

SAINT ETIENNE HORS CADRE

Design and creation walks

**PRESS PACK
2022**





ÉDITORIAL

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 city transformed and enthusiastic, totally won over by their experience of stepping outside the box in Saint-Étienne Hors Cadre!

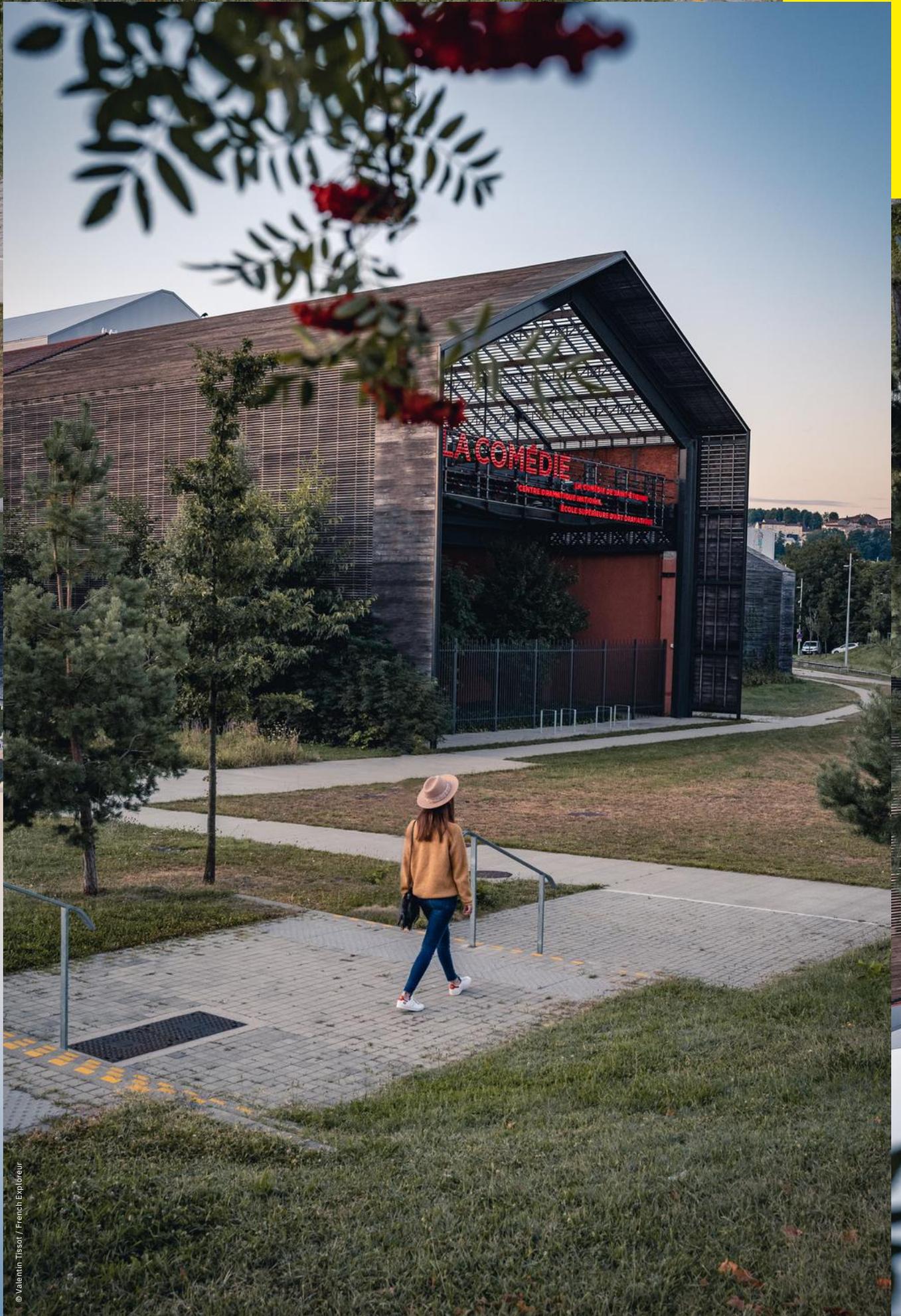


TABLE OF CONTENTS

SAINT-ÉTIENNE HORS CADRE:
WHY AND HOW? P.7

THE INITIATORS P.8

THE COLLECTION P.13

OF UNMISSABLE
HORS CADRE PLACES

P.17

THE CITY WALK

AN HORS CADRE TOUR
OF SAINT-ÉTIENNE'S

THE GRAND TOUR

SAINT-ÉTIENNE DISTRICT
AS YOU HAVE NEVER VISITED
IT BEFORE

P.19

P.25

**THE HORS CADRE
PROGRAMME**

THE WORKSHOPS, AN OPEN
-AIR FABLAB TO PLAY AN
ACTIVE ROLE IN THE CITY P.23

LITTLE (OR BIG) NEW THINGS
TO TRY! P.27

TOOLS FOR VISITORS P.33

KEY FACTS ABOUT
SAINT-ÉTIENNE MÉTROPOLE P.34



**SAINT
ETIENNE
HORS
CADRE**

Design and creation walks



© BestJobber/MacCordard

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 staff, heritage sites, accommodation providers and more. Their aim is to offer a way of discovering Saint-Étienne and its district 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, 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 district: 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.



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
FIRMINY LE CORBUSIER SITE
L'OPÉRA
LA COMÉDIE
LE FIL (SMAC)
LE ZÉNITH
PAROLES & MUSIQUE
BOOK FESTIVAL: LA FÊTE DU LIVRE
CLUB HÔTELIER STÉPHANOIS
SAINT-ÉTIENNE ÉVÉNEMENTS
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 district. They have decided to pool their efforts and share the "Hors Cadre" approach with the wider world, inviting everyone to come and experience this alternative vision during a stay in the Saint-Étienne district.

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 creation 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 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 district 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: 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 a city 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.

WANT TO BE PART OF SAINT-ÉTIENNE HORS CADRE

Actor in] Saint-Étienne Hors Cadre [
An experience in] Saint-Étienne Hors Cadre [
The spirit of] Saint-Étienne Hors Cadre [

Words are much more efficient than just a logo when it comes to identifying yourself with Saint-Étienne Hors Cadre, for tourism and culture operators. The taglines provided opposite can be freely used by the initiative's partners, in any typographic form they wish.

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 a places, neighbourhoods and activities that are constantly evolving. The main ones are listed in the Collection. For more details, see page 10 of this press pack.

