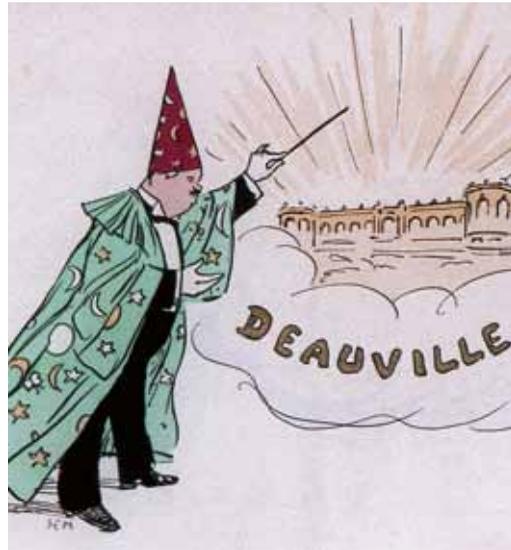


Deauville
Time out in Deauville

THE IDEAL SEASIDE RESORT

is *150 years old*

Built upon a few acres of marshland and dunes, Deauville was imagined from the idea of 4 men... While on holiday in Trouville at Doctor Olliffe's house, the visionary Duke Auguste de Morny, half-brother of Napoleon the Third and one of the major figures of Parisian life, looked with envy over the neighbouring marshlands. The two men got together with the banker Donon, and the architect Breney and created Deauville, an "ideal seaside resort", close to Paris. Between sea and country, Deauville came out of the sand in four years, between 1860 and 1864, with its first villas, a hippodrome and a train link to Paris. All the architectural styles are there with their whim, asymmetry, extravagance. A seaside heritage, today protected by a ZPPAUP (Architectural, Town Planning and Landscape Heritage Conservation Area), visited by numerous tourists every year.



© Donatien Gilbert Hamel

Key dates

1912

After the fall of the Second Empire, the Mayor Désiré le Hoc breathed new life into the resort with the assistance of Eugène Cornuché at the helm of the Société des Hôtels et Casinos de Deauville. Cornuché built the casino and the prestigious Hôtels Normandy and Royal.



1923

After the First World War the Paris smart set of the Roaring Twenties flocked to Deauville's now-famous boardwalk, built in 1923. The Deauville-Clairefontaine racecourse (1928) and the airport (1931) were built while and a third luxury hotel was constructed: the Hôtel du Golf, with its 27-hole golf course.

1960

Deauville developed its sea-front with leisure facilities and green spaces, built a balneotherapy centre, a sea-water swimming pool (1966) and opened a second marina (1972). A summer destination par excellence, Deauville set out to become a resort with all-year-round appeal. In 1975, seeking new horizons, it launched its first American Film Festival. Since then, the organization of such events has played a key role in the town's development strategy.

1992

The town built a monumental convention centre, the Centre International de Deauville (C.I.D.), opening Deauville up to business tourism. It includes inside a 1500-seat auditorium. Major international events take place here.

1996

Muse for a long time, Deauville increases the cultural events since 1996: Easter Music Festival (1996), Asian Film Festival (1999), a winter cultural season (1997); Books and Music fair (2001), Planche(s) Contact-photo festival (2010).

2010

Deauville is celebrating its first 150 years every day throughout the year, with 490 events supported by local actors and residents, aimed at revealing a different side of the town. In future, events will be organized around a different theme each year. Having been associated for decades with the world of horse-racing, a key player in the local economy, Deauville inaugurated in 2010 the "Pôle international du cheval", a place dedicated to the training, equestrian sports and horse riding.

DEAUVILLE BECOMES AN INTERNATIONAL PLACE

Today, Deauville is one of the most memorable seaside resort and business tourism place of its area. In a dynamic of perpetual appealing research, the town continues its development around big touristic structured projects: the conservation and valuation of its architectural heritage; the Touques Peninsula rehabilitation, big project of urban reorganization emphasizing the port ; the new building of the International Equestrian Complex which allows Deauville to consolidate its central place in the equestrian industry ; the creation of a place dedicated to prospective, CreActive Place; a strong event policy in cultural area...

