

BICENTENAIRE
1815-2015



ANERN

Press release:
Napoleon on the
Côte d'Azur

Bicentenary of Emperor Napoleon I's return from Elba



Napoleon remains and will always remain as topical as ever. The life of this exceptional figure continues to fascinate our contemporaries, as attested in auctions, where the bids for his marriage contract with Josephine and his will exceeded €350,000 last September, while the Principality of Monaco is preparing another, already anticipated to be the “Auction of the century.”

2015 will be a very special year, with the Bicentenary of Napoleon’s landing in Golfe-Juan on 1 March 1815, after leaving the Isle of Elba with 1,200 men. Napoleon arrived with the ambition to reclaim France: the Hundred Days were about to start.

It took seven days to ride through the Alps to Grenoble before his journey ended at Notre Dame Cathedral in Paris. This **itinerary, named “Route Napoléon”** in 1932, **became France’s first tourist route!**

Many events are scheduled throughout the year 2015: **historical reenactment of Napoleon’s landing in Golfe-Juan** on the weekend of 28 February, the ride of the **reenactors of the 1st Polish Regiment from Golfe-Juan to Grenoble** on Napoleon’s trail from 1 to 7 March 2015.

And there will be **sporting events**: horse treks, cycling races, rally races...

Finally, all year, **reenactments of bivouacs, exhibitions, film screenings, theatre, demonstrations of First-Empire dances, concerts, lectures and debates, sound-and-light shows** will be organised in towns and villages.

In May 2015, **Parfumerie Galimard** will introduce a brand-new perfume named *Napoleon 2015*.

To complete this calendar of festivities, **tourism will also be in the spotlight with celebration**. The General Councils of the two départements involved have developed new hiking and horse trails, to be inaugurated in 2015. These itineraries will be accompanied by brochures and signage.

Stays and offers have been devised both for groups and for individual tourists —“star-shaped”, itinerant (by car, by motorcycle, on horseback, on foot, cycling) and, even more unexpectedly, by air— to rediscover the landscapes along this historic route.

We invite you to rediscover this legendary route from South to North, with its town and villages, anecdotes, in Napoleonic sites, from sights to tourist and cultural activities. Enjoy your reading!

2015: KEY DATES ON THE FRENCH RIVIERA



@maisondutourismevallaurisgolfejuan @parfumeriegalimard

Saturday 28 February to Sunday 1 March

“NAPOLÉON À GOLFE-JUAN”

3 days of Napoleonic events around the reenactment of Napoleon’s Landing in Golfe-Juan: Napoleon village, 150 reenactors (in period costume), bivouac....

www.vallauris-golfe-juan.fr

Sunday 1 to Saturday 7 March

From Golfe-Juan to Grenoble

REENACTMENT - ROUTE NAPOLÉON BY THE 1st REGIMENT OF POLISH LANCERS

Among the reenactors present in Golfe-Juan in 2015, the **1st REGIMENT OF POLISH LANCERS** currently represented by 4 platoons (English, Polish, French and Russian) for a total of 35 horsemen.

Highlighting the underlying theme for the launch of this Bicentenary year, starting from Golfe-Juan on 1 March 2015 in the late afternoon, these experienced horsemen will retrace, to the extent possible, the Emperor’s historic 7-day itinerary to Grenoble, pitching their tents at night exactly where Napoleon stopped.

Thus, nearly 330km will be covered at the same dates as 200 years ago.

www.vallauris-golfe-juan.fr

From Friday 13 to Sunday 15 March - Saint-Vallier-de-Thiery (hinterland of Grasse)

RECONSTRUCTION OF A BIVOUAC, activities, brass bands, performance...