THE CITY WALK

This city walk 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 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 district in the form of 11 outings into the district 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 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

© Buchowski et Vagabonde
 © Magali Stora
 © Pierre Grasset
 © Les Pauline
 © Evelyne Deveaux
 © Trekking & Voyage
 © Charly Jurine
 © Ella & Pitr
 © Cyrille Cauvet
 © Phillippe Dureuil
 © Jérôme Abou
 © Château de Bouthéon
 © Valentin Tissot/French Exploreur



A SQUARELY MODERN MUSEUM



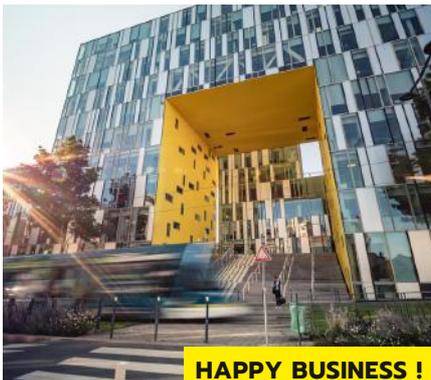
AT MR LE CORBUSIER'S



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



DESIGN IS GIVEN THE FREEDOM OF THE CITÉ



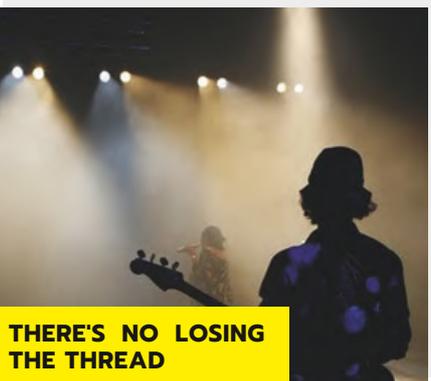
HAPPY BUSINESS !



LA MANUFACTURE A DISTRICT FULL OF IDEAS



NOTHING QUIET ON THE EASTERN FRONT



THERE'S NO LOSING THE THREAD



LADIES AND GENTLEMEN, ALLOW ME TO INTRODUCE: LA COMÉDIE



SAINTÉ AND THE CHOCOLATE FACTORY



PUITS COURIOT - PARC MUSEE DE LA MINE: THE DIGGING'S FINISHED, WE'RE COMING OUT!



BADOIT: THERE'S JOY TO BE HAD IN SAINT GALMIER!



GRAFFITI HEAVEN



A VALLEY PACKED WITH IDEAS



BOUTHÉON, A FUN CASTEL



NOVACIÉRIES RECONQUERS SAINT-CHAMOND!



LE PILAT: WIDE OPEN SPACES JUST BEYOND THE CITY LIMITS



BEFORE AND AFTER THE LOIRE GORGES



TEST BENCH: 5 MINUTES ON A TEST BENCH WITH YOU



LA BRASSERIE STÉPHANOISE: CHEERS, SAINTÉ!



THE BIENNALE CELEBRATES SAINTÉ'S CREATIVITY



OPENFACTORY, THE FABULOUS FABLAB





ALL ABOARD FOR DEPARTURE!



CRAZY OPÉRA



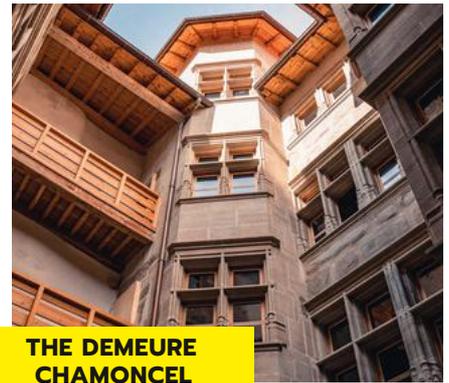
FOOTBALL... AND MORE



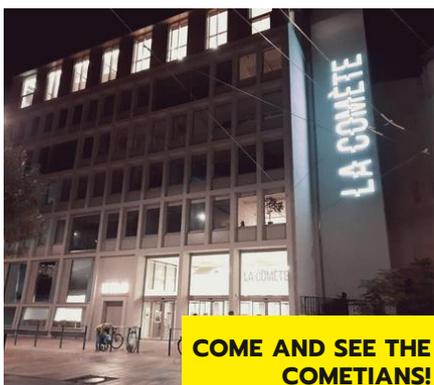
SAINTE-CROIX-EN-JAREZ: TYPICAL AND ATYPICAL



A CONCENTRATE OF SAINT-ÉTIENNE COFFEE



THE DEMEURE CHAMONCEL



COME AND SEE THE COMETIANS!



LITTLE SCIENTISTS WILL GROW UP!



THE SAINT-ÉTIENNE HORS CADRE STORE



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 all the collection on

saint-etienne-hors-cadre.fr/en/

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. This site delights both connoisseurs and the curious: the multi-coloured Unité d'Habitation, a rather odd, cone-shaped church, a concave Maison de la Culture, 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 his 2nd largest complex in the world? And that the windows of the Cultural Centre 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!

www.sitelecorbusier.com/en

At Mr Le Corbusier's in Firminy



© Pierre Grassot

MAMC+ Musée d'Art Moderne et Contemporain



© Saint-Étienne Tourisme & Congrès

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. A place that has already hosted Anish Kapoor's overwhelming red (My Red Homeland), Nathalie Talec's glass and neon shelter (Gimme Shelter) 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.

www.mamc.saint-etienne.fr/en

Musée d'Art et d'Industrie Design is like riding a bike, once you've learnt, you never 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 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.saint-etienne-hors-cadre.fr/en/



© Buchowski & Vagabonde

La Comédie

Ladies and Gentlemen,
allow me to introduce



Pio Marmaï and Sami Bouajila would be impressed. La Comédie is constantly renewing itself. In case you didn't know, they're two French actors who happen to have studied drama at the Ecole Supérieure d'Arts Dramatiques de La Comédie de Saint-Étienne. This institution has been creating shows and training actors for 70 years. And it has seen some talent pass through its doors: writers, actors, wardrobe mistresses/masters, directors - and more recently, joiners, electricians and carpenters. With 8,000 sqm of space, including two large auditoriums, a rehearsal room, two studios for the students, a bar-restaurant and a terrace, La Comédie is so much more than just a theatre, it's a hive of activity.



Explora

Little scientists will grow up



Puits Couriot - Parc Musée de la Mine

The digging's finished, we're coming out!

If you think mining is something to do with big data, it is time to have a day out at the Puits Couriot. Before it was here that miners went underground to dig coal. The site is now a listed Historical Monument and there's more fun to be had than in the old days. The museum tells the story of the Saint-Étienne's adventure with coal. The museum pitches you right into the history of the mine with its display rooms, and even offers a short trip underground. It's like being there for real, it shakes you up in every sense of the word. Outside, though, change of atmosphere: When summer comes, it's time to open the "ginguette". It gets off to a gentle start with a game of petanque and a local beer, then everyone takes to a deckchair to watch the concerts and other entertainments. Just opposite, all this agitation does not stop the slag heaps from continuing to slowly consume themselves.

Interested in a Do-It-Yourself science experience? Head for Explora.

