, at a height of 42 m, this jewel of Gothic art also boasts the largest surface area of stained-glass windows in France. Its 6,500 m<sup>2</sup> of colourful panels - some of them created by Marc Chagall - earned the cathedral its nickname, the "Lantern of the Good Lord". In 2019, the cathedral celebrates its 800<sup>th</sup> anniversary. The festivities will begin on 8 December 2019 with a jubilee and will continue throughout 2020.

[cathedrale-metz.fr](http://cathedrale-metz.fr)

## The New World

SAINTE-CROIX ANIMAL PARK

Located near the Lorraine Regional Nature Park, this animal park takes visitors on a discovery of more than 1,500 wild animals living in semi-captivity on 120 hectares of unspoilt nature. Since 2010, Sainte-Croix offers a unique and out-of-the-ordinary experience: sleeping up-close with the wild animals in the heart of the park.

In 2019, the park expands its visit with the "New World", a brand new 8.5-hectare area devoted to the wide-open spaces of North America. In this inhabited natural landscape, American bison will live side by side with a family of black bears and a pack of coyotes, as well as raccoons, American porcupines and skunks. This new space will also host 17 lodges on stilts facing the bears and the bison as well as an 11-bedroom barn with vintage decor and views of the coyotes and raccoons. A little taste of America in Lorraine!

Opening Spring 2019

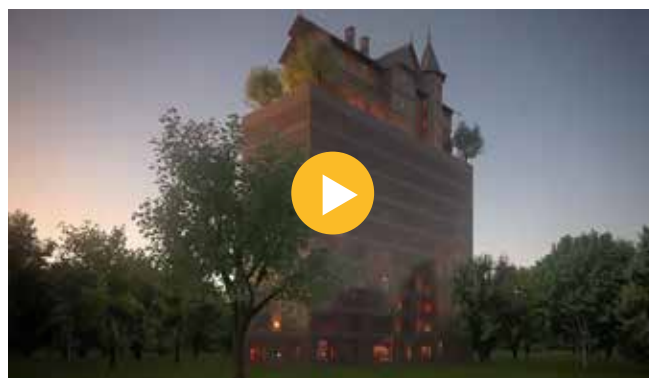
[parcsaintecroix.com](http://parcsaintecroix.com)

## 5 stars for the Grand Hôtel de la Reine

NANCY

Located on legendary Place Stanislas, the Grand Hôtel de la Reine is being fully remodelled to become the first 5-star hotel in Lorraine by the end of 2019. The hotel will have 89 rooms (it currently has 51), including 11 duplexes and 2 suites. High-end services and amenities will be offered, including a fitness area in the lower ground floor with a spa and a pool. The future reception area of the hotel will feature a reading nook, a tea room, a library and a common area. Guests can also enjoy the bar and restaurant that will also be renovated and expanded during the remodel.

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



## 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 will be right near the Centre Pompidou-Metz. The hotel will break ground in June and 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 at the end of 2020

Discover a video of the project

[maison-heler.com](http://maison-heler.com)



## Spa Deep Nature

CENTER PARCS DOMAINE LES TROIS FORÊTS

Since autumn 2018, Spa Deep Nature welcomes visitors in search of well-being at the Center Parcs Domaine Les Trois Forêts. Opened in 2010, the largest and the eco-friendliest of the villages boasts more than 1,000 modern, spacious and bright wooden cottages nestled in the heart of a lush, 435-hectare forest.

With 1,600 m<sup>2</sup> dedicated to well-being, the new Spa Deep Nature becomes the largest wellness facility of France's Center Parcs. The decorative elements immerse guests in a serene atmosphere in harmony with nature. Plenty of services are offered on-site: a steam area with different hammams, an exfoliation room and a Jacuzzi, a salt water pool and salt room, as well as a sensory journey of fire and ice with a sauna, snow shower, cold water bucket, cold showers and an ice canon. An aqua zone boasts an indoor pool with jets, bubbling massage benches, a walking pool and a sauna with panoramic view. Outside, there's a heated pool, a circular sauna and a Jacuzzi open all year long.

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



## Vit Tel ta Nature

VITTEL

Vit Tel ta Nature (Live Your Nature) is above all a volunteer project created by Cedric Bolmont to revitalise an abandoned site near Vittel measuring a few hectares. He brought together cabin builders, sculptors, artists and anonymous participants to build a sustainable park connected to nature. After many months of work, Vit Tel ta Nature opened in summer 2018. Each visitor is invited to have a harmonious experience with nature while spending the night in one of the wooden huts on stilts, perched in the trees or half below ground. There's an animal park right next door with hens, goats, pigs and ponies - an authentic discovery for kids. Fitness enthusiasts can take yoga classes immersed in nature. The site is also part of a genuine eco-friendly approach, with priority to wind and solar energy, a phyto-purification system for wastewater, a zero-waste initiative and a permaculture vegetable garden. Guaranteed reconnection with nature!

