

Press kit 2018

Toulouse clever and vibrant city



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Welcome to Toulouse!

Knowledgeable, innovative, vibrant, Toulouse offers you all its treasures.

Alongside its excellent economic performance and status as world capital of the aeronautics and space industries, Toulouse showcases the beauty of its heritage, its cultural wealth, its cultural effervescence and its wonderful temperament

This subtle cocktail of art de vivre and highlights make Toulouse the ideal destination in which to enjoy an adventure for a weekend or for a whole lifetime.

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We're ready to answer your questions and to help you write the best features on Toulouse as a holiday destination.

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Highlights 2018 I

In 2018, Toulouse celebrates the centenary of the very first A ropostale air routes: air shows, aerial rallies or even, at the end of december, the opening of the new « Runway of Giants » site that brings together the Espace M moire A ro and the La Machine Hall most significantly.

Absolute confirmation of this in 2018, and for the very first time in France, comes with Toulouse being awarded the « European City of Science » label within the framework of the Euroscience Open Forum that takes place in July and promises to astonish the general public with its Science in the City Festival.

10

good reasons to visit Toulouse in 2018

1. At the heart of the South-West

A stone's throw from the Pyrenees and the Mediterranean, Toulouse is the capital of the new Occitanie region. The Ville Rose is ideally located and accessible for an escapade or a discovery circuit (combining Barcelona, Montpellier, Carcassonne or Albi, for example).

2. Big on colour

This is a city of colour, with its brick façades blending pinks and oranges, its emblematic flower, the violet, the blue of the pastel, the red & black of the Capitouls that has been adopted now by the Stade Toulousain rugby team...

3. A warm city

Toulouse is as welcoming as its climate: a rendezvous with conviviality and art de vivre awaits you at this destination, one which is so popular with students that make up a quarter of its population. Here, the answer is always « with pleasure » ! The attraction of Toulouse is also evident thanks to a demographic dynamism that makes it the 5th largest agglomeration in France in 2018.

4. A rich heritage

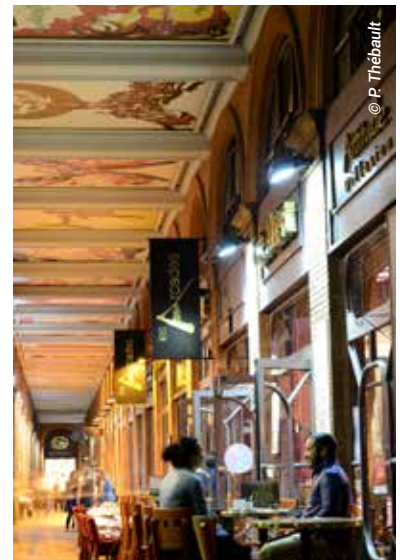
Boasting 2,000 years of history, the Ville Rose is home to numerous treasures, major monuments or little-known gems that can be discovered in the narrow streets and small squares, religious buildings and a wealth of mansion houses...

This well-preserved city on a human scale features, among others, three sites that appear on the UNESCO heritage list, such as the famous Canal du Midi (ideal for river tourism or cycling) or the basilica of Saint-Sernin and the Hôtel-Dieu Saint-Jacques hospital that are major stopping-points for pilgrims along the Ways of St James, celebrating the 20th anniversary of their UNESCO classification in 2018.

This wealth of heritage and buildings as well as its architectural specificities have encouraged Toulouse to bid for UNESCO City status in the coming years.

5. Festive and cultural throughout the year

Proud of its artistic and musical traditions, blessed with a well-established Latin temperament, Toulouse is a lively and effervescent city, synonymous with the « fiesta » no matter the season, with more than 1,000 events on average every year and summer evenings that are particularly animated!





© P. Saissons

6. The pleasures of the table

Regional products and wines take pride of place: "bons vivants" will appreciate the famous Cassoulet that includes the veritable Toulouse sausage and the aromatic wines of the South-West (including Fronton wines and Négrette, the grape variety that is local to the immediate vicinity of Toulouse), a multitude of renovated markets and their night time events, the terrace cafés that are perfect for the dolce vita, the appetising tea rooms or even the 11 Michelin star restaurants (including the renowned Michel Sarran).

7. Nature and walks

The city's 160 parks and gardens provide an invitation to relax and enjoy a stroll, just like the River Garonne and the Canal du Midi are perfect for cruises, nautical activities and cycling trips.

8. Air and Space, the scientific adventure

With collections of legendary aircraft at the Aeroscopia Museum and astonishing experiences at the Cité de l'Espace, visits to the A380 or A350 assembly lines and stargazing, simulators and immersive shows with cutting edge technology, Toulouse is a stopping point that lovers of technology and space exploration should not miss! The possibilities for awakening scientific curiosity and having fun keep coming with Le Muséum (natural history) and the Quai des Savoirs.

9. A sporting city

Toulouse is also sporty: showcase on rugby with Stade Toulousain (the local team has been crowned French and European champion on many occasions), football with TFC, handball with Fenix or even volleyball with the Spacers, as well as nautical activities at the Ski Club de la Péniche or the Sesquières teleskiing club (boasting a major wake park)...not forgetting the 7 golf courses and, since March 2017, the opening of the first beach park in France. Fourteen new fitness trails from 1.8km to 42km long also allow you to enjoy sport and physical activities free of charge, in a natural setting and punctuated with freely accessible facilities.

10. A unique offer

The Ville Rose provides a wide range of tourist activities: museums that take you back through the ages, industrial and heritage sites that have been converted into unusual tourist destinations, essential and more quirky guided visits...all can be explored without delay thanks to the Toulouse Tourism pass (numerous free offers and discounts, free public transport including the airport shuttle).



© P. Thébaud



© J. Ader



Musée Aeroscopia

© C. Sabatier



TOULOUSE REMARKABLE HERITAGE

Capital of the Occitanie region, in the heart of the South-West of France between the Pyrenees and the Mediterranean, Toulouse is nicknamed the "Ville Rose because of the colour of the traditional local construction material: brick.

Whilst historians can retrace the first usage of bricks to Roman times, it was only in the XV Century, following the great fire of Toulouse, that its use became prevalent in the reconstruction of the buildings.

The Renaissance marked this architectural renewal that gave the Ville Rose its current colour scheme. Strolling through its narrow streets you will notice some impressive buildings from this period dotted here and there: the mansion houses.

The Mansion Houses

Between the XV and XVI Centuries, Toulouse grew rich from the pastel trade. Prior to the importation of indigo, this plant that is also known as *isatis tinctoria* was the only one capable of dyeing textiles blue, the colour of royalty and nobility since the Middle Ages.

A Golden Triangle developed thanks to the quality of the harvest in the Lauragais area, between Toulouse, Albi and Carcassonne. At the centre of a veritable international trading hub, the wealthy merchants of Toulouse began the construction of sumptuous mansion houses throughout the city, as did the Capitouls (city councillors) and the Noble Parliamentarians in the same period.

