



Press kit
7 december 2022

Armada Rouen 2023

The event not to miss in the very heart of Normandy

From 8 to 18 June 2023, 6 million visitors will live a unique experience.

The world's largest gathering of tall ships, the Armada is an invitation to a living dream with ships steeped in history, representing some 30 nationalities, a 10-day long party with concerts, parades, fireworks displays, a wide range of entertainment and events to immerse the visitor in life at sea.

This edition of the Armada is also intended to be an exceptional opportunity to raise public awareness about the importance of protecting oceans and rivers.

Having gained a foothold in Normandy, it also provides an opportunity to continue your stay and discover everything this beautiful region has to offer..





Editorial

The Armada, in a nutshell

The 8th edition of the Armada will take place in Rouen from 8 to 18 June 2023 under the cultural sponsorship of French writer Michel Bussi.

The world's leading gathering of tall ships, the Armada, is also the biggest event in France in terms of number of visitors to a single site: 6 million visitors, 45 ships, representing more than 30 nationalities and nearly 7,000 sailors from all over the world.

The success of the Armada is due not only to the fact that the whole event is free, but also to the incredible enthusiasm of the visitors who attend all of the events, from the parade of sailors in the city centre and their cross-country run, to the UFO race (unidentified floating objects), concerts financed by the Normandy Regional Council, firework displays, the grand finale parade, plus a few new features.

It is also a major economic event for the entire region, used by companies for prestige gala evenings on the ships.

But for this edition, the Armada has adopted two major new policy options. First, protecting the world's oceans, the Armada being inextricably linked with its river, the Seine, and with the sea. Plus a stronger cultural and popular focus, promoted by its new sponsor, the author Michel Bussi.

The gigantic organization behind the Armada relies almost exclusively on volunteer workers, and the major support of its partners: the Seine-Maritime prefecture, the Normandy Regional Council, the Seine-Maritime Departmental Council, Rouen-Normandie Metropolitan Authority, Rouen City Hall, the Greater Rouen Chamber of Commerce and Industry, Haropa Port, the French Navy and Sail Training International.

The Armada is an invitation to party, get away from it all or meet other people from all over the world, in the centre of the already magnificent region of Normandy, and in so doing learn even more about it.