Today cultural and sport events, congresses and meetings are organized throughout the year.

www.deauville.fr

PASSION FOR HORSE

The creation of a racecourse was decided as soon as the town was founded in 1860. The Deauville-La Touques racecourse was even inaugurated, in the heart of the town, before the church was built ! In 1928, in view of the increasing demand for tracks, a second racecourse opened: the Deauville-Clairefontaine racecourse, only at 2 km. Today, these racecourses host prestigious races all year round. Today Deauville is an international horse showcase that attracts many visitors to the region, with its two racecourses and its new international equestrian complex, the « Pôle international du Cheval », a range of prestigious international races, a municipal training centre for 300 horses during the year, world renowned yearling sales, an international polo championship, a traditional harness competition, equestrian competitions and 75 stud farms in the surrounding area (cradles of the greatest star horses)...

EQUESTRIAN EVENTS

Jumping, dressage, horse-ball...



Since the opening of the “Pôle International du cheval” in 2010, Deauville has become an ideal place to host equestrian events at all levels: jumping, dressage, polo paddock, horse-ball ... These competitions attracts both amateurs who practice competition because they love their sport and the world’s top riders.

www.pole-international-cheval.com

Lucien Barrière Deauville **Polo Cup**

If the club was created in 1907 in the heart of Deauville La Touques racecourse, the launching of the Coupe d’Or in 1950 threw the Deauville tournament in August as THE meeting place of the best players, offering the public a breathtaking show.

www.deauvillepoloclub.com



Horse sales

Horse auctions have been a feature of Deauville since 1887. Today Deauville is one of the most prestigious place to buy thoroughbreds in the world. Professionals and enthusiasts come from all over the world, attracted by the “Bred in France” label, especially for the yearling sales (18-month horses) organized in August, where the elite of English thoroughbred yearlings can be seen. Other auctions -broodmares, fillies, training horses take place all year round.

www.arqana.com
www.arqana-trot.com

Equi'days

In October, Calvados, the quintessential breeding ground, celebrates horses with a number of events, exhibitions and shows opened to the public and professionals alike. Events in Deauville: races, yearling sales, equestrian competitions and horse-drawn carriage competition.

www.equidays.com

RACECOURSES

Deauville-Clairefontaine



Trotting, flat racing, show jumping races and entertainment satisfy the audience's desires on the racecourse. Horses, jockeys, drivers compete to cross the finish line, offering an everlasting show! To discover: guided tours, sulky or driving initiation, promotions every afternoon and more particularly for children. Races in July, August and October.

www.hippodrome-deauville-clairefontaine.com

Deauville-La Touques

The Deauville-La Touques racecourse host flat races, including prestigious international races in August. An exceptional site known for its charm and its architecture, the racecourse attracts fans and international experts. It's also a friendly place with entertainment for the whole family. Races in January, March, July, August, October and December.

www.france-galop.com



To know

THE « PÔLE INTERNATIONAL DU CHEVAL »



In 2010, an international equestrian complex, the « Pôle international du Cheval », a 9-ha park dedicated to the horse, equestrian activities, sport and leisure opens and adds to the Deauville facilities. This fully-covered complex can receive major public events and is a training center for top class horses. Equestrian instruction is promoted by the creation of a riding centre and a pony club. Last but not least, the complex is the perfect venue for trainings, seminars and competitions for school groups, amateur and professional riders.



www.pole-international-cheval.com



CULTURE

If the town is often associated with the races, polo, or yearling sales, it shines and attracts numerous artists. In part or at the origin of this excitement, creators of clothes, photographers and movie-makers, as the outdoor painters and the impressionists, found in Deauville an inspiration influenced by the sea, the light, and the atmosphere. Paintings, caricatures, writings, photos remain and tell the history. This creative spirit today inspires Deauville to open a cultural policy, privileging discovery, sharing and learning.

CINEMA EVENTS

American Film Festival



Francis Ford
Coppola
in 2011

Since 1975, in September, this has become the best-known event in Deauville. With preview screenings of major American productions, and a competition for independent movies since 1995, the American film Festival contributes to the European promotion of American films in Europe. It encourages meetings between professionals and celebrates the history of cinema with tributes, reviews, documentaries and TV series.

www.festival-deauville.com

Asian Film Festival

Following the footsteps of its elder brother, the Asian Film Festival has established Deauville as the showcase of the movie industry of countries like South Korea, Japan, China or India. Since 1999, in March, the festival is focusing on a whole continent. Today it is the leading European event dedicated to Asian films, with a competition, a panorama of the year's production and tributes to renowned or emergent directors. Each year, the highlight is put on a country, including the organization of a one-day economic meeting by the Town of Deauville.

