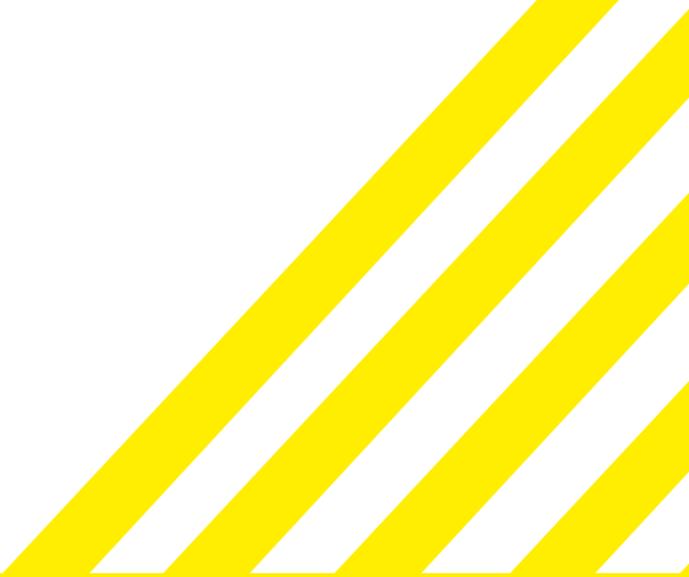


**DESIGN AND
CREATIVE WALKS
PRESS PACK**

**SAINT
ÉTIENNE
HORS
CADRE**

STEP OUT OF THE BOX



EDITORIAL

A true laboratory city, an incubator of new ideas, with its sights steadfastly set on the future, Saint-Étienne is a city in perpetual motion. Its actors never stop creating, testing, innovating to reveal to all the essence of a destination that has always been outside the box or Hors Cadre, as we put it.

A trip to Saint-Étienne means living the experience, being in the thick of an experiment with design. Design is at the heart of architecture and territorial development, but above all at the heart of local initiatives and collaborative projects that flourish and thrive in numerous places around the city.

As they stroll around the city enjoying the «design and creation walks», visitors open their minds and discover a collective dynamic and unfettered innovation they never even imagined. They return from a stay in the city transformed and enthusiastic, totally won over by their experience of stepping outside the box in Saint-Étienne Hors Cadre!

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SAINT ÉTIENNE HORS CADRE

Saint-Étienne HORS CADRE : why and how?

Saint-Étienne Hors Cadre is a collective of local people and organisations involved in an inspiring and creative movement, who are constantly producing things to discover, experiences to engage in and times to share. All these people are united by a common passion, a desire to encourage others to apprehend daily life with a non-standard outlook, to take a step sideways so that they can re-discover all that is around us.

This dynamic can be found in all sorts of fields: designers, cooks, artists, museum's staff, heritage sites, accommodation providers and more. Their aim is to offer a way of discovering Saint-Étienne and its area that is «Hors Cadre» - out of the box.

A strong mindset shared with the partners

Saint-Étienne Hors Cadre is the essence of the Saint-Étienne experience, which encompasses design, creativity and innovation.

– THE ROOTS OF FRENCH DESIGN

The links between Saint-Étienne, which has been dubbed the «city of a thousand patents» and design go back a long way, right to the roots of the city's industrial history.

– PERMANENT REINVENTION

A land of creators and inventors, Saint-Étienne is a city in perpetual motion driven by a dynamic that combines art with industry. Design was born of its industrial past. High tech industries have now replaced heavy industry. And the industrial draughtsman has become a designer.

– THE SAINT-ÉTIENNE SIDESTEP

Artists, designers, scientists, entrepreneurs: they all contribute to this special mindset that characterises the area: one that tests, experiments, thinks outside the box, with the aim of changing the everyday experience.

– A VISION

Saint-Étienne, capital of French design, carries an ambition, for itself and to address ways of changing daily life and inventing the future for the whole world.



MUSÉE D'ART MODERNE
ET CONTEMPORAIN SAINT-ÉTIENNE
MÉTROPOLE

The initiators

The Saint-Étienne Hors Cadre scheme was initiated by an inner circle of stakeholders in culture and tourism in the Métropole.

MUSÉE D'ART MODERNE ET CONTEMPORAIN
CITÉ DU DESIGN
MUSÉE D'ART ET D'INDUSTRIE
PUITS COURIOT – PARC MUSÉE DE LA MINE
SITE LE CORBUSIER - FIRMINY

SAINT-ÉTIENNE LIVE
LES ARTS BURLESQUES
LA FÊTE DU LIVRE

OPÉRA
COMÉDIE
FIL (SMAC)
ZÉNITH

CLUB HÔTELIER STÉPHANOIS
SAINT-ÉTIENNE ÉVÈNEMENTS
LES CHOCOLATS WEISS

These stakeholders, all of them representative of an inspiring, creative, cultural and design-focused approach, share the same values and vision of the area. They have decided to pool their efforts and share the «Saint-Étienne Hors Cadre» approach with the wider world, inviting everyone to come and experience this alternative vision during a stay in the Saint-Étienne area.

Leading the Saint-Étienne Hors Cadre scheme

The Saint-Étienne Hors Cadre scheme is led by Saint-Étienne Tourisme & Congrès. This organisation is in charge of creating the momentum behind the scheme, facilitating synergies, coordinating initiatives, structuring the discovery packages and promoting it on the national and international tourism market.

Saint-Étienne's design, culture and creative network

Saint-Étienne Hors Cadre is also a multitude of stakeholders and contributors of all sizes, sometimes very small, which give the scheme its vitality and constitute the rich fabric of the destination. Their ambition is to help make it more visible and accessible, so that everyone can live their own customised Saint-Étienne Hors Cadre experience, where contact with real people is the heart of the matter.

Governance that increases synergies

Because everyone is convinced that raising the profile and value of the city and its area as a tourist destination involves leveraging and orienting developments in a wide variety of areas (urban planning, the living environment, green spaces), a system of governance will be set up to provide a space for sharing ideas and taking the actions needed to efficiently reach the target set.

SAINT
ÉTIENNE
HORS
CADRE

Saint-Étienne Hors Cadre : Step out of the box an ambition / a logo

Not everything that is «Hors cadre» is identifiable at first sight, but it exists and arouses the curiosity.