**€90 per night for two guests**

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

## La Villa Camoufle guest house

METZ

In the Imperial district, this charming model villa from 1903 has retained its period architecture. It faces the Camoufle Tower, a remnant of Metz's old medieval walls. Fully restored in 2018, this new high-end bed and breakfast features contemporary decor and an intimate atmosphere in its two spacious rooms and suite with a terrace. La Villa Camoufle also has a fitness & relaxation area and offers personalised training sessions and tailor-made nutrition counselling. For a relaxing break, head to the villa's lounge bar and its library nook overlooking the garden.

Located in the heart of Metz, this new accommodation is the ideal base for discovering this town brimming with history and modernity.

**Rooms from €245 per night for two guests**

**- breakfast included**

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





# #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 3<sup>rd</sup> 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 19<sup>th</sup> 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 m<sup>2</sup> presents all types of creations (painting, architecture, photography, design) and hosts numerous international exhibitions throughout the year.

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

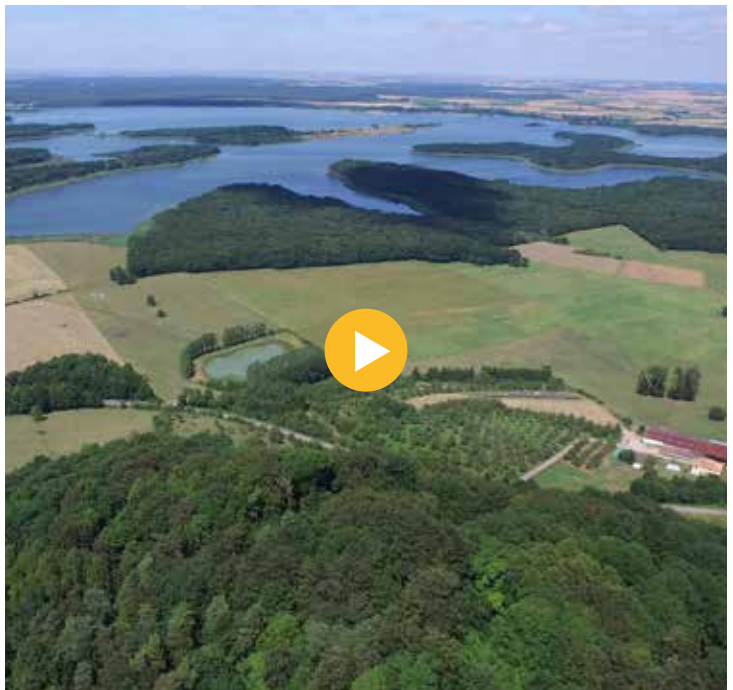
#### GETAWAY IDEA

## 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](http://www.pnr-lorraine.com)



## FOCUS ON

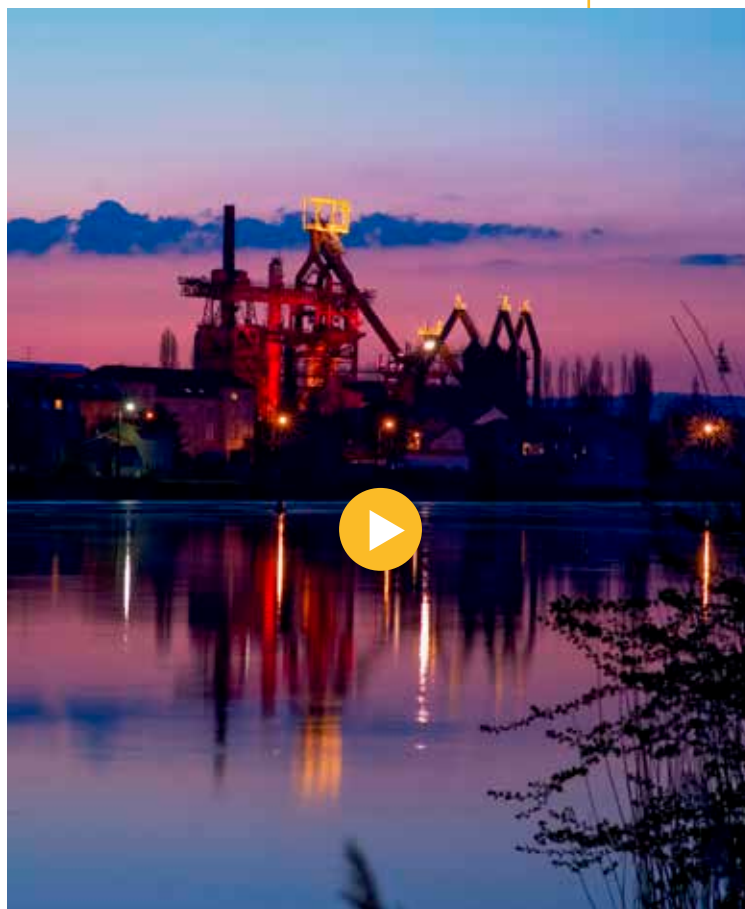
### The renewal of Lorraine's industrial sites

