

VILLA
MÉDITERRANÉE



INTERNATIONAL CENTRE FOR MEDITERRANEAN
DIALOGUE AND EXCHANGE



Press Kit

INAUGURATION: **SPRING 2013**

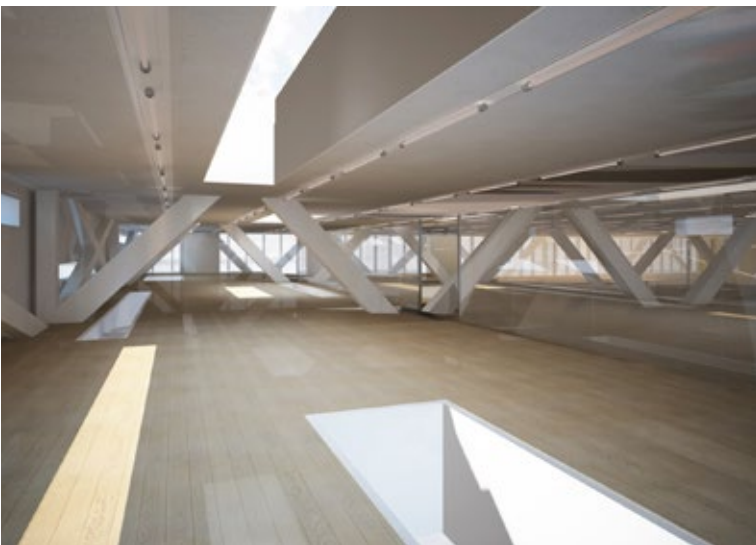
“The Villa Méditerranée symbolizes our desire to build a place dedicated to peace and solidarity and for reflecting upon our shared destinies (...). This house, our house, represents a modern and optimistic idea of the future of the Mediterranean people.”

– Michel Vauzelle, President, Provence-Alpes-Côte d’Azur Region

WHERE IS THE VILLA MÉDITERRANÉE LOCATED?

It is situated in Marseille, the historical intersection of Mediterranean exchanges. More precisely, it is between the Old Port and the La Joliette port, on the esplanade of the J4 breakwater that was previously used for port activities.

In 2013, the year in which Marseille-Provence will be European Capital of Culture, the most spectacular aspect of the city’s transformation will take place on its seafront. At the foot of the Major Cathedral and at the tip of the new ‘Euroméditerranée’ business sector, the Villa Méditerranée will thrive at the very heart of the urban metamorphosis.



WHAT IS THE VILLA MÉDITERRANÉE?

