

PARIS
TIRAGE
ÉDITION



« Ici, celui qui débarque un jour sur le port, il est forcément chez lui. D'où que l'on vienne, on est chez soi à Marseille ».

Jean-Claude IZZO

EDITORIAL

The blue sea, plentiful sun, the creeks and the lifestyle of Marseille are beyond all dreams, but the city of Marseille also has other assets and many other ambitions.

In recent years, Marseille has accelerated its transformation, invested in innovation and attracted new talent. The international reputation of its health centres and its research teams, alongside the second largest university of France, contributes to its attractiveness.

As a natural link between Europe and emerging countries, and a gateway to Africa, Marseille is also France's second most important diplomatic centre. It is an essential European economic centre, and the **Euro-Mediterranean metropolis of the future is its epicentre.**

The Euroméditerranée operation has redesigned its maritime façade around one of the largest business centres in Southern Europe. The city has expanded its port activity and diversified its economy by making tourism one of its major assets, the city is by far the most prominent French cruise port. Five million tourists visit Marseille every year, and attracted by an exceptional natural, historical and cultural heritage. They also come to attend major events, from culture to sport, with the 2024 Olympics on the horizon.

From academic forms to the most innovative ones, Marseille is characterized by an artistic effervescence and an extraordinary cultural abundance since it was named the 2013 European Capital of Culture. This momentum has been maintained by Marseille Provence 2018, "Quel Amour!" (What love!) and the biennial European contemporary art Manifesta in 2020.

Since its foundation twenty-six centuries ago, Marseille has been a centre of exchange. The city has strengthened its vocation as a proponent of "living together" based on the historical values of solidarity and fraternity. A way of life aided by the preservation of its exceptional natural environment, notably with the creation of the Calanques national park along the city's southern coastline – the first peri-urban park in Europe. This management and enhancement of the city's natural heritage in keeping with the Territorial Energy Climate Plan (2012–2020) is a clear demonstration of the importance given to the quality of life of Marseille's residents and visitors.

Marseille is ranked 40th in the list of the 445 most innovative cities issued by the Organisation for Economic Co-operation and Development (OECD). It combines both a legacy of 2600 years of history with the dynamism of a modern metropolis at the forefront of digital technology, boasting the prestigious French Tech label.

An international hub, the city's digital technology flagship status, resulted in the French government naming it as one of three pilot sites for the sustainable city of tomorrow.

Today, Marseille is an eco-conscious smartcity which uses new technologies for energy saving purposes, improving mobility, supporting fablabs and co-working spaces. As part of an international dynamic, it is now focused on its users and its energy more than ever.

Marseille is a unique city, one which celebrates life to its fullest.

Jean-Claude GAUDIN
Maire de Marseille
Président de la Métropole Aix-Marseille-Provence
Vice-président honoraire du Sénat

01

TRANSFORMED MARSEILLE

Chapter I The new face of Marseille

p10. Facilities
A changing city

p12. Economy
A smart commercial hub

p14. Euroméditerranée
The future is written here

Chapter II Marseille, a smart city

p22. Digital
A crossroads of innovations

p26. Research & teaching
France's second largest university

p30. Health & Life Sciences
A global player in medicine

02

MARSEILLE, A CITY FOR LIVING

Chapter I Marseille, Capital of Culture

p36. History
2600 years of history and construction(s)

p38. Culture
A centre of art and creation

p42. Festivals
An international cultural scene

p48. Seventh Art
A city of cinema

Chapter II An exceptional quality of life

p54. Living environment
Between tradition and modernity

p56. Environment
A green lung at the edge of the big blue

p60. Sport
An open air playground

03

MARSEILLE, METROPOLIS OF THE WORLD

Chapter I A driver of the Aix-Marseille- Provence metropolis

p68. Area

Chapter II An international attractiveness

p74. Tourism
A trendy destination

p78. International Relations
A European capital on a world scale

01

**TRANSFORMED
MARSEILLE**

CHAPTER 1 THE NEW FACE OF MARSEILLE

FACILITIES

Marseille has never experienced such an urban transformation since the great construction projects of the mid-19th century. In the space of twenty years, work sites have multiplied and new districts have appeared. Important public facilities designed by great international architects have contributed to the redevelopment of the urban space.

A changing CITY

A model coastline

Between the Saint-Jean fort and the CMA-CGM tower designed by Zaha Hadid, the **Euro-Mediterranean program has redesigned the coastline of Marseille**. The MuCEM, the Silo, the Terraces du Port, the Voûtes de la Major, the Docks, the Mediterranean Villa, the Regards de Provence foundation and the Quays of Arenc with The Marseillaise (Jean Nouvel) and the Allar isle have rebalanced the centre of gravity of the city towards the north. The unique **skyline of Marseille**, like the great metropolises of the world, has gained extraordinary popularity.