Organisation: Souvenir Napoléonien-Délégation des Alpes-Maritimes, UNIA (University for All Ages) and Association des Reconstitueurs du 1er Régiment de Grenadiers à Pied (Association of Reenactors of the 1st Regiment of Foot Grenadiers).

www.saintvallierdethiery.com

Spring - Alpes de Haute-Provence and Alpes-Maritimes

A “labelled” hiking trail:

TREKKING ALONG ROUTE NAPOLÉON

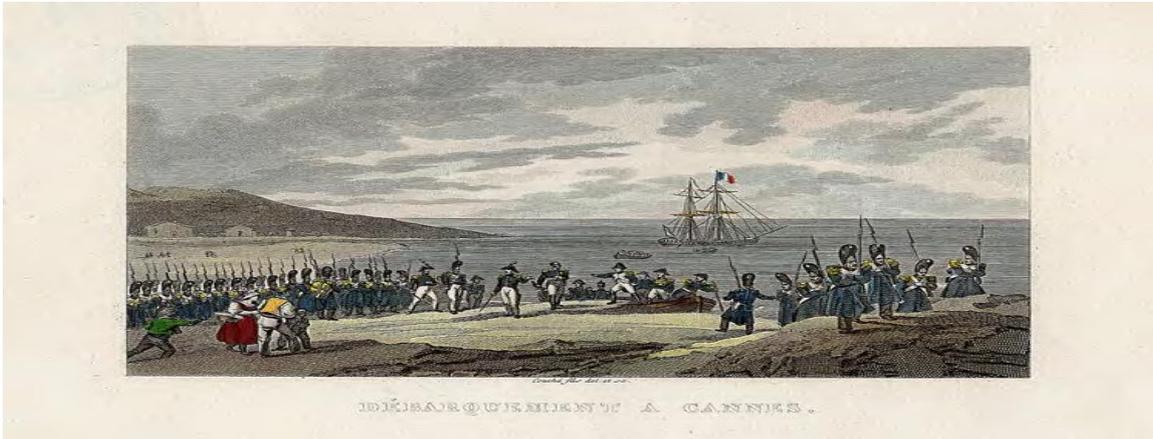
Hikers will be invited to discover this new marked itinerary, thanks to the brand new *Topoguide* for Route Napoléon between Grasse and Sisteron (GR 406) and, in **May 2015**, rally races and horseback riding events between Digne-les-Bains, Sisteron and Ribiers will launch the *Carto-guide* for Route Napoléon on horseback between Grasse and Vizille.

Alpes-Maritimes - Grasse

LAUNCH OF GALIMARD’S “NAPOLÉON 1815” PERFUME

“Notes of swirling fig tree waltzing amid romantic scents enlisting souls in a murmur of orange blossom: this empirical rose fragrance immerses this cordial in total love and sovereign passion. In its heart! As a last honour to his beautiful captive, Napoleon decided to preserve this transcendent scent in an unadorned glass sculpture.” Chantal Roux - Parfums GALIMARD - 2015

www.galimard.com www.grasse.fr



1 to 7 March 1815

Napoleon: from Golfe-Juan to Grenoble

Historical background

Napoleon, sensing that France was still profoundly favourable to him and swayed by the situation prevailing in the country and threats weighing on his life, decided to return to French soil in 1815 and reclaim his throne.

France was split in two by King Louis XVIII's Charter of 1814 and, especially, governmental measures: facing the Royalists, the great majority of the French people were indebted to the Revolution, which had given rise to Napoleon. The Emperor's return from the Isle of Elba interrupted the fierce struggle tearing France apart.

Two proclamations circulated in France. They called for an uprising against the Bourbon rulers and the Émigrés' white flag.

In his proclamation to the Army, Napoleon declared: *"Soldiers: in my exile I have heard your voice; I have come back in spite of all obstacles, and all dangers. Your general, called to the throne by the choice of the people, and raised on your shields, is restored to you; come and join him."* And also: *"Victory shall march at a charging step; the Eagle, with the national colours, shall fly from steeple to steeple, till it reaches the towers of Notre Dame."*

After 20 days, the Eagle reached Paris without a single gunshot having been fired.