Saint-Étienne Hors Cadre is asserting its distinctiveness and wanting to be seen, visited, shown and regarded in unusual and original ways. Hors Cadre is also a reference to the idea of thinking «out of the box», in other words a form of «design

thinking» that is perfectly in tune with the Métropole's personality.

To support this change, the publications are taking on a new, shared tone, the visuals are changing with a new graphic environment, easily adaptable and usable by all the partners in the scheme.

To sum up, Saint-Étienne Hors Cadre is:

A COLLECTIVE AND A NETWORK

Saint-Étienne Hors Cadre brings together stakeholders from different backgrounds around a shared project: to propose a new way of discovering Saint-Étienne that is at once creative, innovative and design-focused.

THE COLLECTION

Saint-Étienne can be found in all sorts of places where you're not expecting it. This Hors Cadre-Out of the Box posture is embodied in a host of places, neighbourhoods and activities that are constantly evolving. The main ones are listed in the Collection. For more details, see page 12 of this press pack.

THE CITY TOUR

This city tour is a concentrate of the most inspiring and creative places in Saint-Étienne. In the heart of the different neighbourhoods, you'll find a mix of cultural and heritage sites, meeting places and art works in the urban landscape. A walking tour that offers an overview of the essence of Saint-Étienne Hors Cadre. For more details, see page 16 of this press pack.

THE GRAND TOUR

An original way to discover the area in the form of 11 outings into the area designed for visitors staying a little longer and wishing to discover more than just the city. For more details, see page 18 of this press pack.

THE PROGRAMME

The Saint-Étienne Hors Cadre programme features an abundance of festivals, events, live shows and pop-up artworks, all of them essential viewing. The programme will be launched at a big event, inviting inhabitants and visitors to discover the highlights to come. For more details, see page 20 of this press pack.

THE COLLECTION



A SQUARELY MODERN MUSEUM



FOOTBALL... AND MORE



CRAZY OPÉRA



A VALLEY PACKED WITH IDEAS



HAPPY BUSINESS!



DESIGN IS GIVEN THE FREEDOM OF THE CITE



AT MR LE CORBUSIER'S



SAINTE-CROIX-EN-JAREZ: TYPICAL AND ATYPICAL



BOUTHÉON, A FUN CHATEAU



NOVACIERIES RECONQUERS SAINT-CHAMOND!



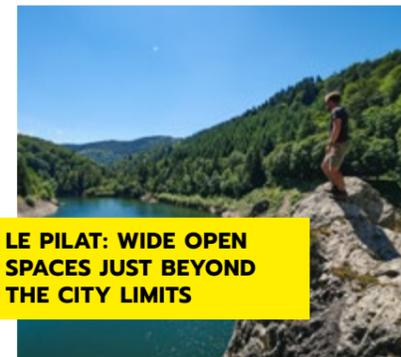
THE MUSÉE D'ART ET D'INDUSTRIE: DESIGN, IT'S LIKE RIDING A BIKE, ONCE YOU'VE LEARNT, YOU DON'T FORGET.



LA MANUFACTURE, A QUARTER-FUL OF IDEAS



NOTHING QUIET ON THE EASTERN FRONT



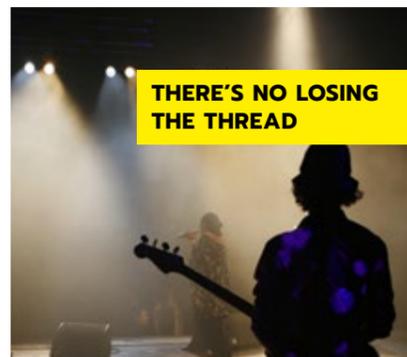
LE PILAT: WIDE OPEN SPACES JUST BEYOND THE CITY LIMITS



BEFORE AND AFTER THE GORGES DE LA LOIRE



5 MINUTES ON A TEST BENCH WITH YOU



THERE'S NO LOSING THE THREAD



LADIES AND GENTLEMEN, ALLOW ME TO INTRODUCE: LA NOUVELLE COMÉDIE



SAINTE AND THE CHOCOLATE FACTORY



BRASSERIE STÉPHANOISE: CHEERS SAINTÉ!



THE BIENNALE, CELEBRATION OF SAINTÉ'S CREATIVITY



A CONCENTRATE OF SAINT-ÉTIENNE COFFEE



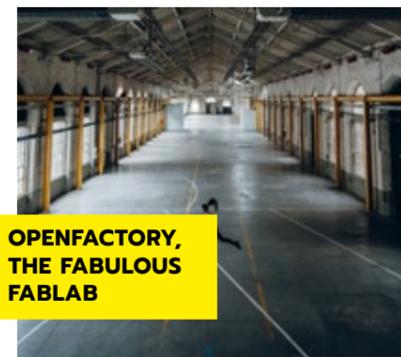
PUITS COURIOT – PARC MUSÉE DE LA MINE: THE DIGGING'S FINISHED, WE'RE COMING OUT



THERE'S JOY TO BE HAD IN SAINT-GALMIER!



GRAFFITI HEAVEN



OPENFACTORY, THE FABULOUS FABLAB

© Saint-Étienne Tourisme & Congrès_Buchowski + Vagabonde
 © Charly Jurine
 © Saint-Étienne Tourisme & Congrès_Pierre Grasset
 © Ella & Pitr
 © Saint-Étienne Tourisme & Congrès_Les Pauline
 © Cyrille Cauvet
 © Philippe Dureuil
 © Saint-Étienne Tourisme & Congrès_Evelyne Deveaux
 © Jérôme Abou
 © Saint-Étienne Tourisme & Congrès_Trekking & Voyage
 © Château de Bouthéon
 © Saint-Étienne Tourisme & Congrès_Magali Stora

THE COLLECTION OF UNMISSABLE HORS CADRE PLACES!

The Hors Cadre spirit can be found in numerous places and neighbourhoods, a taster of which follows. You can find the complete collection on saint-etienne-hors-cadre.fr.