New urban lifestyle

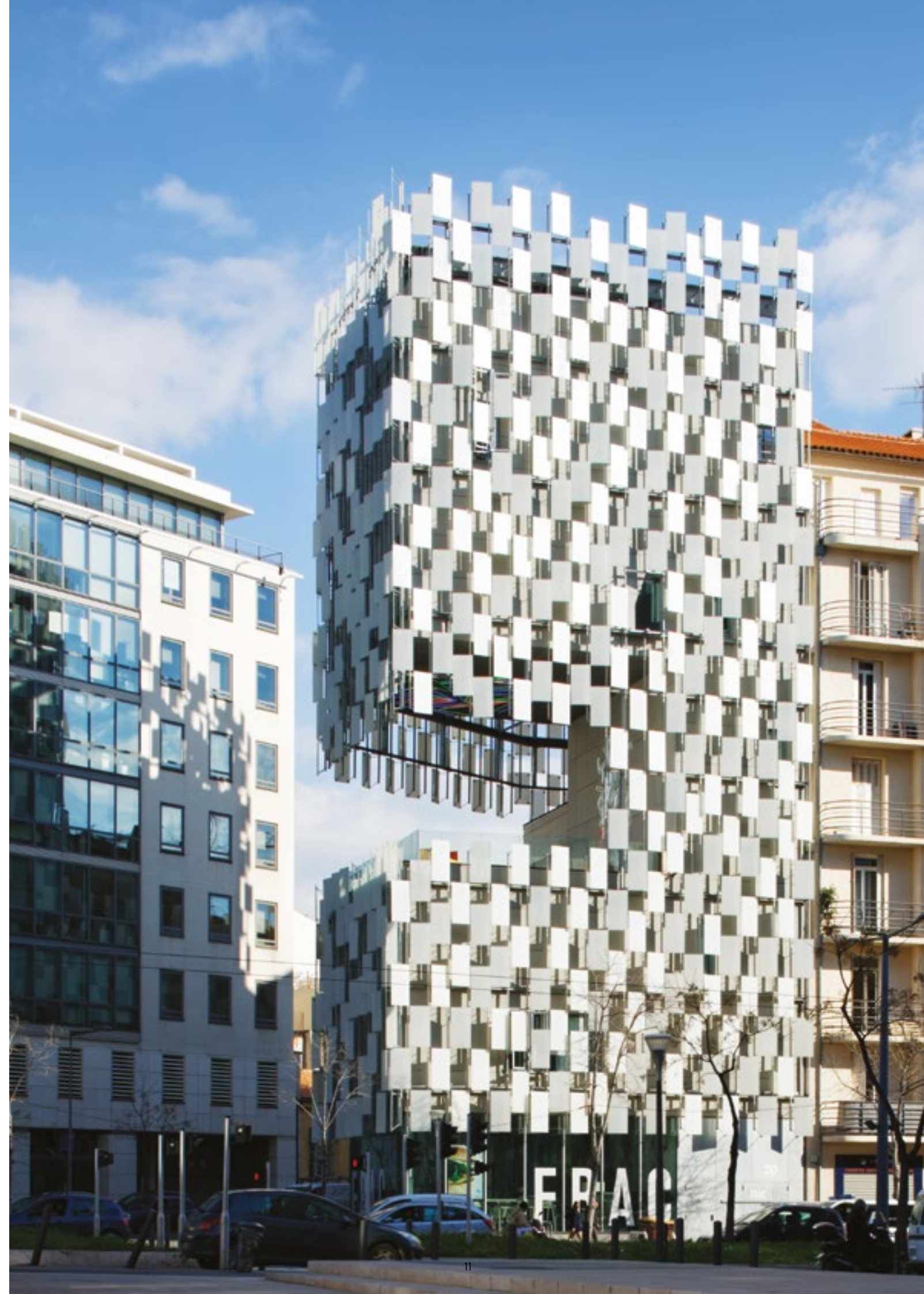
East of the city, **old industrial districts have been revitalized around public facilities** (XXVIth Centenary Park, Palais Omnisports Marseille Grand Est). There are also 2300 and 3000 housing units that have been built in the ZAC Rouet and Capelette zones. In the heart of the city, **the Parc Habité d'Arenc**, currently under construction, will eventually offer 2000 housing units, a regional university of trades, offices and local services served by the metro, the tramway and a TER stop. They are more than just houses – these are real places of life and exchanges that the City has set out to create with **a sustainable and qualitative vision for the urban space**. Following the current trend, the buildings are gaining height in order to free the ground and develop pleasant living spaces for its inhabitants (squares, trees, bike paths, etc.)

Eco-neighbourhoods of the future

The launch of phase 2 of the Euroméditerranée gave birth to the eco-neighbourhood of Smartseille which combines the concepts of a smart city with sustainable construction. As it has been recognized by specialized international press, this district is likely to become a **model of the Mediterranean eco-city**.

South of the city, as part of the momentum of the transformation of the Velodrome stadium (covered and enlarged), another eco-neighborhood of 100,000m² is being completed. It offers approximately 600 housing units including a student residence, a 5,000m² intergenerational residence, a 4* hotel complex and a 28,000m² shopping centre.

With these eco-neighbourhoods, the city is displaying a new ambition, creating **a smart and sustainable Mediterranean city of the future**.





A catchment
area of
1,5 MILLION
people

14,000
businesses
in operation

4,500
businesses
in the city centre

50,000
jobs created

ECONOMY

The building renovation projects carried out by the City in recent years have put the citizen back at the heart of urban life. Today, the beautiful shopping streets of Marseille have regained their presence. Improved with the arrival of the tramway, equipped with bike paths, while leaving room for pedestrians. Neighbourhoods are populated with brands, from the most famous to the most unusual. Like world capitals such as London or New York, businesses become places of life and entertainment.

A smart commercial HUB

A rich and attractive offer

Marseille encouraged the installation of new equipment that supports the global urbanization policy. The choice of these establishments is based on a “concentric” logic that creates a rich and attractive commercial offer: a first external belt including the shopping centres of Valentine, Grand Littoral and Bonneveine; a second belt around the historic city centre and its epicentre, the Centre Bourse, the Terrasses du Port, the Docks and the Voûtes to the north and the Prado to the south.

An authentic city centre

The city has also preserved its traditions and creativity: the centre benefits from a dynamic driven by independent and atypical businesses, some of which are historic. Several districts have thus developed their special characters and contribute to the attraction and the strong identity of the city: the district of the creators of the Cours Julien, the antique dealers around the Edmond Rostand street, the district of Mediterranean flavours in Noailles, the crafts in Panier and others. Well beyond the tourist attractions of the city, this is the “Marseille experience”, colourful, with sensations and encounters that attract more and more visitors.



Ambition for the city centre

A symbol of Marseille's attractiveness and the most prominent metropolitan commercial hub, the city centre represents a major challenge that engages residents, visitors and all stakeholders in the public space. Led by the Bouches-du-Rhône Department, the Aix-Marseille-Provence Metropolis and the City of Marseille, the Ambition Centre-Ville plan aims to address a **double challenge**:

the attractiveness of the city centre and the quality of life of its inhabitants.

- The goal: to make the city centre a place of exceptional quality and a must-see destination

- Five major and complementary areas of action: public space, quality of life and safety, economy and business, housing and habitat, culture and entertainment.

The requalification of Paradis street, a flagship project carried out in the first quarter of 2017, is in addition to the redevelopment and **pedestrianization** of the Old Port. On this key artery in the centre, traffic lanes were reduced, sidewalks widened, a free drop-off and bike path were put in place, surveillance was enhanced and green spaces were added.

This project contributes to making the city centre a **clean, peaceful, safe and modern public space**.

A new approach

Today, businesses are also places of entertainment and life, **parts of the social link**. Hybrid places, café-flea markets, exhibition-shops, etc., are multiplying, just like in major international capitals. The City has seized this dynamic by multiplying street entertainment like the Sundays of the Canebière once a month. In this spirit, private projects are also underway, such as the 2019 **Artplexe experimental art cinema on the Canebière** – more than 3000m² with 7 rooms, a brewery, a lounge bar, exhibition spaces and a rooftop with a panoramic view.

MIF 68: On the Silk Road

Opened in February 2017, **MIF 68 is an international BtoB** exchange hub consisting of more than 200 premises leased to mainly Chinese wholesale importers. This project will enable Marseille to establish itself as a showcase for Europe and the Mediterranean with Chinese companies. **The links with China will contribute to the development of the Port of Marseille** while giving it back its historical role as a platform towards North Africa.