No boring science lessons here, just experiments for budding scientists of all ages: observe, think of something to try, then try it! Don't expect perfect results: it's by making mistakes in the lab that you gain experience. Do it the way engineers do!

And in fact it's La Rotonde, the Cultural, Scientific, Technical and Industrial Centre at the École des Mines - a top-flight engineering school - in Saint-Étienne that is behind this educational lab.

Whether your aim is to launch a rocket, make a light card, programme a space robot, design an electronic instrument, like Einstein, we use recovered materials and our creative intelligence.



Football and more - you'll love the new scenography at the Musée des Verts!

Even if you don't like football, you will have heard of it. Everybody knows the ASSE, the mythical Saint-Étienne football club.

After all, it is the club with the most French championship titles to its name... ten in all - even PSG hasn't achieved that (yet). The Greens had their own museum before everyone else. In short, the Cauldron, Aimé Jacquet, Platini ... we all know them. But the ASSE is like the city of Saint-Étienne: out of the ordinary, creative and innovative. And not everybody knows that. A logo designed back in the 60s by a Fine Arts student, an interplanetary hit pop song sung by a former player - "Je te survivrai, d'un amour vivant..." - a 360° immersion headset to relive a game as if you were there, 2,600 sqm of solar panels on the stadium roof... So, as the chant goes, "Who's the best? The Greens, of course".



Before and after the Loire Gorges

The Loire, leafy forests, castles, islands, steep cliffs.

Guess where you are. In the Loire Gorges Nature Reserve, well done! 4,000 hectares of pure nature, 355 of which are in the Regional Nature Park – fresh air in abundance. And it isn't just oaks that have popped up along the river banks – there are castles too. Essalois stands proud up on its rock, but actually it's a cool one to visit. It's open to the public, for free. On the other side, there's Grangent. All alone on its island, it's hard to imagine it used to be perched at a height of 60 metres... Before the dam was built, the valley looked quite different. At Saint-Victor, they lost a railway line, but gained a water sports centre. And with it a beach, a marina, boat trips and some fantastic angling, all within throwing distance of the city centre... And who do we thank then?

Whether by bike or in your trainers or on Shanks' pony, come and enjoy a ramble among the old stones of the medieval castle of Rochetaillée. At the Gouffre d'Enfer (the Abyss of Hell), one of the many dams in the area, you can join the locals on their favourite walk. But don't worry, there's nothing hellish about it, on the contrary it's a real paradise for Sunday outings!

Le Pilat: nothing to do with the dune of the same name.



Our Le Pilat is 700 sq km of mountain and forest, a radical change of scenery just 10 minutes from Saint-Étienne city centre. The highest peak in the Regional Nature Park reaches an altitude of only 400 metres. Nothing too dizzying, so there's no excuse for not getting just a bit sporty.

« THE CITY WALK »

AN HORS CADRE TOUR OF SAINTÉ'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 to the Opéra to kiss Sleeping Beauty. Then head back to the Biennale 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!

© Magali Stora

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

THE HISTORICAL HIGHLIGHT



THE POSTE-WEISS ISLAND

Three bright red towers, now there's a warm welcome! Designed by architects Emmanuel Combarel and Dominique Marrec, the Îlot Poste-Weiss is the new stand-out feature of the Châteaueux business quarter. And its colour? One way of echoing the brick tones of the station.

THE ARTY HIGHLIGHT

How about we take a step off the beaten track when it comes to murals? No more gardens or trompe l'œil balconies. In Sainté, we have Ella & Pitir's giants. Two local artists who've been spreading their brand of insolence and poetic charm around the city since 2007.

ELLA & PITR GARAGE DOORS RUE HENRI GONNARD



THE CREATIVE HIGHLIGHT



SUSTAINABLE DEVELOPMENT NEIGHBORHOOD

This is the story of a neighbourhood that is in the process of reinventing itself. Up there on the hill, it's a genuine eco-sustainable transformation that is happening around a genial concentration of artists, entrepreneurs and a large number of associations.

THE MUSICAL HIGHLIGHT



LE FIL

Le Fil is a concert hall dedicated to modern music, in the Plaine-Achille quarter. But that's not all. A unique, smart place to listen to and make music. Obviously, Saint-Étienne has paid great attention to the packaging. Every aspect of the architecture is a tribute to Saint-Étienne design: the metallic exterior, the looms, and the front of the bar that looks like a red ribbon. Come on, show a bit of imagination!

LE COUP DE CŒUR SAVOIR-VIVRE



HALLES MAZERAT

Did you know? Built in 1872 by Louis Mazerat (to whom we also owe the bandstand on Place Jean Jaurès), the Halles, or market hall, is now reawakening from a long slumber. Under the impetus of the Biltoki company, the site is becoming an iconic lifestyle place in Saint-Étienne, where the emphasis is on local shops and restaurateurs and friendly service. Just the kind of effervescence we like and the place to go for all Epicureans!

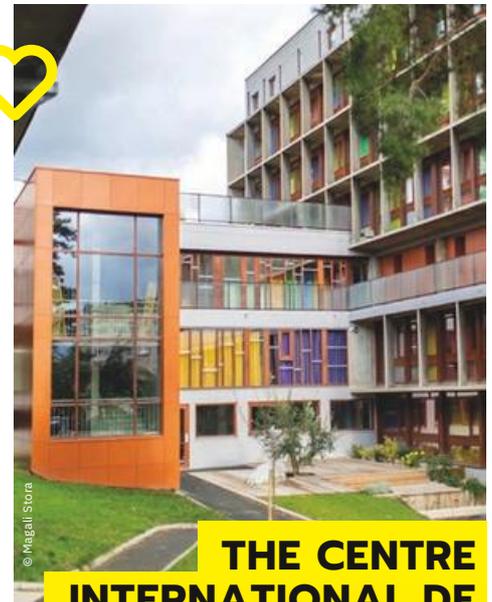
THE HISTORICAL HIGHLIGHT



THE DEMEURE CHAMONCEL

The Maison du Patrimoine et des Lettres (Centre for heritage and letters) is located in the Demeure Chamoncel. This Renaissance house is the most remarkable of the period houses still preserved in Saint-Étienne. The Demeure Chamoncel has born witness to the city's development through the centuries, and is therefore the perfect place to present Saint-Étienne's history and transformations to the public.

THE DESIGN HIGHLIGHT



THE CENTRE INTERNATIONAL DE SÉJOUR A. WOGENSCKY

The Centre International de Séjour André Wogenscky is more than just a youth hostel, it's a whole concept where artists, students and tourists all come together in one place. It's quite daring, but it works. Would its architecture remind you of a certain Le Corbusier, by any chance? They've also got beehives, an orchard and a garden and they've just been awarded the European Ecolabel for Tourist Accommodation.