What do the MoMa, the Guggenheim and the Villa Medici have in common? The MAMC has lent works to all of them. After the Pompidou Centre, it's in Saint-Étienne that you will find the largest collection of contemporary art in France (20,000 works is something to write home about!). As for temporary exhibitions, the museum has already hosted Anish Kapoor's overwhelming red (My Red Homeland), Tony Cragg's monumental sculptures and Jean-Michel Othoniel's bewitching wave. Behind its peculiar all-black façade, covered with ceramic tiles that light up at night, the MAMC+ de Saint-Étienne Métropole has all sorts of surprises in store for intrepid visitors.

mamc.saint-etienne.fr

A squarely modern museum MAMC (Musée d'art moderne et contemporain)



© Saint-Étienne Tourisme & Congrès

Musée d'Art et d'Industrie Design, it's like riding a bike, once you've learnt, you can't forget how to do it

Arms, ribbons and bikes. Put like that, it's hard to see the connection. And yet all it takes is a trip to the Musée d'Art et d'Industrie, whose unique collections will help you to understand why design is everywhere in Saint-Étienne. Saint-Étienne has always invented things. Firearms of course, but also weaving looms, textiles and bikes. It was actually here that the very first French bicycle was invented. So head down in the handlebars, and three collections later, the links between Saint-Étienne's industrial past and its ambitions for tomorrow will no longer hold any secrets for the visitor!

www.musee-art-industrie.saint-etienne.fr

At Mr Le Corbusier's in Firminy



© Pierre Grasset

A town within a town, that was the idea harboured by Le Corbusier, the visionary architect who designed the Firminy-Vert site, just a stone's throw from Saint-Étienne. The site delights both connoisseurs and the curious: a Housing Unit with multi-coloured streets, a rather odd, cone-shaped church, a concave Cultural Center, a stadium in the form of an amphitheatre and a swimming pool. You wanted Le Corbusier, well here it is, a place stuffed with anecdotes. Did you know that this site was the second largest site in the world that he built? And that the windows of the Cultural Center were musical windows? Guess which constellation appears in the concrete of Saint-Pierre's church? Head for the square, to find out and for a lesson in creativity!

sitelecorbusier.com



© Saint-Étienne Tourisme & Congrès_Buchowski + Vagabonde

Here is the story of a neighbourhood that is in the process of reinventing itself. Perched up there on its hill, Crêt du Roc has undergone a genuine eco-sustainable transformation, without looking down on anybody – quite the contrary. Sustainable housing, social ties, a youth hostel, alternative modes of consumption, respect for biodiversity... Its famous steps now attract artists, entrepreneurs and voluntary bodies. In fact it's thanks to one of them that this is a neighbourhood on the move: Rues du Développement Durable. With a very strong commitment to the social and solidarity economy, this association (its name means Sustainable Development Street) organises «thinkshops» with local residents, puts life back in empty premises and even offers solidarity offices. Carton Plein (its name means «full cardboard box»), for its part, has turned an old cardboard factory into a pop-up artistic venue open to all.

And what can you say about the initiatives of the Centre International de Séjour Clairvivre-Wogenscky, the young people's hostel that sits up at the top of the hill and whose architecture can't help but remind you of a certain Le Corbusier... Hurry up and call in there, the ideas just keep coming.



Nothing quiet on the Eastern front

La Manufacture Quarter-ful of ideas



Imagine an entire city quarter dedicated to great ideas and innovation. The creative quarter, otherwise known as Manufacture-Plaine Achille, is a town within a town. No more guns. Now in the aisles of the old Manufacture, artists, media organisations, students, start-uppers and researchers cohabit on the 20-hectare site. This new eco-quarter fully intends to give the city's economy a boost. The perfect opportunity to pool your grey matter and share tips in the co-working spaces, to rack your brains and work up an appetite ready for a zero-waste meal at La FABuleuse canteen and then round off the day with a whizz round an exhibition.

5 minutes on a test bench with you

In Saint-Étienne, benches are not just for sitting on. The Bancs d'Essai (Test Benches) scheme offers more curious passers-by the chance to take part in a life-size test. Passers-by can try out the latest in urban furniture created by artists and designers from all over the world. But it isn't just about trying them, you're also asked to vote. The bench that charges telephones, the one on casters you can turn in any direction and the circular ping-pong table? That's Saint-Étienne design, it's innovative, participatory and it brings people together.



A valley packed with ideas



Quick geography lesson: the Gier is a river that has its source in the heights of Le Pilat, at La Jasserie to be precise. After tumbling 900 metres over a magnificent stretch of just 12 kilometres, it disappears underground near Saint-Chamond and then continues its course gently to finish up at Givors. Over its 44 kilometres, the Gier and its valley have many a surprise in store. Little villages, wide open spaces, heritage, engineering - all this and more awaits visitors who decide to probe a little further. The perfect chance for them to see how the river powered 700 weaving looms in one textile mill, at the Maison des Tresses et Lacets, or to study the foundations of the Roman aqueduct. Another possibility: go and step into a blacksmith's shoes at La Mourine. A rich and varied programme, which visitors will love rounding off with a well-deserved little glass of Coteaux du Gier - to be drunk in moderation of course!

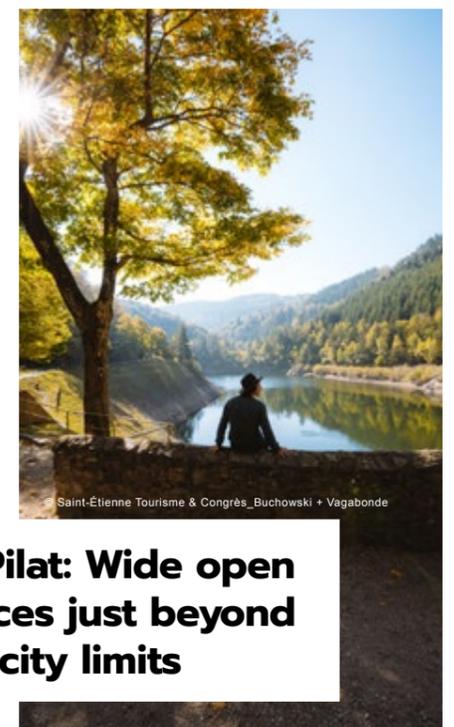
The Biennale, Celebration of Sainté's creativity