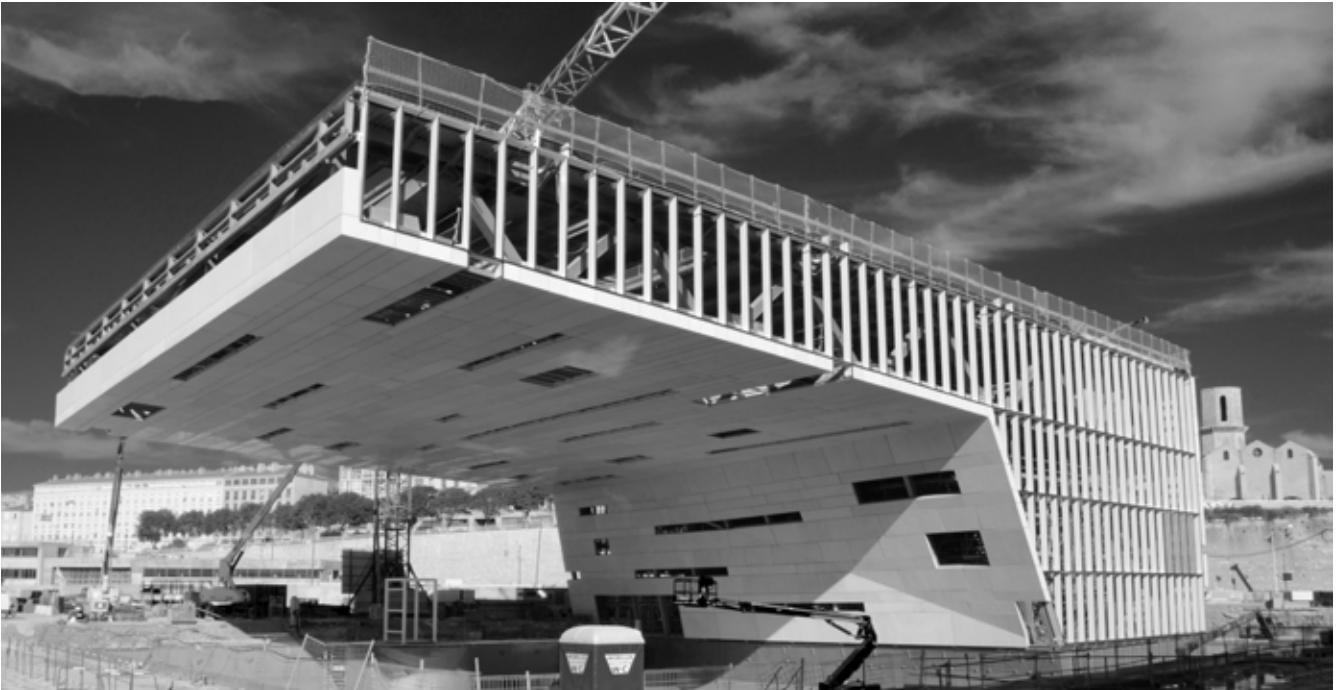
The Villa Méditerranée results from the Provence-Alpes-Côte d’Azur Region’s desire to create an open, intelligent, federating place committed to confronting the dynamic, complex realities of the Mediterranean basin today. Beyond its exceptional architecture, the Villa aims to become a symbol for dialogue between cultures and a space for peace and cooperation.

A place for experts and networks

The Villa Méditerranée is positioned as a place for encounters, ideas and exchanges between all of the different actors concerned by Mediterranean cooperation programs. Citizens and experts will have equal access to debates on current affairs as well as on future Mediterranean projects.

Also, a place for all to explore and exchange

An open living space that inspires and offers each person the chance to learn, discover, debate and better understand the reality of the Mediterranean today. By providing the keys to reading and understanding the broader Mediterranean space, the Villa Méditerranée invites all visitors to reconsider their own history.



TECHNICAL DETAILS:

Total surface: 10 000 m²

Budget: 70 M€ [financed by the PACA Region]

Project Manager: PACA Region [Area delegation]

Architects: Boeri Studio [Milan] Architect of Record, Ivan Di Pol [Marseille]

Engineering Design: AR&C [Paris], Philippe Cœur

Construction: Fayat Métal [Castel & Fromaget, BEC Construction Provence]

Ground Floor

Public reception, 350 m² atrium, café

Levels +1 and +2

Offices and meeting rooms

Level +3

Exhibition spaces, lookout and walkway

Level -1

160 m² walkway [exhibition space]

Level -2

1 825 m² agora comprising a 800 m² exhibition space and a 260 m² modular space.

400 seat auditorium equipped with translation booths

Two meeting rooms

Level -3

Technical rooms

A DARING ARCHITECTURAL PROJECT

The building is conceived and built by Italian architect Stefano Boeri, also deeply involved in the political and cultural scene and professor of urban studies. With a career firmly anchored in humanist values, Boeri is highly sensitive to the transformations underway in the Mediterranean world. As he explains, “The central intention of the Villa Méditerranée project was to bring a ‘piece’ of the sea into the building... It is the key, unifying element that directs, organizes and brings life to the whole project.”

The architect designed an exceptional structure that evolves above and below the sea, with a spectacular 40-metre overhang above a 2000 m² artificial pool. A major technical feat, it is unique in Europe for its reception capacity. The upper level, whose roof edge is 19 meters above the pool, comprises a 760 m² exhibition space connected by a gangway to a 150 m² room and surrounded by an open access look out and walkway.

The building’s base lies under the 2.25-meter deep pool. The agora on this level is comprised of an auditorium equipped to host concerts, seminars and film projections.