As a symbol of their social status and wealth, they built chapter towers, known as towers of pride. You can admire them by lifting your gaze during a stroll through the heart of the Carmes and Saint-Etienne quarters.



L'Hôtel de Pierre

The Hôtel d'Assézat, Hôtel de Bernuy, Hôtel de Pierre or Hôtel d'Ulmo offer just a few remarkable examples of this. If they are not open to the public, it may be necessary to be accompanied by a guide in order to open the monumental doors that shield them from curious eyes. The tourist office provides a number of guided visits that allow you to enter the courtyards of these houses: "Saint-Rome and its mansion houses" and "A little tour

around the courtyards"...

UNESCO heritage

Toulouse is a city with a thousand faces that is not so keen to reveal all its secrets. Many know it for its brick buildings that change colour according to the sunlight, alternating between pink, orange and red, but fewer people are aware of its classical heritage from the Renaissance and its remarkable monuments.

Before discovering the UNESCO heritage, any visit to Toulouse ought to begin with a tour of the central square where the emblematic Capitole reigns supreme. Behind its façade of 8 marble columns, it is home to the town hall and the Théâtre du Capitole. With its majestic tableaux, its gold gilding and countless sculptures, the interior resembles a mini-Versailles right here in Toulouse and allows visitors to discover the history of the city in the Salle des Illustres free of charge.



Salle des Illustres

2018 will allow the city to showcase two other monuments: the basilica of Saint-Sernin and the Hôtel-Dieu Saint-Jacques hospital. Included as Remarkable Buildings on the «Ways of St James in France», they are celebrating the 20th anniversary of their classification on the UNESCO World Heritage list.



Basilique Saint-Sernin

The basilica of Saint-Sernin, erected in honour of Saint Saturnin (or Sernin), the first Bishop of Toulouse, is one of the largest preserved Romanesque buildings in Europe. Its construction stretched from the XI to the XIV century and provides a remarkable example of Romanesque architecture: the elegant apse studded with side chapels rises up to the octagonal bell tower. Rich in relics, since the Middle Ages it has been a major stopping point for pilgrims heading to Santiago de

Compostela along the Via Tolosana, also known as the Voie d'Arles.

The Hôtel-Dieu Saint-Jacques hospital, situated on the left bank of the River Garonne in the Saint-Cyprien quarter, has had several uses. Originally built as a hospice for the poor, it quickly became a hostel for pilgrims along the Ways of St James before being transformed into a hospital, in use until the mid-XX Century. Traces of its past are still visible today: the buildings are arranged in a U-shape around a garden that is adorned with a gigantic shell, a statue of St James sits on the entrance porch that gives access to the historic rooms: the Pilgrim's Room and the Columns' Room, set around the chapel.

Another monument listed as World Heritage by UNESCO: the Canal Royal du Languedoc, nowadays known by the name **Canal du Midi**. Its construction by Pierre-Paul Riquet, a former tax inspector, was commissioned by Royal Decree in 1666. This 240km navigation route is studded with 63 locks and required 12,000 workers to build, representing one of the most colossal construction projects in Europe.

Flanked by plane trees, it links Toulouse with the Mediterranean Sea and led to a veritable transformation of the city during the XVII Century from an economic and urban standpoint.

Nowadays, walkers love to wander along its towpaths and watch the landscape change with the passing seasons.

Toulouse is proud of its heritage and is also working on a bid to have its historic city centre listed as World Heritage by UNESCO. Illuminations that highlight the main monuments on each bank of the River Garonne already allow visitors to admire the city's architectural heritage with a night-time walk.

Le Capitole



DID YOU KNOW?

Water flows through the veins of the people of Toulouse. Following the Canal du Midi, in the XVII Century, the quays and the dykes of the Garonne were improved in order to protect the city and make it even more beautiful. This desire to place nature at the heart of city life continues to this day.

Since 2014, the city has been driving forward an urban renewal plan for its city centre, as well as the creation of the great Garonne Park. What are its future projects? The construction of the Ramblas promenade along the Allées Jean Jaurès and a "Central Park" for Toulouse devoted to leisure activities and nature.

Canal du Midi



Converted sites

In Toulouse, remarkable heritage transforms into sites that have been converted in order to give rise to new and original venues.

- **The old abattoirs of the city**, built in the XIX Century in the Saint-Cyprien quarter, now house a museum of modern art and the region's contemporary art fund: Les Abattoirs (www.lesabattoirs.org).

- **The Hôtel d'Assézat**, constructed in 1555 by a rich textile industrialist that made his fortune in the pastel trade, is the most remarkable mansion house in Toulouse. It was entirely renovated to house the thousand or so works of the Bemberg Foundation, belonging to an Argentinian merchant. Wandering through the rooms in a Renaissance and XVIII Century style, follow an artistic trail touching on Western art from the late Middle Ages to the XX Century (www.fondation-bemberg.fr).

- **The Halle aux Grains** was built in 1861 to manage the trade in cereal crops transported along the Canal du Midi that flows behind the building. It was transformed into a sports pavilion in 1952, before becoming the headquarters of the

Capitole National Orchestra in 1974 (<http://onct.toulouse.fr/halle-aux-grains>).

- **Le Bazacle** on the banks of the Garonne housed the city's mills in the XII Century. In the XIV Century its owners, pioneers of capitalism, established the world's first ever joint-stock company here. In 1888, the Grand Moulin du Bazacle was converted into a hydro-electric plant by the Société Toulousaine d'Electricité who illuminated the city of Toulouse. EDF took over the property in 1946. This major hybrid site of the EDF Foundation offers free exhibitions, whilst in the basement the turbines of the hydro-electric plant are still in use.

- **Le Château d'eau** is the city's water tower on the banks of the Garonne and was transformed into a municipal gallery dedicated to the photography of Jean Dieuzeide (www.galeriechateaud'eau.org).

- **Le théâtre Garonne**, a European-level stage that was built in the mid-XIX Century, was established within the former pumping station for the waters of the River Garonne that is typical of the industrial architecture of Toulouse of the XIX Century.



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TOULOUSE CITY OF KNOWLEDGE

Toulouse is an effervescent city that boasts centuries of heritage and discoveries. Seat of the second University of France founded in 1229 after that of Paris, Toulouse attracts great minds and has seen the birth of great inventions.

"Paris to see, Lyon to have, Bordeaux to spend and Toulouse to learn"

Proverb from the XVI Century

European capital of aeronautics

The aeronautical destiny of Toulouse began in 1890: as legend would have it, Clément Ader, a native of this land, took to the air in the very first motorised vehicle with propeller in the shape of a bat. Nicknamed Eole, this flying machine was the first prototype aircraft.

During the First World War, Pierre-Georges Latécoère, an industrialist that specialised in rail transport, decided to begin the construction of military aircraft to meet the demand of the State.

Toulouse was located far from the fighting and so was selected as the ideal location for the factories. The epic tale of aeronautics began, therefore, beneath the Toulouse sun in the Montaudran quarter. After the War, the company turned its attention to the transportation of mail by air with the establishment of Lignes Aériennes Latécoère.

