

Press kit



Cité Internationale de la Gastronomie de Lyon

**Cité
Internationale
de la Gastronomie
de Lyon**

www.citegastronomielyon.fr





Summary

The Cité Internationale de la Gastronomie de Lyon (International Gastronomy Center of Lyon), a cultural center dedicated entirely to gastronomy

4 The Cités Internationales de la Gastronomie: showcases of the Gourmet French Meal

The Grand Hôtel-Dieu de Lyon, healing its citizens from the 12th century until today

6 The Cité Internationale de la Gastronomie de Lyon, a place for learning and “eating well”

Original programming to bring gastronomy to life, in all its forms

8 Events and entertainment throughout the course of the year

11 A place for experience, for tasting works of art

Event spaces for private rental

International exposure for French gastronomy and its entire sector

12 The Cité Internationale de la Gastronomie, a new landmark for the city of Lyon

A gateway to the world and to visitors from all of its corners

The Cité Internationale de la Gastronomie, born from a collective initiative

16 Hours & Admission

19 Key Facts & Figures





The Cité Internationale de la Gastronomie in Lyon, a cultural center dedicated entirely to gastronomy.

The Cités Internationales de la Gastronomie: showcases of the Gourmet French Meal

In 2010, the Gourmet French Meal was classified by UNESCO as intangible cultural heritage. In order to obtain this classification, France has put in place a network of four *cités internationales de la gastronomie* (international gastronomy centers): Lyon, Dijon, Tours, and Paris-Rungis. All of these *cités* uphold the values of sharing, and the pleasure of tasting and eating well that define a Gourmet French Meal. Each, according to its own characteristics, spreads the gourmet culture in France and across the globe, transmitting it to future generations. Lyon is the first Cité Internationale de la Gastronomie in France. Each center will have its own specificity:

Lyon's is the links between food and health.

For centuries, Lyon has been renowned for the quality of its gastronomy, for its restaurants and home-cooked meals. In 1934, the famous culinary critic Curnonsky attributed the title of "World Capital of Gastronomy" to the city. Teeming with local produce, thanks to its geography, geology and climate, but also at the intersection of many commercial routes, Lyon has constructed its strong gastronomical identity from a wide variety of local products and the influence of culinary cultures from around the world. Important chefs such as Paul Bocuse, of the historic *mères lyonnaises* (Lyonnais "mothers"), young women formerly employed by bourgeoisie families who later opened their own restaurants offering family cuisine, like Mère Brazier or Mère Fillieux, who contributed to Lyon's international prestige. A new generation of

chefs continue in the wake of the *mères lyonnaises*. For instance, Davy Tissot, *Meilleur Ouvrier de France* (Best Worker of France) is the chef of the restaurant within the Paul Bocuse Institute, an international school for hospitality. This school will represent France at the Bocuse d'Or international cooking competition in June 2020, as well as many female chefs to whom the Cité will pay homage over the course of its first season of events.

It is therefore very symbolic that the first Cité Internationale de la Gastronomie, destined to showcase the Gourmet French Meal on an international scale, opens its doors in Lyon on October 19, 2019 starting at 10:00am.

The Grand Hôtel-Dieu de Lyon, healing its citizens from the 12th century until today

The Cité Internationale de la Gastronomie will settle in the old hospital of the Grand Hôtel-Dieu, a symbolic site for hospitality and health in Lyon. Beginning with its opening in the 12th century, the Grand Hôtel-Dieu de Lyon welcomed the poor and the travelers, offering them rest and restorative meals to recover their health. For 900 years, this hospital was a key site for health in Lyon and in France, innovative in both its architectural organization and the medical progress it enabled.

François Rabelais was drawn to Lyon to print his famous *Pantagruel*. He served as a doctor at the Hôtel-Dieu from 1532 to 1535, bringing with him all of his knowledge of classifying medicinal plants, which continued to be used for over 300 years.





Vincent Breed
Faithfood,
World Practices

In addition to the gardens where the medicinal plants supplied the apothecary, the Grand Hôtel-Dieu was organized into four large rooms in the form of a cross surrounding a central altar, sheltered by a dome. This sanitation innovation enabled the separation of the injured from the contagious, as well as air ventilation, significantly improving the survival rate of the ill.

