

## “You, Me and Paris Makes Three”

The new promotional campaign for Paris Ile-de-France as a travel destination.

On November 10th, 2009 the Paris Ile-de-France Comite Regional du Tourisme is launching a Paris IDF tourism promotion campaign in France and Europe entitled “You, Me and Paris Makes Three”.

The campaign is aimed at emphasizing the attractions of Paris Ile-de-France whilst also raising greater awareness of its vibrant array of special events and festivals, the wealth and diversity of its cultural offerings and the vitality and creativity of its people.

In the words of CRT President Henriette Zoughebi, “There is always a love story written between Paris and its visitors. Paris is just around the corner and they love to come back. Every visit is a chance not only to return to the must-see places, but to make new discoveries as well. More and more these days people are wanting to sample the life of everyday Parisians. Therefore for us it was crucial to update the image of Paris as a locale by showing it as it truly is: A diverse and modern metropolis that is the perennial home to contemporary art, fashion and creativity. The “You, Me and Paris Makes Three” campaign reflects our drive to strengthen the idea that every stay in Paris is a truly unique experience”.

To further this goal the campaign has developed a multi-format marketing and communication strategy.

## An independent movie at the heart of the event

The CRT asked Yvan Attal to express his creative vision of the “New Paris Ile-de-France”. As a result this renowned Director has applied his legendary talent to produce a film about the destination, “*Kisses from Paris*” (3:30), which blends intensity, romance and a modern flair to offer the viewer a truly unique view of the city. Paris, the cradle of great cinema, has always inspired artists, and its image is being perpetually renewed through their work...

“Kisses from Paris” will be broadcast on [www.new-paris-idf.com](http://www.new-paris-idf.com) starting November 10th.

A trailer clip is already available on [www.new-paris-idf.com](http://www.new-paris-idf.com), as well as on Youtube and Dailymotion, and a fan page launch on Facebook.

## An ambitious set online features in Great Britain

Finally, the CRT is taking advantage of this campaign to grow its presence on the Internet, the travel medium par excellence. Therefore starting November 10th a series of interactive features will be launched on [www.new-paris-idf.com](http://www.new-paris-idf.com) enabling users to declare their love and “set a in Paris” with the persons of their choosing via original mini-video clips.

From November 10th to December 20th, bloggers partnering with the campaign will light up their network by imagining the scenarios of their “perfect weekends” in Paris Ile-de-France.

On December 10th a jury will select the four most original “perfect weekends” in the following categories: fashion, culture, nightlife and romance. The winners will be invited to live out their ideal weekends on December 19th-20th, and live blog about it with others on the website.

Internet users will have the chance to win a “perfect weekend” as well by signing up at [www.new-paris-idf.com](http://www.new-paris-idf.com) (20 weekends to be given away). The contest can also be entered via Facebook, Youtube, Dailymotion and Twitter.

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## A Bustling Travel Destination

With more than 32.1 million arrivals (including 14.4 million international visitors) and 66.2 million overnight hotel stays in 2008 (including 36.2 million international), Paris Ile-de-France is indisputably one of the most visited travel destinations in the world. Attached you will find "Paris Ile-de-France Key Tourism Figures".

The 2009 promotional campaign was based on research apparatuses instituted by CRT and focused primarily on ongoing train travel research conducted in collaboration with the SNCF, Eurostar, Thalys, Lyria and Alleeo from July 2008 to June 2009 (BVA):

	French	British	Swiss	Belgian
Average stay	4.1. nights	3.7. nights	3.7. nights	2.8. nights
Personal travel	62.4%	91.1%	82.4%	77.1%
Monuments/Museum visits <sup>(1)</sup>	52.5%	89.5%	85.2%	81.0%
Cultural events <sup>(2)</sup>	41.2%	23.4%	53.0%	39.6%
Monies spent <sup>(3)</sup>	90€	183€	196€	193€
Repeaters	92.3%	57.0%	78.7%	75.3%
Satisfaction	91.4%	94.3%	96.9%	96.8%

(1) Museums, monuments and chateaus

(2) Cultural events, temporary exhibitions, sports events, theatre, concerts

(3) Per day and per person

(4) Within 1-2 years

→ Paris Ile-de-France is an ideal destination for short urban stays, thanks to its geographical location in the heart of Europe and at the center of a train network which has undergone significant developments in recent years, including the opening of the TGV East lines, the reduction in trip times between London and Paris, and the reduction in travel times between Paris and Amsterdam scheduled to enter into effect this coming December...

