

A Bloomberg and Vanity Affair With a French Flair

For the second year in a row, Vanity Fair and Bloomberg hosted a joint after-party on May 1 at the Residence of France in Washington, D.C., bringing together the worlds of glamour, politics and press. Guests arrived after the conclusion of the White House Correspondents' Dinner, held at the Washington Hilton, where President Barack Obama and talk-show host Jay Leno shared political humor with a star-studded audience. Hollywood stars, prominent figures of the U.S. administration, and journalists conversed and enjoyed the glittering atmosphere in the company of their French colleagues until the early hours of the morning. White House Chief of Staff Rahm Emanuel and senior adviser David Axelrod were joined by prominent figures such as Google CEO Eric Schmidt; CBS Correspondent Katie Couric; actors Scarlett Johansson, Bradley Cooper, Morgan Freeman, Michael Douglas, and Jessica Alba; musicians Jon Bon Jovi and the Jonas Brothers; athletes Donovan McNabb and Tony Romo; and designers Donatella Versace and Jason Wu.

The *soirée*, which was considered the most exclusive in town that evening, was an occasion for officials to discuss their activities, for celebrities to engage in politics, and for journalists to interact with famous personalities — enabling a "behind-the-camera" glimpse into their insights on a myriad of topics.

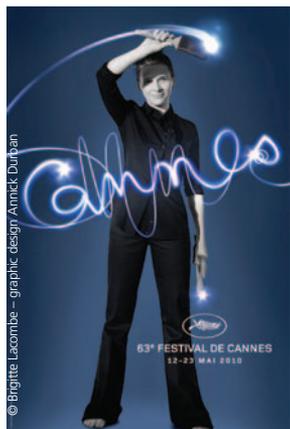


(Left) The Residence of France hosted its second Vanity Fair and Bloomberg joint after-party. (Right) Actress Scarlett Johansson was among the many celebrities to attend.

La Fête de la musique Takes to the Streets Worldwide

As the seasons change, revelers eagerly await the longest day of the year in the northern hemisphere — the summer solstice (June 21). The arrival of the solstice marks the annual celebration of *La Fête de la musique*, a global event that enchants the hearts — and ears — of music enthusiasts. Musicians of all ages take to public spaces — from parks to streets and sidewalks — to perform free concerts. The tradition began in 1982 in France as a celebration of music for all to enjoy, but the festival has since spread to more than 100 countries worldwide and is now the largest international event of its kind. Across the globe, musicians of all types are welcome to contribute regardless of their genre or level of experience. Among more than 500 cities that host events, Washington, D.C., New York City, Pasadena and Houston are some of the American cities that have developed a penchant for the festival. On June 19 in the nation's capital, the Embassy of France will feature a spectacle of fire-breathers, aerialists and a plethora of concerts. On the summer solstice itself, New York City will host Make Music New York, a celebration across all five boroughs with street performers and bands alike taking to the stoops, streets and parks of the Big Apple in the city's own contribution to the annual French festival. For information on events taking place throughout the U.S., please visit www.ambafrance-us.org and click on the interactive map that pertains to your region.

The Cannes Film Festival Rolls Out the Red Carpet



... And action! Stardust has once again showered the Côte d'Azur as the film universe descended upon the French Riviera from May 12 - 23 to commemorate the 63rd Festival de Cannes, one of the world's largest and most glamorous cinematic events. Appointed by festival organizer, Cinéfondation's president, Gilles Jacob, American film director Tim Burton served as this year's President of the Feature Film Jury. "By asking this visionary cinematographer to lend his support," Jacob stated, "we must be able to identify the innovations that will bolster the Festival's identity so that it evolves harmoniously between creation and industry." Also appointed to sit on the Feature Film Jury this year were American actress Kate Beckinsale, French scriptwriter and

director Emmanuel Carrère, and five other European film representatives.

The main event of the festival is the Official Selection, comprising five categories. The 20 films nominated in the "Competition" group are all projected in the *Lumière Theatre*, but only one can win the most prestigious award of the festival — the *Palme d'Or*. This year the honor went to Apichatpong Weerasethakul for his film, *Uncle Boonmee Who Can Recall His*

Past Lives. Other pictures shown at the Festival are qualified by cultural themes, length, and medium and are also eligible to receive prizes. Several French films and actors were also recognized. Audiences were treated to a premier showing of American director Oliver Stone's film *Wall Street: Money Never Sleeps*. Although it was not in the running for the *Palme d'Or*, the film — a sequel to the 1987 hit *Wall Street* — will be released in theaters in September.