Jean-Paul Rivière
President of the Armada Rouen

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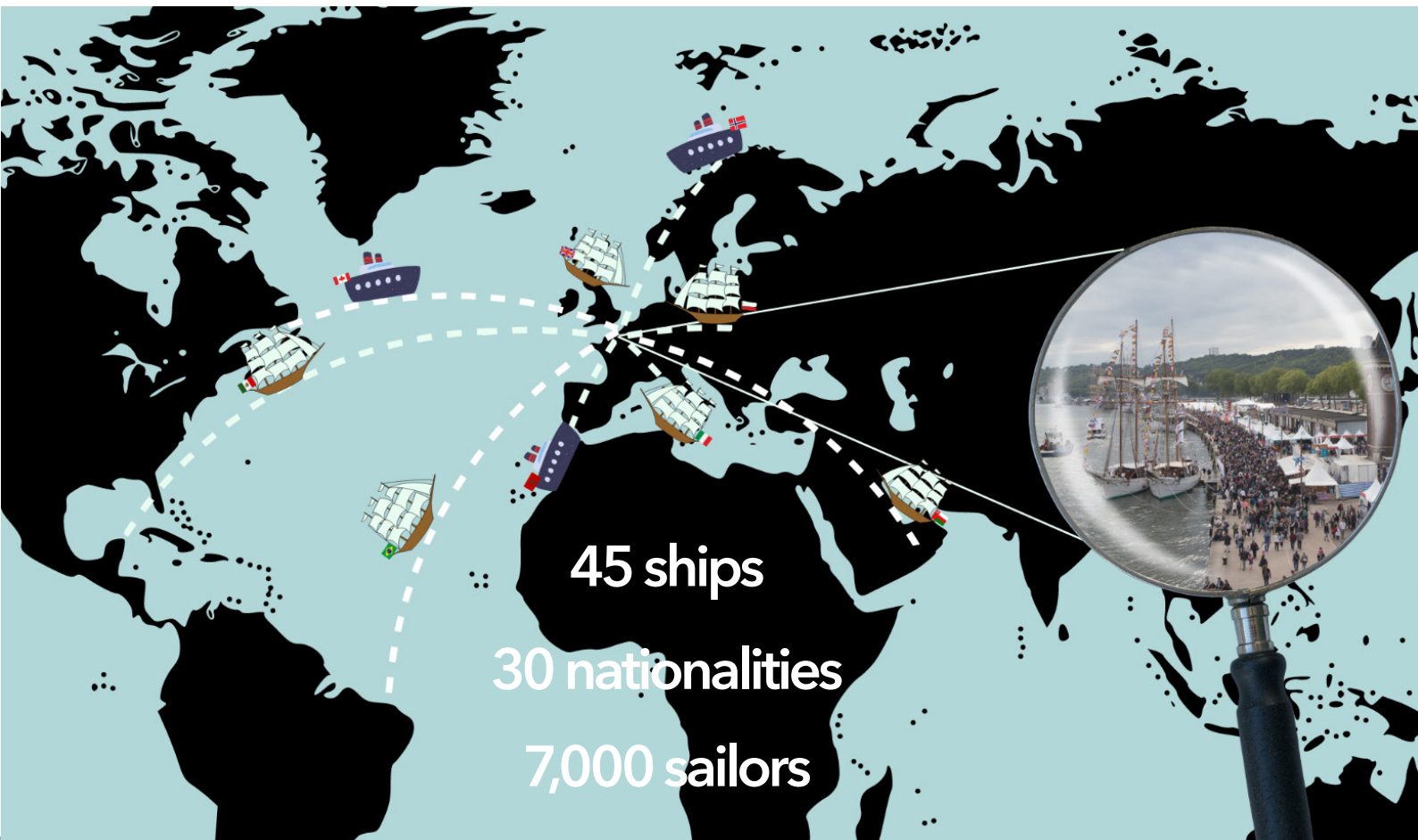
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An extra-ordinary event

For 10 days, more than 30 nationalities and 6 million visitors rendezvous in Rouen !



In total, 45 tall ships are expected as well as some naval vessels, who have still to confirm their presence.

Several are highly involved with young people specifically regarding projects to protect the world's oceans thus echoing the concerted action of the Armada Rouen 2023 on the subject.

All the confirmed tall ships on www.armada.org



Background

In the early 1980s, Jean Lecanuet, mayor of Rouen, was looking for an idea to revive the city's docks, which had been abandoned. His deputy, Patrick Herr, suggested a regatta between Rouen and New York to celebrate the centenary of the Statue of Liberty in 1986. Eight multihulls took the start of the Race for Freedom and the first dockside events were organised. The success among the local population was such that the Sails of Freedom was launched!

Founded by Patrick Herr, the Armada de la Liberté association thereafter organized periodic meetings:

- The Sails of Freedom - 1989
- The Freedom Armada - 1994
- The Armada of the Century - 1999
- Armada Rouen 2003
- Armada Rouen 2008
- Armada Rouen 2013
- Armada Rouen 2019

In 2021, Patrick Herr was succeeded by Jean-Paul Rivière, a successful Rouen entrepreneur, but also a seafarer and enthusiastic defender of the sea and the environment, who was largely involved in previous editions of the Armada.

Landmarks

6,2 M visitors/spectators, including :
100,000 for the Sailors' Parade
1 million for the Grand Parade

7,000 sailors - **30** nationalities
50 ships - 20 excursion vessels

7 km of docks
300 stands - 15 themes villages

480 volunteers - 12 working committees
68 Seine river pilots
1,000 accredited journalists

90 tonnes of recycled waste

2 million views on social media

A budget of €7 million
including :
€1,5 million for safety - More than 650 first aiders, security officers, firefighters and doctors.