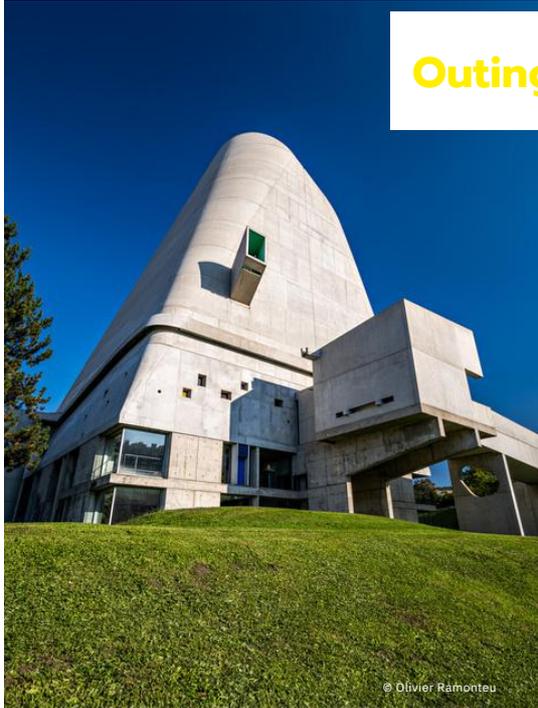


« THE GRAND TOUR » SAINT-ÉTIENNE DISTRICT AS YOU HAVE NEVER VISITED IT BEFORE

With a name "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.

**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

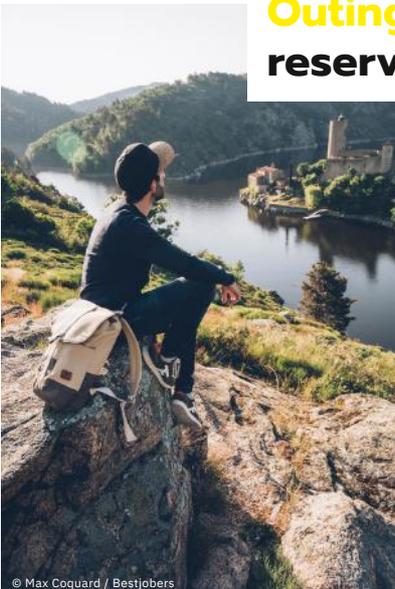
You can't go to Chandigarh in India to admire Le Corbusier's work? Just minutes from Saint-Étienne, at the Firminy-Vert site, you can see the second largest concentration of the architect's work in the world. No less! Cultural Centre, Housing Unit, church, municipal stadium -it's a whole mini-town made by Le Corbusier himself! If the wonders of concrete leave you cold, no need to panic. The Ondaine and the area to the west of Saint-Étienne are full of special features that give them their own strong character. Around Roche-la-Molière, they don't hesitate to express themselves on 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. Grandiose? Yes, definitely, just as much as the region's castles that are open to the public. Such as 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. And to finish on a sweet note, we recommend you try a honey sweet from the Miellerie des Gorges de la Loire – they are a delight.

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 Nature 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: Of detours and dams



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. The really curious will also want 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.

Cité
du
design



12^e édition

Biennale Internationale Design Saint-Étienne

© Pierre Grasset

BIFUR- CATIONS

CHOISIR L'ESSENTIEL

FROM 6 APRIL TO 31 JULY 2022



©Pierre Grasset

The 12th Biennale Internationale Design Saint-Étienne

The Biennale Internationale Design Saint-Étienne has been a major event in the French and European cultural calendar since 1998. Sponsored by the city of Saint-Étienne, the only French city to be designated a "UNESCO Creative city of Design" and by Saint-Étienne Métropole. The Biennale plays host to designers, researchers, economic operators, intellectuals, students, art-lovers and the curious-minded from all over the world to question the practice of design and experiment with its methods. The 12th edition runs from 6 April to 31 July 2022 on the theme of Bifurcations.

Bifurcations, choosing the essential: a theme more topical than ever!

This theme was born of an intuition that ties in with a common desire among designers: to "change society" or "reorient the future". The historic, unprecedented crisis resulting from the COVID-19 pandemic has precipitated a collective awakening. On 17 March 2020, France embarked upon a radical bifurcation, and in record time the path of our lives changed, as we in turn experienced the general slowdown. The experience of lockdown, implemented simultaneously all over the world has been both an exceptional and a life-changing experience.

BIFURCATE, means reacting and taking a step sideways to try out other pathways, in the here and now

BIFURCATING, means exploring other ways of doing things, other possibilities, collectively, soberly, whilst respecting life and adapting to different contexts.

Suggestions for a 2-days "cultural" city break in and around Saint-Étienne



The Biennale Internationale Design Saint-Étienne 2022 is one giant medium for exploring bifurcations, especially through numerous exhibitions on sites dotted all over the metropolitan district. Two solutions to make the most of it all: the Pass Biennale or the Saint-Étienne City Card.

Stop 1:

The Cité du design: unmissable to get an immediate condensate of the Biennale du Design.

It is at the Manufacture site that the biggest concentration of exhibitions is taking place. 7 to be precise. Each with a very specific theme: At Home, Autofiction, Singuliers plurielles (Singular Plural), Dépliage (Unfolding), Le monde sinon rien (The world or nothing), À l'intérieur de la production (Inside production), Maison Soustraire (House Subtract).

Stop 2:

The Musée d'Art et d'Industrie and the Musée de la Mine: the precursors of design.

Here 2 exhibitions are taking place: **En marge des fabriques** (Alongside the factories) from 06/04 to 31/07 for the first, and **Saint-Étienne, habiter l'héritage post-minier** (Inhabiting the post-mining heritage) from 06/04 to 31/07 for the second.

Stop 3:

The Le Corbusier site at Firminy: the area's architectural nugget.

It's in a church unlike any other, Saint-Pierre's in Firminy that the exhibition **Le Champ des possibles : Micro-Architectures** (Fields of possibilities: experiments in micro-architecture) invites us to take part in an off-beat experiment from 06/04 to 15/01/2023.

Stop 4:

The Musée d'Art Moderne et Contemporain: the reference in its field.

Here we take modern and contemporary art seriously – well, you have to when you have a collection of 20,000 pieces. The Museum is a definite must during the Biennale. The exhibition chosen for the occasion is **Globalisto**, a philosophy in motion, which will be taking place from 25/06 to 16/10/2022.

Stop 5:

The Chartreuse monastery in Sainte-Croix-en-Jarez, and the surrounding greenery in the heart of Le Pilat Regional Nature Park.

It's designer Isabelle Daëron who has given free rein to her imagination in this unusual setting, to create Le Parcours du Chemin des roches à Cieux (the Roches à Cieux trail), which you can come and try throughout the Biennale.