Every two years Saint-Étienne hosts the Biennale Internationale Design, an absolute worldwide reference when it comes to design and creativity. Coming to the Biennale means seeing Saint-Étienne as you've never seen it before. Designers, specialists, companies, artists and the curious pour in from all over the world to transform the city into a giant hands-on laboratory where we can all ponder some important questions. How can design help us to work better? How can it help to bring people closer together? With some bizarre objects and a good dose of artistic expression, it's amazing the boost design can give the world!

www.biennale-design.com

Le Pilat: Wide open spaces just beyond the city limits



Nothing to do with the dune of the same name. Le Pilat is 700 square kilometres of medium-altitude mountain and forest, a radical change of scenery just 20 minutes from Saint-Étienne city centre. The highest peak in the Regional Natural Park is 1400 metres. Whether by bike, on snow shoes or on Shanks' pony, here you can take a leaf out of Jean-Jacques Rousseau's book and enjoy a ramble among the old stones of the medieval castle of Rochetaillée. As for the Gouffre d'Enfer - the Abyss of Hell - , this is THE Sunday outing favoured by locals, but it's far from being as diabolical as its name suggests!

"THE CITY WALK", AN HORS CADRE TOUR OF SAINT-ÉTIENNE'S NEIGHBOURHOODS

We invite you on a walking tour of Saint-Étienne. Several even, in any order, in any direction. Start with the Cité du design. No royal guns being made here these days, it's lofty ideas that queen it here now. Pick one up while you're there and hurry on the Opéra to kiss Sleeping Beauty. Then head back to the Biennale Internationale Design before going on to a match at the iconic stadium we call the Cauldron. Or the other way round. What counts is to open your mind!

THE CITY WALK: SAINT-ÉTIENNE'S UNMISSABLES: THERE'S ONE AT EVERY TURN. MURALS, ARCHITECTURE, INTERESTING SITES - THERE ARE SO MANY WAYS TO ENJOY A MEANINGFUL VISIT. YOU CAN FIND THE ENTIRE ROUTE ON THE WEB-APP «STÉPHANOIS-HORS-CADRE.FR». HERE'S A (NON-EXHAUSTIVE!) TASTER OF SOME OF THE HIGHLIGHTS FROM THE CITY WALK.

AN ARCHITECTURAL HIGHLIGHT



THE ZÉNITH

And to think that it's just celebrated its 10th birthday! With room for 7,200 (including 5,400 seated), the Zénith is amazingly adaptable. It can be arranged in no less than 30 different configurations to guarantee an optimum experience whatever the type of entertainment. And there's one quite large small detail: the Zénith was designed by Sir Norman Foster.

AN ART HIGHLIGHT

Strange red cubes, a gaggle of silent, immobile pigeons, a series of 3 m high steel cut-out «colosses». This is Place Chavanelle, the square where all sorts of artistic creations are installed in the open air.

PLACE CHAVANELLE



A CREATIVE HIGHLIGHT

THE PLANETARIUM



25 years already! Located on the former Manufrance site since 1993, the Saint-Étienne Planetarium shares all the little secrets of Space. And we can certainly say that what comes first is being at the leading edge. In 2003, it became the first digital planetarium in France offering 360° full dome projection and even France's first 3D planetarium in 2012. Not content with being ahead of the crowd technically, it also makes its own films.

A DESIGN HIGHLIGHT

NATHALIE TALEC'S «GIMME SHELTER» INSTALLATION



Facing the Cité du design, the Gimme Shelter installation is a glass and concrete shelter inspired by the sensitive principles of Le Corbusier's «Modulor» and the lines of Charlotte Perriand's furniture. It definitely gives you pause for thought. What was artist Nathalie Talec's idea? To give everyone the chance to compose with a minimum, with just what's essential. Like a sort of survival experiment in living in the heart of a city.

A HISTORICAL HIGHLIGHT

L'AVENUE DE LA LIBÉRATION



To immerse yourself in the atmosphere of the Saint-Étienne of the early 20th century, head for Avenue de la Libération. Originally created to give the city some air and space and as an illustration of its prestige, this avenue features Art Nouveau-style buildings mingled in with more institutional edifices. One of the high points of the visit, the Hôtel des Ingénieurs — a remarkable building that was listed on the Supplementary Inventory of Historic Monuments in 2007 — is well worth stopping at for a closer look.

A LIFESTYLE HIGHLIGHT

RUE DES MARTYRS DE VINGRÉ



Day and night, there's always something going on in this vibrant pedestrianised neighbourhood. It has the feel of a village- you'll be strolling along streets lined with shops, bars and restaurants. When the sun comes out, so do the pavement tables enabling you to enjoy the fine historic façades along with your drink. This is «old» Saint-Étienne. Statuettes, historical plaques, and numerous other details are there to delight those who know how to look for them.

THE "GRAND TOUR" SAINT-ÉTIENNE AREA AS YOU HAVE NEVER VISITED IT BEFORE

WHO SAID YOU MUSTN'T GO OVER THE LINES?
THESE ELEVEN LITTLE TRIPS OUT PAST THE CITY LINE ARE WELL WORTH
THE EFFORT. HERE ARE SOME OF THE HIGHLIGHTS...

Outing: The architect's eye view



No need to go to Chandigarh in India to admire the Le Corbusier's heritage: the Firminy-Vert site is within throwing distance of Saint-Étienne! If concrete leaves you cold, the Ondaine and the area to the west of Saint-Étienne are full of special features that give them their own strong character. Over at Roche-la-Molière, art features large on the façades of the town's buildings. Every year, the town hosts the SAFIR, the Street Art Festival In Roche La Molière, which is attended by everyone who's anyone in street art. And the region boasts a number of châteaux open to visitors. Like the Château des Bruneaux in Firminy with its famous eco-museum, or the Château de Roche-la-Molière and its exhibitions on the local mining heritage.

Outing: Of detours and dams

Over in Le Pilat, there's plenty to see when it comes to dams. The Gouffre d'Enfer, 53 metres high, the Pas du Riot, 31.5 metres high, Le Piney dam, 45 metres high with its graffiti giant on the wall. From the village of Rochetaillée, dominated by its «decapitated» feudal castle, it's easy to set off on walks to the arched giants. Ready for another change of scenery? Head into the Le Pilat Regional Natural Park for true wide-open spaces. The Luzernod observatory at La Valla-en-Gier, organises a dozen evenings a year when you can escape into the stars.