→ Travelers from nearby areas are often visiting for cultural reasons: 53% of French, 90% of British, 85% of Swiss and 81% of Belgian travelers stated they had visited museums or monuments during their stay. Furthermore, special cultural and sporting events are assuming an ever larger part of tourists activities undertaken: 41% of French, 23% of British, 53% of Swiss and 40% of Belgian travelers also visited a temporary exhibition or attended a sporting or theatrical event, a concert, or a cultural display.

→ As a tourist destination Paris Ile-de-France keeps its promises and gains loyal fans... A strong percentage of French and nearby European country visitors are "Repeaters".

→ Naturally visitor satisfaction is an key factor for repeat visits: More than 9 out of 10 visitors were satisfied with their stay, and the majority plan to return within 1-2 years.

→ To highlight the dynamism of Paris and its region, the Comite Regional du Tourisme is launching a communication and marketing campaign designed to spark a desire for French and European visitors to discover and re-discover Paris Ile-de-France.

The campaign's primary goals are to feature and promote the many benefits of Paris Ile-de-France as a tourist destination in multiple formats that emanate from a film event, "Kisses from Paris", and a print and digital advertising campaign entitled "You, Me and Paris Makes Three".

## A film

An independent movie about the destination

The CRT has asked Yvan Attal to produce an independent movie in conjunction with this campaign expressing his vision of the “New Paris Ile-de-France”.

With its winning combination of romanticism, intensity and modern flair, this actor-director’s short, “Kisses from Paris”, perfectly captures the emotions of visiting a unique city that affords unique experiences. His “Parisian” point of view is produced like a music video whose guiding thread is “a couple that is leading us on a voyage through the lovers’ side of Paris”...



## Synopsis

"Kisses from Paris"

A 3m30s short produced by Yvan Attal  
with Zoe Schellenberg and Pierre Perrier.

A couple of lovers who could be from anywhere are visiting Paris.  
They are speaking in English. She is clearly British, he French...

They are in love, and the backdrop of Paris is making them feel so even more ardently. They kiss, a lot, all the time, everywhere!

From museums to metros, from restaurants to cafes, along the Canal Saint-Martin, Place de la Concorde, the National Library, at the Chateau de Vincennes, at the Tokyo Palace, and the famous flea markets... From the very beginning, they are enjoying a uniquely Parisian moment.

"Kisses from Paris", a film presented by the Paris Ile-de-France Comité Régional du Tourisme.

Music: Leaving For Paris by Rufus Wainwright

Concept: DDB Entertainment

Creative Director: Tashi Bharucha

Production: Wanda

Executive Producer: Jérôme Denis



## Yvan Attal, Director of “Kisses from Paris”

Among the major actors in French cinema Yvan Attal, born January 4th, 1965 in Tel-Aviv Israel, can boast of having quite a number of feathers in his cap, including the writing of several scripts and screenplays, as well as directing the successful feature length film “My Wife is an Actress” in 2001.

“Kisses from Paris” is his second short film, in 2008 he produced one of the sketches included in “New York, I Love You”.

An avid lover of the cinema since childhood, in 1985, at the age of 19, he entered the Cours Florent (European Acting School). He made his theatre debut in 1988 in Neil Simon’s “Biloxi Blues”, followed by the made for television movie “Parlez-moi d’amour” (Speak to me about love) by Elie Chouraqui. In 1989 he experienced his first major cinematic success in the role of the squatter friend of Hippolyte Giardot in Eric Rochant’s “A World Without Pity”. His performance won him the Michel Simon Prize in 1989 and the Cesar for Most Promising Male Actor in 1990. After that his career was launched and would never turn back...

His filmography is truly impressive. This year he is credited in four feature-length films including “Le Bal des Actrices” (Actresses Ball) by Maiwenn le Besco, “Partir” (Leaving) by Catherine Corsini, “Les Regrets” by Cedric Kahn and Lucas Belvaux’s “Rapt”.

What is less well known is that Yvan Attal also dubbed Tom Cruise’s voice in many of that actor’s films.

He and Charlotte Gainsbourg have been partners since 1996. They have two children: Ben and Alice.