The Pass Biennale, 12 euros, gives you one admission to each site during the Biennale. Book online at: tickets.citedudesign.com

The City Card gives you access to all the Biennale exhibitions as well as unlimited travel on public transport: <https://www.saint-etienne-hors-cadre.fr/en/saintetienne-city-card-pass/city-card-what-is-it/>

THE SAINT-ÉTIENNE TOURIST OFFICE BREAKS THE MOULD TO TRY OUT A NEW WAY OF SERVING TOURISTS: THE SAINT-ÉTIENNE HORS CADRE STORE

You can't say we're short on ideas! We wanted to tell you a bit more about the Saint-Étienne Hors Cadre Store and its little brother, the Saint-Chamond Hors Cadre Store. As we like to shake things up, and given that welcoming visitors and encouraging them to visit the district are our main concerns, we decided to make them the main focus of this reflection on our visitor reception premises. Rethinking the way we receive tourists was our leitmotiv, and that's what led us to invent the **Saint-Étienne Hors Cadre Store**. A space entirely revamped with the Tourist Office staff and local designers. With an innovative approach that places the district, the terroir and local craftspeople at the centre of the space. A tourist office that no longer looks like a tourist office, but which still fulfils its primary function while also putting the spotlight, in a more effective way, on all the players in the destination, divided into 3 "worlds": **Pimpant, Explorateur and Gourmand (Natty, Explorer and Foodlover)**. Here you'll find a whole range of products from within a radius of less than **50 km from Saint-Étienne**, but it's also a meeting place, offering workshops, tasting sessions and much more. In short, a **warm, friendly place that reflects Saint-Étienne and its people perfectly**. After trialling the ideas in Saint-Étienne for almost a year, with fruitful results, the same concept has also been rolled out to Saint-Chamond, 10 minutes' drive from Saint-Étienne, for the entire duration of the Biennale Internationale Design 2022. Friends and visitors, pop in and see us!



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. But 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 are springing up all over the place and offering locals and visitors the opportunity to build a little bit of their future.



LE LOCAL

Le Local is the place where 4 craftspeople work and where you can buy: jewellery, ceramics, children's books, drawings, flower arrangements, pictures made with plants, embroidery and textile items made with recycled fabrics. You can also take lessons or personalised workshops to learn to make your own products in its 4 very different areas!

DIY textile workshop - Come and discover a craft textile technique and go home with your own textile creation!
Learn, create, relax...

Two days a month, attend a textile workshop led by designer Céline Torres. Weaving, embroidery, vegetable dyes, craft wool felting... You'll have a ball!
Booking required



DIY TEXTILE WORKSHOP LE LABO - LES YEUX DU CHAT

Make your own wine

Here we are, bang in the middle of the Manufacture Plaine-Achille/Cité du design creative quarter - land of innovation!

"Among all the bustle and buzz of the city, with the Cauldron bubbling away nearby and in close proximity to all those who make Saint-Étienne what it is, we age, blend and bottle wines that are designed to bring people together and make them happy!" From blending different grape varieties to personalising your own label, La Vinifactory offers you the chance to become a "winemaker" for a few hours and, while you're at it, discover the secrets of wine making... your wine!



Play at Master Chocolate Makers at Chocolatiers Weiss workshop



In Sainté, chocolate reigns supreme. Not only can you taste it and see how it's made at the in the workshops of Weiss, a historic local name in quality chocolate making, but you can also have a go yourself! 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*

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 and 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).



THE HORS CADRE PROGRAMME

The Hors Cadre programme represents the cultural and creative essence of the district.
Diaries ready: here are some dates not to be missed.

FROM 6 APRIL TO 31 JULY 2022

BIENNALE DU DESIGN



The Biennale Internationale Design Saint-Étienne has been a major event in the French and European cultural calendar since 1998. Sponsored by the city of Saint-Étienne, the only French city to be designated a "UNESCO Creative City of Design", and by Saint-Étienne Métropole. It questions the practice of design and experiments with its methods. The 12th edition runs from 6 April to 31 July 2022 on the theme of Bifurcations.

FROM 1 TO 23 OCTOBER 2022

RHINO JAZZ



Ever since it was created in 1979, the Rhino Jazz Festival has never stopped causing a sensation in the jazz world(s). The Rhino encompasses all kinds of jazz, blues, soul and even a touch of rock: so there's something for every taste. From Lyon to Firminy, taking in Vienne and Saint-Étienne, every year the festival offers at least fifty concerts.

FROM 16 TO 22 MAY 2022

FESTIVAL PAROLES ET MUSIQUES



To celebrate its anniversary, the Paroles & Musiques Festival has put together a festive programme, with dozens of musical events that are sure to make this 30th edition one that really stands out! Paroles & Musiques, an event you definitely won't want to miss.

NOVEMBER 2022

PLÉIADES DIGITAL ART FESTIVAL



A total of nearly thirty local, regional, national and international artists will be showing their work at nearly forty different venues for an in-depth insight into all the forms of digital creation. See poetic, minimalist works in the town centre shops and more monumental installations in public spaces around Saint-Étienne, but also in the different cultural buildings and institutions taking part in the event.

FROM 9 TO 13 NOVEMBER 2022

3 DECEMBER 2022

POSITIVE EDUCATION



© Positive éducation

The best French techno festival takes place in Saint-Étienne - it's Vice who say so. Now an absolute institution on the electronic scene, the Positive Education Festival takes up residence in the old Manufacture d'Armes in November 2022 for its 5th edition. The kick-ass line-up and the high-octane atmosphere of the festival crowd will be more than enough to make sure you forget about your dirty post-festival trainers.

SAINTE-BARBE FESTIVAL



©Valentin Tissot/French Exploreur

Sainte Barbe, now she's first and foremost the patron saint of miners. And Sainte Barbe's day, 4 December, used to be a high point in the Saint-Étienne festive calendar before it dropped off when the mines closed and there were no more miners. Since December 2020, though, all the bars in Saint-Étienne have got together to revive the tradition and celebrate Sainté, with over a hundred venues taking part, over 80 events, forty concerts and DJ sets, exhibitions and debates. And, of course, the traditional procession and fireworks just above the headframe at the Musée de la Mine.

THERE'S GONNA BE SOME SPORT!



TOUR DE FRANCE 2022

The place to be is in front of Geoffroy Guichard stadium if you want to see the finish of the 13th stage of this year's Tour de France (and the Caravan!). And as for the 14th stage, it will be going through 15 towns in the Métropole. Cycling in the region where the bike was born, what more could you want!



©Valentin Tissot/French Exploreur

RUGBY WORLD CUP 2023

Geoffroy Guichard stadium has been selected to host some of the matches for the global event! We're getting used to hosting major sporting events, as not only will it be hosting the Rugby World Cup 2023, but the Métropole will also be fizzing with sport during the Olympics in 2024.