Toulouse became the main hub for the

longest French transatlantic air route that connected France with West Africa and South America. In 1927 these routes became Aéropostale and went on to define forevermore the history of the city, thanks to the legendary exploits of pilots such as Jean Mermoz or Antoine de Saint-Exupéry.

Since the XX Century, the factories and businesses of the aeronautical sector have continued to thrive in the Toulouse area: Dewoitine, Aérospatiale, EADS and then Airbus Group set up home in the Ville Rose and produced parts at their factories to supply the world's major aircraft constructors. They design, build and assemble renowned civil and military aircraft like the Caravelle, Concorde or A380.

Toulouse, city of knowledge and economic powerhouse

The European capital of aeronautics, space and on-board systems, Toulouse brings together a unique ecosystem of companies, universities and research centres that make it a major hub for science and innovation.

The fourth largest metropolitan area in France has enjoyed uninterrupted

economic and demographic growth over many years (+12,7% demographic growth in 10 years with 200 000 new inhabitants for this period).

The Toulouse business ecosystem is particularly favourable to the success of a new business. Project managers will find that the area boasts a variety of globally renowned research centres, the headquarters of major international clients, a network of start-ups that is among the most dynamic in France and a concentration of skills of the highest order.

This dynamism is allied with a quality of life that the city has nurtured carefully, enriched by a wealth of urban and architectural heritage, its cultural effervescence, its gastronomy and its southern ambiance, all in the heart of a magnificent region.



DID YOU KNOW ?

Statues, paintings, hotels on the theme of the aviation ... Winks and tributes to the pilots of the Airmail can be found all over town!

Cultural sites with a scientific vocation

A student city that is also home to numerous research laboratories, the Toulouse metropolitan area aims to showcase its specificity and develop the number of sites focusing on promoting scientific culture to the local population and visiting tourists.



Natural History Museum

Next to the city's great gardens, a new scientific quarter is developing in Toulouse, all along its wooded streets. In the same space, lovers of living science can come and appreciate the Natural History Museum of Toulouse, opened in 1796, the second largest after the National Museum of Paris. Its collection of more than 2 million pieces has been perfectly showcased thanks to ten years of modernisation works that were completed in 2008 and the impressive skeleton wall that currently adorns one of its façades, providing a truly unmissable feature.



Cité de l'espace

In Toulouse, if you want to reach for the stars you simply have to take a trip to the Jolimont Observatory or explore the 5 hectares of the Cité de l'Espace, a site that is unique in Europe devoted to the conquest of space and astronomy. Here, young and old alike will find life-sized replicas of the Ariane rocket, the Soyouz spacecraft or the Mir Space Station and try their hand at living and training like an astronaut. A state-of-the-art planetarium, an IMAX cinema and numerous other activities round off the offer.



Airbus Assembly Line

Opposite the Aéroscopia Museum, visitors have the opportunity to step across the threshold at the Airbus factories and visit the assembly line of the A380, the largest civil aircraft in the world and the newest addition to the Airbus family: the A350. The bravest visitors can even earn their wings and become real pilots thanks to a number of different flight simulators across the Ville Rose..



Quai des savoirs

Carrying on their journey from the Mueum, next to the Federal University of Toulouse, visitors can discover the Quai des Savoirs. This space is dedicated to sharing knowledge and scientific culture, combining architecture, heritage and modernity. Throughout the year visitors are invited to discover science differently here.



Aeroscopia

Do you love heights? Without leaving the stratosphere, Toulouse can also offer you the chance to take to the air at the Aeroscopia Museum. Opened in 2015, with an architecture that resembles an aircraft's fuselage, this 7,000m² building dedicated to the history of aviation is home to an exceptional collection. Scale models, a large historic mural and more than twenty legendary airplanes: Concorde, Super Guppy, A400M...

TOULOUSE EUROPEAN CITY OF SCIENCE

Toulouse was chosen to host the 8th edition of ESOF (EuroScience Open Forum), the biggest interdisciplinary gathering based on science and innovation in Europe, which will take place from 9th to 14th July 2018. Thousands of scientists are expected to attend this event.

The first French city to ever host the ESOF forum, Toulouse has chosen the motto «Sharing Science: towards new horizons » and also boasts the label « European City of Science » for 2018. A programme for the general public from 7th to 15th July will present a great many fun events based on science.



HIGHLIGHT 2018

The Runway of Giants : a unique cultural venue to celebrate the aeronautical adventure

The Aerospace Valley of Toulouse

Situated in Toulouse, on the historic Montaudran site from which the earliest pioneers of civil aviation took off, Toulouse Aerospace is a new genre of district that spans 56 hectares: a place in which to live and work, but also one of culture and, thanks to Innovation Campus, a hub of industry and research that sits at the cutting edge of innovation and focuses on the aeronautics, space and on-board systems sectors. To celebrate the centenary of the first flight undertaken by Aéropostale, as of October 2018 Toulouse Aerospace will be home to a unique cultural site: **the Runway of Giants**.

The Runway of Giants will be made up of 3 spaces:

La Halle La Machine

A great 6,000m² contemporary hall whose roof is built in the form of aircraft wings and is designed by architect Patrick Arotcharen, this vast space will be devoted to arts that blend invention and technology. La Halle will house around 150 mechanical machines, a project by artist François Delarozière who is already well-known for his impressive works in Nantes. In Toulouse, a giant Minotaur will head out to meet visitors and passers-by on the former runway that stretches for 2km.



The Runway of Giants aviation museum

This space dedicated to the memory of the pioneers of the Latécoère and Aéropostale airlines, as well as the Montaudran quarter – the cradle of aeronautics in Toulouse – will host a permanent exhibition covering more than 1,000m² that will offer an immersion into the adventure of these pioneers and a chance to discover the history of the site itself.



The Airline Gardens

Situated along the former Aéropostale runway, the 3-hectare gardens present the ambiance of all 3 continents crossed by these aviators. It is a way to relive the adventures of the pioneers of aeronautics, featuring 8 different landscapes and varying environments that range from Toulouse to Valparaiso in Chile.

These gardens also include children's playgrounds, rest areas and interactive terminals that inform visitors and explore the various countries, creating an enjoyable experience to be shared with all the family.



DID YOU KNOW ?

The district of Montaudran, the former cradle of the aviation, welcome since 2014 the site of the 50Cinq, the top-place of the Toulousian urban design. The former Latécoère factories showcase today street-art exhibitions during several festivals: Open Summer festival, Misterfreeze...



© P. NIN

TOULOUSE AN EFFERVESCENT METROPOLIS

A lively and bustling city, Toulouse has its proximity to Spain to thank for its love of a party. From the end of the day to aperitif time, the terraces start to fill up in an ambiance of conviviality. The banks of the Garonne come to life and give the city a party feel.

Within the Ville Rose, every district boasts its own identity and offers a range of surprises and discoveries for nights out.

The unmissable districts

The epicentre of Toulouse, from the Allées **Jean-Jaurès** to **place Saint-Pierre** passing the famous **place du Capitole**, is the favourite playground of Toulouse locals and passing visitors. Sports bars, pubs, wine bars, concert halls; everyone can find their perfect spot.