Over the span of the ten-day festival, attendees are able to take advantage of events beyond movie screenings. One of the biggest is the *Marché du Film*. As the largest movie market in the world and the business component of the Film Festival, it serves as "an invaluable resource to face the world's current changes in technology and economy" for today's producers and directors, the Executive Director of the *Marché du Film* claimed.

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NEW FLIGHTS TO PARIS ARE ALL BUSINESS



OpenSkies is an all-business class flight now serving N.Y.C. and D.C.

OpenSkies, a subsidiary airline of British Airways, is the first transatlantic, business-only flight to Paris. In addition to its New York-to-Paris haul, the airliner launched a Paris-to-Washington route on May 3, offering five weekly flights between Paris Orly and Washington Dulles International airports. The first airline to be created as a result of the U.S./E.U. Open Skies Agreement, OpenSkies airline aims to bring a new trajectory of transatlantic comfort. Four Boeing 757-200s comprise the OpenSkies fleet, offering two spacious cabins. The "Biz Seat" cabin includes 60 seats that recline to 140 degrees. The "Biz Beds" cabin boasts 12 reclining seats that extend to a complete horizontal position. The flight offers four-course meals, over 50 hours of entertainment programming, and the airline has transported over 150,000 passengers since its inception. Limiting its capacity to 72 passengers, the airline strives to establish an equilibrium between maximizing comfort, space and personal attention to passengers. With a simplified check-in process and direct service to Paris-Orly airport, located approximately eight miles south of Paris, OpenSkies also aims to streamline travel time. For more information, please visit: www.flyopenskies.com.

MAYOR OF PARIS VISITS CHICAGO

The Mayor of Paris Bertrand Delanoë visited Chicago from April 25-28. Mayor Delanoë joined members of industry and leaders of Chicago's other sister cities around world for the sixth annual Global Cities Forum from April 26-27. The theme of this year's Forum, "New Partnerships for a New Economy: Driving Innovation in Cities," sparked conversations about how public-private partnerships can help local leaders deliver social programs and services to their constituents. On the first day of the conference, Mayor Delanoë presided over the meeting of the Executive Bureau of the CGLU, which discussed the role of local governments in the reconstruction of Haiti, among other issues. The following day, the French mayor and his Chicago counterpart, Mayor Richard Daley, opened a joint session of the Global Cities Forum and the CGLU, which provided an opportunity for debate on the topic of "the transformation of local governments to promote innovation." Later that day Mr. Delanoë was Mayor Daley's guest of honor at Chicago's French Market, the first covered outdoor market in Chicago.

2 NEWS FROM FRANCE

Current Events

France Participates in the 2010 Shanghai World Expo

From May 1 through October 31, Shanghai opens its doors to an expected 70 million visitors for Expo 2010 Shanghai China, the Asian nation's first expo of this kind. Following the model of western countries in the 19th century, the World Expo celebrates the international city's architecture, technology, style, and population by showcasing new construction and various cultural activities. Hundreds of foreign countries including France contribute their own national pavilion to the exposition, displaying their distinctive cultural and architectural styles at the global fair while encouraging ongoing international exchanges.

Chosen from over 49 candidates, the selected design for France's pavilion is called "The Sensual City," and explores the five senses. According to the team of designers at COFRES, lead by Jacques Ferrier, the pavilion "will be a shining example of energy efficiency and recycling techniques," as even the structure itself is constructed of all recyclable materials. Inside the modern exterior, visitors will find meandering streams, giving the large French-style gardens the impression that they are floating. The sights, smells, tastes and glamour of France complement the gardens, paintings, perfumes, cuisine, and classic French films exhibited within the pavilion. Offering a multitude of inviting and celebratory services throughout the expo, couples to the *France Pavilion* can even arrange to be married at the pavilion. Since its unveiling, the French pavilion has received over five million visitors.

For more information, please visit www.pavillon-france.fr.



Constructed entirely of recyclable materials, the *France Pavilion* is a shining example of green design.



Interview with Jacques Figuet, Nuclear Affairs Counselor at the Embassy of France in Washington, D.C.

Please describe the role of nuclear power in France today.