If the face of Marseille has changed so quickly, it is largely thanks to the public establishment for the development of the Euroméditerranée which has been working on its transformation for more than twenty years. An exemplary collaboration between the City, local authorities and the State constituting an unprecedented accelerator of attractiveness and economic, social and cultural development.

Now, the Euroméditerranée is accompanying Marseille in a new major step: shaping a sustainable Mediterranean city of tomorrow.

EUROMEDITERRANÉE

The future is WRITTEN HERE

An economy created around the inhabitant

There are seven major sectors supporting the Euroméditerranée's activity: **real estate and construction; green growth; the banking and insurance professions; health; logistics and international trade; the digital industry and tourism.** With **37,000 private jobs and 6,500 public jobs** in its scope, Euroméditerranée uses its economic strength to establish a new urban lifestyle. The operation puts the inhabitant at the heart of its processes, going beyond its only vocation as an international business district.

7 BILLION
in investments

18,000
new and
7,000
reconstructed homes

1,000,000 M²
of commercial real estate

200,000 M²
of retail space

200,000 M²
of public facilities

40
hectares of green
and public spaces

A new way of living together

Guided by a strong vision, the operation unfolds progressively in the city, interweaving public facilities (**schools, colleges, international City, European Hospital, the Mucem, the Silo...**), **commercial structures (Terrasses du Port, Voûtes de la Major, Docks Villages...)**, residential buildings, transport infrastructure and parking facilities, parks and public spaces.

The Quays of Arenc – which include dwellings, offices and shops – are the result of a reflection on the relationship between floor space and building height, which is always aimed at creating quality **living spaces for residents** (trees, cycle paths, etc.).

A sustainable & innovative city

With the extension of 170 hectares north of the original 310 hectares, Euroméditerranée is entering a new phase. Labeled “**EcoCity**” and supported by the Investments of the Future Program, this new perimeter is intended **as an experimental territory for urban development to test, deploy and promote the innovative services and technologies of the SmartCity**. The ambition is to create a **sustainable and innovative Mediterranean city of tomorrow**, open to the world more than ever.

Smartseille or Mediterranean EcoCity

An operation that combines the concepts of a **smart city** and **sustainable construction**, Smartseille uses a seawater loop to supply heating and air conditioning to offices and housing. This intelligent management at the scale of the **Euroméditerranée EcoCity** makes it possible to generate significant savings. The city also includes a nursery, a retirement home, sharing of parking spaces, etc. A program that cultivates social bonds and quality of life.

Les Fabriques, promoting “Made in Marseille”

Les Fabriques, a joint and collaborative factory, will bring together more than **3,000m²** of traditional and artistic craftsmen, startups and designers with collective workshops (wood, metal, digital, etc.), co-working spaces and shared machines. The goal is to assist “**Made in Marseille**” by supporting the new generation of entrepreneurs-makers.



01

**TRANSFORMED
MARSEILLE**

CHAPTER 2 **MARSEILLE** **A SMART CITY**

DIGITAL

*In just a few years, IT has become one of the city's flagship industries through the following sectors: **IOT** (Internet of Things), **Data Center**, **e-commerce** and **e-tourism**, **e-health** and **digital media**. Its geographical location, the dynamism instilled by its public players and its very active network of entrepreneurs have made Marseille a key area in IT.*

A crossroads OF INNOVATIONS

All cables lead to Marseille

13 submarine cables connect Marseille to Africa, the Middle East and to Asia, covering a distance of over 20,000km. The strategic positioning of the city at the crossroads of transcontinental submarine cables makes its territory an international hub of connection that is favourable to the **implementation of the Data Center** and its ambitious **Smart Port project**.

Labeled as a "**Wireless Leader**", Marseille's digital sector is highly advanced in terms of **NFC service packages**, which improve the everyday mobility of the city's near-2 million inhabitants and tourists (Carte TransPass, City Pass, Pass Musées, etc.)

The digital plan

The digital plan embodies the municipality's commitment to making Marseille **a more peaceful, more virtuous and safer city that serves its citizens**. It is based on 4 major themes:

- Simplifying the users' lives
- Developing an intelligent city based on a sustainable vision of urban space
- Boosting the attractiveness of the area
- Improving the city's security

The plan is based on flagship projects such as smart and economical lighting, thalassotherapy (use of seawater energy), the Smart Police and the **City of Marseille application** launched in spring 2018.



40TH
out of the 445
most innovative cities
ranked by the OECD

More than **150**
start-ups incubated
and accelerated

A DOZEN
Fablabs

60 MILLION
euros raised by start-ups

40,000
jobs

7,000
companies generating
8 billion euros



An agile and creative network

Very early on, the City supported the **Belle de Mai incubator** – the only national site dedicated to the digital industries (147 companies). The **Belle de Mai Media Centre** also has the only motion capture and special effects studio (MOCAP) in the Great South.

Today, the **Impulse incubator**, the **Marseille Innovation business incubators** and the **Grand Luminy Association** are all places that support talented entrepreneurs. Similarly, **co-working** spaces and **fablabs** like La Ruche and Make It Marseille are multiplying to support a collaborative innovation dynamic focused on the future.

The model of the French Tech Aix-Marseille

Thanks to the **French Tech label** given to the area in 2012, Marseille's visibility in term of digital innovation has increased worldwide. French-Tech Aix-Marseille supports an economic fabric of creative, efficient and agile digital entrepreneurs. It coordinates the **French Tech Weeks (25,000 people in 2016)** and supports, together with the City, start-ups at major international fairs such as the **Mobile World Congress**, the **Consumer Electronic Show** the **Viva technology show** or the **Tel Aviv Innovation Forum – DLD**, etc.

An easy city to live in

Marseille has managed to take advantage of the digital assets to reinvest them in the city in order to improve the daily life and quality of life of its inhabitants. This gave rise to a strategy to coordinate the actors of urban management, anticipating the usage and future needs of the people of Marseille. This cooperative and federated approach ensures the coherence and durability of the operations carried out and allows significant savings to be made. Ambitious projects such as Quartiers Libres or Smartseille are part of this intelligent vision of the urban space.

Likewise, the Safe City Program, the Smart Police, the simplified digitized approaches (e-service portal, mobile applications, etc.) or the intelligent preservation of energy resources offer citizens a more efficient and more enjoyable city.

The Aix-Marseille City of Innovation

The Aix-Marseille City of Innovation, the totem of IT, is being created in Marseille. This place of innovation in the very heart of the city centre wants to gather research centres, start-ups, business accelerators and actors of the French Tech.