Visiting the docks and ships



The Armada above all means a visit to the 7 km of docks on the city's right and left banks of the Seine, dotted with tall ships and naval vessels. All of them can be visited free of charge from 10 a.m. to 5 p.m. every day!

In addition, some twenty excursion vessels allow visitors to see the ships from the river.

On the street side, the docks are alive with events about the story of Normandy, its cultural wealth, its inhabitants and its talents, through some fifteen themed villages, stands, cultural events, restaurants, etc.



L'ARMADA
ROUEN 2023
8-18 JUIN

Highlights



The UFO Race
(Unidentified Floating Objects)
A meeting of
22 Unidentified Floating
Objects on the Seine

Free access

to the docks (10 a.m. - 2 a.m.)
and ships (10 a.m. - 5 p.m.),
every day

Firework

every evening at 11:30 p.m.

Free concerts



The Grand parade of Seine-Maritime
A spectacular parade of all the sailboats and
naval vessels leaving the docks of Rouen
and sailing down the Seine to Le Havre (120 km
of riverbends). Entertainment on the banks of
the Seine in the different local towns.



Sailors' parade
for 3.5 km in Rouen city centre,
watched by 100,000 spectators

**The Sailors Cross-Country
Run**
1000 runners in the public eyes

**Sailors
religious ceremony**
on the docks





Armada and business

Where decision-makers meet

The Armada is also a perfect place for decision-makers, politicians, market players and business executives to meet up.

In addition to the 300 stands for the general public on the docks and the twenty excursion vessels, the Armada markets a complete range of services adapted to the different needs of companies :

- Top-of-the-range quayside receptions aboard the finest sailboats, from Friday 9 to Saturday 17 June, morning, noon and evening: for breakfast (from 12 to 250 guests per ship), cocktails (40 to 250 seats) or seated meals (from 12 to 120 places)
- Sailing to Rouen and/or to Le Havre: private use of a ship to sail up (Thursday 8 June) or down the Seine (Sunday 18 June).
- Related services on the quayside or while sailing: catering, entertainment, sound and lighting, security services, staff and transfers.

The demand for public relations operations of this kind has increased with each edition of the Armada. In 2023, the Armada expects more than 150 companies to make use of our services, representing some 200 events.

The economic spin-offs for the surrounding region :

While the Armada attracts many visitors from Normandy, 45% of them come from other French regions and 10% from abroad.

The event impacts the local economy positively with :

- Hotel occupancy rates and numerous types of accommodation.
- There is an increase of 123% on average in museum attendance during the Armada.
- 57% of the visitors take the opportunity to visit Rouen and Normandy.



Jean-Paul Rivière,
President of the Armada and successful entrepreneur. Founder and current CEO of the Altitude Group, present in the telecom and real estate markets (nearly €1 bn in annual turnover). Some 800 employees in Normandy and more than 1000 throughout France.

Behind the scenes of the organization

A voluntary organization

This event is almost entirely run thanks to the work of an armada of volunteers led by Jean-Paul Rivière. While a team of 50 permanent volunteers prepares each edition, there are more than 400 at the height of the event. An organization worthy of a major company, run by committees (commercial, general security, civil liaison officers, reception, finance, insurance, legal, technical, communication, entertainment and environment) and highly motivated staff !



Foolproof logistics

The port authority harbourmaster's office is in charge. Its 35 officers and six radio engineers, its former crew members from the Merchant Navy, but also the 58 Seine river pilots, 45 boatmen, tugboat crews, ships' suppliers and other shipping agents follow the movements of all ships over the 120 km of the Seine estuary to the docks in Rouen and throughout the event. The usual commercial traffic is interrupted only on the day of the Grand Parade.