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 m<sup>2</sup> 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, 5 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.

[tourisme-lorraine.fr/patrimoine](http://tourisme-lorraine.fr/patrimoine)



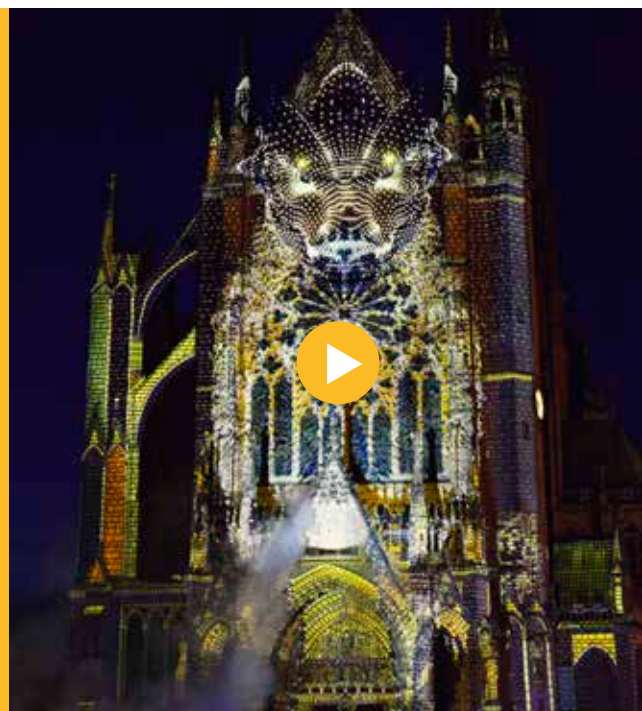
THE NOT-TO-BE-MISSED EVENT

### Constellations de Metz Summer 2019

A true immersion of art and heritage in an urban setting, the Constellations de Metz Festival returns for its 3<sup>rd</sup> year in 2019. 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. Enjoy this poetic and surprising journey discovering never-before-seen works or performances, all in a festive and friendly atmosphere.

Don't miss: projection mapping on the Cathedral of Metz, with a brand-new design in 2019.

[www.constellations-metz.fr](http://www.constellations-metz.fr)



## GETTING TO KNOW



### JACQUES FAGOT

A 100% AGROECOLOGICAL BREWER IN LORRAINE

*More than 20 years ago, Jacques Fagot created his farm and brewery, the Ferme de la Vallée de Rarécourt in Meuse. A passionate brewer, he produces Rare & Courtoise, a craft lager from malt grown right on the farm. None of the ingredients are purchased: from the field to the glass, everything is local.*

*The beer is made from water with a low mineral content and without calcium. Local aromatic plants like elderflower, dandelion or meadowsweet give the beer a unique flavour. With a sustainable approach based on agroecology, Jacques Fagot reduces the carbon footprint of his production with straw insulation, solar thermal heating and by using wood.*

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

### FAVOURITE ACCOMMODATION ♥

## La Noisette

Nestled in the heart of the forests of Lorraine, La Noisette is not just a wooden hut: it was designed as an inhabitable work of art in the middle of the woods. La Noisette overlooks the surrounding landscape and wildlife, to discover through its large angled windows for an artistic and human experience.

Designed by Matali Crasset, this cabin is part of the Vent des Forêts, a trail of contemporary art with of more than 90 works by international artists with unexpected takes on nature.

€85 per night for 4 guests

[ventdesforets.com](http://ventdesforets.com)



### 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.

[site-verrier-meisenthal.fr](http://site-verrier-meisenthal.fr)

*The International Centre for Glass Art in Meisenthal*



*Center Parcs Domaine Les Trois Forêts in Hattigny*



# *Inspirations*



*Constellations de Metz*



*The Faïence Makers' Garden in Sarreguemines*







# #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 (like Matthieu Otto, a chef from Sarreguemines and a Bocuse d'Or finalist), 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.

[www.tourisme-epinal.com](http://www.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 gîtes welcome guests for the night - a 100% natural experience.