Outing: The Saint-Étienne reserve



Incredible but true, Saint-Étienne has its very own fine sandy beach, over by the picturesque village of Saint-Victor-sur-Loire. Ideal for a dose of farniente on the beach at the water's edge or to take a cruise on the river. These cruises offer a perfect opportunity to admire the treasures of the Loire Gorges nature reserve. You will also be able to climb up to the medieval village of Saint-Victor with its breath-taking views over the Loire. A chance to take a trip back in time by visiting the castle and the church. Once you come back down again, you can head back towards Saint-Étienne, stopping off for a stroll through the Le Berland rose garden. From Les Condamines, a little bit further along, the hiking trails begin, lots of them. They lead you into the secrets of the nature reserve, a magical experience.

With a name like «The Grand Tour» you'll have guessed that this time we are venturing beyond Saint-Étienne itself. The Grand Tour is an invitation to step over the city line and explore some of the highways and byways around Saint-Étienne that are really worth the effort! It's just 15 kilometres from the city to the second largest Le Corbusier masterpiece in the world: the Firminy site. You could almost walk there, but we need to save some time and energy for the Gier valley, the Loire Gorges, and the Château de Bouthéon.

SAINT-ÉTIENNE HORS CADRE THE PROGRAMME

The Saint-Étienne Hors Cadre programme represents the cultural and creative essence of the area. It has got off to a start in spring 2019 with a big festive event that has invited visitors and inhabitants to enjoy a unique moment when all the highlights to come over the year have been unveiled. An annual event not to be missed. Here are some of those highlights.

© Saint-Étienne Tourisme & Congrès_Pierre Grasset

FROM MARCH 21ST
TO APRIL 22ND 2019



BIENNALE INTERNATIONALE DESIGN "ME, YOU, NOUS, DESIGNING COMMON GROUND"

As this edition's theme - «Me, You, Nous, Designing Common Ground» - illustrated the latest edition of the Biennale, which has just ended, invited us to think of design as a vector for building a shared future, a mean of overcoming our differences. Once again this year, numerous exceptional guests answered the call, including Lisa White, principal curator, and John Maeda, an uncontested leading figure in digital design and not forgetting the numerous Chinese designers who came over to mingle with the major figures in design in Saint-Étienne. This event, held in the city every two years, spreads across the entire area and features numerous exhibitions in all the different cultural venues, including the Musée d'art moderne et contemporain, the Musée d'Art et d'Industrie and of course the Parc-Musée de la Mine. With a special mention for the Le Corbusier site at Firminy, where an exhibition entitled La Luce focusing on the famous architect and Charlotte Perriand will run until 3 November 2019. Not to be missed!

Programme and information on www.biennale-design.com

FROM JUNE 25TH TO JULY 8TH 2019



A demanding multidisciplinary programme of events with a popular dimension: that is the winning recipe of the Festival des 7 Collines. A festival mingling circus arts, dance and music and open to international creation, this event continues its very special adventure, offering brand new shows that inspire audiences to question their perception of art and the contemporary world.

www.festivaldes7collines.com

MAY THE 24TH, 25TH
AND 26TH 2019



5TH EDITION OF THE SAFIR STREET ART FESTIVAL IN ROCHE LA MOLIERE

Every year, Roche-La-Molière, a town just a few kilometres from Saint-Étienne, hosts the SAFIR (Street Art Festival In Roche-La-Molière), bringing together everyone who's anyone in street art in the open air. An event that has become a must in the calendar for graffiti and other artists who get out their brushes, pots of paint and ladders and take over the town's walls!

JUNE 14TH AND 15TH 2019



SAINT-ÉTIENNE LIVE (PAROLES ET MUSIQUES FESTIVAL)

For its 28th edition, Paroles & Musiques becomes Saint-Étienne Live, the unmissable music event of the early summer. The event features big names in rock, hip hop and chanson française on an outstanding, cross-generational programme - a great way of stepping outside the box in an iconic setting! On the 2019 programme: Boulevard des Airs, Hubert-Félix Thiéfaine, Orelsan and Berywam, among others.

www.saint-etienne-live.fr

NOVEMBER FROM THE 7TH
TO THE 11TH 2019



POSITIVE EDUCATION

What if the best festivals were not where you think? Positive Education, a young Techno festival created in 2015, seems to be the perfect illustration of that. During the last edition Laurent Garnier, Paula Temple and Marcel Dettmann manned the turntables for some classic sets.

positiveeducation.fr

THERE'S GONNA BE SOME SPORT!

JULY 13TH AND 14TH 2019

In 2019 cycling fans have a treat in store in Saint-Étienne, which will be hosting a stage finish in the Tour de France. On 13 July, the 8th stage of the Tour between Mâcon and Saint-Étienne will cross the finishing line in the Geoffroy-Guichard stadium. And on the Sunday, which is Bastille Day, the cyclists will leave Saint-Étienne for Brioude. It has to be said that Saint-Étienne has been in love with bikes and cycling since the 19th century, when the first French bicycle was built here by the Gauthier brothers.

TOUR DE FRANCE 2019



JULY FROM THE 26TH
TO THE 28TH 2019



FRENCH ATHLETICS CHAMPIONSHIPS

The athletics elite are due in Saint-Étienne in July for the big national event: the Élite French Athletics Championships. A chance to see the stars of the sport in a newly renovated stadium, a year before the Tokyo Olympics.

THE WORKSHOPS: AN OPEN-AIR FABLAB TO PLAY AN ACTIVE ROLE IN THE CITY

© Buchowski & Vagabonde

In Saint-Étienne, you'll find innovation virtually on every street corner. Here designing isn't the prerogative of designers, but something everyone can get involved in. Collaboration is part of the city's DNA. Co-working, FabLabs and workshops spring up all over the place and offer locals and visitors the opportunity to build a little bit of their future.

OpenFactory The Saint-Étienne FabLab



OpenFactory or how to play at improvising solutions and learn at the same time! This FabLab in the Manufacture-Plaine Achille creative quarter is a friendly place where anyone can join in the prototyping and meet like-minded people. Students, entrepreneurs, jobseekers, pensioners: everyone is invited to come and learn to use and experiment with digital manufacturing tools. There's lots of equipment available for users to create projects and prototypes: 3D printers, laser cutters, a vinyl cutting machine, a digital milling machine, etc.