## Online interactive feature

In both France and the UK.

The online campaign will include a set of playful interactive features centering on Paris Ile-de-France as a travel destination.

The integration of [www.new-paris-idf.com](http://www.new-paris-idf.com) on the social networking sites will make it possible to reach a highly-engaged audience that is constantly looking for fresh information.

### → Phase 1 : The Trailer

A trailer of "Kisses from Paris" will be launched on November 10th on Youtube and Dailymotion, along with the opening of a fan page on Facebook.

### → Phase 2 : You, Me and Paris Makes Three

Explore the film starting November 10th on [www.new-paris-idf.com](http://www.new-paris-idf.com), along with the launch of the "It's a Date" interactive features.

This set of features will enable users to declare their love and schedule a date in Paris via original and edgy video scenes that they send to the person or persons of their choosing. Each scene ends with a message setting a date on [www.new-paris-idf.com](http://www.new-paris-idf.com).

### → Phase 3 : My Perfect Paris

From November 10th to December 20th, bloggers partnering with [www.nouveau-paris-idf.fr](http://www.nouveau-paris-idf.fr) are being invited to light up their networks by imagining their idea of a perfect weekend in Paris. On December 10th a jury will select the four most original "perfect weekends" in the following categories: fashion, culture, nightlife and romance.

The winners will be invited to live out their ideal weekends on December 19th-20th and live blog about it with others on the website.

Internet users will have the chance to win a "perfect weekend" as well by signing up at [www.new-paris-idf.com](http://www.new-paris-idf.com). The contest can also be entered via Facebook, Youtube, Dailymotion and Twitter.



## The Paris Ile-de-France Comite Regional du Tourisme (CRT)

"Paris Ile-de-France" is a travel destination endowed with unparalleled natural and historical riches, and a calendar filled with cultural and festival events which bear witness to its dynamic vitality. These and many other features have combined to make Paris one of the most frequented tourist spots in the world.

The CRT, by agreement with its parent organisation, the Conseil Regional d'Ile-de-France, is responsible for promoting the region as a travel destination.

Its primary missions include:

- enhancing and promoting Paris Ile-de-France's many attractions for visitors;
- providing greater visibility for the tourist attractions offered by the Ile-de-France region surrounding Paris, including its many special events, culture and unique features;
- aiding in the provision of high quality welcome and tourist information centres and materials.

### "The New Paris Ile-de-France": Open to All

Since 2004 the CRT has been following a strategy based on three essential pillars:

- The promotion of the destination is organised around its incontestable geographical heart: The City of Paris. "Paris" should be heard here in the tourist sense of the term, meaning as a territory stretching from one end of the famous ring road to the other, and extending out along its shared lines of public transportation feeding into the capital region;
- the modernity and vitality of Paris IDF's cultural creativity (fashion, design, architecture and contemporary art, etc.) are blended with the destination's "eternal assets" (monuments, museums, etc.);
- the plethora of artistic, cultural and athletic events that endlessly pulse throughout the region. For CRT the goal is to promote "Paris Ile-de-France" by showing that something is always going on there, and by sparking the desire to be there oneself... and come back!

In 2008 this strategy was marked by the creation of a new international brand for the destination: "The New Paris Ile-de-France"

## DDB Entertainment :

As the Brand Content specialist within the DDB Group, DDB Entertainment has risen to the challenge raised by the Paris Ile-de-France CRT (regional tourism commission) by proposing a genuinely innovative communication programme guaranteed to spark the desire to visit Paris.

The concept was to stage a media event on the website [nouveau-paris-idf.com](http://nouveau-paris-idf.com) that would inspire the wish to travel to Paris by featuring the locally and internationally-renowned artist Yvan Attal, whose loving gaze captures the unique and incomparable emotions felt while visiting the City of Lights.

Paris is the cinematographic city par excellence, therefore our agency's goal is to produce an audio and visual experience that will touch peoples' hearts and leave their heads behind.

Yvan Attal has received praise in France and abroad as the writer and director of the film "My Wife is an Actress" with Charlotte Gainsbourg, and for his short included in the "I Love New York" series.

### **DDB** Entertainment

DDB Entertainment (Création Brand Entertainment)

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## DDB Travel & Tourism

The New Paris IDF has chosen DDB Travel & Tourism, the DDB Group's travel marketing expert, to conduct a campaign designed to advertise Yvan Attal's lover's look at the city.