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

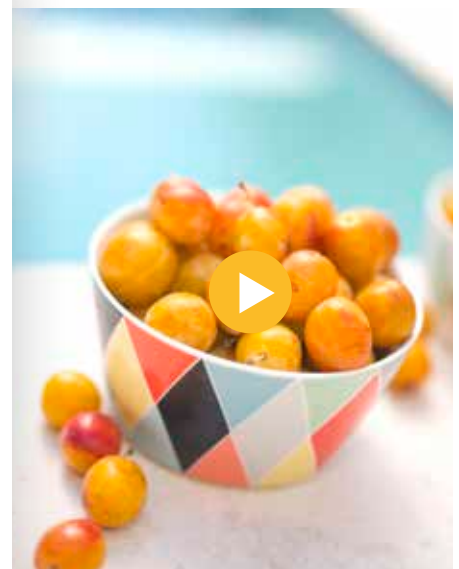


## THE STAR PRODUCT

# 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!

[tourisme-lorraine.fr/mirabelle](http://tourisme-lorraine.fr/mirabelle)



## 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, a Renaissance history (in Bar-le-Duc and Toul) and a military legacy (Vauban citadel in Bitche, 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.

[tourisme-lorraine.fr/patrimoine](http://tourisme-lorraine.fr/patrimoine)

#### FAVOURITE SPOT ♥

### The Boulay macaron

The Boulay macaron is a sweet delight made with only almonds, sugar and eggs, following the traditional recipe invented in 1854 by the Maison Alexandre. As always, each macaron is hand moulded with a silver spoon to create the signature rounded shape. These sweet treats have spanned centuries and won over famous personalities like King George VI and General De Gaulle.

The bouncy, soft texture of the cake with its aroma of freshly shelled almonds and the completely artisanal fabrication process have made this macaron the emblem of the town of Boulay and a must-taste specialty of Lorraine's gastronomy. Boulay macarons have recently been awarded the EPV label (Company of Living Heritage), a recognition from the State rewarding know-how of excellence.

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



# PORTRAIT OF

## MATTHIEU OTTO

THE NEXT GENERATION OF LORRAINE'S GASTRONOMY

*Sous-chef at the Auberge Saint-Walfrid in Sarreguemines, the young chef Matthieu Otto won the Bocuse d'Or France in 2017. He also represented France on 11 and 12 June 2018 in Turin for the Bocuse d'Or Europe, finished in 5<sup>th</sup> place and qualified for the world competition which takes place on 29 and 30 January, joining 14 winners from all around the world.*

*From Alsting near the German border, the young chef, 32, got his taste for cooking from his maternal grandmother and his mother, who passed on a passion for quality products. He then earned his stripes at the prestigious Ritz alongside Michel Roth, a two-star chef from Lorraine, himself a Bocuse d'Or winner. In the kitchen, Matthieu Otto's cuisine rhymes with sharing, transmission and remembrance and is chock-full of the quality local products he grew up with: mirabelle plums from Lorraine, bergamot oranges from Nancy, Brie de Meaux, AOC wines of the Côtes de Toul and Moselle and other specialties that reflect Lorraine's rich gastronomy.*

*Plenty to charm the jury of the Bocuse d'Or 2019!*

[www.marque-lorraine.fr/temoignages](http://www.marque-lorraine.fr/temoignages)



NOT-TO-BE-MISSED EVENT

## Traditional Trades of Azannes

Every year in Meuse, in the town of Azannes, a volunteer association of 400 history buffs recreates a 17-hectare village dedicated to the trades of the 19<sup>th</sup> and early 20<sup>th</sup> centuries. Rural traditions take over for one week a year, with real-life demonstrations of more than 80 traditional trades including blacksmiths, carpenters, oil makers, basket weavers and glass blowers. The visitor becomes an actor and is immersed in the life of a rural village of the era, whether dancing at a regional folk music concert in the chapel, doing laundry at the wash house, making brooms with pieces of wood and twigs, discovering the sawmill and wooden games of the past or taking a ride in a cart. This successful event sees more than 30,000 visitors in Azannes every year in just 7 days!