Protecting the world's oceans and rivers : a major commitment

Stemming from the water and the ocean, the Rouen Armada, the world's largest gathering of tall ships, signals its innate commitment to the protection of oceans and rivers.

For its 8th edition, the Armada has decided to raise awareness about the environmental issues related to the use of oceans and rivers and its commitment to their protection to its 6 million visitors of more than 30 different nationalities.

Partnership with the Sorbonne University Alliance

The Armada Rouen 2023's commitment to this cause took concrete form in the signing in April 2022 of a partnership with the Sorbonne University Alliance. Directed by Christophe Prazuck, doctor in physical oceanography and former Chief of the Navy Staff, the Ocean Institute brings together 1,500 research staff, engineers and technicians working on the oceans within the Sorbonne University Alliance, in nearly thirty laboratories, making it the largest marine research university in Europe.

The first initiative of this partnership was launched on 8 June 2022 with the organization of a scientific symposium on World Ocean Day.

June 8th : World Ocean Day

The commitment of Armada Rouen extends beyond the event which takes place every 4 years, since the organization will celebrate World Ocean Day each year, the date of which is June 8th. The purpose of the day is to celebrate the oceans, and to raise awareness about the crucial role they play in our livelihood, as well as the different means that exist to protect them.

In 2023 the annual event will highlight the wonders of the ocean by explaining why it is the source of life for humanity and all other living beings on Earth, through three favorite themes: the abyss and deep sea, marine mammals, and the maritime history of the Seine and Rouen.





In parallel, the United Nations Decade of Ocean Science for Sustainable Development runs from 2021 until 2030. It will strengthen international cooperation to develop scientific research and innovative technologies that can link ocean science to the needs of society.

On World Ocean Day 2022, the Armada with its partner the Ocean Institute of the Sorbonne University Alliance, has organized four scientific conferences on June 8th to recall the importance of the Seine estuary in the natural cycle of water and understand the current issues related to the oceans.

It provided an opportunity to present the new educational programs for primary and secondary schools in France, and to screen the documentary «Oceans, the plastic mystery» by Vincent Perrazio.

The conferences took place within the framework of the first « Seine and Water Sessions » organized by the Rouen-Normandie Metropolitan Authority.

The ocean: life and livelihood

The Ocean covers more than 70% of the planet. It is our source of life, supporting the sustenance of all humanity and that of all other living beings on earth.

The ocean produces at least 50% of the planet's oxygen and is home to most of the Earth's biodiversity. In particular, it is the main source of protein for more than a billion people around the world. The ocean is also key to our economy, with an estimated 40 million people who will be employed by ocean industries by 2030.

Source : UNESCO

0 plastic pollution - 0 unsorted or non recycled waste

The implementation of a rigorous and long-term management policy of issues related to the environment resulted in the creation of an « Environment » Vice-President for the Armada 2023, a post which has been entrusted to Jean Furet. He is in charge, with his team, of setting up and coordinating all of the Armada's initiatives designed to help protect the rivers and the oceans.

In order to reduce as much as possible the environmental impact of the event, which brings together over 10 days some fifty large ships, 7,000 women and men crews members and 6 million visitors, the Armada has set itself objectives of combating squandering, reducing waste at source, developing a circular economy and encouraging recycling. To this end, the Armada will act on various levers, including the commitment of the corporate sector, raising the awareness of visitors, educational initiatives for young people and waste management.

A charter of commitment for the corporate sector

The Armada, in conjunction with the Rouen Normandie Metropolitan Authority, the Departments of Seine-Maritime, Eure and Calvados has decided to make the 2023 edition of the Armada a model of eco-responsibility, in particular by asking each partner in the event (restaurants, exhibitors, caterers and ships) to sign a « Charter of Commitment » designed on the one hand to prevent and reduce waste (in particular that related to single-use plastic) and on the other, to recover and recycle the remaining waste.