The City will combine the energies of this sector, by bringing together all of its leading digital actors. This will enable Marseille to become an international centre of economic and cultural excellence based on the use of IT.

By merging the three universities of Marseille and Aix-en-Provence in 2012, Aix-Marseille University (AMU) became the second most prominent French university with its 19 components (faculties or institutes) and its laboratories, some of which are part of major research organizations: CNRS, INSERM, IRD, INRA, CEA, EHESS... Now, the City is stepping up its initiatives in terms of university projects.

RESEARCH & TEACHING

France's second largest UNIVERSITY

Ubiquitous innovation

The combined size means that the university can benefit from increased visibility, finances and influence. The ambition of the new unique university is to accelerate **the interdisciplinary** crossings and the networking of competences at the heart of a **dynamic of innovation**.

The key to this dynamic, the **Mediterranean Institute for the City and Area (IMVT)**, will come into being in 2021. It will bring together the **National School of Architecture of Marseille (ENSAM)**, the **National School of Landscape (ENSP) – Marseille branch**, and the **Institute of Town Planning and Regional Development (IUAR) of Aix-Marseille University**, within a single site spanning nearly 10,000m². It will join the **urban campus project for 10,000 students** under construction near Saint-Charles station.

690
educational institutions,
public and private

75,000
students including 4,000
doctoral students

130
research
laboratories

8 000
staff



Extensive training options

Two general engineering schools (Ecole Centrale Marseille and Polytech Marseille) and **five specialized colleges** (Kedge for Commerce, National School of Architecture, Marseille Mediterranean School of Art and Design, National Maritime School and School of Higher Studies in Social Sciences) constitute an offering that covers almost all the disciplinary fields of higher education.

Research at the heart of the system

By supporting higher education and research, Marseille has contributed to the emergence of internationally recognized **centres of excellence**, the European Medical Imaging Centre on the Timone campus, the Château-Gombert Mechanics-Energetics Centre, the Immunophenomic Centre of Luminy and soon the Timone Neuroscience Centre.

HEALTH & LIFE SCIENCES

A global player in MEDECINE

At the time of Crinas, a Marseille doctor under Emperor Nero in the first century, the medical school of Marseille was already one of the most famous in the West.

Today, the city has an international reputation. Its researchers and health professionals are highly qualified and regularly produce global advances. Its public and private hospitals and clinics feature international centres of excellence and state-of-the-art equipment.

70
health facilities

11,000
beds

130
laboratories

260
transplants per year





The AP-HM, the third most prominent university hospital in France

With its four hospitals, the AP-HM is the third most prominent French centre of medical research, leader in **pediatrics, infectiology, neurosciences, neurosurgery, cardiology, hematology and oncology**.

With its port history, Marseille gained experience that has made it one of the **top five global infectious disease centres** (after London and three US hospitals). Nearly 20% of the bacteria known to science was discovered in Marseille and four new families of viruses have been isolated in recent years. Countless skills can be found at the heart of the Timone University Hospital within the Mediterranean Infection Foundation, which is on the way to becoming an **attractive global centre** in the field of infectious diseases.

At the forefront of the fight against cancer

Marseille is also a reference in the global management of cancer pathologies. The Paoli Calmettes Institute, **Centre for the Fight against Cancer**, admits more than 20,000 patients each year **who benefit from state-of-the-art equipment**. The Paoli-Calmettes Institute is developing very rapidly, and a fourth building dedicated to hematology of the 21st century will be established shortly.

The Institute also works in collaboration with the **Marseille Cancer Research Centre** (affiliated with Inserm, CNRS and Aix-Marseille University) located on its site.

The Sainte-Marguerite Hospital Institute of Movement

The Sainte-Marguerite Hospital's Movement Institute recently became a part of the ultra-elite International Society of Orthopaedic Centers, a group whose membership comprises just over 20 orthopaedic centres around the world. The Sainte-Marguerite Hospital Movement Institute is the only French body to be a member of the Society.

02

MARSEILLE
A CITY FOR LIVING

CHAPTER 1 **MARSEILLE** **CAPITAL OF** **CULTURE**

HISTORY

The birth of the Phocaean city is as much a myth as it is reality. In the 6th century BC, Protis, a Greek sailor from Asia Minor, married Gyptis, a Ligurian princess.

The establishment of this Greek settlement on the shores of Lacydon, on the site of the present-day Old Port, introduces the cultivation of grape vines and olive trees in Gaul, as well as currency and writing. But he did a lot more. He established the identity of Marseille. Open city, world city, city of adventurers and all cultures, over the centuries the Phocaean city underwent transformations while remaining the generous land of open possibilities it has always been.

2600 years of history and CONSTRUCTION(S)

The Museum of History celebrates 50 years

At the end of the 1960s, the vacant lot behind the Palais de la Bourse was the subject of a major town planning project. In 1967, a vast site of archaeological excavations was held on the site. Historical remains essential to the **knowledge of Gaul** and ancient Marseille were discovered. This was the **first major urban excavation in France**. Archaeologists notably updated the entrance to the **Greek city of Massalia** and part of the **Roman port**. This archaeological site was highly publicized and led to the public presentation of ancient remains within the current **"Port Antique garden"**.

50 years later, the **Museum of History of Marseille** (founded in 1983 on the site and completely renovated on the occasion of Marseille-Provence 2013) celebrates the anniversary of the excavations. With the site, the Museum of History extends over more than **15,000m²**, making it **one of the largest in Europe**. The building houses a main exhibition of 3,500m², temporary exhibition spaces, a workshop for **schools**, an **auditorium with 200 seats**, a **research library**, a graphic arts agency and a book store.

PALEOLITHIC

First traces of human occupation in the creeks of Marseille, as evidenced by the Cosquer cave and its rock paintings, 27,000 years BC.

600 BC THE
IONIANS ARRIVE
IN MARSEILLE

An influential place of trade between the Mediterranean and the Celtic world, Massalia thrives.

5TH CENTURY,
LATE
ANTIQUITY

A new golden age, the spiritual radiance of the city extends beyond Provence. Jean Cassien founded the abbey of Saint-Victor while, on the opposite bank, the first cathedral that adjoins the largest baptistry of Gaul is built.

1481

Marseille is attached to France with the county of Provence. It is one of the first cities in the kingdom. Its population is dense, its port is the main French outlet on the Mediterranean to trade with the Ottomans in the Levant.

1599

Creation of the first chamber of commerce in Marseille.

1660

Marseille opposes the royal authority of Louis XIV, who subjugates it in 1660. Construction of Fort Saint-Jean and the citadel Saint-Nicolas, placing the "rebel city" under the control of the king's canons. Great town planning operation launched by the king, which triples the size of the city.