PARIS 2024 OLYMPIC AND PARALYMPIC GAMES

It's official! Saint-Étienne Métropole is one of the 8 metropolitan districts outside the Paris region that will be hosting some events during the Paris 2024 Olympic and Paralympic Games.

LITTLE (OR BIG) NEW THINGS TO TRY!

Since September 2021, littl'uns and big'uns have been discovering Explora and trying their hands at all sorts of interactive, fun science experiments. Different workshops will be offered as part of a varied cultural programme. On the programme: how to launch a rocket, make electricity or make a goods lift...

This park also makes the link between Saint-Étienne's mining past and its innovating future.

Your turn to try!

Explora



The nouvelles Halles Gourmandes



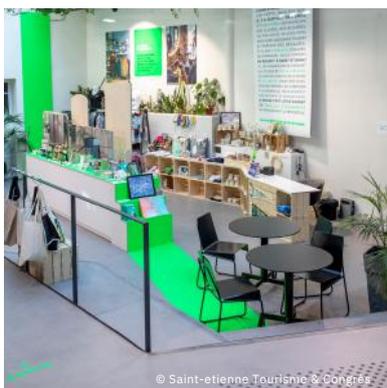
Welcome to the renewal zone! Do we love food in Saint-Étienne? We certainly do, and especially when it's gourmet!

Revisited by Biltoki, the old covered market and lungs of the city, the Halles Mazerat, has been given a second wind, to become a lively place

where everyone can come and try local produce and products, enjoy a drink with friends or the family and stock up on goodies at the same time.



The Saint-Étienne Hors Cadre shop



To use our local specialities to spread the word about the district is what the Saint-Étienne Hors Cadre Store (alias Saint-Étienne Métropole Tourist Office) is trying to do: to create an all-encompassing experience around what makes us different: the "Saint-Étienne step sideways". Here we are re-inventing the visitor experience. The products inspire visitors to go and discover the tourist gems and the craftspeople, artists and shopkeepers behind them, who are what make us the special tourist destination that we are.

La Demeure Chamonce



Demeure Chamonce, Maison du Patrimoine et des Lettres.

In the heart of the city, the Demeure Chamonce is home to a new cultural facility: the Maison du Patrimoine et des Lettres (Centre for heritage and letters). This new centre invites you to explore Saint-Étienne under a new light.

With its user-friendly interactive digital tools, travel back through time to the origins of the city, roam through its historic neighbourhoods, visit unsung, but fascinating buildings as if you were there in person, and listen out for the writers they inspired...

The Galerie Ceysson Bénétière

Ceysson & Bénétière is a modern and contemporary art gallery based in Paris, New York, Geneva, Luxembourg and Saint-Étienne. It is in an old training centre for the industrial trades that the new Ceysson et Bénétière gallery opened in September 2021. A building with 1200 sqm of floor space and ceilings 7 metres high. A space able to host colossal art works.

As well as artistic works, the gallery also has a section dedicated to publishing its books and a restaurant, the Bistrot de la Galerie. All of this right in the heart of the creative quarter, not far from the Cité du design and the MAMC+ - they could have worse neighbours!



The Roches à Cieux trail



A 4-kilometres walking tour around the Chartreuse monastery Sainte-Croix-en-Jarez (30 minutes by car from Saint-Étienne) with "observation and experimentation stops" for a "sensitive perspective" on the village. The trail is the result of the research work done by designer Isabelle Daëron during a residency in Sainte-Croix-en-Jarez. Discover the enhanced version during the Biennale Internationale Design Saint-Étienne 2022.

The Aventure du Train in Andrézieux-Bouthéon



Did you know?

If you take the road from Saint-Étienne to Andrézieux, you are driving alongside the first railway line in Europe. A long history told in a 45-minute digital performance-tour aboard a train simulating the adventure of the French railways. In addition, just a few minutes away, the Château de Bouthéon has a new room where you can climb aboard a ramberte river boat from the same period for a virtual trip down the Loire. So ready for some time travel?



La Comète

Once again this is the story of a conversion typical of Saint-Étienne, that of the old La Comédie (now in the creative quarter), which has been turned into a creative centre for performers and an incubator of live performances. 5 tenants share La Comète (we call them the Cometians) and, as in any house share, there are plenty of people coming and going and mingling. Everyone's welcome in the entirely renovated building: come for a jazz evening or a meal at the restaurant (Le Solar), to take part in a theatre discovery workshop, to have a music lesson, to rehearse in one of the studios, or to see any of the shows that are on throughout the year. Without building comets in the sky (OK, mixing metaphors there...), we are sure that this new centre for artistic exploration has great days ahead of it!

ON VA BIEN DORMIR...

This way if you want to see our selection of accommodation:
www.saint-etienne-hors-cadre.fr/en/get-organised/sleep/

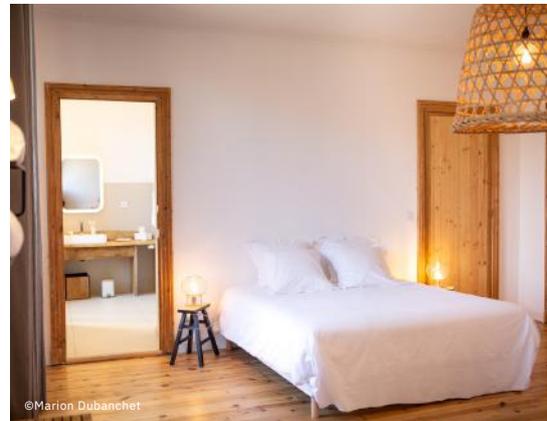
Hôtel Novotel **** Saint-Étienne



A 77-room 4-star Novotel has opened in the middle of the new Chateauxreux station quarter, all in red brick tones. 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. You can also bask in the sun on its roof top. Definitely one to try!

Château Hôtel & restaurant L'Éclosion Saint-Paul-en-Jarez

Éclosion is a hotel and restaurant housed in a château dating from the early 20th century set in a hectare of grounds. Situated between Saint-Étienne and Lyon, the establishment has 9 rooms and a restaurant. This elegant establishment has achieved a fine blend of contemporary decoration and classic château architecture. Éclosion has named its rooms after the plants that grow in the Château grounds: Agastache, Pimprenelle, Verveine, Camomille...



Hôtel City Loft Hôtel *** Saint-Étienne



Ideally situated in the city centre in a listed Art Nouveau building, the City Loft Hôtel is an aparthotel with 86 apartments ranging from studios for 2 people to two-roomed apartments for four.

Breakfast with local produce. A stone's throw from Halles Mazerat: perfect for Epicureans!

Don't miss the "La Colombière", a fine Art Nouveau-Art Déco style villa built in 1911.

A villa full of charm and character, newly renovated throughout.

Come in and take advantage of a bubble of greenery in the centre of Saint-Galmier, a small town with a big name, since this is the home of the famous Badoit mineral water. Marvel at the garden with hundred year old trees and fine species that attractively block out the gaze of passers-by.