The Grand Hôtel-Dieu was also the center of many medical advances: Étienne Destot opened the very first radiography laboratory there, just a few months after the discovery of x-rays. Within the walls of the Hôtel-Dieu, Louis Leopold Ollier invented modern orthopedic surgery, Marcel Mérieux installed the city's first biology laboratory and Léon Bérart one of the first cancer prevention centers in France.

This old hospital, which holds an important place in the heart of many Lyonnais who were born and worked here, was entirely renovated in order to welcome stores,

restaurants, a hotel, and more. For the residents who have maintained a strong link to this site, and for the 300,000 expected annual visitors, coming to the Cité, placed under the Dôme des Quatre-Rangs, the oldest part of the 17th century Grand Hôtel-Dieu, will be the moment to admire the interior spaces and architectural details of this historic monument, a gem of French architectural heritage.

Today, the Cité Internationale de la Gastronomie seeks to be just as innovative and progress-inducing. It aims to provoke reflections on economic, ecological and nutritional issues by welcoming a co-working space open to project leaders and future food entrepreneurs within its walls.

By basing its programming on key questions surrounding health and nutrition, the Cité continues perfectly in line with the history of the Grand Hôtel-Dieu, and confirms Lyon's place as a capital of gastronomy for the following decades.





The Cité Internationale de la Gastronomie addresses gastronomy in all of its forms: from Michelin star cuisine to everyday cooking. It places reflections on major issues linked to food, such as illness prevention and health, at its core. It is a place for learning and for the pleasures of “eating well” for all ages, a meeting place where initiatives surrounding the most relevant economic, social and ecological issues are discussed.

The six spaces along the permanent visitor’s itinerary of the Cité Internationale de la Gastronomie carry the message that good quality food is synonymous with pleasure, emphasizing high-quality seasonal products, and supporting the idea that “eating well” should not be restricted to a small percentage of the population.

At the Grand Hôtel-Dieu

tells us the history of this site, making the link between nutrition and health. Within the apothecary of the newly renovated hospital, the visitor will discover the secret of medicinal plants and medical innovations that have built the reputation of this institution.



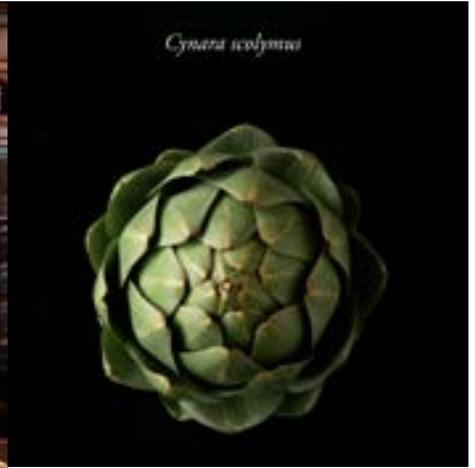
And, what about tomorrow?

invites the visitor to take time to think about food and nutrition issues of today and the future. The boardroom and archive room will be two places for reflection on the evolution of dietary plans, production models and sustainable development on both a local and planetary scale.

Bon Appétit

offers a discovery of the culture and history of Lyon’s gastronomy through collector’s objects, such as the stove of the world-renowned chef Paul Bocuse, thanks to which he concocted his culinary masterpieces for over 25 years in his restaurant in Collonges-au-Mont d’Or, the Mère Brazier’s kettle, the mushroom knife of Chef Régis Marcon, and more.





Miam Miam!

is a recreational and educational space designed specifically for children. On this floor, they are offered a journey to discover the world of food, enabling them to evolve within a universe where the characters with whom they invent stories are fruits and vegetables, a bee, or even a young woman named Health. A playground for experiences that will inspire the youngest of visitors to have fun while cooking and become curious about what they eat, stimulating their imagination through food!



The World Atlas of Gastronomy

is an invitation to travel through culinary traditions across the globe. Here, we learn everything on products, their origins, how to prepare them in cooking, the utensils used around the world, the rituals linked to meals, the recipes of typical meals of every culture.



Dinner's ready!

is an immersion into the heart of the components that base the UNESCO recognition in 2010 of the "Gourmet French Meal". In one "black box", the interactive audiovisual tools and games highlight the value of markets, local producers and their products.

The Cité Internationale de la Gastronomie, a place for learning and "eating well"



8

Original programming to bring gastronomy to life, in all its forms.

Events and entertainment all year round

The Cité Internationale de la Gastronomie will be open Tuesday to Sunday, from 10am-7pm, with late-night hours on Saturdays.