On the outside, the building’s concrete sheath, pricked with openings, was conceived as a ribbon wrapped around the structure from its rear façade to the roof and running along the inside surface of the overhang.

WHAT IS THERE TO SEE AND DO AT THE VILLA MÉDITERRANÉE?

The Villa Méditerranée program is organized as follows:

- Public exhibitions during the daytime

Using the latest technology and design, a calendar of permanent and temporary exhibitions will plunge the visitor into a subtle audiovisual experience. Proposed by the Villa Méditerranée, the exhibition themes are validated by an expert committee and then transformed into a scenario by a narrator (film or stage director, writer...). This unique work method is destined to become the Villa Méditerranée's 'trademark'.

TWO PERMANENT EXHIBITIONS

- Beyond the horizon
- Time scales

TWO TEMPORARY EXHIBITIONS PER YEAR

In 2013:

- 2031 in the Mediterranean, our futures!
- A whole world beneath the sea...

- Events

Oriented towards international cooperation: primarily organized during the daytime, seminars and conferences will provide a forum for debate between those concerned by the preservation and integration of this complex geographical entity. These encounters will be open to experts from all fields - politics, economy, education or culture - and will in some cases be open to the public.

Artistic and cultural: aimed at continuing the exhibition themes, they will allow the visitor to further enrich his or her discoveries and participate in exchanges of different kinds: with meetings, conferences, debates, performances, cinema and concerts, the creative wealth of the Mediterranean basin will be expressed in the form of multiform proposals that invite us to think differently about our times and how to live together.

BEYOND THE HORIZON

NARRATOR: **Bruno Ulmer***
 PRODUCTION: **Villa Méditerranée**
 EXHIBITION DESIGN: **Digital Deluxe**
 EXECUTIVE PRODUCTION: **Les Films du Tambour de Soie**

FROM APRIL 2013 TO 2016 - FREE ENTRY
 PERMANENT EXHIBITION

Exhibition produced in partnership with MSC Croisières

This exhibition aims to explore the Mediterranean space through the prism of the intersecting movements that define it, whether they are of a commercial, human, energy or virtual nature.

At once emotional and spectacular, the exhibition is not simply about viewing, but about experiencing the Mediterranean. It plunges the visitor into an exceptional sound and image tableau, and into shared histories that have different meanings according to the person that lived them.

“The Mediterranean space is itself synonymous (and symbolic) of Mobility. Since the beginning of time, human and commercial routes have traced paths of experience, dialogue, discovery, encounters and the unknown, but they have also traced out territories, walls, barriers and frontiers...”

Yet the Mediterranean has always known how to unite shared destinies. Today, there are new paths to make. The



Ulysses of ancient Greece traveled into the unknown. The Ulysses of today navigates on the Web, beyond frontiers. Mediterranean youths transcend maps and lines; when confronted by the reality of frontiers, they enter the immaterial realm and cross virtually, thus sketching out the dream of the Mediterranean of the 21st century, a shared network.”

— *Bruno Ulmer*

Beyond the horizon will run for three years. The regular update of some parts of the exhibition will allow returning visitors to enjoy new aspects of the narrator's proposal.

* **Bruno Ulmer**, born in 1959, is a documentary film director. Key films include *Casa Marseille Inch'allah* [2002], *Petites bonnes* [2004], *Welcome Europa* [2008] and *les Scouts d'Al-Madhi* [2011]. Also an artist, he exhibits his work in New York, Paris, Sofia and Amsterdam.

EXPERT COMMITTEE:

Hélène Ilbert, Lecturer and researcher at the Centre international de hautes études agronomiques méditerranéennes [CIHEAM].

Pierre Arragon, Audiovisual Director and Manager of the multimedia workshop and off-site education of the Centre international de hautes études agronomiques méditerranéennes [CIHEAM].

François Jacquiel, Managing Director of the Centre méditerranéen de la communication audiovisuelle [CMCA].

Valérie Gerbault, Communications Manager of the Centre méditerranéen de la communication audiovisuelle [CMCA].