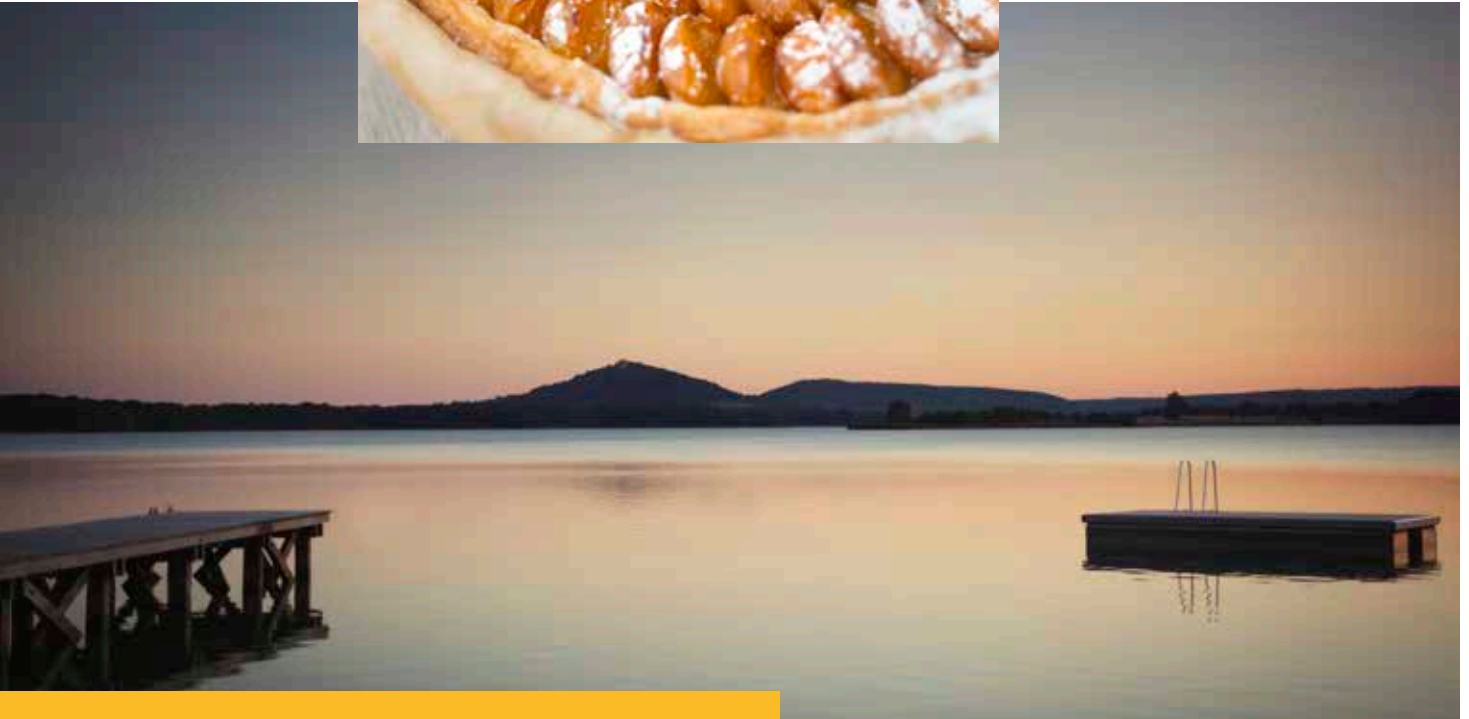
**Every Sunday from 5 May to 2 June 2019**

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



*Tart with mirabelle plums from Lorraine*

*Madine Lake in Nonsard-Lamarche*



# *Inspirations*



*RenaissanceS Festival in Bar-le-Duc*



*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 18<sup>th</sup> 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.

[www.nancy-tourisme.fr](http://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 16<sup>th</sup> 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](http://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.

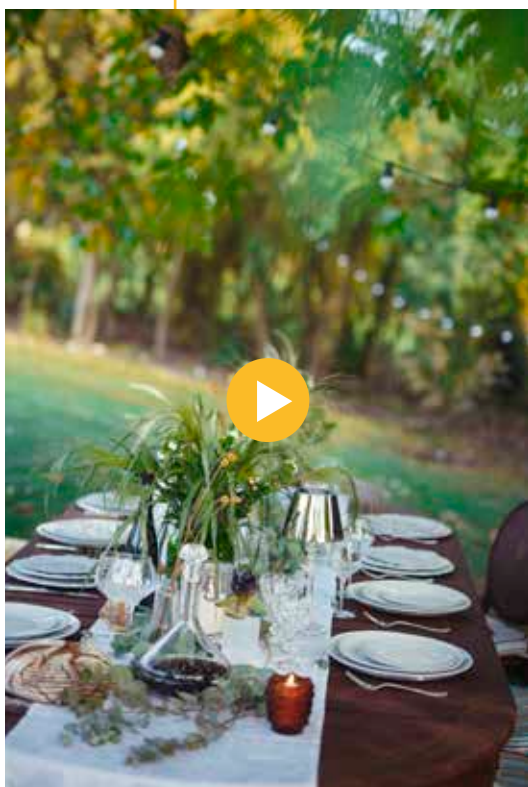
Next to the manufacturing site, an exhibition space welcomes visitors to discover the complex crystal-making techniques as well as iconic pieces of French heritage including the ewer given to Charles X, the first king to visit the factory in 1828 and the 24-piece Tsarina candelabrum, a testament to the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

[www.baccarat.fr](http://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, Henryot & 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 13<sup>th</sup> 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.