La Colombière Saint-Galmier



... AND GREAT PLACES TO EAT

THE RESTAURANTS

BEER GARDEN

Saint-Étienne



Maybe you're familiar with the big tables you typically see on Munich's terraces? Well, this is exactly the same, except it's in the middle of Saint-Étienne. All the beers are 100% craft beers, the decoration is neat and you can enjoy a carbonnade... Saint-Étienne style, with a local beer, of course.

ECO-RESPONSIBLE CUISINE

Les Petites Graines - this is our fave rave when it comes to organic restaurants and 100% plant-based cuisine. In a charming part of town, discover a friendly restaurant with an original menu of home-cooked dishes made from market produce.

A colourful cuisine packed with flavour to keep everybody happy, including the animals and the planet :). And a special mention for the tiny, hidden terrace!

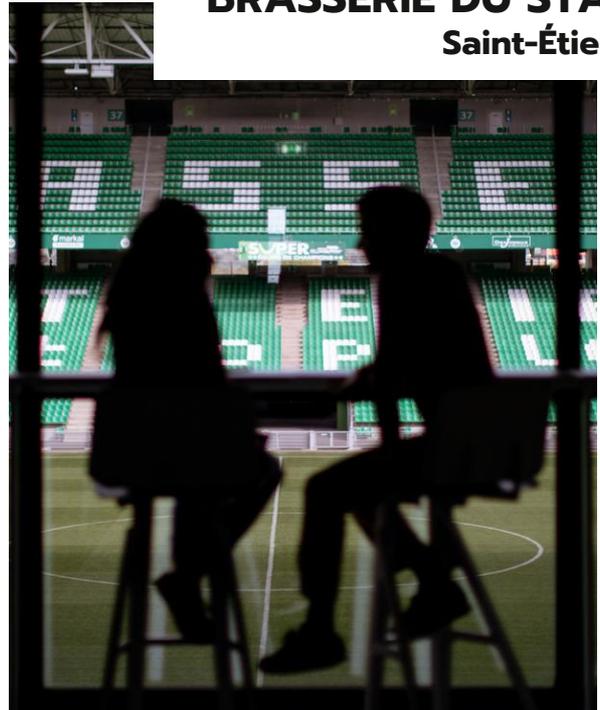


LES PETITES GRAINES

Saint-Étienne

BRASSERIE DU STADE

Saint-Étienne



Due to open in September 2022. The new bistro situated on the roof terrace of the Musée des Verts will offer a spectacular view over the inside of the stadium. The Brasserie Geoffroy Guichard is meant for all locals and will offer different types of service, to meet the needs of patrons looking for a lunch "canteen" and for a professional clientele looking for a smart, original place for business lunches.

JEAN LES CROCS

Saint-Étienne



Jean les Crocs is an eco-responsible fast food restaurant in the Fauriel business quarter. On the eco-responsible front, their thing is mainly to reduce waste: the packaging is returnable glass, the organic kitchen waste goes to compost and everything is bought in bulk whenever possible. Here, the dishes follow the seasons and the inspiration of the moment: there's vegetarian and meat dishes, French and world cuisine... all made with good quality, mainly local produce - and that's what counts!

LE SOLAR Saint-Étienne



A restaurant in a jazz club? Why not?! Maybe you'll bump into some musicians... Every day chef Benjamin Gagnaire offers a menu entirely made in-house using seasonal local produce, most of it organic or produced by responsible farming methods, and with particular attention paid to reducing waste. Choose from a 100% vegetarian menu or meat or fish dishes.

HERE WE EAT AND WE MAKE MERRY...



PUB ART MUSIC La Fouillouse

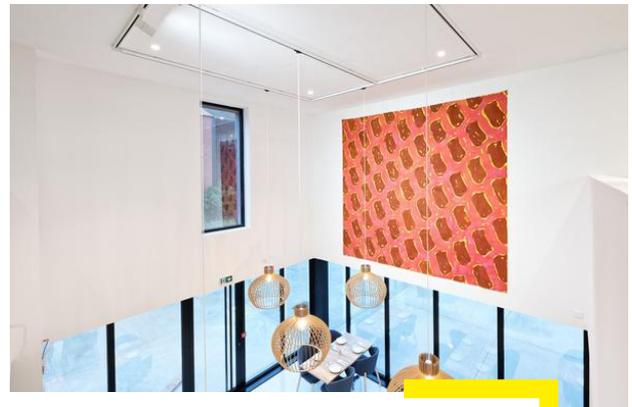
On the outskirts of Saint-Étienne, we party in containers and we call it Pub Art Musique. You get our drift? Sometimes the name just says it all! A short stop for refreshments before heading out to discover the Plaine du Forez.

In Saint-Étienne, design is in the shops, too! The Commerce Design competition organised for the last 10 years by the City of Saint-Étienne, rewards duos of shopkeepers and designers/architects who have worked together to renovate a shop in the city centre. The 2022 winners are La Vinifactory, L'Atelier Cail and the Bistrot du Grand Hotel. To find out more: <https://design.saint-etienne-metropole.fr/>

The new Ceysson & Bénétière galley situated between the Zénith and La Comédie has its own restaurant.

The Bistrot de la Galerie offers Saint-Étienne's diners "market cuisine, as locally sourced as possible, made with fresh produce. This is seasonal cuisine, like your grandma would have made, but brought up to date, with a short menu".

Our opinion? Honestly - it looks good and it tastes good!



BISTROT DE LA GALERIE CEYSSON BÉNÉTIÈRE

Saint-Étienne

BLIND CAT Saint-Chamond



At the famous Maison des Chanoines, plunge into 1920s New York. This "bistronomic" sharing restaurant, the scene is set with a chic and sociable atmosphere. More than just a simple restaurant attached to a beer & wine-tasting bar, the Blind Cat is a whole philosophy of life, where tasting and sharing come together to create moments that will go down in the annals.

OR CLEAR YOUR MIND WITH FRESH AIR

This way if you want to see our selection of activities to get some fresh air and clear your mind: www.saint-etienne-hors-cadre.fr/en/ideas/exert-yourself/

PilatGyros

Let yourself be tempted by an autogyro flight over Le Pilat Regional Nature Park
L'Horme



An autogyro flight over Le Pilat. Take a trip up in an ultralight autogyro, and fly over the Massif du Pilat and the Monts du Forez as the fancy takes you... The ultralight autogyro is like a small two-seater helicopter, with the essential difference that it is not propelled by its top rotor, but by a smaller rotor underneath (like a propeller), for a totally safe flight.

Nautisme Delorme

Discover the Loire Gorges in a licence-free electric boat
Saint-Victor-sur-Loire

Just 15 minutes from Saint-Étienne, discover the Loire Gorges in a relaxed setting by hiring a licence-free electric boat by the hour or à la carte, out of the water sports centre at Saint-Victor-sur-Loire. Boats seat 5 to 9 people, from €40 for the first hour, tapering rate after that.