Christelle Harrir, Exhibitions Manager, Délégation Marseille, French Lines.

Mireille Maurice, Regional Delegate, Institut national de l'audiovisuel Méditerranée [INA].

Marie-Christine Hélias, Documentary Manager, Institut national de l'audiovisuel Méditerranée [INA].

Caroline Petit, Director of the Domaine du Rayol Le jardin des Méditerranées and, since 2012, Director of the Association Rivages de France.

Jean-Luc Arnaud, Research Director at the CNRS, Maison méditerranéenne des sciences de l'homme [MMSH].

Abdelmajid Arrif, Ethnologist, coordination and publishing at BibMed, Maison méditerranéenne des sciences de l'homme [MMSH].

TIME SCALES

NARRATOR: **Jean-Luc Arnaud***
 AUDIOVISUAL PRODUCTION: **Daniel Cling**
 PRODUCTION: **Villa Méditerranée**
 EXHIBITION DESIGN: **Digital Deluxe**
 EXECUTIVE PRODUCTION: **Les Films du Tambour de Soie**

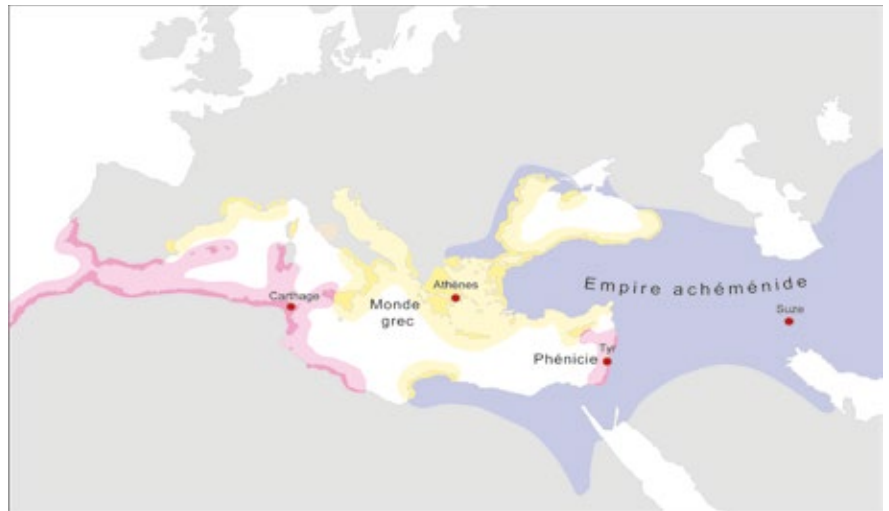
FROM SEPTEMBER 2013 - FREE ENTRY
 PERMANENT EXHIBITION

* **Jean-Luc Arnaud**, born in 1958, is Research Director at the CNRS. His research explores two main domains: *spatial representation* and the *modernization of Ottoman cities*. Since 2006 he has been in charge of the 'Space, Representation and Use' department of the MMSH (Maison Méditerranéenne des sciences de l'homme), where he runs a web site, www.cartomundi.fr, that promotes the cartographic heritage.

CONTRIBUTORS:

Laurent Escande, History teacher and educational manager at the IUFM in Aix-en-Provence.

Olivier Bellier, Researcher at the Centre européen de recherche et d'enseignement en géosciences de l'environnement (CEREGE), Professor at Aix-Marseille University.



-500. GRECS ET PHÉNICIENS UN RÉSEAU DE COMPTOIRS - ©JEAN-LUC ARNAUD

Designed for educational purposes and using visual and sound presentations, this exhibition proposes to retrace the history of the Mediterranean basin. It is presented via four spatial-temporal themes that approach what can be called land-time and human-time. Starting with the geological formation of the Mediterranean and using films and cartoons, Jean-Luc Arnaud is a veritable storyteller whose precise narrative threads together weave a grand tale.

