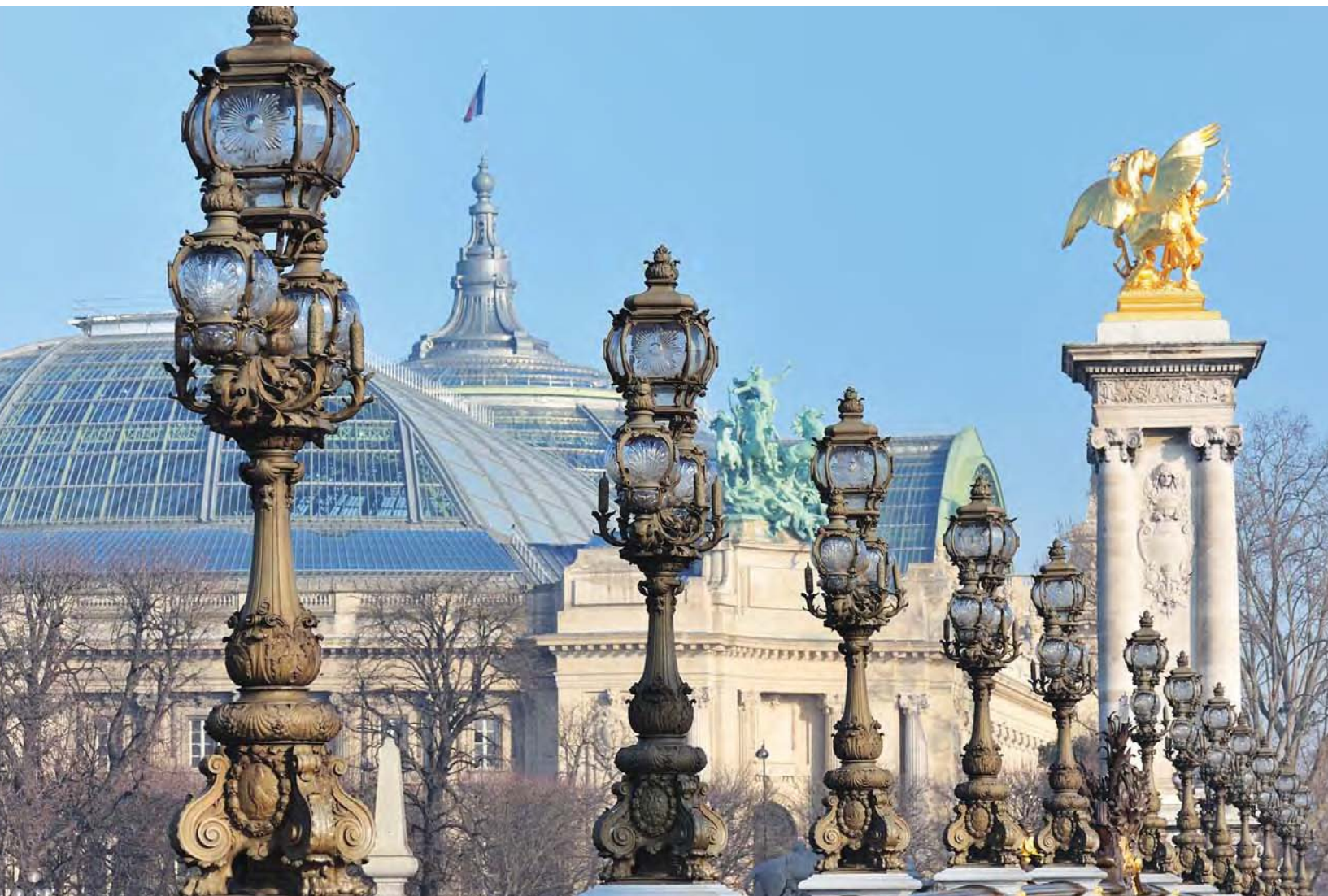


France Celebrates India

2011 is a special year. France is proud to roll out the red carpet for Enthusiasts of Art and Culture from around the world and is especially pleased to extend a special invitation to all Indians to participate in this "cultural dialogue". In 2011, France Celebrates India by offering itself as a stage for expressions of Art & Culture with a distinct Indian flavour. Between 24th February and 19th September this year, France engages in a unique and grand cultural exchange as Paris and Lyon come alive with expressions of Indian Contemporary Art with 3 separate prestigious events.....

The Musée d'Art Contemporain, Lyon is host to "Indian Highway VI", a unique exhibition / road movie Paris shall be home to two equally groundbreaking exhibitions: "Monumenta 2011 featuring the world renowned Anish Kapoor" at the Grand Palais, who returns to Paris after 30 long years; and "Paris, Delhi, Bombay..." which is a grand exhibition at the Centre Pompidou featuring works from 50 artists, both Indian and French .



OBJECTIVE

France Celebrates India was launched by Atout France India in 2011 & created a very positive wave. It aims at projecting France as a very welcoming destination to the Indian clients & to become one of the preferred “family” destinations for the Indian market (FIT’s Travellers) .Support campaigns such as “2012, Year of India in St Tropez”,etc are good for welcoming Indians.