2017

European Capital of Sport. This title was awarded in recognition of the City's efforts in promoting the role of sport in improving quality of life, citizens' health, and the social fabric of the city. Over 400 events and projects have carried the MPSPORT2017 accreditation.

2013

European Capital of Culture – renewal of the city. Construction of Rudy Ricciotti's MUCEM, Kengo Kuma's FRAC, L'Ombrière of Norman Foster (Old Port), MAMO of Ora Ito, renovation of Fort Saint-Jean and the Museum of History of Marseille by Roland Carta, and more.

XIXTH CENTURY

Major changes: the population is multiplied by 3.5 - new basins for the port at la Joliette - creation of railway lines and the Saint-Charles station. The Durance canal irrigates Marseille. Construction of the prefecture, the Pharo palace, the new Marseille Cathedral or the Notre-Dame de la Garde basilica...

1792

The people of Marseille raise a battalion of "500 men knowing how to die" to go up to Paris to defend the threatened Revolution. History retains their song, written by Rouget de l'Isle, which will become the national anthem called La Marseillaise.

1736

Creation of the Academy of Literature, Sciences and Art; the city embodies European modernity.

1720

The "Great Plague", half of the population of Marseille is decimated by the epidemic. 18th century – Marseille finds a new economic impetus in the opening to the oceanic worlds.

2018

Quel Amour! Seven months dedicated to the themes of love and culture, with over 450 cultural events taking place all over the region.

2020

Manifesta - 13th edition of the biennial contemporary art fair. **Marseille will be the first French city to host the event.**

2024

Olympic Games - Marseille hosts football and sailing events.

CULTURE

In Marseille, the culture is just like the city - shape-shifting, eclectic, popular. The result is an exceptional profusion of academic and innovative forms of art, an artistic effervescence based on real know-how, an outdoor culture and a permanent offering of festive events. On the momentum of the year of the European Capital of Culture 2013, Marseille has experienced an extraordinary cultural revival.

A centre of art and CREATION

Museums: a culture of universality

The museums of Marseille are something different. They are distinguished by the universality and the extent of their collections – **from -3,500 BC to today, covering fields as varied as Egyptian archeology, the arts of Africa, Asia and Oceania, decorative arts or contemporary art.**

Another distinctive feature is that many of these museums are rooted in an already historical soil, such as the Museum of Mediterranean Archeology and the Museum of African, Oceanian and Native American Arts (M.A.A.O.A) located on the site of La Vieille Charité; the Museum of Natural History and the Museum of Fine Arts hosted at Palais Longchamp; the MAMO in the radiant city of Corbusier and the recent Museum of History erected on the site of the ancient port.

In total, the museums of Marseille welcome **more than a million visitors** each year. Among them, the Museum of European and Mediterranean Civilizations (**MuCEM**) attracts an international audience.



78
protected sites – Historical
Monuments/Calanques
National Park

12
Museums of France:
including 1 national
museum – the MuCEM

1
municipal collection

+ 1
regional collection of
contemporary art

Over 50
performance venues

6
higher education
establishments
for the arts



Traditional structures in effervescence

The opera is renowned for the quality of its orchestra, and it regularly hosts performances from world-renowned artists. The theatres – the National Dramatic Centre of La Criée, the National Scene of Merlan and the Gymnasium Theatre to name a few – offer extensive contemporary programs and are structured as production houses. The KLAP and the National Ballet of Marseille lead the choreographic creation of dance of Marseille. The Alcazar library brings the world of literature to life through lectures, shows, etc. All the arts flourish thanks to these strong and highly dynamic places.

A place of artistic experimentation

Marseille is bubbling, generous and full of resources, and it attracts talent from all walks of life and artistic disciplines. Contemporary creation is supported by the City and by a host of local actors, and it is particularly lively in Marseille. Whether it is rap, jazz, theatre, street art or circus – including the National Circus Centre of the Mediterranean – Marseille is also distinguished by the diversity and inventiveness of its scene.

FESTIVALS

Marseille inspires artists. Its landform, climate and architecture are perfect for festivities in the open air. Naturally, the events take place in traditional cultural places: theatres, the opera, museums, libraries, historical monuments, etc. They integrate public spaces, parks and gardens, beaches, islands, and especially redeveloped urban spaces, such as the J4, the Belle de Mai or the Old Port area.

An international CULTURAL SCENE

Eclectic festivals

Today, more than a hundred festivals bring the culture to life and attract international attention: **the Marsatac festival**, discoverer of electro, rock and hip-hop talents, the **Marseille Web Fest**, a real “Cannes Film Festival” of web-series, the **Fiesta des Suds**, which mixes music, bodegas and a carnival atmosphere, **Les Rencontres d’Averroès**, which reflects on the Mediterranean space, **Mars en baroque**, the **Marseille Festival**, centred on contemporary dance and the arts from all over Europe, the **Jazz Festival of the five continents**, the summer meeting of the greatest names of contemporary jazz in the gardens of Palais Longchamp, or the international **biennial of Circus Arts**...

“Oh Les Beaux Jours !”

six days for experiencing literature and books in a different way.

Around Alcazar, a regional library associated with the BNF and literary creation and life all show great vivacity, supported by many structures and events such as the place Montevideo or the “Oh Les Beaux Jours !” festival. This literary festival combines meetings, shows, musical readings, debates and workshops and develops over several months in cooperation with schools, libraries, bookstores, etc. It is supported by the association “Des Livres comme des idées” (Books as ideas), and it is connected with the Plan of development of public reading of the City of Marseille.

Theatre of great events

Driven by the momentum of the 2013 European Capital of Culture, the city has continued to organize and host **major international events**, thus living up to its reputation.

In **2018 with Quel Amour !** Marseille is hosting **450 cultural events** in the space of seven months, a true declaration of love to its area that mixes all artistic disciplines. This momentum continues with **Art-O-Rama, the international contemporary art fair**, which takes place every last weekend of August and offers an outstanding selection of galleries and editors.

But it is the arrival of **Manifesta in 2020** which firmly establishes Marseille as the **cultural metropolis of southern Europe**. Manifesta is a European biennial of contemporary art, a major event along with the Venice biennial or the Kassel Documenta. **It is taking place in France for the very first time** – in Marseille.



The Mucem

The largest major museum dedicated entirely to the Mediterranean, and a jewel in the city's architectural heritage, the Museum of European and Mediterranean Civilisations opened its doors in 2013 during Marseille's tenure as **European Capital of Culture**. Designed by architect **Rudy Ricciotti**, this imposing cubic building enveloped by a **concrete "mesh"** houses a number of exhibition spaces, including the Gallery of the Mediterranean — a **permanent** collection dedicated to the **History of Mediterranean Civilisation**.