With a bit of a wink Attal uses the idea of a menage-a-trois with Paris at its center, exposed on the terrace of a cafe on the Ile Saint Louis or in a nook during a visit to Beaubourg, as a mirror for transforming the spectator into a happy accomplice to a series of fleeting encounters. This campaign's infectious humour and emotion are based entirely on its knowing ability to touch on the joy of visiting the New Paris IDF.

### **DDB** Travel & Tourism

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Pierre Soulages © Adagp, Paris 2009  
Photo © Bruno Levy Challenges-cr  a : Pierre Soulages  
   Centre Pompidou, Direction de la communication,  
conception graphique : Ch. Beneyton, 2009



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## Exhibitions in Paris Ile-de-France November 2009 - January 2010 Notre s  lection

### Soulages

Exposition at the Pompidou Centre until March 8th, 2010

[www.centrepompidou.fr](http://www.centrepompidou.fr)

Simply titled "Soulages", insofar as the reputation of this man considered the greatest living French painter is sufficient unto itself, this grand retrospective organised by the Centre Pompidou is a celebration of sixty years of the artist's work. The exhibition gathers together more than 100 major works from 1946 to today. Featured are both the stunning walnut stains from 1947-49 as well as the mostly unreleased works from recent years, all of which testify to the diversity of a oeuvre in a perpetual state of development. Pierre Soulages, who will soon be celebrating his 90th birthday, is recognized as one of the major figures in Abstract painting, the "painter of black and light". The first segment of the exhibition focuses on his foundational period via a significant grouping of early paintings on paper, in addition to the famous tar on glass works, as well as a selection of pieces most representative of the 1950s-1970s. In 1979, after already having been a painter for more than thirty years, Pierre Soulages opened a new phase in his work which he characterized as "Besidesblack", featuring light diffused via reflections on a completely black-coated surface. By focusing on this sole pigment and its relationship with light, the artist conceived a pictorial space which is, despite the use of just one colour, the polar opposite of monochromism in the history of modern art. The exhibition pursues this phase by devoting considerable space to this "other painting" in all its diversity. In the last segment of the tour, several large polyptychs are suspended in mid-air.

### We want Miles

Miles Davis, a Legend of Jazz

Exhibition at the Cite de la Musique until January 17th, 2010

[www.citedelamusique.fr](http://www.citedelamusique.fr)

Sixty years after his first arrival in France, the Cite de la Musique has organised a major retrospective of one of the 20th century's greatest musical inventors: Miles Davis. Miles Davis is one of the most fascinating artistic figures in the entire history of Jazz. This genius at the trumpet was perpetually questioning his music and, in frequently visionary fashion, sparked his own revolutions at a breathtaking pace. Miles was also the chief architect of the myth of Davis. He imbibed himself with the profile of a star and never failed to make headlines with his incendiary statements and flamboyant lifestyle. This exhibition retraces the major phases of the musician's life and career, featuring numerous objects on-display for the first time, including unreleased films, original scores, an exceptional group of trumpets and instruments, stage costumes and portraits of the Jazz player taken by the greatest names in photography, in addition to artworks testifying to the fascination he elicited in the musical world and well beyond.



Le Carrosse/ The Large Carriage, 2009.  
Commande du ministère de la Culture et de la  
Communication et du Centre National des Arts  
Plastiques, Xavier VEILHAN, 2009. Image © Vincent  
Germond. © Veilhan/Adagp, Paris, 2009.

## Renoir in the 20th Century

Exhibition at the National Galleries of the Grand Palais until January 4th, 2010  
[www.rmn.fr](http://www.rmn.fr)

Considered one of the great masters of Impressionism, Renoir would ultimately change his method of painting between 1890 and 1919, the year of his disappearance. During this time the painter turned towards a form of modern and decorative classicism. It is this late and lesser-known period that this exhibition is designed to enable visitors to explore via more than 100 paintings, drawings and sculptures, including nudes, portraits and studies of models that belonged to Matisse and Picasso. Various pieces by these artists as well as Maillol and Bonnard are scattered throughout the exhibitions as witnesses to the influence Renoir continued to exercise.