[tourisme-lorraine.fr/luxe-savoir-faire](http://tourisme-lorraine.fr/luxe-savoir-faire)

### 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!

[www.tourisme-vanneslechatel.fr](http://www.tourisme-vanneslechatel.fr)



## GETTING TO KNOW

### FRANCINE NICOLAS

CO-DIRECTOR OF THE PLAB,  
THE WOOD FURNISHINGS CENTRE OF LORRAINE

*Lorraine's timber industry is comprised of several activities developing this abundant resource. Forests cover more than 35% of Lorraine, more than the national average of 29%. With more than 2,400 companies and 24,000 jobs, this industry produced an estimated revenue of nearly 1.5 billion euros in 2018.*

*Lorraine is the third leading French region for furniture production. (Source Gipeblor 2018) The PLAB Grand Est (originally the Wood Furnishings Centre of Lorraine) is a regional structure of coordination and economic development dedicated to the industries of furniture, living space design and the luxury market.*

*Founded in 1992, it today brings together 138 companies from these sectors and aims to develop their reputation.*



### NOT-TO-BE-MISSED EVENT

## Christmas Markets

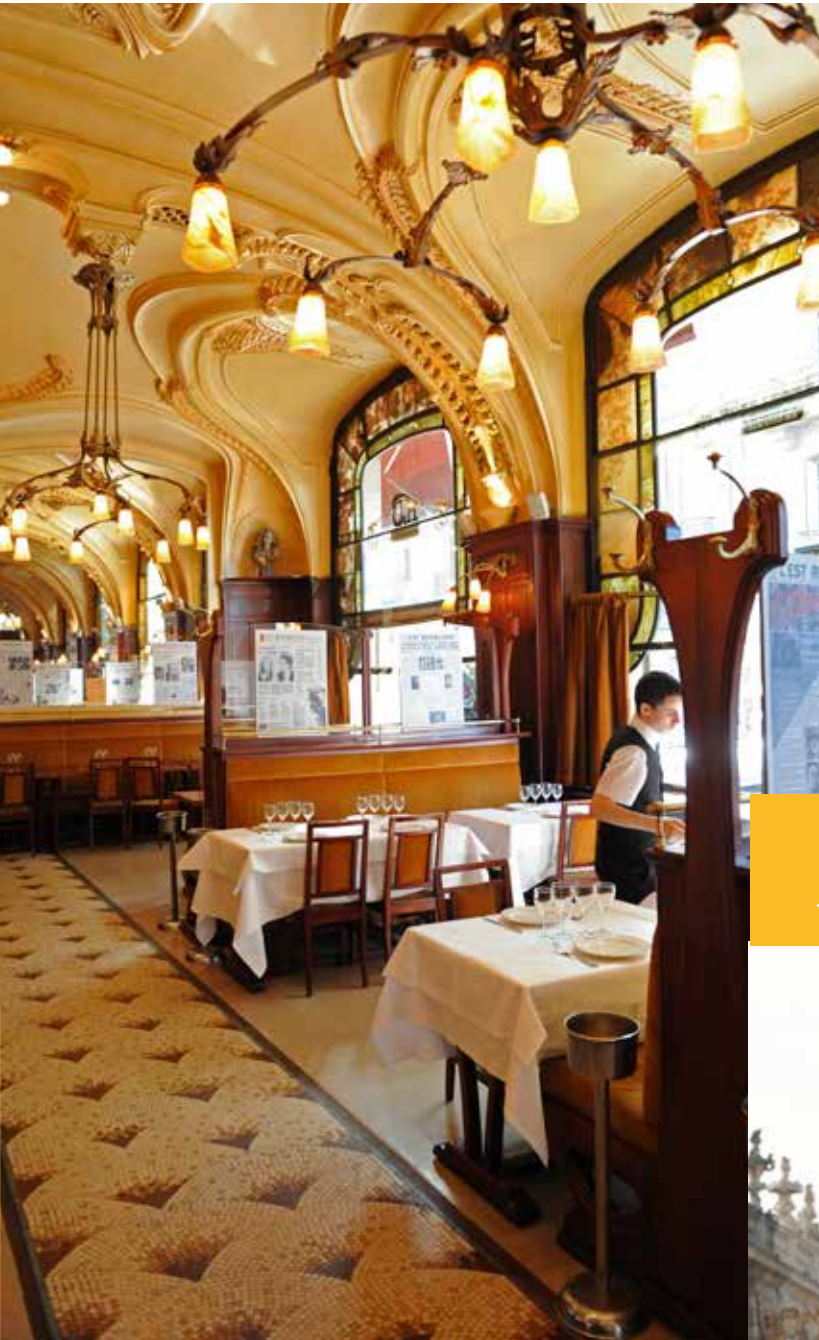
Beginning in mid-November, the cities of Lorraine warm up the winter season and indulge in the magic of the holidays at enchanting Christmas markets.