The golden rule of the FabLab:
DIY & DIT
Do It Yourself & Do It Together
www.openfactory42.org

A collective of Saint-Étienne-based designers, Captain Ludd offers workshops for young children to promote the practice of design. Structured as true mini-projects, with a goal of transmission, these short workshops help children to get a better grasp of what design means and of the techniques it involves (printing, woodworking, screen-printing, etc.).

www.cptludd.fr



Captain Ludd, design for youngsters

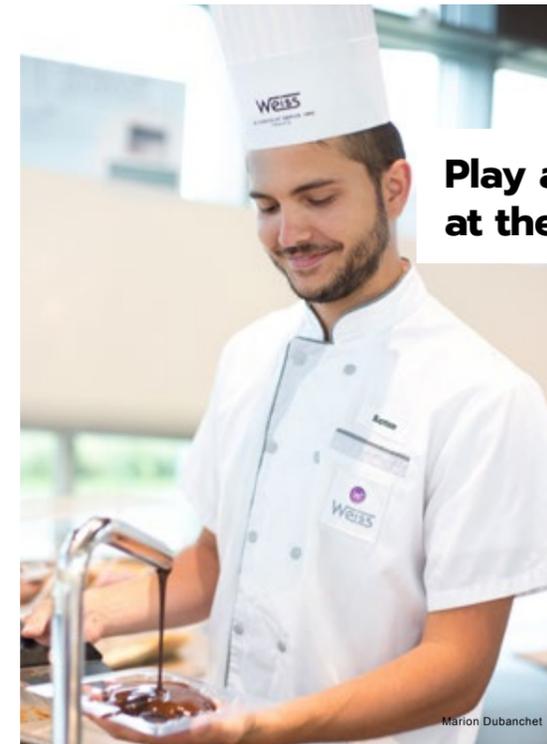
The Atelier Regards, wide variety of workshops

What do all the designers at Atelier Regards have in common? They all trained at ESADSE, Saint-Étienne's Higher School of Art and Design! This 100% local collective advocates combining traditional crafts and trades with new technologies. So that you can see - and try - for yourself, they offer a whole variety of workshops.

www.atelier-regards.fr



Play at Master Chocolate Makers at the Ateliers Weiss



A visit to the workshop of Weiss, a historic local name in quality chocolate making, is a treat for sure, but also a chance to try your hand at chocolate making! Les Chocolatiers Weiss offer different workshops and events throughout the year. A chance to get creative and play at Master Chocolate Makers.

*1-hour workshop, from age 7. Book in advance.
Adult rate: €20/Reduced rate: €15*

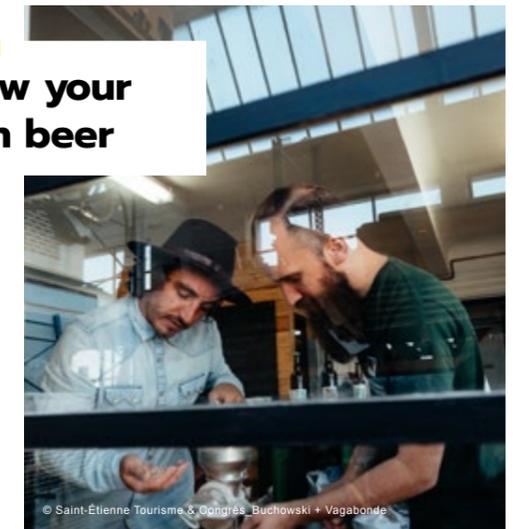
weiss.fr/ateliers-weiss

Brew your own beer

La Brasserie Stéphanoise, situated in the centre of the Bellevue neighbourhood offers introductory workshops for the layman/woman, beer-lover and outright beer geek in a specially adapted dedicated space. Learn how beer is made, brew your own beer or just enjoy a peek behind the scenes... Any reason is a good one to discover the stages involved in making a craft beer during a visit led by a professional brewer and to try your hand at making your own brew.

From €150 for an adult (visitors must be over 18) for a day's brewing, an educational booklet, a guided tour of the brewery, a snack, a tasting session and a carton of your own beer (12 x 75 cl bottles).

www.labrasseriestephanoise.com



LITTLE (OR BIG) NEW THINGS TO TRY

Saint-Étienne and French cuisine, big names like Gagnaire, Pierre Daret and Stéphane Laurier. Well, Saint-Étienne still holds some gastronomic surprises. At the beginning of 2019, Antoine Bergeron, chef at the restaurant La Source in Saint-Galmier won a Michelin star. The first in the area, so don't hesitate to come and try the cuisine during a stay at the Hôtel La Charpinière.



A star shines over the area

A streetcar named desire



With the 3rd line in Saint-Étienne's tram network going into service at the end of 2019, getting around the city will never have been as easy! Running from Châteaureux station and the surrounding business quarter to the La Terrasse multimodal hub, this new 4.3 km long line will serve the Le Soleil neighbourhood, the Manufacture Plaine-Achille creative quarter and the Zénith, as well as the Technopôle and Geoffroy-Guichard stadium.



Ella&Pitr mural at Chocolaterie Weiss

An important destination for owners of a sweet tooth of all ages, Chocolaterie Weiss is well-known for its workshops making designer tablets of chocolate, its exhibition and its eatery. In August 2018, street artists Ella&Pitr added their contribution to the temple of chocolate with a mural on the façade: Ça se mange sans fin. Making this a place to delight the eyes as well as the palate, a place well and truly in the Saint-Étienne spirit.

Novaciéries, a new way of seeing Saint-Chamond

How to transform a giant metal works into a leisure centre without destroying the industrial heritage? Well, the Novaciéries neighbourhood in Saint-Chamond, the former GIAT Industries site inaugurated in December 2018 has pulled off a dual feat. The great shed has become the «Hall in One», an entertainment venue, a large park and a skate-park providing opportunities to enjoy the open air and re-discover this huge site that played such an important role in the town's industrial history. Its metalworking days are over! Now the old industrial site is a place to go out, eat, sleep, study - in short, to live life.