Plastic recycling

Plastic now represents 80% of the waste polluting the marine environment. Plastic bottles, in particular, represent a quarter of deep-sea waste. Most of this uncaptured waste is now responsible for the pollution of the soil, rivers and oceans.



An information campaign for visitors

The Armada will set up an information campaign for visitors on the prevention, reduction and management of waste, based on :

- The distribution of documents presenting the initiatives taken to reduce, sort and dispose of waste.
- Signage associated with waste management (residual waste, sorting areas, glass bins, ashtrays, etc.). All waste disposal systems, ashtrays and water points will be represented on the map of the site and in the Armada smartphone application.

An educational initiative for young trainees and adults on bridge-to-work programs

In order for its initiative in favour of the environment to have a long-term impact, the Armada has chosen to associate students from higher education establishments and young adults in vocational training in the cleanliness sector as well as adults on occupational integration programs. Their work on cleanliness and waste management of the Armada will form the practical part of their training.

These initiatives are organized in partnership with secondary schools for vocational training, the GRETA adult training centre, business school students and the Cleanliness GEIQ, which organizes integration and qualification courses for those struggling to get into the job market.

Recycling edition 2019

98 tons of pallets

20 tons of household waste

3 tons of glass

700 litres of coffee grounds



Priority to local suppliers to reduce the carbon footprint generated by road use

The suppliers who are partners of the Armada (cf. p16-17) are based near the event in Normandy, thereby limiting CO2 emissions by minimizing transport.

Strict and rigorous waste management for optimal recycling

Throughout the event, the large volume of waste it generated will be treated according to a rigorous process of identification, orientation towards the correct recycling channels and follow-up in order to guarantee a recycling ratio of nearly 100%.

Cultural commitment

Michel Bussi

13 novels published by the Presses de la Cité.

10 million books sold, in France and in 36 countries worldwide.

At forty, in 2006, by then a well-known university geographer, he published his first novel « Code Lupin ». But it was « Nymphéas noirs », the crime novel which won the most awards in 2011, and today almost a classic, which brought him to the attention of a large audience.

In a few years, he became one of France's favourite writers, and took first place among the authors of crime novels.



© Philippe Quaisse

Sponsor of the Armada Rouen 2023

Michel Bussi, a well-known writer from Rouen, is the sponsor for the 8th edition of the Armada.

He used the popular maritime event of the Armada 2008 as the setting for one of his first successful novels, « Death on the Seine », and offers to add a more cultural facet to the event.

Short stories competition and street art

From the sea to the protection of the oceans, through the history of the great navigators, front the epics to major discoveries, culture will have its place in Rouen from June 8-18, 2023, thanks to:

- A short story competition based on an incipit by Michel Bussi, in partnership with the School Inspectorate of Seine-Maritime - free and open to all
- A call for projects for artistic performances (theatre, circus, singing, music) linked to the themes of the Armada and performed by non professional troupes.

Normandy : a unique setting

Visiting the Armada Rouen 2023 also means an opportunity to discover or re-discover Normandy and its capital. True authenticity, common bonds and a sense of freedom : these three core values define Normandy's DNA and infuse a successful trip to Normandy.

Rouen, city of the Armada

With its half-timbered houses, its mythical Cathedral and its lively docks, the Norman capital combines a flamboyant past and a highly dynamic present. Experience the character of the city by strolling through its medieval streets and coming face to face with some of the jewels of Gothic art. There are countless churches in what is known as " the city of a hundred steeples ". From the fascinating Saint-Ouen abbey, to the elegant Saint-Maclou church and the iconic Cathedral which inspired Claude Monet's famous series of paintings, the experience is truly monumental! Not to mention historical curiosities such as the Gros Horloge or the mysterious Saint-Maclou charnel house, a rarity in Europe, which today houses ceramic workshops. History is equally alive in the wide range of shops and gastronomic restaurants that line the right banks of the Seine up to the Old Marketplace where Joan of Arc, another symbol of the city, was burnt at the stake.