Landing on 1 March 1815 in Golfe-Juan with over a thousand men, Napoleon headed for Grenoble on the Route of the Alps to avoid the Royalist populations in the Rhône Valley.

Thus, he crossed Provence, indifferent, or rather unresponsive until Sisteron, although the first demonstrations in his favour were observed after he left Saint-Vallier. As he crossed the Dauphiné, he was greeted with enthusiasm until Laffrey.

There, the troops sent by King Louis XVIII were waiting to arrest him.

The soldiers, hearing the Emperor's first words, rallied to his cause and preceded him his triumphal march to Paris.

On entering Grenoble, on 7 March, in his own words, the adventurer was once again a Prince. He continued on to Paris, joined by many nostalgic soldiers and growing support from the people. He was returned to power on 20 March and held it for a "Hundred days" until 22 June 1815.

Defeated at Waterloo and forsaken by the Chamber, he was forced to abdicate once again on 22 June 1815, in favour of his son, and went into exile on Saint Helena, where he died on 5 May 1821.

Created, in 1930, Route Napoléon retraces of this historic saga.

Marker!

Napoleon as popular as ever! A key tourist attraction for French and foreign visitors!

According to a study conducted by the CRT Paris Île-de-France on the development of Heritage Tourism, Napoleon I still arouses great interest and curiosity in French and foreign tourists, fascinated by his emblematic nature, his military conquests and his private life.

74% of foreign visitors and 62% of French tourists questioned consider Napoleon I to be the most important person in French history.

The visitors best informed on the historic figure of Napoleon I are from Russia, Germany and the Netherlands.

The Chinese and the British are also very interested in this period in history.

Route Napoléon is a major attraction for both French and foreign tourists.

Napoleon's itinerary with his men, from 1 to 7 March 1815

- 26 February After nine months in exile at Elba, Napoleon's departure from Portoferraio with some 1,200 men on seven boats, including *L'Inconstant*, *L'Étoile* and *La Petite Spronara*.
- 1 March Landing at Golfe-Juan in the afternoon
Itinerary: Vallauris Golfe-Juan – Cannes
To try to rally the garrison in Antibes, only Napoleon's emissaries went there, but were captured while Napoleon waited in Golfe-Juan.
1st night in Cannes - **Alpes-Maritimes** (6km)
- 2 March Itinerary: Cannes – Le Cannet – Mougins – Mouans-Sartoux – Grasse (stop at Plateau de Roquevignon) – Saint-Vallier-de-Thiery (2nd stop at Plan de l'Apié) – Saint-Cézaire - Escragnolles - Séranon (arrival at 8pm)
2nd night in Séranon - **Alpes-Maritimes** (57km)
- 3 March Itinerary: Séranon (departure around 7am) – Châteauevieux – La Bâtie Castellane (lunch) – Senez – Barrême (fort before nightfall).
3rd night in Barrême - **Alpes de Haute-Provence** (48km)
- 4 March Itinerary: Barrême – Châteauredon – Digne-les-Bains – Aiglun – Mallemoisson - Malijai
4th night in Malijai - **Alpes de Haute-Provence** (54km)
- 5 March Itinerary: Malijai – L'Escale – Château-Arnoux /Saint-Auban – Volonne – Aubignosc – Peipin – Sisteron – Le Poët – Upaix – Ventavon – Monétier-Allemont – La Saulce – Tallard – Gap
5th night in Gap - **Hautes-Alpes** (63km)
- 6 March Itinerary: Gap – La Fare-en-Champsaur – Saint-Bonnet-en-Champsaur – Le Noyer – Saint-Firmin – Corps
6th night in Corps - **Hautes-Alpes** (42km)
- 7 March Itinerary: Corps – La Mure – Laffrey – Vizille – Brié-et-Angonne – Grenoble
7th night in Grenoble – **Isère** (31km)

Departure from Grenoble on 9 March and arrival in Paris on 20 March

Napoleon on the French Riviera

Offers, stays, tours...