## Veilhan's Versailles

Exposition at the Chateau de Versailles until December 13th, 2009  
[www.chateauversailles-spectacles.fr](http://www.chateauversailles-spectacles.fr)

The Chateau de Versailles' special invitations to some of the world's most important contemporary artists are a continuation of its tradition of defining the meaning of "special event". After Jeff Koons, Versailles will be hosting the renowned French artist Xavier Veilhan. Veilhan's project reflects a quest for extreme coherency between his own design and the surrounding locale.

According to the artist, "My proposal, deployed primarily outside the chateau on an East-West angle, is comprised of a group of pieces especially produced for the occasion forming a contemporary dotted line neatly dividing Le Notre's royally-designed grounds into two". Lauren Le Bon, the exhibition's director, has also pointed out that "[Xavier Veilhan's] plays on scales and visual perceptions offer a truly unique way of seeing the grounds [of the chateau]". Among the eight monumental works visitors will find dotting the promenade Xavier Veilhan has orchestrated, there is The Mobile installed in the Great Staircase, the 100 metre high Water Jet designed to match the scale of the surrounding grounds, and The Carriage, whose 15 metre length and 3 tonnes of steel, on a par with the scale of Louis XIV himself, are made to appear as if deformed by the acceleration and passage of the centuries as they parade through the Courtyard of Honour. Veilhan's homage to an art he has always venerated is captured by The Architects, a gallery of portraits located at the angle of the Gardens leading to the "King's Overlook".



Stalingrad, Paris. Photo Henry Chalfant, 1985.

## Graffiti - Born in the Streets

Exhibition at the Cartier Foundation for Contemporary Art until January 10th, 2010  
[fondation.cartier.com](http://fondation.cartier.com)

Originating from the streets of New York City in the 1970s, graffiti has become "Street Art" that is now finding its place in major galleries.

This exhibition entitled "Graffiti, Born in the Streets" is designed to demonstrate the development of this essentially illegal yet global phenomenon as it traverses the fine arts, design and advertising. Some highlights include works by the New York pioneers Phase 2, Part 1 and Seen, as well as a selection of current artists such as Basco-Vazko (Santiago de Chile), Jonone (Paris), Barry McGee (San Francisco), Nug (Stockholm), Evan Roth (Hong-Kong) and Vitché (São Paulo). A number of pieces were created especially for this show. On view as well are homages to Jean-Michel Basquiat and Keith Haring, as well as artistic and documentary films.



Anita Ekberg et Marcello Mastroianni,  
 La Dolce Vita - 1960.  
 Set photography, photography Pierluigi  
 © Collection Fondation Jérôme Seydoux-Pathé

## Fellini, The Grand Parade

Part of the "Tutto Fellini" Programme

Exposition at the Jeu de Paume until January 17th, 2010  
[www.jeudepaume.orf](http://www.jeudepaume.orf)

At a time when preparations are underway to celebrate the fiftieth anniversary of *La Dolce Vita*, this exhibit at the Jeu de Paume is the perfect opportunity to revisit the work of the great Federico Fellini.

The exhibition proposes to span the universe of Fellini by means of four major series: "Popular Culture", "Fellini at Work", "The City of Women" and "Biographical Invention". The themes here are those that inspired the artist himself: the music hall and the circus, caricatures and photo-stories, his obsession with women, psychoanalysis and dreams, and of course his stormy relationship with the media.

At times distancing itself from the artist's filmography, "Fellini, the Grand Parade" is a kind of visual laboratory for interrogating the broader 20th Century to which he belonged. A century of cinema, of course, but also one of the media, television and advertising. A broad selection of photographs, movie clips, drawings, magazines, posters, amateur films and interviews are on display to the public for the first time.

The exhibition "Fellini, the Grand Parade" is part of the "Tutto Fellini!" programme being organised as an homage to Fellini by the Cinematheque Francaise, the Italian Cultural Institute of Paris and the Jeu de Paume, in partnership with the FNAC and the Comité Régional du Tourisme Paris Ile-de-France.