SEVENTH ART

29 February 1886: the Lumière brothers install one of the first cinematographs in France. The great love story of Marseille and the cinema has begun. The light is exceptional, the natural and architectural settings unique, and the city is gradually developing a network of top level professionals in the various trades of the film industry. If Marseille is already a benchmark now, it is being made to become a leader in the sector through the efforts of structuring and growth.

A city of CINEMA

The most prominent filming city in France after Paris

As part of the “**Plan Marseille Attractive 2012–2020**”, the City has invested heavily in supporting the sectors of the audiovisual industry. Also, the film industry is now one of the sectors of excellence of the metropolitan economy, which makes the city shine internationally.

Thanks to the **Media Centre of the Belle de Mai**, the city has all the tools of the sector from **filming to post-production**. The **mission of Marseille cinema** is to provide free logistical support and to put local industry professionals in touch with the production teams.

KEYS

513 FILM SHOOTS
(2017)

1,235 SHOOTING DAYS
(2017)

€51 MILLION
in economic benefits

3 X MORE
shoots in 10 years

FIGURES



From Plus belle la vie to Taxi

Feature films, TV series, digital series, documentaries, short films, video clips, commercials and animated films are made in Marseille.

Of the international series, Johan Renck's "The Last Panthers" or "Family on the Go" were broadcast to 145 million viewers on the official Chinese network CCTV1. France 3's soap opera "Plus belle la vie" attracts more than five million viewers every night.

The series Caïn or **Marseille – which has largely supported the growth of Netflix in South America** – films like Marcel Pagnol's Trilogie marseillaise, Jean-Luc Godard's Breathlessness, Luc Besson's Taxi 4, or more recently Prophet and Overdrive, have also contributed to the fame of the city.

The Media Centre of Belle de Mai

Gathering film sets, motion capture studio and special effects, specialised start-ups in the audio-visual sector, the Belle de Mai Media Centre is the link between the film industry and the digital sector. This booming sector was also awarded the "French Tech" label in 2014, and today **its economic weight is equal to the economic weight of the logistics and tourism sectors in the area.**

The audiovisual creation scene

Since 2011, the City has been present at the main film industry trade shows in Paris, Los Angeles, Cannes and Annecy, **and it also hosts major international events. FID Marseille** is a superb talent incubator. Every summer, it welcomes the best young creators of documentaries from around the world, offering a springboard for their careers. In the autumn, **the Marseille Webfest** explores the world of digital series, and recently, the Mediterranean Transmedia Centre organizes the European Forum for the Innovation of the Image Industry (FIFTI) at the Belle de Mai. Cinema can be enjoyed all year long, indoors and outdoors.



02

MARSEILLE
A CITY FOR LIVING

CHAPTER 2

AN EXCEPTIONAL QUALITY OF LIFE

WAY OF LIFE

Long confined to the ramparts that surrounded the old city on the north shore of Lacydon (Old Port), Marseille took on a new dimension in the seventeenth century thanks to Louis XIV. The city thus absorbed its suburbs and gained on the surrounding countryside dotted with hamlets and rural villages.

Between tradition and MODERNITY

The charm of authenticity

The area of Marseille offers an authenticity that has become rare today. From **Estaque**, magnified by **Cézanne**, with an exceptional view of the Marseille harbour that has also inspired **Braque, Dufy, Renoir**, to the small ports of the South situated on creeks.

In the East, **the hills of Pagnol** awaken the nostalgia of a truant childhood with the scents of thyme and rosemary. The city centre takes Neapolitan accents along the narrow streets **of the Panier** district, under the caring protection of the **“Good Mother”** who dominates Marseille from Notre-Dame de la Garde. A few miles from the **Old Port**, where the heart of the city pulsates, is the **castle of If** whose fame owes so much to the writings of Alexandre Dumas. We visit the prison of Edmond Dantes, Count of Monte Cristo, his imaginary hero.

An urban mosaic

One hundred and eleven districts gradually aggregated around the historic centre. These village nuclei have retained their denomination of origin, their identity, their customs and sometimes their local festivals. Today, they compose a metropolis with unique urban originality, bordered by hills and hillsides.

The new district of **la Joliette**, under the impetus of the Euroméditerranée program, has strengthened its economic role of international stature while becoming a real living space in the city centre.

Marseille finds its balance between past and future, combining **the sweetness of the sun and the blue of the sea, the charms of 2600 years of history with the dynamism of a city at the forefront of the digital era.**





ENVIRONMENT

Between sea and hills, from Estaque to the coves, Marseille has a vast peri-urban area largely protected by the National Park of coves. The latter is the only national park of Europe that is at the same time continental, marine and peri-urban, on the doorstep of a hyperactive metropolis.

A green lung at the edge of the BIG BLUE

A unique setting

The living environment of Marseille has a particular chemistry. Located in **the centre of a circle of hills made up of the massifs of la Nerthe, l'Etoile, le Garlaban, Saint-Cyr and Marseillevyre**, Marseille is gifted with a great natural heritage, with a varied and surprising landscape and a rich variety of flora and fauna. It offers all its inhabitants, as well as visitors passing through, **the opportunity to get in touch with nature on a daily basis**, to relax or to practice outdoor sports.

In order to preserve these precious assets, the City of Marseille is committed to **maintaining and restoring this biodiversity**.

The artificial reefs of Prado, a pilot project at national and European level

In 2000, the City of Marseille launched operation Prado Reefs. Awarded the **ecological engineering Grand Prize** in 2014, the immersion of 401 artificial reefs in the bay of Marseille in 2008 has tripled the number of fish species and increased the biodiversity by more than 30%.

These reefs are spread over 200 hectares and they are organized into six "villages", monitored by scientists and used as educational materials for the general public and classes. The reefs celebrated their 10th anniversary in 2018.



A city of
24,000
hectares

including **10,000**
hectares of green
and natural spaces

The Calanques
National Park spans
8,300
of land and
43,500
hectares of sea

Nature in the city

Within the walls, many green spaces also punctuate the urban fabric – in public parks, of which 53 are more than one hectare, in squares, bastide gardens, shared gardens, etc. In addition to these, there is a botanical garden, two butterfly gardens, three educational farms, two nature hotels and pollinating insect hotels... So many places and amenities that enrich the lives of citizens.

Through environmental education for the youngest citizens, permits for revegetating and the creation of collective gardens, the City is supporting the sustainability of this quality of life.