TARGET AUDIENCE

- The FIT Clientele (luxury- upscale and emerging middle class, DINKS- double income no kids)
- Honeymooners
- Families

PARTNERS FOR THIS PROJECT

Atout France India Invites all the partners from French regions and cities, hoteliers, Indian and French restaurants offering vegetarian cuisine, boutiques (luxury, wine...), transport companies (air, rail, cruise and road) amusement parks, museums, and wine makers.

TYPES OF OFFERS

- A welcome gesture like a cocktail on arrival at the hotel or at the Tourist Office, chocolates or hamper of fruits, and/or small gifts.
- A commercial offer Buy X nights get one free »« Buy X nights, Kids go free!” « Buy a X day pass, get 1 day free » etc...

PROMOTION AND COMMUNICATION

- Atout France India has developed a dedicated operation on Franceguide with a presentation of accompanied offers which will be downloadable.
- An online campaign has been diffused to a large network of journalists, agents, consumers.
- A joint campaign with Alliance Francaise through an important network of partners “ France in India” consisting of French and Indian companies such as hotels, restaurants, boutiques, hair dressing salons, spas, etc. . .
- Atout France will promote all the products of “FRANCE CELEBRATES INDIA” prepared by travel agencies through the website Franceguide.com
- Support will be provided in the form of communication tools all throughout the year.

France celebrates India WITH A TRIPLE RENDEZ-VOUS WITH ART & CULTURE

INDIAN HIGHWAY IV at the Musée d'Art Contemporain LYON 24th Feb to 31st July

ANISH KAPOOR at The Grand Palais PARIS from 11th May to 23rd June

PARIS, DELHI, BOMBAY at the Centre Pompidou PARIS from 25th May to 19th September



A visit to Musée d'Art Contemporain, Lyon



The Events are as follows:

INDIAN HIGHWAY VI 24/02/2011 to 31/07/2011

Indian Highway is a unique concept planned out as a road movie, travelling across 3 continents, with each appearance executed as an episode. Each episode is distinct and after London, Oslo and Herring, the Muséed' ArtContemporain in Lyon is currently host to the fourth episode of this unique panorama of contemporary art in India. Works by more than 30 artists are on display on two grand 1000 sq.m. stages and in keeping with the evolving nature of the concept, Indian Highway will undergo a transformation with every new episode, culminating with the unveiling of a "grand scheme" only at the end of its journey. **Where : Musée d'Art Contemporain, Lyon**



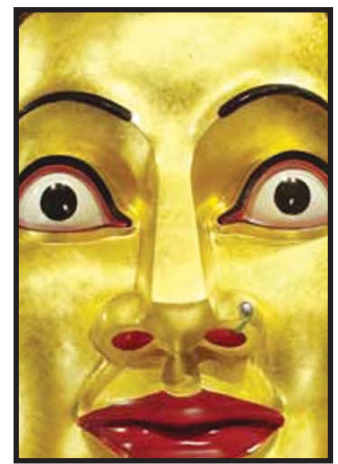
ANISH KAPOOR AT MONUMENTA 13/05/2011 to 20/06/2011

The Grand Palais in Paris sports a nave covered by a vaulted glass, iron and light steel ceiling, which for the past 3 years has been the venue for "Monumenta", an exhibition featuring a major installation by a single Artist every year. After Anselm Kiefer, Richard Serra and Christian Boltanski, Monumenta 2011 welcomes Anish Kapoor at the Grand Palais. The UK-based Artist of Indian descent will work his magic in the 13,500 sq.m. nave of the magnificent Grand Palais. Anish Kapoor has used a wide range of materials like polished mirrors, concrete, fatty wax or powdered pigments to produce memorable and thought-provoking installationsculptures over the past 30 years. Considering the depth and appeal of Anish Kapoor's past endeavours, and the illustrious artists hosted by Monumenta over the past 4 years, this promises to be a breathtaking showcase of the veteran artist's skills. It has been 30 long years since Anish Kapoor has graced Paris with an installation which makes this a landmark event, truly worthy of a visit. **Where : The Grand Palais, Paris (map)**

PARIS, DELHI, BOMBAY...25/05/2011 to 19/09/2011

After a film festival like "Vousavezdit Bollywood? (Did you say Bollywood?)" in 2004, The Centre Pompidou in Paris once again readies itself in 2011 for "Paris-Delhi-Bombay..." which aims to be a study of society in contemporary India through a simultaneous exposure to works from both Indian and French artists.

The exhibition is unique in bringing together a bevy of artistic expressions from multiple disciplines like painting,



sculpture, etc. It is this disparity, which is expected to eventually incite debate, dialogue and ultimately, a better and deeper understanding of Indian Society as it exists today. As many as 50 artists will contribute to this effort with their personal take on Indian Politics, Religion, Identity, Art, Homesteads, etc. to create a multifaceted megacanvas of sorts. The exhibition will feature 2 levels worth of pieces created especially for this exhibition and many more existing ones which lend themselves to this theme. A 384-page catalogue and a series of conferences, audio-visual programmes and inputs from eminent political scientists, anthropologists, sociologists and philosophers ensure that this event achieves its goal of becoming a true "study" rather than remaining a grand albeit mainstream exhibition. ■

Where : Centre Pompidou, Paris