The spaces of the Cité will become a theater for rich and diverse events programming, changing throughout the course of the seasons: invited chefs, product and producer spotlights, temporary exhibitions, culinary workshops, conferences, debates and themed tours, as well as public lectures, plays, musical performances, and more.

These events will continue throughout the year, within the Cité, but also beyond its walls, in order to continue its presence throughout the entire metropolitan area, thereby informing visitors of the issues regarding tomorrow's nutrition.

The Cité will also be a partner of regional institutions and events, joining the tradition of the Festival of Lights, SIRHA (the Salon of Food Service Professionals), the biennales of contemporary art, etc. and will offer cultural programming that mixes gastronomy with music, literature and fine arts, in addition to science, economics, and sustainable development

Three Highlights:

- **Régis Marcon, three starred chef**, patron of the Cité since its beginnings, will be the first invited chef.

- **A temporary exhibition** *Revisiting Arcimboldo* from December 2019 to May 2020

- **The first invited country** will be Japan in Fall 2020



3 QUESTIONS FOR RÉGIS MARCON

— Three starred chef and President of the Strategic Committee of the Cité Internationale de la Gastronomie —

What are the recommended ingredients to bring together in a single place culinary tradition, professional diversity and the buzz surrounding young and professional chefs in the field?

It's the common thread of health and nutrition that will bring together all of the new and historic spirits. But we want to present it through the lens of gastronomy, *gourmandise*, and delicacy. Our challenge is to prove to the public that health and pleasure can come together on the dinner plate, including (and especially!) on your everyday plate. The Cité Internationale de la Gastronomie will become a meeting point for all culinary professionals. Their encounters will be productive and fed by philosophers, sociologists and doctors. In a few words, the right recipe is that the Cité is bubbling with thoughts, modernity, and concrete solutions to a common concern: the pleasure of "eating better".

With which feelings or words would you like each visitor to leave the Cité with?

If every person leaves with the pleasure of having discovered or learned at least one simple thing about a product, an expertise, a utensil, a recipe... the bet would already be won! We want to offer everyone the freedom

to find what he or she is looking for, to discover novelties or simply to learn by chance as they wander. Whether the visitor is a beginner or well-informed, child or adult, concerned with their nutrition or not, they must be able to find answers during their visit. And that could absolutely generate vocational interests in children, teenagers or those who simply want to change the way they eat.

What could a chef find in this Cité? What would make him want to participate in the life of this gastronomic hub?

It will not only be a question of cooking and teaching but a perspective to pass on to the world. I think that every gastronomy professional must feel like a nourisher. Because, it's our responsibility to question ourselves, to concern ourselves with the way to feed healthily... and always with delight! In order to succeed, there must be a base, values that the Cité can promote, just like learning about agriculture or becoming closer to nature. And that goes far beyond gastronomy. It's a question of life on our planet. Today, concerning oneself with the environment, agriculture and nourishment is no longer a trendy choice, it's a duty. The issue is simple and imperative: know what kind of humanity we want to offer to current and future generations





| 10





— The kitchen is equipped thanks to the contribution of specialized partners: Cosentino for the kitchen decoration, Tescoma for the utensils, Revol for culinary porcelain, Robot Coupe for the professional cooking robots, Pacojet for the sorbet and ice cream machines.—

A place for experience, for tasting works of art

The singularity of the Cité Internationale de la Gastronomie de Lyon is being a cultural site where works of art, in addition to being seen, touched, and listened to within the exhibition spaces, can be tasted in the kitchen, all the way at the top of the Dôme des Quatre-Rangs!

All year round, French and international chefs will be invited, like real artists in residence at the Cité Internationale de la Gastronomie. They will inspire the programming of the Cité, from the themes of activities and events to featured products, and of course along with the creation of new culinary experiences.

The kitchen team of the Cité de la Gastronomie will offer visitors a sensory immersion into gastronomy, with a tasting inspired by chefs and seasons, accompanied by a glass of wine carefully selected for a perfect pairing.

To directly engage with visitors, the ten members of the Cité de la Gastronomie's kitchen team also propose culinary workshops and demonstrations, and will be there to share the message of the Cité through direct exchanges with the public, both in the kitchen and the tasting rooms.

Event spaces for private rental

Whether for major events professionals or for more confidential private events, the spaces of the Cité de la Gastronomie will be available to rent.

Offers can be proposed to organize tastings, dinners, or cocktails complemented by a guided tour, workshop or culinary demonstration, conveying the messages of health and eating well upheld by the Cité.