A sustainable development policy

Marseille adopted a sustainable development policy in 2008. This resulted in the **adoption of the 2012–2020 Territorial Energy Climate Plan, which, at its scale, responds to the global climate objectives and issues of Grenelle de l'environnement [Grenelle Environment].**

The City's objective is threefold: to reduce energy consumption by 20%, greenhouse gas emissions by 20% and to increase the share of renewable energies to 20%. The City also encourages real estate projects in the current trend, which are based on a certain "return to nature", like the eco-city project Smartseille.

Much like the management and enhancement of its natural heritage, this approach is gradually helping to make Marseille **the model of the European coastal metropolis of the future.**

SPORT

An open air PLAYGROUND

Sport for everybody

Living in Marseille means **adopting a certain way of life**. Lovers of the great outdoors and the sea and casual or seasoned sportspeople appreciate this. The coastline of more than 50km is suitable for all **water sports**. The steep coves are a joy for **climbers**, as are the beaches for **joggers** and **beach volleyball** players. Not to mention the specific sports facilities: **the Orange Vélodrome stadium, renowned for its buzzing atmosphere, is the 2nd largest stadium of France, the Marseille Grand Est sports palace welcomes enthusiasts of winter sports, the bowl of Prado, certain mythical international competitions.**

Land of champions

Also, it is not surprising that Marseille produces so many prodigies. **Swimmers' Club** champions like **Manaudou, Lacourt and Bousquet** triumph on international podiums. **Franck Cammas** or **Hélène Defrance** (bronze medal at the 2016 Olympic Games) for sailing, **Denis Gargaud Chanut** (2016 Olympic gold medal) for kayaking, **Clémence Calvin**, European vice champion of the 10,000m, and so many others contribute to the fame of the city. **In 2017, Marseille athletes won 15 world championship titles, 18 European titles and 155 French championship titles.**

An international sports scene

Its natural setting and its facilities make Marseille one of the biggest sporting scenes in the world, which is celebrated by **the European Capital of Sport throughout 2017**. This nomination rewarded the city's commitment to **promoting the role of sport in improving quality of life, health and social ties**. More than 400 events and projects have been labeled MPSPORT2017.

The Orange Vélodrome Stadium offers high level facilities with 67,000 seats. After the success of **Euro 2016 in football**, it will host the **Rugby World Cup in 2023**. For 25 years, Marseille has also been bringing together the best tennis players in the world at the famous Open 13 tournament **in Provence**.



Olympic Games 2024

Unsurprisingly, Marseille was chosen to host the **sailing and football events** of the 2024 Olympic Games. **The harbour of Marseille offers** sailing conditions appreciated by the greatest skippers, its marina and the excellence of the meteorological conditions were also among the deciding factors. For their part, the Orange Vélodrome Stadium facilities meet the highest **international standards** in terms of **technology, safety and comfort**.

The Orange Vélodrome stadium

Inaugurated in 1937, the stade Orange Vélodrome has a capacity of 67,000. It is the emblematic stadium for the Olympique de Marseille football team and is dear to the people of Marseille.

Listed as an **Elite UEFA** stadium, it has 6,000 VIP places and meets the highest **international standards** in terms of technology, **security, and comfort**. It is also a **green role model**.

The stadium hosts large sporting events (Top14 Rugby Tour, Rugby World Cup 2023, Olympic Games football events 2024) and cultural events (Céline Dion and **Rolling Stones** concerts) all year round.



03

**MARSEILLE
METROPOLIS
OF THE WORLD**

CHAPTER 1

A DRIVER OF **AIX-MARSEILLE- PROVENCE** *METROPOLIS*

AREA

Aix-Marseille-Provence has a long history and an exceptional geographical location. It unfolds at the crossroads of history and the world. Its extraordinary combination of sites, cities and willpower has already proved its collective strength (Marseille-Provence European Capital of Culture 2013, Aix-Marseille University, French Tech, etc.) Marseille is the main economic and cultural centre of the South of France and the gateway from Southern Europe to Africa, and it is driving the metropolis and now also fulfilling the vocation of its territory: to become a major Euro-Mediterranean centre of global exchanges and decisions.

A very extensive territory

The **Aix-Marseille-Provence metropolis is the largest in France**. Straddling three departments (Bouches-du-Rhône, Vaucluse, Var), it is **characterized by its diversity, simultaneously urban, maritime, agricultural and rural**.

It comprises **255 kilometres of coastline and 60,600 hectares of agricultural land**. Its 92 towns and villages – including urban centres such as Marseille, Aix-en-Provence, Aubagne, Salon, Martigues or Istres – offer just as many **local identities, landscapes and different infrastructures**.

For the common good

The metropolitan momentum is both about everyday life and global approaches. It is embodied in its **public service missions**: live, integrate, learn, train, work, innovate, transport, flourish, heal itself... The Metropolis **harmonizes, plans, arranges and facilitates travel and mobility**. Aix-Marseille-Provence works for competitiveness and **inclusion and fights against discrimination**. It looks after the environment and natural resources. It organizes **the collection and processing of waste**.

KEYS

3,148 KM²
surface area

92 municipalities

1,835 700 MILLION
million inhabitants

THE NUMBER ONE
Mediterranean export area

3RD MOST ATTRACTIVE
French metropolis for foreign
investment projects

1ST MARINA
of France

FIGURES



Major projects at an international level

Aix-Marseille-Provence's ambition is at the height of its economic potential and it is already the fourth largest city in Europe. For this, it relies on several pillars of an international scale.



ITER IN SAINT-PAUL-LEZ-DURANCE

34 countries gather around this prototype that will reconstitute solar energy by nuclear fusion.



EUROMÉDITERRANÉE IN MARSEILLE

Southern Europe's largest urban renewal and economic development operation. The operation has already rehabilitated the old port districts (37,000 jobs created and 40,000 new inhabitants).



FRENCH TECH

This label is an accelerator for the area's start-ups. The Metropolis thus supports the development of the digital ecosystem (which currently represents 44,000 private jobs).



HENRI-FABRE IN MARIGNANE

Strategic centre of innovation and development of aeronautics and energy sectors. With 42,000 jobs, aeronautics is the leading industrial sector in the city.



MARSEILLE IMMUNOPOLE

Cluster (business networks) dedicated to research on the treatment of cancers and inflammatory diseases.



PICTO IN FOS-SUR-MER

Thanks to this industrial innovation platform, more than 600 hectares of economic land will be developed by the Metropolis and the Great Seaport of Marseille.

03

**MARSEILLE
METROPOLIS
OF THE WORLD**

CHAPTER 2

AN INTERNATIONAL ATTRACTIVENESS



TOURISM

A trendy DESTINATION



Elected the second favourite destination of the New York Times in 2015, Marseille won the hearts of tourists and the top rankings. It has all the attractions of a tourist town, the sea and an ideal climate, sublime beaches and coves and a historical and cultural heritage of rare wealth. After the ten million visitors for the European Capital of Culture year in 2013, the tourism industry has become a major pillar of the city's economic development.