OFFERS

Alpes-Maritimes - Stays for groups

TOUR OF GRASSE - 2 DAYS / 1 NIGHT

20 participants minimum

Valid in May – June – September – October 2015

Programme:

Road trip by car / Accommodation at Château de Taulane / Creating your own perfume at Galimard

Cave of Saint-Cézaire / Hiking through the Monts d'Azur Nature Reserve (bison)

Guided tour on the theme of Napoleon in Grasse

Base: 20 participants – Double rooms

From €1,055 per person for 10 2CV vehicles

From €980 per person for 10 Prestige vehicles

Contact: Voyages en Aparté - Club Med Voyages – Tel: +33 (0)4 92 38 34 40 – agence.antibes@clubmed.com

ROUTE NAPOLÉON IN A “DEUDEUCHE” (Citroen 2CV) - FULL-DAY ESCAPE

20 participants minimum

Valid in April – May - June 2015

Starting from Mandelieu, this road trip takes you through Mougins/Saint-Vallier-de-Thiery and Grasse.

Programme:

Full-day road trip and sampling of flower syrups / Tour of Parfumerie Fragonard and olfactory test / Guided tour in Grasse on the theme “Napoleon and Grasse”

From €420 per person

Contact: Voyages en Aparté - Club Med Voyages – Tel: +33 (0)4 92 38 34 40 – agence.antibes@clubmed.com

Alpes-Maritimes - Stays for individuals

LANDING – 4 DAYS / 3 NIGHTS

Valid from 26 February to 1 March 2015 (other dates in 2015 in preparation)

B&B accommodation: 2 nights at Le Grand Pavois Best Western in Antibes and 1 night at Le Royal Mougins****

Tours of Château Musée Magnelli and a pottery studio in Vallauris

Royal Mougins: access to Green fee (18-hole golf course) and 1 hour of care at the Spa

Access to festivities in Vallauris in the context of the “Napoleon à Golfe-Juan” celebration

From €330 per person (on the basis of 2 nights - 2 people)

Contact: Voyages en Aparté - Club Med Voyages – Tel: +33 (0)4 92 38 34 40 – agence.antibes@clubmed.com

“ROAD TRIP” ON ROUTE NAPOLÉON IN A VINTAGE CAR

Rent-a-Classic-Car, based in the Alpes-Maritimes, offers a chance to follow Route Napoléon behind the wheel of legendary convertibles.

Aficionados are well aware that there is no such thing as THE perfect car. For each occasion there is a different car: coupé, cabriolet, all-terrain, Italian, German, French, etc. Rent-a-Classic-Car can make your dream come true: for an evening, a weekend or the holidays! Their collection covers the “chrome years,” from the “chic fifties” and “swinging sixties” to the “psychedelic seventies.”

Route Napoléon is a must.

More at: <http://www.rentaclassiccar.com>

Trekking along Route Napoléon (on foot and on horseback)

General Councils of the Alpes-Maritimes and Alpes de Haute-Provence départements

Alpes-Maritimes and Alpes de Haute-Provence



TREKKING ALONG ROUTE NAPOLÉON

Itineraries **on foot** and **on horseback** along Route Napoléon

For the Bicentenary, the **General Council of Alpes-Maritimes** wished to extend the Imperial Way (*Voie Impériale* - **GR406**) created by the Alpes de Haute-Provence département from Digne-les-Bains to Castellane, by linking up with the Alpes-Maritimes département all the way to Grasse.

The itinerary follows the trail of the Emperor and his troops from Grasse to Castellane along 55km of secure marked PDIPR trails (which can be taken both ways).

It can be taken either **on foot or on horseback**, entirely itinerant for one or more days.

Accommodation is available on or near the trail, and the tourist sights are indicated to enable visitors to prepare their stay as they like. It is ideal for both families and more experienced hikers in some spots.

10,000 copies of a map for the general public, translated into English, will be printed distributed in 2015 for the Bicentenary.