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.

[tourisme-lorraine.fr/noel](http://tourisme-lorraine.fr/noel)

*Big Wheel - Christmas Market in Metz*



*The Saint-Louis crystal works*

# *Inspirations*

*L'Excelsior brasserie in Nancy*




*Arc Héré, Place Stanislas in Nancy*



# #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 banks of the Thames in London, are perfect for a lovely walk.

Foodies will delight in the Dragées of Verdun, a sweet and crunchy speciality 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.

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

Discover a video of the battlefield of Verdun



## GETAWAY IDEA

# The Meuse by bike

The Meuse Cycle Route, a recently-inaugurated international cycle route, takes cyclists across Belgium, France and the Netherlands. There are cultural and culinary riches all along the 1,166 km of the Meuse Cycle Route, from the source of the river to its mouth.

The Meuse Cycle Route begins in Pouilly-en-Bassigny (Haute-Marne). Then, cyclists cross through the green landscapes of Lorraine for 207 km. After Neufchâteau, be sure to stop in Domrémy, the birthplace of Joan of Arc. Then head to Commercy to taste the famous madeleines. Once in Saint-Mihiel, it's just a short ride to the Vent des Forêts contemporary art trail in Fresneau-Mont where around a hundred art works are displayed in the heart of nature. Verdun is just downstream, a moving, open-air history lesson. After this historical break, cyclists can finish on a gourmet note at the European Beer Museum in Stenay, before making their way to Sedan.

[meuseavelo.eu](http://meuseavelo.eu)

## NOT-TO-BE-MISSED EVENT

# Grand Est Mondial Air Ballons

Taking place every other year in the middle of the summer, for almost thirty years now, the Grand Est Mondial Air Ballons is the largest gathering in the world of hot-air balloons, gas balloons and other airships. The 10-day event, bringing together professionals and enthusiasts, is all at once a show, an international summit, a competition and a public display. A colourful air show that simply cannot be missed.

Next edition: from 26 July to 4 August 2019

[www.pilatire-de-rozier.com](http://www.pilatire-de-rozier.com)





## Saint Nicholas

Saint Nicholas, a religious and cultural figure in Lorraine is the protector of schoolchildren and the patron saint of Lorraine since 1477. Among other miracles, legend has it that the saint resurrected three children who had been cut into pieces and thrown in a salting tub by a cruel butcher.

Saint Nicholas parades are held all throughout Lorraine on the Saturday or Sunday that falls closest to 6 December. The saint sits on a float and parades through the streets, often alongside Father Whipper. While one encourages children to be good and hands out sweets, the second one gives naughty children a scolding. With fireworks, parades, processions, illuminations, decorations, street performances, all of Lorraine lights up for the event.

Today, many children in Lorraine carry on the tradition. On the night before 6 December, they leave a drink and a carrot for Saint Nicholas's donkey in front of their door. In the morning, children who have behaved receive gingerbread, the iconic treat of the saint's feast day. The Christmas festivities can now begin!

[tourisme-lorraine.fr/saint-nicolas](http://tourisme-lorraine.fr/saint-nicolas)

### 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.

[www.thermes-vittel.com](http://www.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 20<sup>th</sup> century spa heritage!

Discover a video of the project

## GETTING TO KNOW

### CATHERINE LOËVENBRUCK

WINEGROWER IN THE CÔTES DE TOUL  
AND OWNER OF THE CHÂTEAU DE CHOLOY

*A winegrower since 1990, Catherine Loëvenbruck created the Vignerons du Toulais winery alongside a group of ten other wine professionals, in the heart of the village of Mont-le-Vignoble between Nancy and Toul. Frequently winning distinctions at national competitions, this cooperative offers a complete range of Côtes de Toul AOC wines in grey, white, and Pinot Noir. In 2004, Catherine also took up the reins of the Château de Choloy, a château with historical monument status that has been in the family for five generations. The Italian-inspired home features two bed and breakfast rooms with a warm and romantic atmosphere for four guests, as well as two holiday homes. The unexpected bonus of this accommodation: a huge park with two-hundred-year-old trees, for moments of absolute serenity.*

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

[chateaudecholoy.squarespace.com](http://chateaudecholoy.squarespace.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 18<sup>th</sup> century.