International exposure for French gastronomy and its entire sector

The Cité Internationale de la Gastronomie, a new landmark for the city of Lyon

The GastroLab, the Cité's co-working space, will accompany project leaders who have decided to incorporate nutrition and healthy eating concerns at the heart of their initiatives. These entrepreneurs can share their work with visitors, and present their projects to other professionals.

Masterclasses, workshops, conferences, exchanges, debates, and meetings addressing current issues of the gastronomy industry will be specifically organized by professionals in this new hub of the city of Lyon, facilitating networking.

The Cité Internationale de la Gastronomie will become a center for resources and meetings for professionals in the sector, from local producers, to salesmen, cooks, entrepreneurs...

A gateway to the world and to visitors from all of its corners

The Cité is not only international by its name: it will welcome visitors from all over France, but also from the entire world, benefiting tourists coming to Lyon by providing a new cultural offer.

The cultures and culinary treasures of all four corners of the globe will be featured at the Cité, either thanks to invited international chefs, local produce from the *terroirs* and spotlight countries like Japan in 2020, or simply via the millions of types of information and anecdotes available within the World Atlas of Gastronomy.

The Cité Internationale de la Gastronomie, born from collective action

The Cité Internationale de la Gastronomie de Lyon is a cultural site dedicated to gastronomy, and proposes an entirely new offer to all types of visitors, adults and children, professionals and amateurs, whether they be Lyonnais, French, or international.

Unprecedented in its form and operational method, the Cité organizes itself via various formats: a permanent visitor's path, educational space, versatile events space, kitchen, tasting space, and co-working space. It offers a wide range of programming which creates a lively, bubbling venue: conferences, debates, demonstrations, workshops, educational activities, music, theater, literature...

This innovative project is the fruit of a collective initiative, launched and organized by Grand Lyon, in partnership with the City of Lyon and the French state. The project was born thanks to support of eleven patrons, all experts in the field of gastronomy, nutrition and health, that contribute financially to the project (10.4 million euros): Groupe Seb, founding member, joined by Apicil, Crédit Agricole Centre-est, Dentressangle, Eiffage Construction, Elior, Institut Paul Bocuse, Mérieux Nutrisciences et bioMérieux, Metro France, Plastic Omnium and Valrhona.

The permanent exhibition spaces were designed by the Musée des Confluences, accompanied by the London agency Casson Mann. MagmaCultura, an agency specialized in the design and development of cultural materials, proposed the concept of cultural education programming for the site, true to its values of making culture accessible to all.

MagmaCultura manages and directs the cultural education programming of the site, within the context of a public service delegation. Along with chefs, specialists from museums, the culture, tourism, education and health sectors, communications, public relations and territorial development professionals all form the team who manage the daily life of the Cité de la Gastronomie. This team translates the philosophy of the site, to bring together these multidisciplinary spirits in order to share the idea that gastronomy and health are simply two sides of the same coin.

12



**Cité
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de Lyon**





MagmaCultura

Specialized in management and cultural education programming with nearly thirty years of experience, the company brings together 1,200 collaborators and more than 10 million visitors from the cultural sites it oversees. MagmaCultura ensures that each and every individual can benefit from an appropriate cultural offer at every step of their visit.

MagmaCultura's Expertise:

- Designing communication strategies for social and cultural issues: the Nuit de Lecture (Reading Night) in Madrid, Cirque du Soleil Spain
- Managing, developing and maintaining audiences: Prado Museum (Madrid), Botín Foundation (Santander), CaixaForum (12 centers across Spain)
- Museum content and design: Barcelona Fire Hall, Alt Maresme Museum of Agriculture (Barcelona), Alfonso Ariza Museum (Córdoba), Exhibition *Mediterranean Markets* at the Palau Robert for the European Institute of the Mediterranean (Barcelona)
- Management of social and cultural installations, museums: Montjuic Castle and the Casa Vicens, Barcelona; the new Ludo-Parc playground, Luxembourg Gardens, Paris
- Creation of content and products, designing social and educational projects/cultural education/ pedagogy: Château de Fontainebleau, La Société de Grand Paris, Musée Picasso, Paris, Monnaie de Paris (Paris Mint), the Direction des affaires scolaires de la Ville de Paris (Academic Affairs Board of the City of Paris), the FC Barcelona Foundation.