www.deauvilleasia.com

MUSIC EVENTS

Easter Festival (classical music)

The Easter Festival, in April, has become THE meeting place of the best young generation of classical musicians, as used to be Renaud Capuçon, Jérôme Pernoo, Jérôme Ducros, Nicholas Angelich when the Festival was created in 1996. The original idea is the same: play music as much as possible.

www.musiqueadeauville.com

Musical August

Created in 2002 with the aim of discovering more young soloists and playing ever more music, "Musical August" was launched as a studios and joyful antechamber to the Easter Festival. Fifteen young soloists, sponsored by their elders, play baroque music as academy and residence.

www.musiqueadeauville.com

LITERARY EVENTS the *literary season*

First access key to culture, literature stands as a priority within Deauville cultural programming all year round. With “Deauville à livres ouverts” a set of rendez-vous is proposed to the public: debates, meetings with writers, public readings, writing workshops, educational actions lead by teachers.

www.deauville.fr

bookshow: literature & music



Created in 2004, the book show is the highlight of the Deauville literary life every year in May. Since the beginning, it stands on preconceptions: focusing on the books inspired by music, exploring a different kind of music every year, bringing literature to everyone especially to the children, discussing, talking, and debating with the writer. Between improvisations and creations, the programme includes some sixty free events, readings, conferences, concerts and debates.

www.livresetmusiques.fr

CULTURAL EVENTS the *cultural season*

In addition to the festivals, Deauville is the ideal setting for a cultural pause far from the hustle and bustle of big towns. The Town of Deauville perpetuates the tradition of its cultural past by organising a score of shows each year: major works of the past have been revamped and updated (theatre, dance, etc.) or new trends (urban dance, songs, jazz.).

www.deauville.fr



Planche(s) Contact

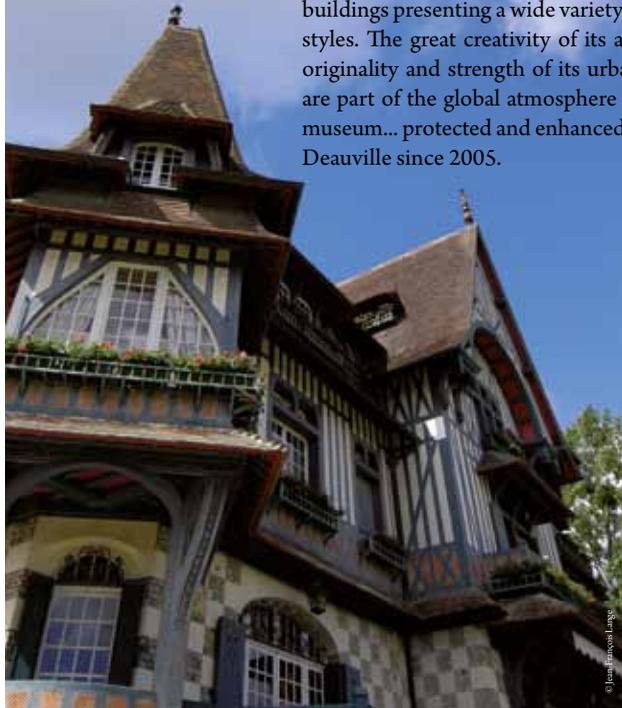


In 2010, pursuing its affair with photography, the Municipality created a new Festival, “Planche(s) Contact”, organized around three themes. It gives recognized photographers a free hand, encourages would-be photographers with a competition for students of European schools, and invites the general public to take their inspiration from the extra hour offered by the change to winter time during the competition for the “25th hour”. All works are exhibited from the last weekend of October to the end of November.

www.deauville-photo.fr

AN OPEN AIR *museum*

Over the years, Deauville has kept up with the times and managed to preserve and value its exceptional heritage. When you wander round the resort, villas, manors and other extraordinary buildings presenting a wide variety of architectural styles. The great creativity of its architecture, the originality and strength of its urban composition are part of the global atmosphere of this open air museum... protected and enhanced by the Town of Deauville since 2005.



© Jean-François Lange

NATURE

Deauville is a nice place to practice sports or fun activities with one's family or as friends... Pleasure is in every season to practice sea, ground or air activities. Around Deauville, the countryside also offers relaxing or adrenalin leisure.