2031 IN THE MEDITERRANEAN, OUR FUTURES!

NARRATOR: **Régis Sauder***
ILLUSTRATIONS: **Benoît Bonnemaison Fitte**
PRODUCTION: **Villa Méditerranée**
EXHIBITION DESIGN: **Malice Images**
EXECUTIVE PRODUCTION: **Les Films du Tambour de Soie**

FROM APRIL TO MID AUGUST 2013
TEMPORARY EXHIBITION

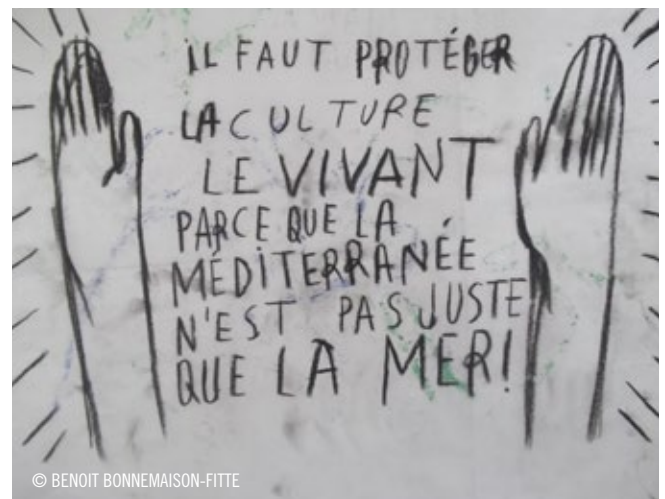
This program is produced thanks to a partnership between the Saint Exupéry High School of Marseille; the Teyfik Fikret High School at Izmir, Turkey; the Ras El Ein School, French language school (UNWRA) in Beirut, Lebanon; the Mad'Art Association in Tunis; the French Institute in Izmir and the French Institute in Lebanon.

How do we want tomorrow's Mediterranean to be? In twenty years' time, what will this exceptional space look like? The future is not a guessing game, it is up to us to build it.

“If, using the information available today, we are able to envisage catastrophic scenarios for tomorrow, that means we still have time to invent other, less somber, futures.... Who am I? How do I live and how will I live, eat, warm myself, travel? What education will be necessary

for tomorrow's jobs? In other words, what will my Mediterranean look like? What steps are necessary to build a sustainable peace there? It is through the voices of young people from Marseille, Tunis, Beirut, Istanbul... that we hear the words that describe this future Mediterranean. Biodiversity, climate change, demography, globalization, governmental systems.... Despite the conflicts that exist in the Mediterranean basin, it is also a space marked by progressive, future-looking revolutions. At stake: the future of millions of young people. What kind of Mediterranean can we genuinely envisage for them, for tomorrow?”

— Régis Sauder



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* **Régis Sauder**, born in 1970, is a French film director whose works include *L'année prochaine à Jérusalem* [2008], *Je t'emmène à Alger* [2009], *Nous, princesses de Clèves* [2011], et *Être là* [released on November 7, 2012].

EXPERT COMMITTEE

Jean-Christophe Victor, co-Director of Lépac, a private and independent laboratory for applied research in geopolitics and foresight. Author of the 'Beneath the Maps' program on Arte television station.

Jérôme Bindé, Member of the Club of Rome, Secretary General of the Future Council. Former Director of the Office of Foresight, UNESCO.

Jean-Claude Tourret, Executive Director of the Institut de la Méditerranée.

Audrey Séon, Researcher, Institut de la Méditerranée.

A WHOLE WORLD BENEATH THE SEA...

NARRATOR: **Alain Bergala***

FROM MID NOVEMBER 2013 TO MID FEBRUARY 2014
TEMPORARY EXHIBITION

* **Alain Bergala**, born in 1943, is a French film critic, essayist, scriptwriter and director. Regular contributor to the 'Cahiers du Cinema', he is an expert on the work of Jean-Luc Godard, teaches at the Sorbonne University as well as at the FEMIS audiovisual school in Paris. He has curated several exhibitions, notably *Correspondances : Kiarostami Erice* at the Pompidou Centre [2007] and *Brune/Blonde* at the Cinémathèque [2011].

EXPERT COMMITTEE

Gabriel Gorsky, Director of the Observatoire océanologique de Villefranche-sur-Mer UPMC-CNRS.