A bit further out, **the Saint-Aubin quarter**, is ideally situated between the Canal du Midi and the Grands Boulevards and is less well-known by tourists. It is still a hotspot for locals, notably the rue de la Colombette, a veritable little Montmartre of Toulouse with its own unique personality. Just like the famous area of Paris, this road boasts the particularity of being a "free commune" since the Liberation.

Every weekend, passers-by can browse the stalls of its artisanal market alongside the imposing Saint-Aubin Church. During October, the district celebrates its traders and their spirit with a great fair. In the evening, the micro-breweries of Toulouse open their doors to you.

In the old town, the historic **Carmes quarter** is one of the most reputed thanks to its architecture as well as for its lively ambiance. Around the covered market, the bars and restaurants stretch along the colourful narrow streets. Here, the cuisines of the world and tapas from the South-West sit alongside pubs and cocktail bars.

Towards the Grand Rond, the **Saint-Etienne quarter**, stretches all around Toulouse Cathedral, charming visitors with the tranquillity of its narrow streets and intimate ambiance. Here, the antique dealers sit alongside mansion houses and passers-by can visit some of the most beautiful squares in the city. Lovers of shopping will delight in the boutiques of the Bouquières quarter and the more curious will gleefully throw open the doors to the cosy little restaurants of the district.

By crossing one of the bridges that spans the River Garonne, you will arrive at the **Saint-Cyprien quarter**. Neglected for a long time by inhabitants of the right bank, this district was once a refuge for the needy, for pilgrims along the Way of St James and for Spanish exiles. Nowadays, food lovers can treat themselves in the many restaurants that reflect the multicultural nature of the quarter and

take advantage of the festivals that bring the riverbanks to life in summer (Rio Loco, Toulouse Plages and its big wheel, Tangopostale).



Place Saint-Georges

Of course, there are other districts that are well worth a detour, among them the Chalets quarter with its rue de la Concorde that is home to the oldest café in Toulouse, the Busca, and its intimate spots or even the unmissable Daurade, a hotspot for artists that provides some magnificent viewpoints from which you can enjoy the sunset across the banks of the Garonne.

The major events of 2018

Cinemas, theatres, restaurants, casino, bars and discotheques welcome you so that you can extend your stay, giving the city its welcoming feel. Here, the city's cultural life gives free reign to creativity and the emergence of new trends within the framework of festivals or events like Rio Loco, the Fête de la Violette, the Toulouse Métropole marathon, Toulouse plages...

Toulouse the city of music and dance.

With its strong Latin culture, Toulouse is a lively city that beats to the rhythm of a cultural programme brimming with numerous festivals dedicated to music and dance.

14th to 17th June 2018 – Rio Loco

The 2018 edition of the Rio Loco Festival places the focus on the Rumba, born in Cuba, and a blend of music and dance from Spain and Africa, reflecting in this way a startlingly rich harmony and rhythm. 3 days of festivals on the banks of the Garonne explore the music and cultures of the world.



Rio Loco

29th June to 8th July 2018 – Tangopostale (10th edition)

A nod to Aéropostale, which connected Toulouse and Argentina, and a chance to celebrate singer Carlos Gardel, born in Toulouse, the « Tangopostale » international tango festival is set to make the city pulse once again! More than 80 events, concerts, shows, balls, conferences, exhibitions and films will bring dancers and spectators together in this enchanting world.

June 28th to July 1st – Siestes électroniques

Siestes Électroniques is a festival in

Toulouse devoted to emerging cultures, a niche event with great heart that, since its creation in the Ville Rose, has been taken to Paris and other major cities across Europe. The concept?

Musical discoveries in a relaxed ambiance, stretching out across the lawns of the Compans Caffarelli public gardens.



Piano au Jacobins

September 2018 – Piano aux Jacobins

Piano aux Jacobins is the most important festival dedicated to the piano in France. Hosted in the Jacobins convent, a place full of spirituality and history, young and world famous performers are welcome during the festival.

1st to 14th October – Toulouse les orgues

Toulouse is the organ capital of Europe and there are plenty of good reasons for this. It is not by chance that this event has been brought to life by the people - and the organs - of Toulouse.

The city has a rich and varied organ heritage, including many different styles of instruments from all periods of history. The exceptional number of organs in the city (30, 9 of which are classified historical monuments) and the surrounding region (370) mean that all kinds of music can be played.

Toulouse the city of images

Listed among the leading cities in terms of visitor numbers to art house cinemas, Toulouse hosts 27 film festivals across its area, is home to the second largest media centre in France and also celebrates photography in honour of, most notably, local photographer Jean Dieuzaide.

4th to May 20th – MAP (10th edition)

MAP Toulouse is the photography festival for the Ville Rose, a meeting point for young talent and major names in

photography.

Over several weeks, the entire city transforms into an immense gallery of images, accessible and free for all members of the public.

From 6th July to 25th August – Open-air Cinema at Cinémathèque de Toulouse

To experience cinema "differently", every summer the courtyard of the Cinémathèque de Toulouse transforms into an open-air movie theatre. The Open-air Cinema festival has become one of the highlights of the season at the Cinémathèque and on the Toulouse cultural calendar. Over seven weeks, around forty great films from the history of cinema will grace the big screen on the façade of the building.



Cinéma plein air

28th September to October 7th – Cinespaña

Spanish films are in the spotlight at this festival in Toulouse which also extends into the Occitanie region.

To do

-Have a drink in the best wine bar in the world: The N°5 Wine Bar, selected by « The World of Fine Wine »

-Participate in a "Toulouse by night" nocturnal stroll arranged by the tourist office of Toulouse.

-Dinner in one of the numerous Guinguette bistros that open for the summer season ("La Guinguette" floating restaurant, guinguette "A m'en donné"...).

-Watch a film in its original version with subtitles at a screening of the open-air cinema in summer.

-Sample a cocktail and admire the view from the new « Ma biche sur le toit » rooftop bar at Galeries Lafayette.

-Set off to explore the works of street art along the streets of Toulouse.



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TOULOUSE, FLAVOURS AND TERROIR

Much sought-after for its art de vivre, Toulouse invites you to sniff out the wonderful aromas emanating from the market stalls that spring up in a little square or the corner of a boulevard.

Gourmets can pay a visit to the fine delicatessens or local food artisans in order to fill their shopping baskets or their pockets with delicious souvenirs to take home in their suitcases.

The Ville Rose also incites visitors to sit down at table and take the time to enjoy life...You will be spoilt for choice thanks to the hundreds of tea rooms, restaurants, cafés and bistros, without forgetting its 11 Michelin stars!

Gastronomic destination

Local gastronomy in Toulouse is a mix that reflects its status as capital of Occitanie, between the Atlantic Ocean, the mountains of the Pyrenees and the Mediterranean Sea.

The culinary tradition here is the fruit of a coming together of ancestral savoir-faire and high-quality regional products, many of which can boast AOC status (truffles, Roquefort, Armagnac, duck in all its forms – gizzards, smoked breast, confit...).