## Monumenta 2010 - Christian Boltanski, Personnes

Exhibition at the Nave of the Grand Palais, January 13 to February 21, 2010

[www.monumenta.com](http://www.monumenta.com)

and AFTER

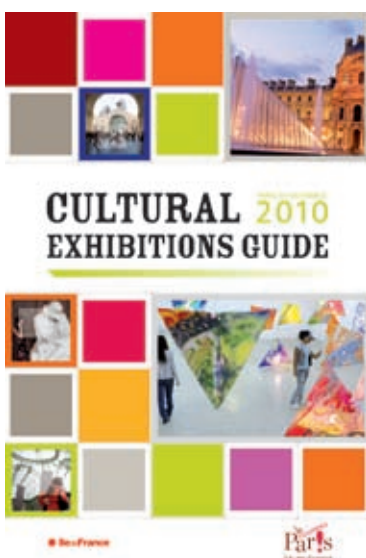
Exhibition at MAC/VAL from January 15 to March 28th, 201

[www.macval.fr](http://www.macval.fr)

A nouveau rendez-vous of contemporary art in Paris, Monumenta invites internationally renowned artists to take on the imposing heights of the Nave of the Grand Palais. This exhibition, designed like an original scenography, constitutes a major event both in terms of the resources deployed and via the dialogue it enables between the artist and the monumentality of the space itself.

In the wake of the German artist Anselm Kieffer in 2007 and Richard Serra in 2008, the 2010 edition of Monumenta is giving carte blanche to Christian Boltanski. Relying on both sight and sound, the Personnes installation, specially conceived for the Grand Palais location, is a continuation of the artist's reflections on human destiny and meaning, and the place each hold in collective memory.

In tandem with this event MAC/VAL, the Museum of Contemporary Art of Val-de-Marne, is presenting the exhibit "Après", where Christian Boltanski will reinterpret one of his major pieces.



## 2010 Exhibitions in Paris Ile-de-France

The Guide to 2010 Exhibitions has just been released.

Published by the Comité Régional du Tourisme Paris Ile-de-France and addressed to travel professionals and the media, the Guide features the 2010 programmes of more than 70 monuments and museums in the region, including the Centre Pompidou, the Galeries Nationales du Grand Palais, the Musée du Quai Branly, the Château de Versailles, the Cité de l'Architecture et du Patrimoine, the Arts Décoratifs, and more. More than 200 exhibitions are included.

The Exhibitions Guide is available in French and English versions.

## About the Past Three Campaigns

Since 2006, the Paris Ile-de-France CRT has been conducting Europe-wide campaigns directed at a general audience. From the outset these campaigns were noted for an edgy tone arising from their unique blend of energy and self-deprecation.

This is also the spirit of the CRT's fourth campaign, "You, Me and Paris Makes Three".

Review of prior campaigns:



### → "C'est so Paris" (2006)

For its first general audience campaign the Paris Ile-de-France CRT rolled out an audacious campaign to attract its neighbours across the Channel to come and discover (or rediscover) Paris Ile-de-France, by asserting the destination's energy and distinctly modern flair.

With its signature "C'est So Paris" and its three self-deprecating visual images, the campaign bet on humour as a way of debunking the legendary arrogance of the French.

The post campaign in London was backed up by a post cards and a mini-website [www.cestsoparis.com](http://www.cestsoparis.com).



## → “Welcome in the capital of love” (2007)

This was the second wave of the “C’est So Paris” campaign. Launched in London by the CRT in July 2007, the goal was to attract British visitors arriving for the Rugby World Cup to explore the wealth of other attractions the Paris Ile-de-France destination has to offer (posters and video clips in London train stations, press inserts, dedicated website).

This campaign's signature feature was an announcement poster depicting the French and English teams locked in a scrum that is both sporting... and passionate.



## → “You’ve Never Been So Close” (2008)

This marked the first time a marketing campaign for the “New Paris Ile-de-France” was posted in thirteen large cities in the UK, Germany, Switzerland and the Benelux countries, all of which are connected to Paris by Very Fast Train service. This campaign was destined to enhance the attractiveness of the destination by featuring its energy, the cultural and geographical proximity it enjoys with its European visitors, and most especially the region’s accessibility by train.

The message “You’ve never been so close” is accompanied by images testifying to the uniqueness of a destination that blends tradition, modernity and daring. By depicting the “Jeff Koons Versailles” exhibition together with the Quai Branly’s Green Wall, the campaign is inviting the visitor to enjoy the unprecedented experience of the “New Paris Ile-de-France”. Distributed in four languages.

The campaign was rolled out in four languages and in three formats: posters, online and offline insets.

## More About CRT



[nouveau-paris-idf.com](http://nouveau-paris-idf.com)

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