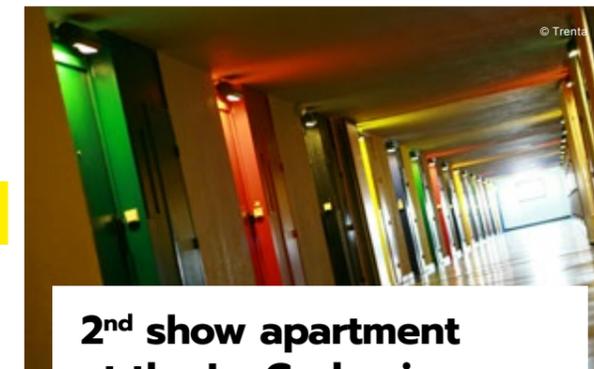
The 2019 season of Test Benches



The 2019 Test Benches give pride of place to conviviality in urban spaces. Here is a quick overview of some of the projects selected this year:

- **Fermob's modular «terrasse».** Perfect for pop-up «conviviality spaces»;
- **Matthieu Audebaud and Sébastien Noll's Le Gouvernail.** A movable mechanical dial to guide disoriented pedestrians;
- **Philippe Riehling et Sineu Graff's Le Banc Refuge®.** A 100% natural bench that includes substrates that provide a place for insects to take refuge and reproduce;
- **Franck Magné's Croisements project.** A multi-purpose urban «living room» made up of items that can be mixed and matched freely to provide a place to sit check your e-mails, eat lunch, have a game of cards with friends just like you would at home.

2nd show apartment at the Le Corbusier Housing Unit



One more reason to visit!

New in 2019! In the Le Corbusier Housing Unit in Firminy, opposite the existing show apartment, a second 80 m² apartment will be opening to visitors this summer. And from the autumn, it will even be possible to stay there overnight. Another opportunity to get a better understanding and grasp of the original architectural concept behind this building designed by Le Corbusier.

Every Thursday (except public holidays) from 8th July to 1st September at 10.30 am.

Length of visit: 2 h

Admission charge: from €11 to €21

Tickets available from www.sitelecorbusier.com

A new 4-star hotel right in the business quarter



In spring 2019, a 77-room 4-star Novotel has opened in the middle of the Châteaureux business quarter. What's special about it? It is the work of designer Thierry d'Istra, who is renowned for his work mixing materials and colours and his taste for atypical, original shapes.

A GOOD NIGHT'S SLEEP...

Hôtel Continental** Saint-Étienne



A former coaching inn, this 2-star hotel entirely renovated by designer Pascaline de Glo de Besse combines modernity and old world charm to perfection. Situated in the heart of the city centre, the hotel has 23 rooms featuring pastel colours, murals and special lighting effects. Inside the hotel, a cobbled courtyard, a hayloft and stained glass add to the establishment's very particular charm. The Hôtel Continental is an exceptional place in Saint-Étienne and an invitation to travel.

www.hotelcontinental42.fr

Hôtel Les poteaux Carrés*** Saint-Étienne

Facing Saint-Étienne Châteaureux TGV railway station, this 3-star hotel, a winner in the 2015 Commerce Design Competition, offers 14 rooms and 2 suites, all fully renovated in a contemporary, design style. Its three restaurants Côté Gare, Côté Place and Ô76 offer quality cuisine to suite every taste.

Winner of the 2015 Commerce Design Competition Hotel prize



La Charpinière Hôtel & Spa **** Saint-Galmier



Nestling in 3 hectares of wooded grounds, the 4-star La Charpinière Hôtel & Spa is distinguished by its vernacular and contemporary architecture, where vegetation features in every room. The ideal place for a weekend of relaxation and gastronomy, the hotel has 57 rooms with a sleek design and a wooded, zen atmosphere. For guests seeking well-being and sports facilities, the hotel has a fully renovated spa with sauna, hammam and jacuzzi as well as a heated outdoor pool and a tennis court. La Charpinière Hôtel & Spa also offers two fine tables: «La Source», its gastronomic restaurant which has recently been awarded a Michelin star, and «1933 Le Comptoir des viandes», a brasserie specialising in fine meat dishes.

www.lacharpiniere.com/fr

Situated in the heart of the historic city centre, La Belle Étoile bed and breakfast offers two charming rooms. «L'étoile» is a spacious, contemporary room offering the comforts of an apartment with a kitchenette and office corner, not forgetting the special feature that completes its charm: a large roof terrace, ideal for breakfast or to relax with a book. «La Mine» is a comfortable, spacious room with a coal pebble walk-in shower. An ideal base to visit the city!

www.chambredhote-saintetienne.com



La Belle Étoile bed and breakfast Saint-Étienne

... AND A BITE TO EAT

RESTAURANTS

Le Verre Galant Saint-Étienne



Good manners are in the glass, but also and especially in Rue François Gillet. With its good bottles, including something for every pocket, and its home-cooked food, Le Verre Galant is a «cellar with food» concept that really makes you want to linger at the table. In an unforgettable, original and intimate setting that was once a fabric workshop, three spaces entirely dedicated to good wine and fine food await those with a gourmet palate. Your taste buds will be begging for more!

m.facebook.com/LeVerreGalant

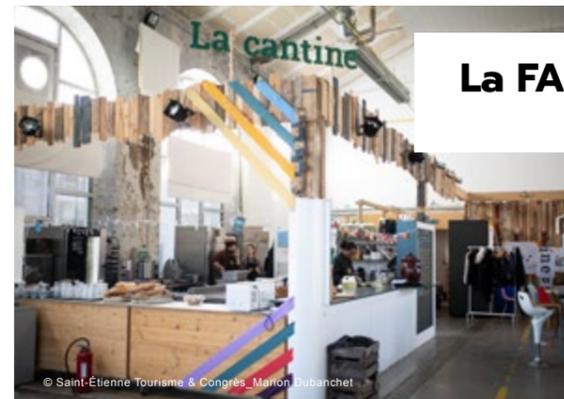
Pampille Saint-Étienne



An artisan bar right in the centre of Saint-Étienne, Pampille serves products that come from within radius of 200 km around the city. Here, produce from the Saint-Étienne terroir reigns supreme! Wine, beer, spirits, soft drinks, charcuterie, cheeses... You can try all of them on the premises, but you can also buy them to take home. And they offer new products every week, so there's always a reason to come back and try something else.