Casson Mann

Renowned as one of the best exhibition design agencies in the world, Casson Mann is specialized in interpretive design. Casson Mann's mission is to create custom-made, innovative projects. The agency participates in the design of museums, exhibitions and interpretation centers, both within new constructions or historic monuments and cultural heritage sites. From exhibitions of historic objects to digital installations, their goal is to propose multi-nuanced experiences, conducive to captivating, stimulating and inspiring visitors. Founded in London in 1984, Casson Mann opened an office in Paris in 2018. With the opening of the Cité Internationale de la Gastronomie de Lyon, and after the success of two award-winning French projects, the International Centre for Cave Art- Lascaux IV and the Cité du Vin (wine museum) in Bordeaux, Casson Mann is strengthening its presence in the country. Amongst its current projects are Le Pressoir: Centre d'interprétation sensorielle des vins de Champagne (Center for Sensory Interpretation of the Wines of Champagne) and the Musée national de la Marine in Paris (National Marine Museum), which was announced very recently.

Musée des Confluences

The City of Lyon has entrusted the design of the Cité's permanent exhibition to the Musée des Confluences, the first regional museum in terms of its number of visitors (700,000 per year). The visitor itinerary was designed by applying the same methodology employed by the Musée des Confluences (creation of a scientific committee who oversees museum content, inviting associated experts, choice and launch of appropriate exhibition design, meeting across disciplines, consideration of contemporary issues, etc.)

The permanent exhibition is organized around three focus points: dialogue with the architecture, sensory discoveries and content accessible to all. Solenne Livolsi, project manager for the visitor itinerary, chose to place four spaces in the center of the Dôme des Quatre-Rangs: "Intervening in the site of the Grand Hôtel-Dieu imposes humility and a necessary reading of the building in order for the proposition to be coherent with its size, history and architecture, all while enabling a change of use." The objects in the collection (loaned by the ensemble of Lyon's museums and private collectors), were chosen in order to tell a story.



3 QUESTIONS FOR NATALIA GONZÁLEZ

— Director of MagmaCultura France —

What interested you most about the Cité Internationale de la Gastronomie project?

There is a quote that we often use at MagmaCultura: "all of the arts contribute to the greatest of all: the art of living." This is what immediately brings us closer to the Cité de la Gastronomie, and even beyond the art of eating well, this project seems to us to be at the intersection of many paths such as culture, science, health, technology, and economics. The Cité de la Gastronomie also enticed us with opportunity to remove the guilt associated to the subject of eating, thanks to our perceptive approach to the visitor experience. Finally, it fits perfectly with many of MagmaCultura's skillset, such as facilities management, running exhibition projects, cultural education or visitor services.

**Bertold Brecht, A Short Organum for the Theatre.*

What exactly are MagmaCultura's assets for managing the site and its programming?

To bring the Cité de la Gastronomie to life, we believe in the creative potential of everyone: associations, institutions, companies, food, health and nutrition professionals, etc. Our goal is not to intrude on Lyonnais gastronomy but rather to be the cultural facilitator for those who master the subject. Another

important asset will be to put ourselves in the shoes of potential audiences. With what goal? To propose a program designed according to the diversity of its visitors and their expectations, through a multidisciplinary approach. MagmaCultura's experience in programming for important cultural centers enables it to bring the site to life in a hybrid manner.

And, if you had to cite two other ideas that you would like to implement within the Cité de la Gastronomie?

The first: that each visitor feels like he or she can participate and have something to bring to the table. That could take the form of a data collection tool, to which everyone gives information about their eating habits, favorite recipes or products. With the help of anthropologists, sociologists, or health specialists, this participation will nourish reflections on food, and therefore on the Cité itself. The second is to create a concrete international dimension for the Cité de la Gastronomie. For this, we will develop partnerships with UNESCO and the FAO, but also wish the site to become a meeting place for European university chairs addressing food and nutrition.