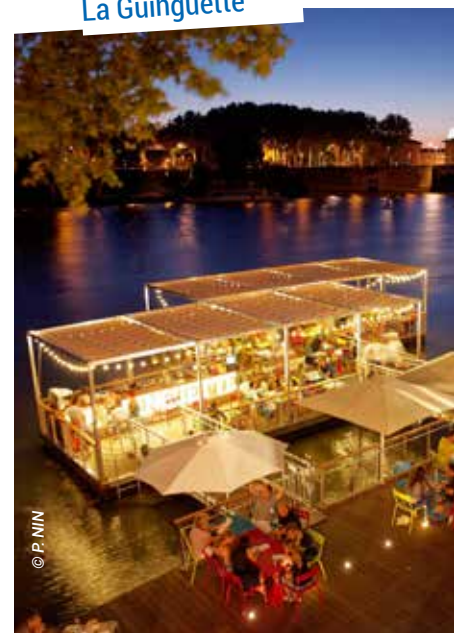
Neighbouring Spain gladly shares its own love for ham and tapas with Toulouse and these are now rooted in local culinary habits.



© Restaurant Monsieur Georges

Whilst every square and quarter, whatever their size, draws your attention with its specialities and character, the sunshine reinforces this feeling of belonging, whether you are a Toulouse native or a visitor, encouraging you to sit alongside one another on the terraces of the cafés or at pop-up Guinguette bistros that spring up at the water's edge in summer.

La Guinguette



© P. MIN

Whether you want to settle down at the table of one of the 11 Michelin star chefs listed in the famous red guide in the Toulouse area (including the media darling Michel Sarran) or you are looking for small intimate addresses where you rub shoulders with fellow diners to enjoy the unique cuisine, ambiance, setting or view, you can't help falling in love with Toulouse.

With more than 1,700 eateries in the city, it is an authentic destination that is loved for its dolce vita and its tradition of sharing and conviviality.

Specialities of Toulouse

Among the many traditions that bring so much colour and charm to the Ville Rose, it is worth singling out the **Violet of Toulouse** that has given the city its nickname of « City of Violets » and is used to enhance a number of classic and less typical flavours: crystallised flower petals, bonbons, liqueurs, teas/infusions, chocolates, mustard... which should be enjoyed without prejudice and without moderation.

Another essential dish, whatever the season, is the famous **cassoulet toulousain**. In order to clear up any arguments with our neighbouring cities concerning its origins, let us be clear that there are 3 varieties based on Tarbes beans: the Cassoulet de Castelnaudary "the Father", the Cassoulet de Carcassonne "the Son" and the Cassoulet de Toulouse "the Holy Spirit"!

The one from the Ville Rose is undoubtedly the most gourmet, but all of them coincide on one key point: they are cooked in a Cassole (the dish that gives it its name) for a long time, over a low heat, and it is important to break the crust that forms on the cassoulet seven times in order to guarantee the excellence of the dish.

In Toulouse, the humourists of Les Chevaliers du Fiel have been organising a contest since 2016 that is officially entitled the "World Championship of the Cassoulet de Toulouse". Foodies might like to know that in 2017 the restaurant Emile took home the title (www.restaurant-emile.com). Whilst you can find a Cassoulet on any restaurant menu, some like Genty Magre or Le Colombier remain firm favourites.

Nobody would be able to concoct a good Cassoulet Toulousain without the aromas and flavours of the **véritable Toulouse sausage**, inextricably linked to the Ville Rose since the 18th Century. The red label that it was awarded in 1992 is designed to give consumers a guarantee of its superior quality, having been made to a very specific recipe. It can be enjoyed grilled or confit. Presented in

a spiral, it is sold by weight: so we always refer to THE sausage.



Cassoulet

Along the Toulouse wine routes

Not so well-known, the wines of Toulouse promise to take your taste buds to new horizons, which are sometimes exotic! Toulouse is actually the only major city in France that cultivates its own vineyards.

Something of a secret, the **Domaine de Candie** is the agricultural estate that has belonged to the city of Toulouse since 1976. It includes a château from the Middle Ages (listed as a historic monument since 2001) and stretches across more than 200 hectares of farmed land (wheat, barley, soya...). Since 2017 the estate has been producing a range of organic grape juices and wines from the regional grape varieties: Sauvignon, Merlot, Négrette... Vinification and bottling of the Comté Tolosan wines is carried out at the château's own winery.

Just a few kilometres from Toulouse, between the Tarn and the Garonne, **the wines of Fronton** (www.vins-de-fronton.com) invite you to discover their local grape variety known as La Négrette, which makes them so original: the name stems from its black colour and it has characteristic aromas of dark fruits, violet, red fruits, liquorice and peppery notes.

In the heart of this wine region that has been AOC listed since 1975, the Château de Capdeville houses the Maison des Vins de Fronton: the ideal place in which to get advice for a personalised wine route. Here

you can buy and sample wines from some 40 passionate wine producers that open their doors to you, admire art exhibitions or picnic in the park. In January 2018, the vineyards of the South-West, including Fronton, were officially awarded the title Best Wine Region of 2017 by Wine Enthusiast magazine.



DID YOU KNOW ?

The perfect showcase for the wines of the South-West, Toulouse is brimming with wine cellars and wine bars, including the N°5 Wine Bar that is officially the Best Wine Bar in the World 2017 and is absolutely worth exploring (www.n5winebar.com).

For lovers of cocktails, we would recommend a Kir with violet liqueur, a glass of Quinquina at the famous Père Louis or even the region's local aperitif, known as "Le Pousse Rapière" (based on Armagnac liqueur and flavoured with bitter orange).

SWEET TREATS

In Toulouse you will notice the many different sweet treats that have been created by pastry chefs or chocolatiers, inspired by the icons of Toulouse.

- The Brique du Capitole (flaky caramel slice with a hazelnut heart), the Pavé du Capitole (chocolates created by Maison Pillon and listed as "Specialities of France" because of their quality), the bonbons in the shape of Tarbes beans that recall those used in a Cassoulet (white chocolate with caramelised cashew nuts)...without forgetting the indomitable Lajaunie cashew (with a liquorice base and flavoured with English mint, invented in 1880 by a pharmacist).

The oldest sweet speciality, however, dates back to the Roman era and is known as Fénétra, a pastry made with almonds, apricot and confit lemons. Typical of the cuisine of Occitanie, this gâteau is traditionally wrapped in a red ribbon and can be sampled in its purest form at a number of Toulouse boutiques or reinvented by Michelin star chef Yannick Delpuch at his concept patisserie Sandyan (www.sandyan.fr).

The markets

A place where multiple regional flavours meet, the Ville Rose is brimming with tempting and appealing markets. Everyone appreciates the markets, their welcoming and convivial atmospheres, bursting with colour and aromas. But who knows their history?

In Toulouse, since the start of the XIX Century, they have evolved alongside the town itself. From construction to demolition, from renovations to improvements, they recount 200 years of urban history that passers-by, locals and tourists can enjoy by strolling around them from Tuesday to Sunday.