HIKING - Alpes-Maritimes and Alpes de Haute-Provence

National labelling underway: *Chemin de Grande Randonnée* (GR® 406) - *Itinéraire de Grande Randonnée Pédestre*, hiking trail from Grasse to Sisteron along the historic trail followed by Napoleon (unique in France)

National *Topoguide* to be printed in spring 2015

Inauguration of the trail in spring 2015

NB:

Itinerary through the following communes in the Alpes-Maritimes:

Grasse, Saint-Vallier-de-Thiey, Escragnolles, Séranon

Itinerary through the following communes in the Alpes de Haute-Provence:

Peyroules, La Garde, Castellane*, Senez, Barrême*, Chaudon-Norante*, Entrages, Digne-les-Bains*, Le Chaffaut-St-Jurson, Mallemoisson, Mirabeau, Malijai*, L'Escale, Volonne*, Salignac, Entrepierres, Sisteron*

*where Napoleon stopped in March 1815 and where you can sleep or eat

Route Napoléon on horseback – From Grasse to Grenoble Grand Tourist Itinerary on Horseback

In 2015, an event around a rally race will take place essentially in May 2015 between Grasse and Laffrey. The itinerary named “Route Napoléon à Cheval” relies on signs and a *Carto-guide* through the Alpes-Maritimes, Alpes de Haute-Provence, Hautes-Alpes and Isère départements covering the 330km of Route Napoléon. The project crosses through 32 communes with 26 stopovers and includes nearly 70 lodgings and some 50 tourist sites.

Free on request at the following address:

Route Napoléon à Cheval – 15, Les Horizons Bleus – 13620 Carry-le-Rouet

MOTORISED TREKKING

Following the trail of Napoleon by motorcycle, through Provence - Logis de France

4 days from Grenoble to Châteauneuf-du-Pape via the following towns and villages: St-Vallier-de-Thiery /Grasse / Cannes /Théoule-sur-Mer

Price* for 5 days/4 nights from €350/person with half-board

www.logishotels.com

Route Napoléon by motorcycle: North-South itinerary!

This motorcycle trek begin in the North along Route N85 down to the sea via Grasse and Cannes.

www.mototourismepaca.fr

“Napoleon in Grasse” guided tour

For the Bicentenary of the Emperor’s brief visit, this tour describes everyday life in this Provençal town: tour of Espace Napoléon to evoke the great man’s ascension, the circumstances and anecdotes about his visit to Grasse on 2 March 1815. Then a stroll through the streets and squares to discover Grasse as it was in 1815, passing in front of the home of General Gazan de la Peyrière whose reaction when he learned of Napoleon’s arrival is famous. No reservations - 30 participants maximum

Saturday 1, 8 and 15 March - Departure at 3pm from the Office de Tourisme (price: €4)

Year round for groups (reservation required): animation.patrimoine@ville-grasse.fr or +33 (0)4 97 05 58 70

From 1 March. 30 participants maximum (price: €80). www.grasse.fr

Did you know?

Grasse: MIP

The **International Perfumery Museum** Collection includes a few objects linked to Napoleon who was known to be very concerned with hygiene and smells.

Flacon Napoléon, a moulded-glass bottle with handwritten label and a stopper shaped like Napoleon's castle.

An "Eau de Cologne de Napoléon à Sainte Hélène" box.

An "Étoile de Napoléon" colour poster.

www.museesdegrasse.com

Nice: Hôtel Negresco

Imperial Suits at Hôtel Negresco, emblematic of the Riviera's prestige hotels!

www.hotel-negresco-nice.com



@Hôtel Negresco – Nice

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Information at www.visitcotedazur.travel

"Route Napoléon" press kit in preparation

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COMITÉ RÉGIONAL DU **TOURISME**
CÔTE D'AZUR CONSEIL GÉNÉRAL
ALPES-MARITIMES

Région

Provence-Alpes-Côte d'Azur