The Capital of Impressionism

As the home to one of the most famous artistic movements in the world, it is here that Monet, Pissarro or Sisley set up their easels to capture the changing mood of the Rouen sky and the variations in its light. The Museum of Fine Arts houses the largest collection of Impressionist paintings in the region. Retrace the footsteps of Marcel Duchamp, Maurice Leblanc and, of course, Gustave Flaubert. The life and work of the celebrated author of Madame Bovary are intimately linked to the city.



And in the middle flows the river Seine

The left bank recalls the rich industrial past of Rouen and the activity of the port links it to its maritime heritage. The docks, which are particularly attractive, have since become an area for walks and entertainment. At the gates of the city, the Boucles de la Seine Regional Natural Park has multicoloured orchards, bucolic landscapes and typical villages. The river is at its most unspoilt along the Seine Valley Cycle Route or the Fruit Route.

Another treasure is the vast forests surrounding the city. Rouen is the largest conurbation with a forest in France and the three forests which surround the city have been awarded the national « forest of exception » label. It is in one of them that the international « Monumental Forest » land art event is held. Well anchored in the 21st century, the Norman capital combines an art de vivre that is as impressive as it is inspiring. normande conjugue un art de vivre aussi impressionnant qu'inspirant.



The Seine-Maritime comes alive !

With the world's most beautiful sailboats at the Armada de Rouen, visitors can take the opportunity to discover the wonders of the Seine-Maritime area. Why not take a trip along the bends of the Seine, an excursion into the countryside, or just get away from it all at the seaside ?

The meanders of the Seine

Leaving Rouen and following the river Seine to the sea, at each meander you'll find yet another astonishing view, from impressive abbeys to superb castles and mansions, with local produce to taste at the farms or on the Fruit Route... La Bouille, Jumièges, Caudebec-en-Caux, Saint-Wandrille-Rançon, Villequier.... The towns and villages along the banks of the Seine have been the source of inspiration for artists past and present.



Take a trip into the countryside

Apple trees, rivers, marshes and forests... From the Clos-Masures of the Pays de Caux to the glassworks of the Bresle Valley, passing through the farms of the Pays de Bray, the countryside of the Seine-Maritime is a postcard of all that is Norman. Seeing the country and meeting the locals, enjoying the local produce on farms and market, is to get back to basics, and the essentials in life.

Make time to visit the breath-taking Alabaster Coast !

The Alabaster Coast runs for 120 km of unspoilt beaches and impressive cliffs which shelter quaint ports and hidden valleys. The coast is calm, and provides a change of scenery, but also a multitude of water sports accessible to all! From Le Havre to Tréport via Etretat, Fécamp, Saint-Valery-en-Caux, Veules-les-Roses, Dieppe..., many picturesque seaside resorts await the visitor.

In its approach to responsible tourism, in the choice of activities, accommodation or modes of transport, the Seine-Maritime also offers the visitors a large number of cycling routes which make it possible to travel around the department by bike !





A region, land of freedom and well-being



Normandy has its very own “art de vivre”. Normans have a strong sense of their collective identity, of their common history and regional craftsmanship. Their attachment is very strong to local craftsmen and their products that make these products which are exported worldwide. The diversity of landscapes in the region is remarkable with large natural spaces, atypical villages and a shoreline with more than 650 km of coast and seaside, permanently subject to the wind and tide. Synonymous with freedom, the vast open space to the sea makes getting away from it all easy... Just watch the boats at anchor in a secluded bay or cast off your own moorings: you choose. In both cases, we promise your stay will be unforgettable.



© Bestjobers-Maxime_Coquard

Vast natural spaces, a protected environment, offer breathtaking views and a luminosity that does not exist anywhere else. It is the perfect spot for sports, for beginners or experienced athletes, to have fun or simply recharge their batteries. Artists, painters like the Impressionists, musicians or filmmakers have made Normandy their favourite haunt as well. Getting up at dawn to observe the first lights of day as Claude Monet did, more than 150 years ago, is a unique moment to experience. Visiting Normandy is good for the soul : a true homecoming.