Among the 35 food markets and fairs, open-air or under cover, that take place weekly, some in particular hold a special place in the hearts of the people of Toulouse.

Among the many outdoor markets, we should mention the popular Cristal market situated on the Grands Boulevards, the more intimate Esparcette market that has been devoted to organic produce for more than 30 years and is held at the foot of the Donjon du Capitole (Tuesday and Saturday morning/

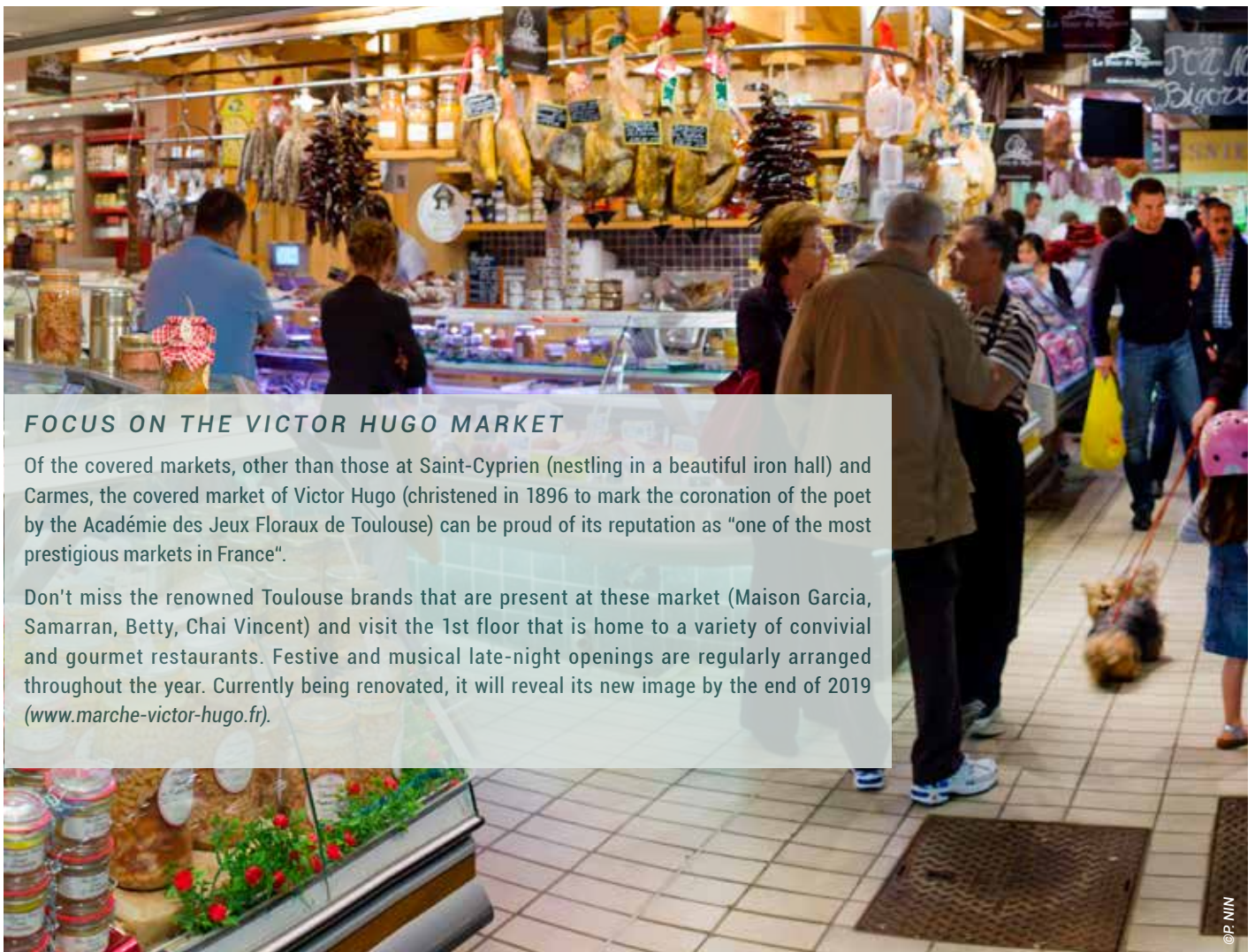
www.marchebiotoulouse.org), or even the very prestigious Sunday market of Saint-Aubin around the beautiful church with its bourgeois-bohemian spirit that brings together a number of producers, artisan designers, musicians, flower sellers and live poultry!

All around the markets, some veritable institutions will arouse your curiosity: delicatessen and coffee roasters Café Bacquier who infuse the neighbourhood with rich aromas, cheesemonger and maturer Xavier whose owner François Bourgon was awarded the Meilleur Ouvrier de France title and presents his own creation: the Pavé Toulousain can be taken home as a souvenir to sample at home (<https://xavier.fr>).



DID YOU KNOW ?

For epicureans, it is possible to initiate yourself into local culinary traditions and increase your enjoyment thanks to a guided visit entitled « Balade Gourmande »: a veritable historic and gastronomic trail that explores the markets of Toulouse, meeting producers and artisans, sampling organic bread, pork from the Gascon black pig, foie gras, regional wines and cheeses...In French, the 4th Saturday of every month, in English in summer with a guide from the Toulouse Tourist Office (www.toulouse-tourisme.com).



FOCUS ON THE VICTOR HUGO MARKET

Of the covered markets, other than those at Saint-Cyprien (nestling in a beautiful iron hall) and Carmes, the covered market of Victor Hugo (christened in 1896 to mark the coronation of the poet by the Académie des Jeux Floraux de Toulouse) can be proud of its reputation as "one of the most prestigious markets in France".

Don't miss the renowned Toulouse brands that are present at these market (Maison Garcia, Samarran, Betty, Chai Vincent) and visit the 1st floor that is home to a variety of convivial and gourmet restaurants. Festive and musical late-night openings are regularly arranged throughout the year. Currently being renovated, it will reveal its new image by the end of 2019 (www.marche-victor-hugo.fr).



© Cité de l'espace

TOULOUSE FAMILY HOLIDAYS

Travelling with children? Nothing could be more pleasant! Toulouse is tailor-made to seduce families thanks to its wide range of tourist offers. Whether it is finding the perfect accommodation (barge, guest house, hotel with facilities for children and games available), playing at being an adventurer as you explore the skies, navigate along the River Garonne or Canal de Midi, explore inventions in the Science quarter, uncover historical gems or heritage, welcome to Toulouse!

Different ways to explore as you have fun:

The Tourist Office provides fun guided visits that take place regularly during the school holidays: Toulous'famille, the Puzzle Circuit, This is Not a Visit, Toulouse for all the Senses, all aimed at exploring the city by solving puzzles. The fun and innovative discovery circuit « Toulouse for the Family with the Jungle Bunch », created by the Tourist Office in partnership with TAT Productions, invites young and old alike to grab their Smartphones and use them to find Maurice and his friends and watch them come to life through augmented reality. Older children are not forgotten either and will adore our Graff Tour.