Mariam Cousin, Communications and External Relations Manager at the Observatoire océanologique de Villefranche-sur-Mer UPMC-CNRS.

Jean-Pierre Féral, Research Director at the CNRS - Institut méditerranéen de biodiversité et d'écologie marine et continentale, President of the Scientific Council of the Institut Écologie Environnement of the CNRS, co-Director of the Observatoire Hommes-Milieus Littoral Méditerranéen.

Denise Bellan-Santini, Emeritus Research Director at the Institut méditerranéen de biodiversité et d'écologie marine et continentale - Institut Pythéas - Station marine d'Endoume.

Ivan Dekeyser, Professor at the Université d'Aix-Marseille and Provisional Administrator of the OSU Institut Pythéas at the Université d'Aix-Marseille.

Gérard Riou, Director of Ifremer Méditerranée La Seyne-sur-Mer.

Eric Buffier, Communications Manager of Ifremer Méditerranée La Seyne-sur-Mer.

Jean-Claude Cayol, Honorary Academy Inspector, national scuba diving instructor, representative of the Comex SA.



Continuing the discussion and debate with the public

A MAGAZINE

To illustrate and further explore the different events and activities organized at the Villa Méditerranée, an annual review will publish points of view from politicians, scientists, artists and journalists.

MULTIMÉDIA

On the Villa Méditerranée website, the public will find program details, videos, practical information, supplementary resources and educational dossiers, all on open access. Iphone and Android applications will also be available for rapid download in order to prepare, follow or develop their experience. A free, on-line newsletter will be available and visitors will be able to leave comments and messages, converse with other visitors and keep informed of last minute information with Facebook and Twitter.



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REACHING OUT TO DIFFERENT TYPES OF PUBLICS

A convivial and practical space

A giant fresco in the reception hall, the café des Méditerranées, shop, program guides, visitor guides...many different elements will be developed to encourage visitors to appropriate the Villa Méditerranée and ensure that it is a vibrant living space both during the day and in the evening.

Inhabitants of Marseille, cruise ship passengers, high school students and cooperation workers, tourists, corporate visitors, curious teenagers or families from the nearby Panier neighborhood... there will be something for everyone. This is perhaps the Villa Méditerranée's first and foremost challenge, to unite in one place the general public and Mediterranean experts, to make them meet and dialogue.

An interactive space

Unlike a museum, the Villa Méditerranée aims to be a space for dialogue where the visitor is encouraged to participate and not just receive. This is a key objective driving the exhibitions' conception and design and the accompaniment of the public, thanks to appropriate forms of cultural mediation.

Particular attention paid to the handicapped

The building's access and interior organization, the communication documents, the fittings and signage, have all been designed to allow the greatest autonomy possible to the handicapped visitor. The Villa Méditerranée will particularly encourage the participation by handicapped visitors in the centre's daily functioning.

Access and ticket prices adapted to different lifestyles

Long opening hours (more than 70 hours a week), an attractive ticketing policy, visits and special services aimed at the needs and expectations of different publics, will encourage the broadest access possible.

PRACTICAL INFORMATION

OPENING SCHEDULE

Days open:

Every day from Tuesday to Sunday. Closed on Mondays.

Opening hours – daytime:

Tuesday, Wednesday, Thursday: 12:00 – 19:00

Friday: 12:00 – 22:00

Saturday, Sunday and public holidays:

10:00 – 19:00

Tuesday–Friday: group visits from 9:00 to 12:00

Open on public holidays except for 1st January,

1st May and 25th December.

Opening hours – evening:

Tuesday 19:00 – 22:00: film night

Wednesday 19:00 – 22:00: meeting/debate night

Friday 19:00 – 24:00:

- 19:00 – 22:00: nocturnal exhibition visit

- 19:00 – 24:00: performance/concert night

AGENDA

PERMANENT EXHIBITIONS

Beyond the horizon

From April 2013 until 2016

Time scales

From September 2013

TEMPORARY EXHIBITIONS

2031 in the Mediterranean, our futures!