BEACH

Born from the sand and the sea

Deauville has always loved the sound of waves, the cry of seagulls and the shape of sails swollen by the wind. Its immense fine-sand beach, dotted with multicoloured parasols, is an ocean of well-being, where children and adults alike can have fun: throwing a ball, flying a kite, making sandcastles or just relaxing. In all seasons, the sea spray procures immediate and

energizing refreshment, in rhythm with the changing sky and horses trotting on the sand. To taste the spirit of Deauville, just walk or jog along the Planches, swim in the Olympic-sized seawater pool, hop on a sand sail or a catamaran, pamper yourself in the thalasso-spa or just lounge comfortably in a deckchair! Breathe in the sea air; happiness is right here!

www.deauville.fr



SEA

The call of the sea

With a total of 1250 moorings in its two marinas, Deauville is one Normandy's main yachting centres. On the steps of numerous regattas, whom for more than a century participated here in international rallies, we come to navigate there and even to compete during regatta organized by the Deauville Yacht Club, the sailing school.

www.dyc14.fr

LEISURE *sport or wellness!*



Rental, training courses, private lessons. Care-taking for kayaks, catamarans and windsurfing boards.

www.lasolutionloisirs.com/normandie.html

SPORT COURSE

On the foreshores, a marked out course to practise jogging and numerous sporting exercises while taking advantage of the sea air.

www.deauville.fr

OLYMPIC SWIMMING-POOL

In Deauville we love the sea so much we use it to fill our swimming pool. The water in the Olympic pool (50 m) is pumped from offshore, filtered and heated to 28°C. It was entirely renovated in 2006.

www.deauville.fr

THALASSO SPA BY ALGOTHERM

« A la carte » treatments, cures and fitness room. Access to the Olympic swimming pool and to the solarium.

www.thalasso-deauville.fr

TENNIS

On the Deauville seafront 19 open-air tennis courts (10 clay courts, 3 Quick, 4 Classic Clay and 2 Resisoft) and a training wall await rallies and smashes.

www.deauville.fr

WALK *Calouste Gulbenkian park*

In 1937, petrol tycoon Calouste Gulbenkian, an art lover, bought the Domaine des Enclos, a 17th and 18th centuries castle and park. He wanted a garden in which to meditate and rest. He had the castle demolished and commissioned the landscape gardener,

Achille Duchêne, with his new design. Property of the Town of Deauville since 1973, this haven of peace, planted with rare species (black walnut, white ash, Dutch linden, sequoias, etc.) has preserved the charm and beauty desired by its creator.

www.deauville.fr



GOLF Green & tee

Deauville and its four nearby golf courses are a resounding success with golf players. From lakes to bunkers, some courses are predominantly technical, while others, more fun-oriented, are sure to satisfy golfers in search of fresh air and relaxation. In addition to sporting prowess, you will be able to admire breath-taking scenery.

www.deauville.fr



Golf Barrière Deauville

Set on the heights of Deauville, few minutes away from the boardwalk, it extends over a 90 ha site and comprises two courses: an 18-hole course designed by Tom Simpson in 1927 and a 9-hole course laid out by Henri Cotton in 1964.

www.golf-barriere-deauville.com

Golf Barrière Saint-Julien

This hilly course in a protected site was designed in 1989 by Alain Prat and Bill Baker. Lovers of speed will not be disappointed by the vast, delicately undulating greens.

www.golf-barriere-saintjulien.com

Amirauté Golf

Designed by Bill Baker in 1991, it comprises ponds and vast greens.

www.amiraute.com

Golf de Deauville Saint-Gatien

Designed in 1988 by Olivier Brizon, it offers 3 courses, among ruins dating from the period of the Templars.

www.golfdeauville.com

© Photographique Libaneres

THE «PAYS D'AUGE» Starting from Deauville

Located in the heart of Normandy, Deauville is the perfect base for day trips to some of Normandy's emblematic sites. The seaside resort is just two hours from Mont Saint-Michel and Cherbourg, one hour from Caen and Rouen - the two regional capitals - Giverny and the D-day beaches. The region also abounds in footpaths, gardens, distilleries, stud farms, historic monuments and more, just waiting to be visited.