A unique and preserved heritage

Its superb harbour, weather conditions, cliffs and **coastline, part of the Calanques National Park**, have played a part in its selection as **the site of the Olympic Games 2024**, and its coves have been preserved thanks to the creation of a National Park. In all respects, the natural environment of Marseille is remarkable. If the history of the oldest city in France fascinates, its cultural offering has risen to an international level and now attracts more and more visitors – like the flagship places such as **the Mucem, Notre Dame de la Garde or the City of Corbusier**.

An area at the crossroads

The Marseille-Provence airport offers the best long-haul network in the Province, with more than 100 direct destinations with regular flights operated by approximately thirty airlines. By 2022, Marseille-Provence will be enlarged under the leadership of the famous architect **Norman Foster** to become **the benchmark for European regional airports**. Its goal: to accommodate 11 million passengers in 2025. As for the **Mediterranean TGV** located in the heart of the city, **Geneva can be reached in 3:30, London in 6:30 (Eurostar direct) or Frankfurt in 8h**.

A hot spot for international events

For two decades, Marseille has also been establishing itself as a host and organizer of major sporting, economic and cultural events. This momentum was initiated by the **football World Cup 98 and was given shape by the European Capital of Culture 2013** but also by the **European Capital of Sport in 2017**. In 2024, it will be the turn of the sailing events and matches **of the Olympic Games football tournament**.

Business tourism booming

The city ranked 107th in the world in 2016 for business tourism (ICCA rating – International Congress and Convention Association). In 2017, it hosted more than 800 congresses, seminars and professional days, generating €350 million in financial benefits. The convention centre of Pharo, the Marseille Chanot site – which brings together exhibition and convention centres – as well as a very attractive setting, support this booming activity.

The most prominent French cruise port

In just twenty years, the number of cruisers has increased from less than **20,000 to nearly 1,500,000**, making Marseille **the most prominent French cruise port and the 5th largest in the Mediterranean**. Infrastructure has been developed to allow the simultaneous reception of 9 cruise ships. This boom is the result of the combined efforts of the various actors of the port (City of Marseille, Marseille Provence Cruise Club, Chamber of commerce and industry, Great seaport of Marseilles, shipowners). This excitement is strengthened by the increasing share of cruises departing from Marseille. The objective of **2 million passengers in 2020** has been set, boosted by the development projects of the coastal area around J1 as well as by the growing cultural and commercial offering.

A boom framed by environmental criteria

Pollution from boats is a major environmental problem, and it is taken seriously. As such, the large seaport is working on energy developments for docked ships (the electrical connection will stop the engines and liquified natural gas will supply future ships).

KEYS

5 MILLIONS
tourists in 2017

1,6 MILLION
cruise line passengers

300 DAYS
of sunshine a year

57 KM
of coastline

2 600 YEARS
of history

8 000 HOTELS
including 2000 4* and 5*

FIGURES

Born of the miscegenation of a Ligurian princess and a Phocaean sailor, Marseille was predestined to develop strong international relations.

Today, it stands out as a leading Mediterranean and international metropolis. Its geographical location at the confluence of Europe and the Mediterranean makes it an essential gateway for markets. Its commitment to the growth sectors of the 21st century economy (health, biotech, IT, etc.) is also a vehicle for openness and exchange with the world.

INTERNATIONAL RELATIONS

A European capital on a
WORLD SCALE

Mediterranean capital

As a port city, Marseille reinforces its vocation **as a link between North and South** by developing actions that are part of the European Union's neighbourhood policy. It maintains privileged relations with the **cities of the Mediterranean basin, sub-Saharan Africa, northern Europe and Asia.**

It leads **many partnership actions** in various sectors such as urban management, economic and social development, health, culture, youth, etc.

2ND
most prominent French
diplomatic centre

73
consulates
in the area

23
cooperation
agreements

14
twin cities





On every continent

The attractiveness of Marseille continues to grow. **In London, Kobe and Osaka, Tel Aviv, Miami or Turin, the official missions of the City of Marseille** have already made the area known, attracting new investors and talents. This international promotion strategy prefigures the ambition of the city as part of its economic development agenda.

The City is also mobilizing **the European Structural and Investment Funds** to carry out projects locally, such as the deployment of a Big Data tool for public peace within the Safe City framework.

International youth mobility

Marseille supports the city's young people between 18 and 30 who want to engage in a mission of general interest abroad in its partner cities.

In a similar fashion, Marseille welcomes young foreigners in municipal services to let them benefit from the local experience and expertise. The city also participates in the European Erasmus+ program.

A laboratory of the city of tomorrow

Marseille is also **the place of all possibilities**, a field of experimentation in sectors as diverse as art, town planning or sustainable development. As well as its investment in the organization of **many international forums and congresses**, it is recognized as a key innovation hub.

Its international reputation thus encouraged the establishment of major international organizations on its territory, such as the World Bank, the United Nations Industrial Development Organization, the Blue Plan, the International Organization for Migration or the Marseille Centre for integration in the Mediterranean and the Office for Economic Cooperation for the Mediterranean and the East.

CLUB -M- AMBASSADEURS

The -M- Ambassadors' Club: a new promotional tool for Marseille

"Promoting the economic appeal of Marseille by uniting talented people and harnessing their collective energy", this was one of the commitments made by Jean-Claude Gaudin with the creation of the -M- Ambassadors' Club, launched in July 2015. The club's membership is open to anyone eager to promote a positive image of Marseille and its surrounding area, in order to strengthen the city's appeal — both nationally and internationally. Whether born in the city or a Marseillais at heart, these volunteers include company directors, university students, scientists, doctors, artists, and athletes, the group currently numbers almost 700 ambassadors.

Photos Credits:p.3, 12, 14-15, 23, 27, 28-29, 40-41, 46-47, 51, 55, 56-57, 58, 62-63, 64-65, p70 Ville de Marseille, p11 T.Shimmura, p16-17 Constructa M. Clavel, p19 Constructa, p24 Kadence, p31 Institut Hospitalo-Universitaire Méditerranée Infection, p32-33 S.Saracco, p39 P Micalef, p.43, 44-45 Fotolia, p50 F. Lefebvre, p55 (Les Docks) Lamy, p55 (La Friche), p55 Fotolia, p 64-65 V.Paul, p70 (Port maritime) C. Moirenc, Fotolia, p74-75 C.Morisse, p78-79 C. Moirenc, p80-81 Fotolia.
Creation Kadence - Impression Azur Offset.

P E
R S
T I E
G EILLE