French “Art de Vivre”: where tradition meets innovation

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The French Touch



In the collective imagination, France spontaneously conjures up **elegance**, **gastronomy** and **haute couture**. But beyond these clichés, it is also home to an **astonishing diversity** that has sculpted an ***art de vivre* unique** in the world. From the luminous streets of Paris to the beaches of its Atlantic coastline, and from the snowy slopes of the Alps to the vineyards of the Bordeaux region, France is a playground for a veritable panoply of different experiences.

This remarkable heritage is based on solid tradition forged by **centuries of artisanal savoir-faire and artistic excellence**. Whether this in the fields of haute couture, perfume, or gold and silverwork, France promotes the notion of what is “beautiful” as a key part of its identity. **“French art de vivre”** is illustrated in the minutest of everyday detail, from the layout of a dinner table to the composition of a bouquet of flowers.

A land of innovation

Although France is renowned for its extraordinary **traditions**, it also stands out for its sense of **innovation**, which is firmly embedded in the DNA of its major cities and centres of research. In the world of fashion, for example, **Paris** remains the ultimate benchmark, setting the trend for international fashion every year. Beneath the gilded domes of the city’s Haussmannesque salons, in-vogue designers continue to reinvent **French glamour**, in so doing creating a future in which **French elegance** combines with influences from across the globe.



French gastronomy, which has been awarded intangible world heritage status by UNESCO, is another pillar of this unique “art de vivre”. In addition to world-famous baguettes, cheese and wine, French chefs continue to demonstrate their culinary audacity in a manner that is constantly reinventing itself. From leading Michelin-starred restaurants to neighbourhood bistros, devoted care and the greatest of attention are paid to ingredients, the cooking process, and presentation. This same passion runs through the veins of everyone involved in the **wine industry** in Bordeaux, Burgundy, Champagne and elsewhere – terroirs with an international reputation that has long been established, and where excellence comes from a skilful balance between centuries-old traditions and modern vinification processes.

Remarkable diversity

Outside of the French capital, the **country’s geographical diversity** delights foreign visitors keen to discover the golden beaches of the **Atlantic Coast,** the creeks of **the Mediterranean**, and the majestic peaks of the **Alps**, not forgetting the verdant splendour of the **Vosges** mountains. The historic **Châteaux**

of the Loire Valley captivate with their lush riverbanks, while the vineyards, spread across diverse regions, offer a landscape shaped by centuries of winemaking tradition. Even farther afield, France's overseas territories, from the volcanic peaks of **Réunion** to the turquoise lagoons and tropical forests of **Martinique**, bring yet another dimension to the country's rich geographical and cultural diversity.



France maintains the vital energy of its regions with great care, without ever giving in to the siren call of rigid tradition. As a result, each of its regions continues to perpetuate its own identity through its festivals and traditional hospitality to the great pleasure of each and every visitor.

It is precisely for this unparallelled wealth of riches and this balance between tradition and bold creativity that the organisers of MICE events choose France as their destination of choice, one where "French Art de Vivre" is a full part of the experience and a cultural and sensory journey in its own right. And it is this combination that sums up the country to perfection: **a unique and inspiring setting** perfect for coming together and developing new ideas.