The Granhòta agency organises time trials throughout the city in the form of urban rallies and open-air activities (<http://www.granhota.fr>). The Paysdoc.com team develop puzzle trails.

Other virtual treasure hunts invite you to seek out Geocaching caches, or even Space Invaders, small pixelated creatures that decorate the walls of the city (apps to download: Geocaching and FlashInvaders).

Heritage, monuments and museums

In Toulouse, all of the city's major attractions offer a host of quirky details that allow youngsters to explore heritage in a fun way alongside their parents:

- Le Capitole : find your star sign on the Occitan Cross, marvel at the reception rooms, admire the paintings at the Galerue, make the most of the playground in Le Donjon and take a photo next to the statue of Claude Nougaro.

-The Jacobins Convent : be astounded by the surprising Palm Tree, have fun and laugh with the medieval Rigol'héros (a new cultural game available on tablet), share in the workshops of Petit Meschin or play at being a builder in the Middle Ages.

-The Hôtel d'Assézat : family visits and storytelling (from 4 years) combining make-believe with art and architecture.

-Le Muséum de Toulouse : the 2nd largest in France! Stroll through the botanical gardens and exotic greenhouses, discover the fun and innovative museum displays of the 2 million objects that make up the collection (fauna, flora, prehistory, ritualistic or societal objects...) displayed over 6,000m², take part in numerous workshops with instructors, observe

nature and visit the annexe dedicated to Vegetable Gardens of the World and the pond in the Parc de la Maourine...

-Le Quai des savoirs : discover this space of meetings and exhibitions based on the sciences, with an activity zone and games aimed at children under 7 years of age, the Quai des Petits.

-The espace EDF Bazacle : wander around an old hydroelectric plant, enjoy the interactive exhibitions, the fish ladder and the large terrace overlooking the River Garonne

-Don't forget **the other museums** that offer entertainment aimed at families and housed in buildings that are well worth a look: the Musée Saint-Raymond (museum of antiques listed as a "Musée Joyeux!" that shakes up the concept of a museum and offers a humorous way to explore Roman myths), Les Abattoirs (modern and contemporary art), Les Augustins (fine-arts), the Musée Georges-Labit (Asian and ancient Egyptian arts), the Musée Paul-Dupuy (precious art), MATOU (posters)...



Step into the blue of the sky and space in Toulouse for some unique experiences!

Budding astronauts or astronomy lovers can rendezvous at the **Cité de l'espace**, the space adventure park that is unique in Europe: immersive shows, interactive exhibitions, meetings, workshops, there is something to suit all ages and all tastes.

Aviation buffs and amateur pilots can spread their wings at the **Aeroscopia Museum** as they step aboard legendary aircraft, or with Let's Visit Airbus they can visit the Airbus A380 or A350 factories.

Light up a child's eyes

Traditional **carousels** turn every day on Place Wilson and rue Alsace-Lorraine. Beside Les Abattoirs, the Raymond IV gardens are home to an astonishing merry-go-round from the 1930s, with moving animals and fantastic beasts (open Wednesday, at weekends and during the French school holidays). The Jardin des Plantes (near Le Muséum) is a little paradise for families with its pond that is home to ducks, geese and swans, its merry-go-rounds and, sometimes, its pony rides. As for the Japanese Garden, children will love running around its exotic landscape in search of the dragon.

Family-friendly transports

Toulouse is a well-preserved city on a human scale that provides multiple possibilities for visitors to explore. You can decide what to do depending on the weather, the age of the children and whether they want adventure or

exploration. Whilst the easiest way to get around is on foot when you want to wander around and explore the historic streets at your own pace, bikes are also perfect for discovering the city. They can easily be hired at **La Maison du Vélo** or from the VélôToulouse stations. Please note: two-wheel trails and rollerblade rambles are regularly organised by various associations on Friday or Sunday, a convivial occasion where you can blend visits, sports and get-togethers.

The **Gyro-pod** is also a fun alternative that is sporty and Eco-friendly and will certainly spice up discovering the city centre. To discover the Ville Rose combining comfort and touristic commentary, welcome aboard the **tourist trains** or even an open-top minibus with **City Tour Toulouse** (with possibilities for « hop on hop off » circuits!) The River Garonne and/or Canal du Midi – including the impressive locks – are perfect for cruises by day or at night depending on the season, thanks to **Les Bateaux Toulousains**.

Depending on the time, gourmets can relax and treat themselves at cafés or restaurants where children are most welcome. Toulouse abounds with establishments boasting old-time atmospheres that remind you of your school days, toys of our heroes or favourite cartoon characters, inviting everyone to eat with their fingers or have fun while they taste (ex: Les filles naissent dans les roses, Les sales gosses, Le Moaï, Le Picotin, ZePlégraounde...)

OTHER IDEA

- Escape at the African Safari Park or get lost in the Le Merville maze (listed as a Historic Monument and labelled Remarkable Garden) in the park of the eponymous château and enjoy the free daytime or evening meetings at the Hippodrome de Toulouse.
- You could take part in unusual nautical activities with the Ski Club de la Péniche in the very heart of Toulouse or with Télési Nautique at Sesquières Lake in the summer
- Toulouse Plages is also a preferred rendezvous for families! The Prairie des Filtes and the banks of the Garonne transform into beaches, with a big wheel and countless fun and sporty activities that are free for all.
- In Autumn, keep the holidays going at the Super Fête Saint-Michel festival (in the car park of Le Zénith)
- In December, be amazed by the Christmas festivities. On the programme are entertainments, street performances and Christmas markets.
- Play out the scenario of numerous Escape Games that have sprung up across the urban area.



TIPS

- The Tourism Pass (24h, 48h or 72h) lets you take advantage of free entry to many attractions (museums, monuments, guided visits) and discounts to make the most of your discovery of the Ville Rose. It even includes public transport!

- Thanks to the reservation centre of the Toulouse Tourist office, it is easy to book a range of activities in just one click or by calling an advisor 7 days a week, adapting each break to your own needs or budget, as well as taking advantage of exclusive offers.



EMBLEMS OF TOULOUSE

Southern city featuring Spanish accents and Italian facades, Toulouse cultivates fiercely its own Occitan identity. "Pays de cocagne" thanks to the pastel flower, it's blue gold in the Renaissance, Toulouse will invite you to tango to a tune by Carlos Gardel, the native singer of the city. And so it will proffer a bouquet of violets, a Bel Canto air, a song by Claude Nougaro, the best of its culinary know-how –the famous cassoulet– and, of course, a rugby ball.

Toulouse Capital of Occitania

At the crossroads between the Languedoc and Gascony, Toulouse is at the heart of Occitania. In the Middle Ages, Southern France (the "Midi"), which stretches from the Atlantic to the Mediterranean and from the Pyrenees to the Alps, shared a common identity and culture and even the same language.

Long forsaken, the "**langue d'Oc**" dialect, reappeared in the 1950s with the recognition of regional differences. In the city center of Toulouse, street signs and announcements in the metro are all bilingual and thus constantly recall the historical legacy.