Normandie Tourist Board:

www.normandie-tourisme.fr

Calvados Tourist Board:

www.calvados-tourisme.fr



© Harasch Baker



Trouville



Honfleur



© CRI Normandie



DAYS... AND NIGHTS

When the night arrives, Deauville becomes illuminated: The casino blazes with a thousand lights for those who want to spend an evening in the exhilarating games rooms or on the slot machines. Or would you rather see a show? Culture is close at hand in the Italian casino's little theatre, which hosts a wide variety of cultural events. After an excellent dinner, served in the multiple flavors tables of the town, why not ending the evening in the numerous bars* or nightclubs in Deauville.

CASINO BARRIÈRE

Play and play...



The Casino dates from 1912. Inside, slot machines, gaming tables, restaurants make it one of the leisure highlights of Deauville. The Deauville casino shelters a theater, a reproduction of the Petit Trianon in Versailles, Italian 18th century-style theater, which welcomes numerous cultural events in a very intimist atmosphere.

www.lucienbarriere.com



GASTRONOMY

Make the most of Normandy

Apple, Cider, Calvados*, milk, fresh cream, Camembert cheese, Pont-l'Évêque cheese, Livarot cheese, butter, shrimps, oysters, soles, scallops, etc. The list is long enough in Normandy to make you hungry! Deauville, situated between seaside and countryside, allows the access to this unique regional gastronomy.

*Alcohol abuse is dangerous for your health. Drink with moderation.

SHOPPING

more **400** adresses

The shops in Deauville satisfy all passions for shopping: international fashion, and accessory shops, decorative items, florists, gourmet addresses... But also the rare antiques and art galleries, the flea markets and the various sales... and to top it off: the shops are open on weekend!



BUSINESS TOURISM

With 2000 rooms within a 2 km radius, a congress center, an airport and located only at 2hr from Paris, Deauville stands also as a place where one can work and debate: political and business leaders, actors of the cultural, sport, social or charity life, French and foreigners, coming from the whole world, attend here conferences, conventions, festivals, summits and forums.

CENTRE INTERNATIONAL DE DEAUVILLE

The *Congress* Center

Real treasure harmoniously integrated into the Deauville seaside, the Centre International de Deauville shelters under its glass roof some 18 000 m² of spaces completely dedicated to the reception and the organization of projects. All the devices necessary for the success of an event (congress, seminar, festival, show, concert, forum)



are integrated within the various spaces. From the auditorium to the committee rooms, to the exhibition halls or to the lounge bar, from the meeting of 50 persons at a congress of 4 000 persons, from the launch of a product to the very private gala evening, places adapt themselves to the needs and the desires.

www.congress-deauville.com



CREACTIVE PLACE

For the *future*

With its historic tradition of welcoming personalities and events, Deauville became a venue for innovative thinking, discussion and ideas during lectures and debates dedicated to professionals (private companies, public organizations and local authorities, as well as students, artists and researchers) to help them in the development of their projects. To anticipate the future in an ever changing world: it's the innovative challenge of « CreActivePlace », the Deauville prospective centre.

www.creativeplace.eu

Toknow

WOMEN'S FORUM FOR ECONOMY AND SOCIETY

Rendez-vous of debate, sharing, reflection and action, this forum has for ambition to promote the vision and the influence of the women on the major economic and societal stakes. It organizes an annual conference, in October, in Deauville and long-lasting actions.

www.womens-forum.com



www.deauville.fr

Experiencing Deauville means walking along the Boardwalk with the sea for a garden, discovering its architecture which blends the extravagance of the Second Empire, the golden age of Anglo-Norman design and the striking buildings of the 1890s, an architecture which is explained, protected and valued, in a resort where everything is accessible on foot or by bicycle. It means playing golf in the heart of Normandy, setting sail on the Estuary which inspired Dufy, witnessing the unforgettable spectacle of a horse race or a polo match. It means attending a concert or a show at the Casino's proscenium theatre, discovering the new talents of Asian and American cinema, and encountering artists inspired by the light and atmosphere of the town. It means wandering round the market, discovering the cellar of a Calvados producer, tasting the excellent local specialities, or simply doing nothing but daydreaming on the beach. Experiencing Deauville also means switching off in order to recharge your batteries and contemplate the future, facing up to experience, inventing new challenges for all the women participating in the Women's Forum, attending a prize-giving for a young photographer or a writer, listening to a young soloist performing in public for the first time, or watching a polo match or an international equestrian competition. Sharing Deauville means supporting sustained civic tourism that favours encounters, human relationships and well-being, discovering an area that is far removed from the usual clichés, with its own constantly renewed identity and creativity.