© H-Thomas_Le_Floc

The notion of freedom is strongly linked to our history, that of D-Day and the Battle of Normandy, an integral part of the landscape and the people. Normandy symbolizes peace, those who come together every year to never forget that freedom has a price. Their tribute is what the armed forces of every nation and the civilians of our region have paid for all of us. Today, parents and grandparents were witnesses to that dark period, and they are present to tell of it. There are also older stories such as that of the Dukes of Normandy, the legacy of the «Men of the North», inseparable from all the generations of builders who have bequeathed to us a heritage that is unique.

Normandy's past and present are also our future. On a daily basis, individual and collective initiatives are being taken to preserve the planet's resources, and Normandy is making a long-term commitment to inventing the tourism of tomorrow.

Today's visitors are looking for a destination in line with current environmental and societal demands. Enjoying one of the activities on offer in range of the Normandy Experiences or heading towards one of the Normandy destinations by public transport, our visitors are undertaking to travel differently, to meet Normans, to reduce their carbon footprint and their impact on the environment. Make no mistake: choose Normandy as the destination for your next weekend or your future holidays. You'll find true authenticity, common bonds and a sense of freedom. Unique experiences and memorable encounters await every visitor, making your stay in Normandy unforgettable.



© Valentin_Pacaut-The_Explorers



Partners

The Armada could not exist without the valuable support of its partners, many of whom are long-standing: The Seine-Maritime prefecture, the Normandy Regional Council, the Seine-Maritime Departmental Council, Rouen-Normandie Metropolitan Authority, Rouen City Hall, the Greater Rouen Chamber of Commerce and Industry, Haropa Port, the French Navy and Sail Training International. In addition are our press partners and referenced service providers.

Institutionnal partners



Private partners





L'ARMADA
ROUEN 2023
8-18 JUIN

Official suppliers



Media partners



Sport partners



SODEPORTS

DECATHLON

ROUEN

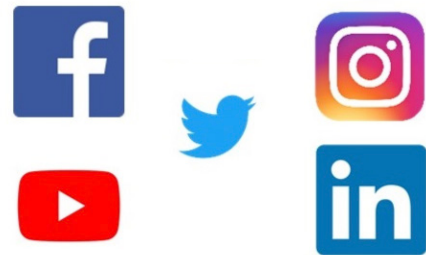
All you need to know

Basics

www.armada.org



Social networks



Official program

Produced by Paris-Normandie

Access :

1.5 hours from Paris, 2 hours from Lille, the Channel Tunnel, 3 hours from Rennes, Nantes or Lyon...

Several entrances to the site, right bank and left bank

Special access for persons with reduced mobility

Expanded public transport (Tip Network)

Many car parks nearby

Mobile app

Under development

Free, on all stores.

Map and practical information



For the press

Contact us now !

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A complete space, online

A mine of information, free of rights, on armada.org! By registering, journalists have access to everything :

- Press releases, press kit
- Photo bank (ships, events, etc.)
- Films and videos about the event
- List and description of ships
- List and presentation of theme villages
- Testimonials from sailors, volunteers, people from Rouen, etc.
- Concert program, artists present
- Program of other cultural events
- Program of the scientific symposium
- Points of interest to visit in Normandy, apart from the Armada

Premium access

A complete press team is at your disposal to welcome you under ideal conditions :

- Premium access to the site (queue-skipping)
- Access to all the staff involved, VIP guests (sailors, singers, speakers, etc.)
- Boat reserved for the press
- Press tent in the centre of the site (optic fibre, rest area, catering services, etc.)
- Sailing up / down the Seine or the Grand Parade
- And why not continue your journey into Normandy...?



LE RENDEZ-VOUS MONDIAL DES GRANDS VOILIERS