Numerous schools are teaching the language and a variety of associations (gathered among the Ostal d'Occitània) have brought the old traditions back to life through song, dance, music and festivals (Occitània: www.festivaloccitania.com) Its role is to act as the shop window for Occitan in Toulouse.

The Occitan cross, also known as the Toulouse Cross or Languedoc Cross, is a Greek cross made up of 12 branches representing the 12 months of the year, the 12 hours of the day or the 12 signs

of the zodiac. Today it is the emblem of the city and of the Midi-Pyrénées region. A huge Occitan Cross made by Raymond Moretti extends across the Place du Capitole, illustrating the people of Toulouse's attachment to their Occitan roots (www.toulouse-tourisme.com/le-capitole).



Croix occitane

Brick and terracotta decor

Since its introduction as a building material by the Romans, the brick gives Toulouse its pretty nickname of pink city. During its cooking, it is tinged with colored reflections, ranging from pink to orange, from red to purple depending on

the daylight, combining in a shades that offers Toulouse a seductive and warm atmosphere.

In 1831, the **Virebent brothers** (sons of the chief architect of the city of Toulouse) filed a patent that revolutionized the manufacture of bricks, making it easy to create cornices, ledges and beautiful caryatids to adorn the facades, sometimes in « trompe-l'oeil » giving the illusion of the stone (www.virebent.com).

Jean-Baptiste Giscard, former foreman of the Virebent manufacture, created his own establishment in 1855 and, to show his sculptor's know-how and has decorated his own house (www.manufacturegiscard.com).

Nowadays all these elements delight walkers and art lovers in the center of Toulouse (ex: Giscard House at 25 Avenue de la Colonne, beautiful facades of Merchants Street or Place de la Trinité ...) and around the Château de Launaguët.

Toulouse "Cité des violettes"

The little flower that has been cultivated in Toulouse since 1854 is a cousin of the fragrant Parma violet, but one which only flowers in winter.

This variety, which does not produce any seeds but rather reproduces by means of runners (like strawberry plants), has become a speciality of market gardeners in the north of Toulouse, who established a "cooperative of violet and onion producers" in 1908. They in turn supplied around 600 producers that sent up to 600,000 bouquets per year by train throughout the whole of Europe before experiencing a downturn...

Nowadays, we can only find around ten producers. Under threat from years of propagation through cuttings, new hybrid plants have been readied in-vitro by the Chamber of Agriculture, with the help of the city of Toulouse. 130 international types of violet are preserved in beautiful municipal greenhouses and are exhibited every year at the start of February in the Place du Capitole during the Fête de la Violette.

The Berdoues company has been making a perfume from violets since 1936 in Cugnaux, the Benoît Serres company produces 15,000 bottles of violet liqueur for two generations in Villefranche-de-Lauragais and the crystallised flowers, sold in sweet shops since the XIX Century (produced in Toulouse most notably by Candiflor), are still popular today, to be enjoyed on the Maison de la Violette barge, for example (boutique/exhibition venue/tea room), which is moored on the Canal du Midi.



Violette de Toulouse

© Maison de la violette



DID YOU KNOW ?

The Academy of the Floral Games is the most ancient literary institution of the western world. It was founded in 1323 in Toulouse to encourage Occitan poetry. The best verses were given prizes at the floral games in the form of different flowers, made of gold or silver, such as violets ! The Academy is today located in the Hotel d'Assezat (<http://jeuxfloraux.fr>).



Pastel dyeing

© Annette Hardouin

Pastel, blue gold of the "Pays de cocagne"

Used for dyeing and as a medicinal plant since Antiquity the **pastel** *Isatis tinctoria* was cultivated to pre-industrial levels during the Renaissance in the Lauragais, between Toulouse, Albi and Carcassonne.

Its blue pigment, obtained from pounding the dried leaves of this small yellow flower in mills, was exported throughout the whole of Europe and used as a dye for textiles. Having earned a fortune, the pastel merchants had sumptuous private mansions built in Toulouse. The dried balls of pastel, known as "coques" in the Lauragais language, would form the basis of the legendary "Pays de Cocagne".

This flourishing commerce was ended by competition from indigo, or "Chinese pastel", that was cultivated in India. Pastel production slowly started to re-emerge in the region and its curative properties began to attract the interest of the cosmetics industry (remember: the Graine de Pastel brand has won several awards) and of artisan craftsmen (dyeing, prêt-à-porter, decorations).

An unusual complex that combines, museum-spa-boutique-restaurant has been showcasing this plant since 2013 in the south of Toulouse: Terre de Pastel.



© ONCT - Marc Brenner

Orchestre national du Capitole

Toulouse city of musics

Of all the French provincial cities, Toulouse undoubtedly has one of the most intensely cultural calendars. In addition to its museums, the city has fifteen theatres of all sizes. The best-known and most prestigious is the first-class **Théâtre du Capitole**, which is in the same building as the City Hall. It hosts operas and ballets, offering a very high-quality opera programme accompanied by the internationally- renowned **Capitole National Orchestra**. In 2018: The Valkyrie, Carmen, Giselle, ... <http://www.theatreducapitole.fr>

Until Michel Plasson's era, the orchestra was a purely operatic orchestra, rarely playing symphonies and almost never touring. Within twelve years, Plasson's insistence of higher artistic standards and goals had improved the orchestra's reputation dramatically. He began a period of critically acclaimed recordings and tours, and in 1980 the orchestra was bestowed the title of a French 'National' orchestra. Today it acts as both a symphony orchestra whose main residence is Toulouse's Halle aux Grains, and the permanent orchestra of the Théâtre du Capitole in Toulouse.

The 125 musicians of the **Capitole National Orchestra** (ONCT) are now hailed as one of France's finest orchestras, and are touring Europe and Asia with Tugan Sokhiev, music director of the orchestra since 2008 and also Bolshoi-theater Principal Conductor and Music Director.

Toulouse, rugby destination

The rugby that we originally referred to as football-rugby reached Toulouse in 1907. It was at the time played on the Prairie des Filtres.

The **Stade Toulousain rugby club**, for its part, was born out of the merging of two student clubs, and adopted the colours red and black in honour of the Capitouls - responsible for administration in the city at the time of the Counts of Toulouse (from 1190) dressed with long red and black robes-. The club owns its own stadium, in the Sept-Deniers quarter. It bears the name of Ernest Wallon, professor of law and director of the club who invested 10,000 francs in order to purchase the 7ha plot that was the site of the first stadium. Among others, the club has opened boutiques on rue Alsace-Lorraine in Toulouse and at Toulouse-Blagnac Airport, selling products related to the club. The Tourist Office offers regular guided visits entitled "Allez le Stade!" to help visitors immerse themselves into the heart of the meleé.

Rugby became the "top sport" in Toulouse, and has given the city great champions. The club is the most famous and the most successful, with 19 French championship titles and 4 European Cups to date. The Rugby League side, Toulouse Olympique XIII (TO XIII) is also well known for its performances internationally. It has been champion of France on many occasions.



Rugby fans

© P.NIN