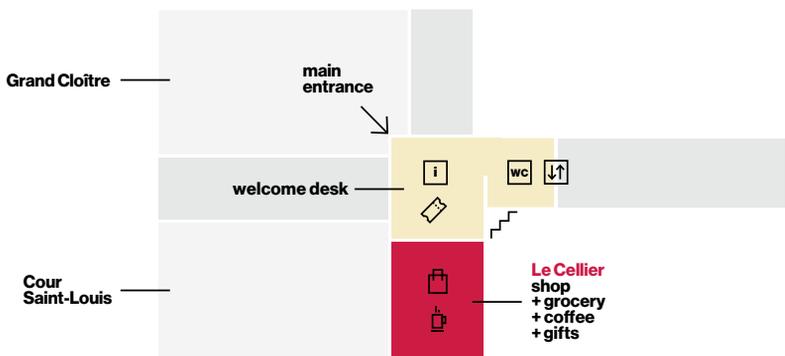
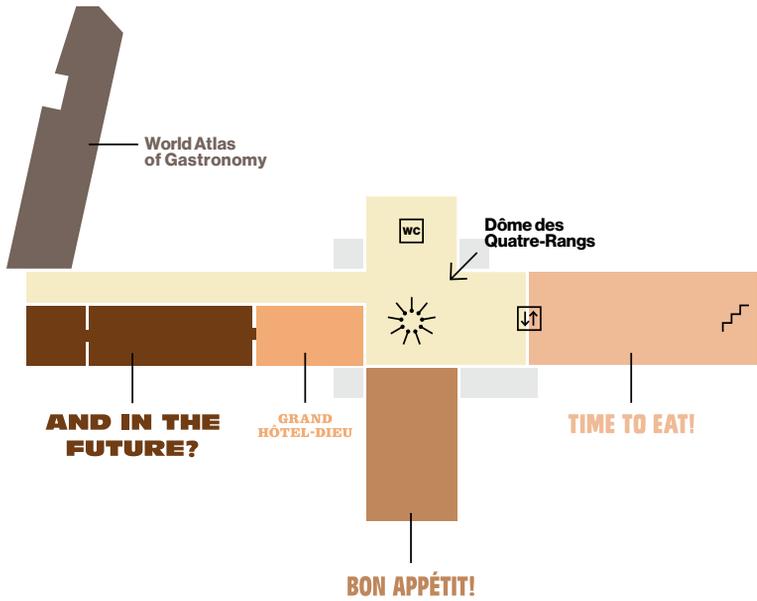
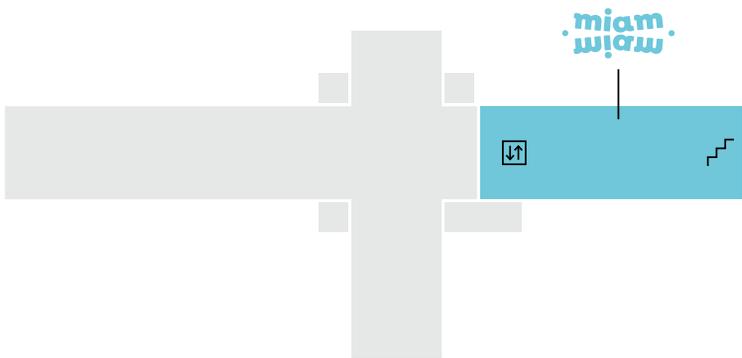
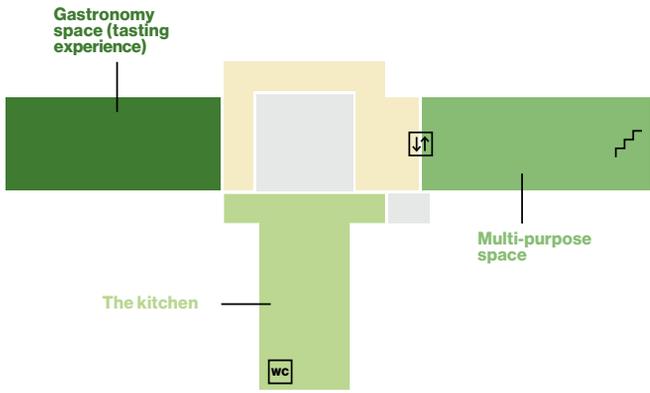
Hours & Admission:

The Cité Internationale de la Gastronomie is open Tuesday to Sunday from 10:00am to 7:00pm. It is open late on Saturdays until 10:00pm. Le Cellier, the boutique, convenience store, café and gift shop is open to the public every day, from 10:00am to 8:00pm.