www.facebook.com/pampille.saintetienne

La FABuleuse Cantine Saint-Étienne



Situated in a magical setting, at the heart of the old Manufacture d'Armes in Saint-Étienne, this highly unusual restaurant brings Berlin to Saint-Étienne. With its local produce from organic and sustainable farms and anti-waste culture, the FABuleuse Cantine is an innovative concept that blends a convivial experience with good food. There's something for every taste with themed cuisine that changes according to the day, the chef's mood and the produce available. The ideal place to reconcile you with the idea of the canteen!

lafabuleusecantine.fr

Chevalier Bistrot Français and Wine Cellar Saint-Étienne



In a resolutely contemporary, industrial-style, but still cosy setting, Chevalier Bistrot Français offers bistro cuisine cooked exclusively from fresh produce. Here, they make everything themselves, so the menu changes with what's available at the market and the chef's inspiration; they also offer a wide selection of mature cheeses from a platter and - the cherry on the cake - the chef, a maître-restaurateur, makes his own ice creams and pâtisseries.

www.chevalier-bistrot.fr

The restaurant at the Musée d'art moderne et contemporain opened in 2018 and is a perfect example of the winning combination of good food and design. Young chef Benoit Masson offers bold, light food that goes perfectly with the resolutely modern, Klein Blue decor with its «squares» theme. A gentle reminder of the museum's façade.

www.facebook.com/lecarredesnuances.fr



Le Carré des Nuances Saint-Étienne

COFFEE SHOPS:

Comme à la Maison Saint-Étienne



This warm and cosy coffee shop is never short on ideas for delicious eats, offering home-made cakes, smoothies and refreshing ice creams in summers. It's also a place where there's always something happening - knitting afternoons, children's chess lessons, and even other lessons for patrons of all ages. There are even free slippers to wear. So that you really feel at home.

[www.facebook.com /Coffee-Shop/Comme-à-la-maison-coffee-shop-Sainté](http://www.facebook.com/Coffee-Shop/Comme-à-la-maison-coffee-shop-Sainté)

With the red bike hanging on the wall, Persiennes Framboises gets your attention as soon as you walk in. This is truly a 2-in-1 place: part-restaurant, where you can put together your menu as you wish, part cultural venue with regular exhibitions not only of paintings, but also jewellery and objects designed by local craftspeople. As Bohemian as it gets!

[www.facebook.com/ Tea-Room/Persiennes-Framboises](http://www.facebook.com/Tea-Room/Persiennes-Framboises)

Persiennes Framboises Firminy



TOOLS FOR VISITORS

To make it all the easier to get around the area and discover its treasures, Saint-Étienne Tourisme & Congrès has developed a range of practical tools for its visitors.

SAINT-ÉTIENNE CITY CARD

The City Card is the visitor's pass for the Saint-Étienne public transport system and all the must-see cultural sites and other attractions.

The City Card is available in different versions:



- 1 day: €18
- 2 consecutive days: €28
- 3 consecutive days: €38

And that's not all! Numerous partners offer reductions on presentation of the City Card: shops, restaurants, coffee shops, leisure amenities, etc. Card available from the Saint-Étienne Métropole Tourist Office, as well as at certain tourist sites and on the internet.

More information on saint-etienne-citycard.com

NEW: THE WEB-APP

The team at Saint-Étienne Tourisme & Congrès now offers a new service!

A mobile website with a highly innovative concept: www.stephanois-hors-cadre.fr.

An agile solution that you won't find elsewhere: Saint-Étienne is the only city and metropolitan area apart from Montreal to have introduced this system - to the delight of the travellers that use it.

A true pocket companion, it contains a thousand secrets disclosed by local inhabitants - and more if there is chemistry. What for? So that you can enjoy every moment you spend in Saint-Étienne and the area. Accessible with no need to download it, the information is constantly up-to-date and instantly available.

www.stephanois-hors-cadre.fr is the ideal, indispensable tool to find out immediately about leisure sites, events, places to eat... guaranteed open and available that very moment in Saint-Étienne. No more interminable searching. Here, you get the best tips and nothing but the best! The tips are selected, enriched by the secrets shared by inspired locals, who are pleased and proud to help out with their insider information. You can trust them, they've tried and approved all the places they recommend.

Accessible with no need to download it, the information is constantly up-to-date and instantly available.

CITY GUIDE

So that you can read Saint-Étienne Hors Cadre like an open book, we have put together the City Guide. A veritable digest of this collective initiative, it sets out our stall for this year. But it also contains the highlights of the City Walk, the Grand Tour outings and the calendar of events, large and small, that you really shouldn't miss. Add into the mix a few colourful anecdotes and amazing nuggets of information, and you have at your fingertips everything you need to master the art of getting the most out of Saint-Étienne Hors Cadre. We'll bet our bottom dollar you won't be without our guide from now on. Available the 6th of June 2019!



PRESS

You can also find all our latest press releases and information on the dedicated page on our website: www.saint-etienne-hors-cadre.fr



WEBSITE

Of course, here we love to innovate, design, invent - that's in Saint-Étienne's Hors Cadre DNA. But we also like to share, exchange and we love having guests. So to enable everyone to discover the world of Saint-Étienne, we've invented www.saint-etienne-hors-cadre.fr. From the very first page, you can feel the city's pulse - it will have your retinas throbbing! Out with the classic website! In with something new that plunges you right into the life of the area - and not by halves! We've created something with zing, colour and design - so that as soon as you set eyes on it, you are totally immersed in the world of Saint-Étienne. It's just like being there, and it comes at you from all directions: the Unmissables collection, the must-sees in the city, the outings, all the best addresses, ideas for weekends out and about, exciting events, and much, much more. So see you on saint-etienne-hors-cadre.fr? We're ready and waiting to welcome you.

Key Facts about Saint-Étienne Métropole

Saint-Étienne Métropole is:



A total area of
723,5 sqm



400,000
inhabitants



53
municipalities



Situated
2 hr 40 from Paris
by TGV



Within 2 hours by air of over
100 European cities
from 1 airport
(Lyon Saint-Exupéry)



The only French city
in the UNESCO Creative Cities
network



Top French Cities
part of the Urban Tourism Cluster of
Atout France





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Buchowski - Vagabonde

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la métropole

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