## 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.

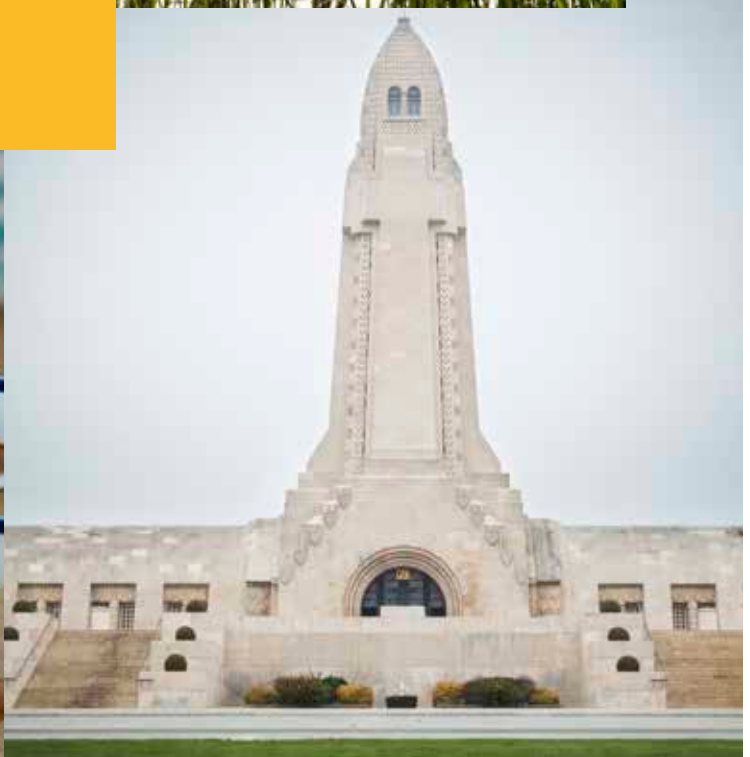
Bon appétit!



*Stock Lake in Rhodes*



# *Inspirations*



*Ossuary of Douaumont*

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

# Agenda 2019

All of the events are on our website  
[www.tourisme-lorraine.fr](http://www.tourisme-lorraine.fr)

June 2019



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.

26 July - 4 August 2019



CHAMBLEY

## Grand Est Mondial Air Ballons

The largest gathering of balloons in the world takes place every 2 years in Lorraine. See p.30 for more information.

Summer 2019



NANCY

## Rendez-vous Place Stanislas

Each evening of the summer, a monumental sound-and-light show transforms the façades of the famous Place Stanislas. A not-to-be-missed encounter with the history of the capital of the dukes of Lorraine!

7 April 2019

GÉRARDMER

## Daffodil Festival

This flowered parade is one of the most beautiful in the east of France, with thousands of daffodils decorating lavish floats: a sight to see every two years.



July 2019

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.



5-7 July

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.





Summer 2019

METZ  
**Constellations**

This festival transforms the monuments, squares and gardens of Metz, highlighting different points of view from artists of all kinds. See p.13 for more information.



End of August 2019

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 2019

PONT-À-MOUSSON  
**Truffle Festival**

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



December 2019

ALL THROUGHOUT  
LORRAINE  
**Saint Nicholas  
Festivities**

On 6 December, all of Lorraine celebrates famous Saint Nicholas during the festival that announces the beginning of the Christmas season. See p.31 for more information.

Summer 2019

LUNÉVILLE  
**Lunéville Water  
Symphony**

With water jets, music and light projections, the great pond of Lunéville Château transforms into a theatre of water for the summer.



Summer 2019

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.



October 2019

NANCY  
**Nancy Jazz Pulsations**

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



December 2019

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.





# Tools at your fingertips

## PRESS AREA

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

[presse.tourisme-lorraine.fr](http://presse.tourisme-lorraine.fr)



## WEB TV

A video digest of the destination.

[www.tourisme-lorraine.fr/webtv](http://www.tourisme-lorraine.fr/webtv)

## TRAVELS IN LORRAINE MAGAZINE

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



Click on the magazine

## THE NEW LORRAINE TOURIST MAP

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



Click on the map



## THE PASS LORRAINE

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

[passlorraine.com](http://passlorraine.com)


## Stay connected on:


### THE WEBSITE


[www.tourisme-lorraine.fr](http://www.tourisme-lorraine.fr)

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

### THE SOCIAL NETWORKS OF THE DESTINATION

 LorraineTourisme

 TourismeLorraine

 TourismeLorraine





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