From April 2013 to end August 2013

A whole world beneath the sea...

From mid November 2013 to mid February 2014

Events

Agenda to be announced in February 2013, on the internet site

www.villa-mediterranee.org

TICKETS AND PRICES

- Permanent exhibitions: free access and entry
- Friday nocturnal visit: free for all exhibitions
- Tickets necessary for temporary exhibitions and concerts but various reduced or free entries, as well as group offers.
- Membership card available for visitors who wish to return often
- Coordinated offers with neighboring institutions

On-line tickets and reservations will be possible via the Villa Méditerranée web site, from February 2013.

VISIT TYPES

- Autonomous or accompanied visits
- Building visits
- Audio guides
- Specific reservation and reception for group visits
- Educational kits and school visits

ACCESS

Physical address:

Villa Méditerranée

Esplanade J4 – 13002 Marseille

Postal address:

Villa Méditerranée – BP 50703

13567 Marseille Cedex 02

Bus:

- Nos 83 and 60: bus stop J4 Louis Brauquier

- N°49: bus stop Église St Laurent

RTM Seabus Vieux-Port – J4

Pharo Electric shuttle – J4

Métro: stations Vieux-Port or Joliette

Tramway: T2 stop République/Dames or Joliette

Car: car park Vieux-Port MUCEM

Tourist bus: J4 drop off point

THE VILLA MÉDITERRANÉE TEAM

Board of Directors

Michel Vauzelle, President of the Villa Méditerranée, President of the Provence-Alpes-Côte d'Azur Regional Council

Bernard Morel, Vice-President of the Villa Méditerranée, Regional Councilor

Patrick Allemand, 1st Vice-President of the Provence-Alpes-Côte d'Azur Regional Council

Maurice Battin, Regional Councilor

Jean-Marc Coppola, Vice-President of the Provence-Alpes-Côte d'Azur Regional Council

Jean-Pierre Filiu, Professor, Institut d'études politiques, Paris

Danièle Giraudy, Heritage Curator General

Brigitte Marin, Director, Maison méditerranéenne des sciences de l'homme

Rostane Mehdi, Professor, Aix-Marseille Université

Patrick Mennucci, Vice-President of the Provence-Alpes-Côte d'Azur Regional Council

Laurence Vichnievsky, Regional Councilor

Jean Zieger, President, Méditerranée Technologies

Project management team

Director: **François de Boisgelin**

General coordination: **Sylvie Sampol**

Executive Assistant: **Sandrine Canova**

ADMINISTRATION: **Florence Morel** (department head), **Thomas Laborie** (tenders manager), **Sylvie Laydis** (staff manager), **Caroline Moret** (accounting manager).

PRODUCTION: **Nathalie Abou Isaac** (department head), **Hélène Forgeas** (project manager), **Laëtitia Olivier** (project manager for "Beyond the Horizon"), **Marilyne Besnier** (project manager for "2031 in the Mediterranean, our futures!"), **Gaëlle Cuesta** (project manager for "A whole world under the sea"), **Fabienne Vernet** (publications manager), **Jean-Luc Bonhême** (events manager).

Public and international relations: **Vincent Gaston** (department head), **Yamina Boulkerara** (international relations manager), **Sandrine Chomel-Isaac** (coordinator for publics and partners), **Florence Ballongue** (manager of the associative/handicapped public), **Julie Bervas** (communications/protocol manager), **Vanessa Cardinal** (in charge of reception), **Caroline Séguier** (in charge of reception/replacement), **Véronique Ceaux** (Web editor), **Khalil Reggoug** (assistant to the production and public/international relations departments).

FACILITIES AND SECURITY: **Jean Pinatel** (department head), **Florian Jacquet** (IT manager), **Jean-Hughes Mollcard** (concert/exhibition technical manager), **Laurent Belotte** (building technical manager), **Brigitte Adélaïde** (technical management assistant), **Christian Binet** and **Rasolofo Marojoana** (concert and exhibition production technicians).

Project management assistance:

Apsys : **Eric Gasiglia** and **Yankel Murciano**

Press relations:

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