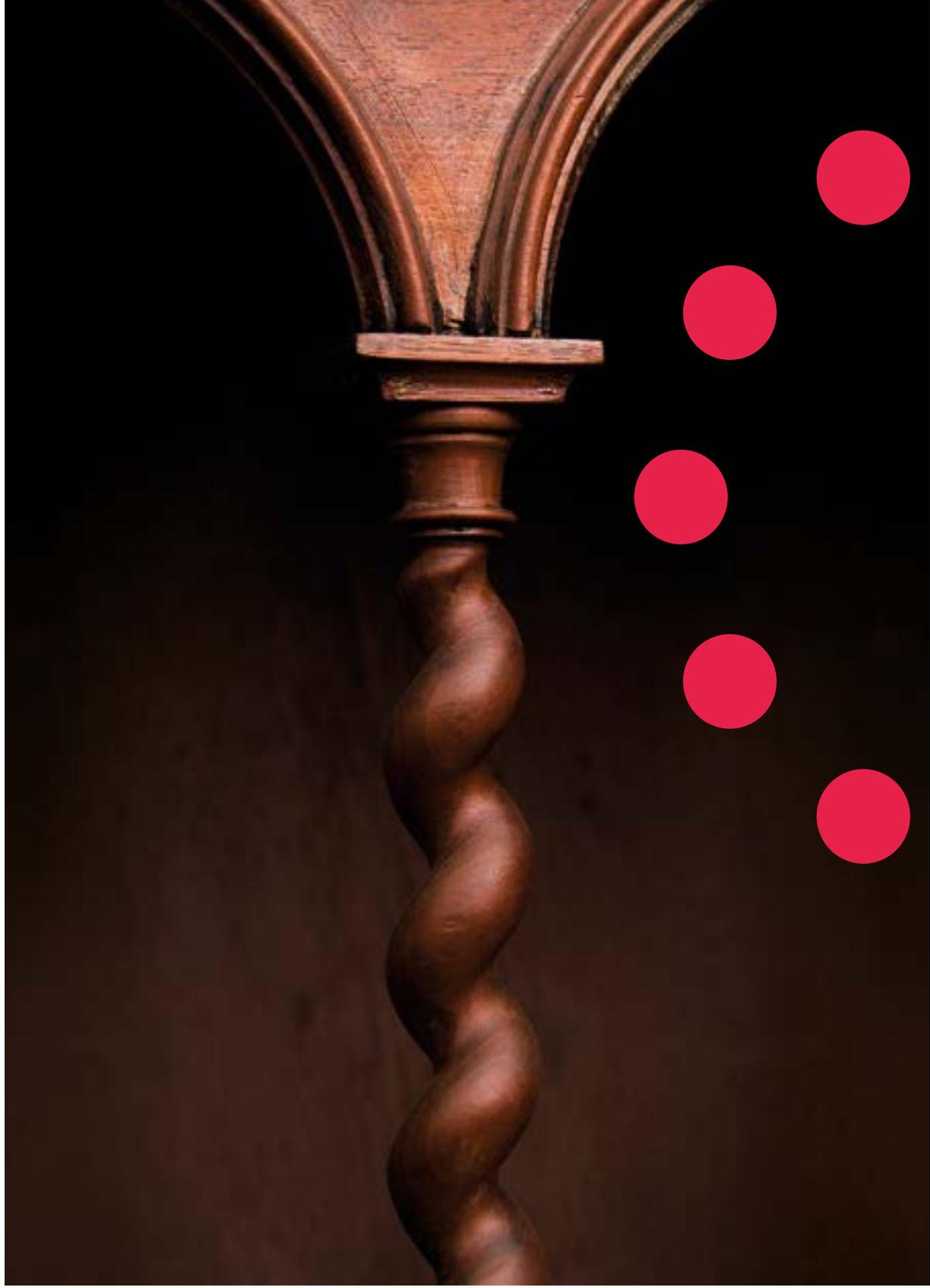
Entry: 12€, with reductions for: students and youth under 16 years old (8€), unemployed and social welfare recipients (3€), free for children under 5 years old and companions of visitors with disabilities). Combined fee for visit + tasting experience: 24€

Entry available via the Lyon City Card

4 Grand Cloître du Grand Hôtel-Dieu 69002 Lyon.
Access via the rue Bellecordière.



17





Key facts & figures

4,000 m²
of gourmet
experiences

1622
beginning
of the construction
of the Dôme des
Quatre-Rangs

300,000
visitors expected
per year at the Cité
Internationale de
la Gastronomie

32 m
the height of
the Dôme des
Quatre-Rangs

4 minutes
walking from the place
Bellecour at the heart
of the peninsula

22h
late-night hours
every Saturday



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