Trottnature

Whizz down Le Pilat on an all-terrain scooter

Graix



Open all year round, situated at Graix, in the heart of the Le Pilat Regional Nature Park. Valérie accompanies all individuals and groups on various outdoor activities: conviviality, passion and authenticity guaranteed.

A taste for the wild

Discover wild plants in the Loire Gorges



Head out to meet the plants with nature instructor and enthusiastic ethnobotanist Charlie Braesch: nature walks, foraging and gathering, wild cooking, and more.

TOOLS FOR VISITORS

To make it all the easier to get around the district 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. In addition, the City Card gives you admission to all the Biennale exhibitions.

The City Card is available in different versions:



- 1 day: €16
- 2 consecutive days: €26
- 3 consecutive days: €36
- 4 consecutive days: €46

But 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 www.saint-etienne-hors-cadre.fr/city-card-pass/buy-city-card



WWW.SAINT-ETIENNE-HORS-CADRE.FR/EN/

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 district - 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.

WWW.STÉPHANOIS-HORS-CADRE.FR/EN

The Saint-Étienne Tourisme & Congrès team now offer a web app!

A mobile website with a highly innovative concept.



www.stephanois-hors-cadre.fr/en/ 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.

A true pocket companion, this tool 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 district.

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

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 insiders' tips. You can trust them, they've tried and approved all the places they recommend.

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 on.



ESPACE PRESSE ET MÉDIATHÈQUE

You can also find all our latest press releases and information on the dedicated page on our website:

www.saint-etienne-hors-cadre.fr/en/

We love a good photo here, so we're sure you'll find something you like in our photo library: www.media.saint-etienne-hors-cadre.fr/en/

Key Facts about Saint-Étienne Métropole

Saint-Étienne Métropole is:



723.5 km²
in area



400 000
residents



53
suburbs/villages



situated
2 hr 40 from Paris
by TGV



Linked by 1 airport
(Lyon Saint-Exupéry) which
places it within 2 hours by air of
100 European cities.

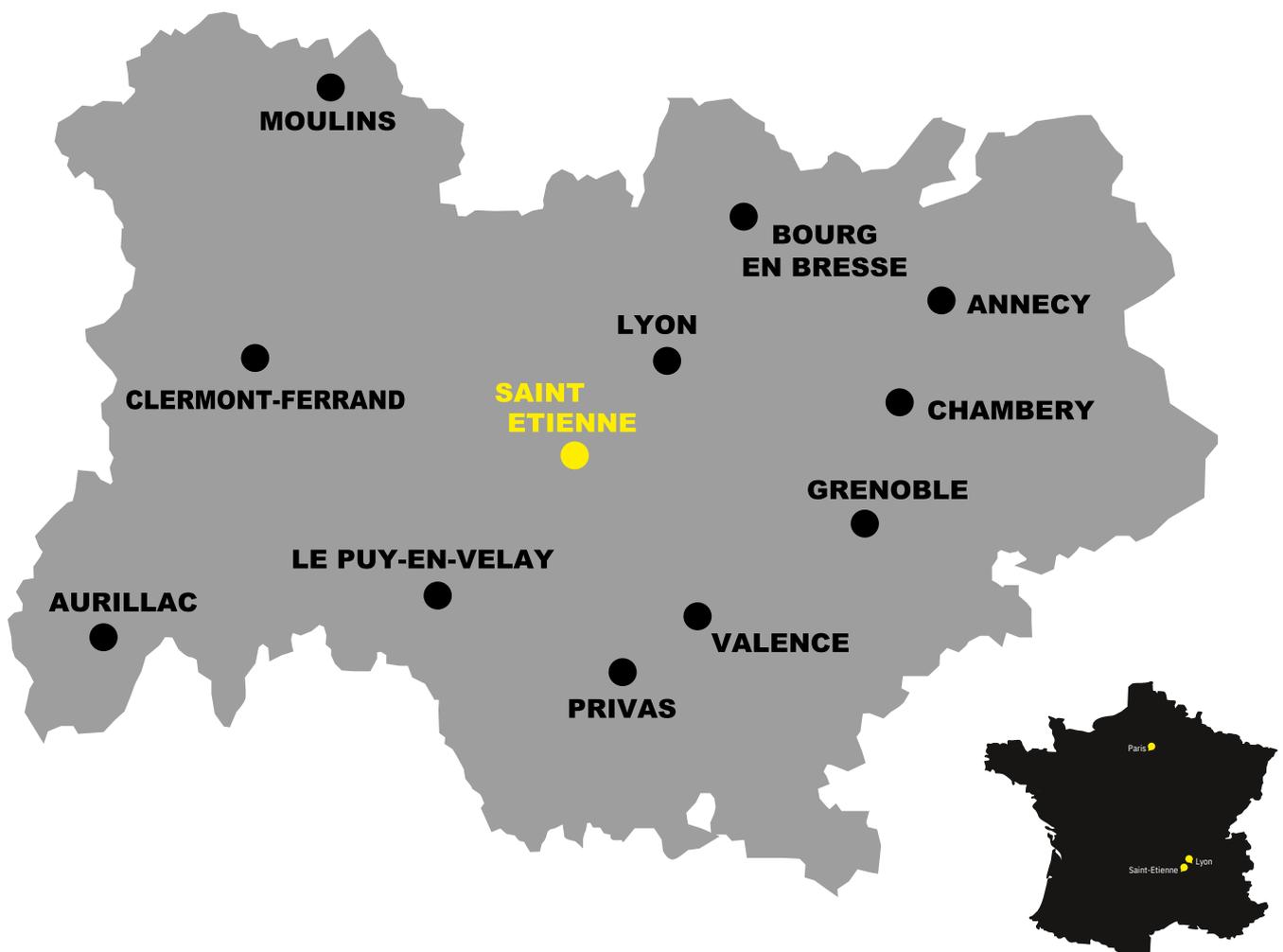


saint**étienne**
UNESCO
Design City

The only French city
that is a member of the UNESCO
Creative Cities of Design network

SÉM

SAINT-ÉTIENNE
la métropole





© Valentin Tissot / Frequent Explorer



SÉM
SAINT-ÉTIENNE
la métropole
tourisme & congrès

PRESS CONTRACT

SAINT-ÉTIENNE TOURISME & CONGRÈS

Eugénie Bardet
Press & Media Content
e.bardet@saint-etienne-tourisme.com
+33 (0)6 49 73 43 55

For all your trips around the district, your partner, Peugeot, is sure to have the vehicle you need!



PEUGEOT
SAINT-ÉTIENNE
PARTENAIRE OFFICIEL DE
SAINT-ÉTIENNE TOURISME
& CONGRÈS