Today, nuclear power represents around 77 percent of total electrical production in France, which has many positive results for the nation. France's 58 nuclear reactors reduce the nation's dependence on foreign oil and the cost of energy importation. The success of nuclear technology also significantly reduces energy costs for consumers and decreases harmful carbon dioxide emissions. Between 1980 and 1990, total CO₂ emissions have been cut by 25 percent in France and have been maintained at this level since this period, despite an increasing energy demand mainly for transportation.

What steps is France taking to help developing nations use nuclear power for energy purposes?

Energy consumption will increase tremendously in developing nations for the coming decades unless we deny them the access to better life standards. Preventing nuclear power access would incite them to produce huge CO₂ emissions and pollution, and to pay high and volatile prices. France's objectives regarding nuclear energy in developing nations will be to help create the appropriate framework for such civil nuclear capabilities. First, a legal framework is necessary to ensure a responsible and verifiable program in terms of safety, security, liability, waste management, [and] non proliferation. Second, site studies, infrastructure development and project manage-

ment have to be addressed and technical experts to be trained. Third, France supports establishing a solid financial framework for nuclear programs. Because they can have long-term financial benefits for a country but require significant financial commitment, these projects need a strong and consensual governmental support as well as access to international financing institutions.

President Sarkozy mentioned creating an International Nuclear Energy School. What would this entail?

Developing nations will need officials with a deep understanding of nuclear technology to host and operate nuclear facilities, and President Sarkozy plans to make the training of these officials a priority. France already extended its nuclear training capacity. For example, the number of students pursuing a nuclear master's degree increased from 380 a year to 900 a year and is still projected to grow to 1,500 in the next three years. But France decided especially to boost its enrollment of foreign students. It endeavors to establish an International Nuclear Energy School that will provide high quality education focusing on scientific and technical specialties, but also on political, economic, and social implications that such technology represents for the country. In light of France's commitment expressed during the Nuclear Security Summit in Washington, D.C., on April 13, security will constitute a vital component of the International Nuclear Energy School's training. The School will work in close connection with the research centers located at Saclay, near Paris, one of the biggest university campuses in Europe, with extended locations at Cadarache, Grenoble, and soon in the west of France. While these campuses would be in France, President Sarkozy's program also promotes establishing specialized 'centers of excellence' in other countries as well, with one starting in China in the fall.



L'Interview with the expert

France and Maryland Advance Cooperation in Biotechnology

Secretary of the Maryland Department of Business and Economic Development Christian Johansson, and French Minister of State for Foreign Trade Anne Marie Idrac intend to link public and private industry, academic research institutions, university hospitals and cancer centers of both France and Maryland to leverage their complementary programs. Through strategic collaborations, France's Cancer-BioSanté-Cluster, Maryland's Biotechnology Industry, Department of Business and Economic Development, and Biotechnology Center, aspire to build scientific-industrial partnerships dedicated to cancer research, diagnostics and therapeutic strategies to facilitate accelerating movement toward commercialization.

The Toulouse-based Cancer-BioSanté-Cluster is fully dedicated to fighting cancer through a broad continuum approach including prevention, diagnostics, therapeutics and patient-monitoring. The cluster includes global companies that benefit from France's second largest region in terms of academic research activity, with 500 laboratories and 9,000 researchers. On the other side of the Atlantic, the Maryland Biotechnology Industry, home to over 500 bioscience

companies and 50 research-intensive federal institutes as well as academic centers, is also a leader in the biotech sector. With the help of the Maryland Department of Business and Economic Development, which stimulates private investments and encourages the expansion and retention of existing companies, as well as the Maryland Biotechnology Center, the cooperative effort between French and American public and private entities will contribute to the transatlantic development of synergies in combating cancer.

"Maryland is pleased to join forces with the French government, their academic institutions, and industry colleagues in the Cancer-BioSanté-Cluster in Toulouse to identify opportunities for cooperation and collaboration in research and economic development," stated Secretary Johansson. Executive Director of the Maryland Biotechnology Dr. Judy Britz also lauded the agreement, saying, "I look forward to working with Cancer-BioSanté-Cluster companies and academic institutions to assist in linking diagnostic technologies, clinical and regulatory expertise to pursue solving some of our most challenging clinical problems in cancer patient management."

"Missing" Descartes Letter Discovered in Haverford



Haverford College returned the Descartes manuscript to the Institut de France.

insight into the philosopher's centuries-old works was found at Haverford College near Philadelphia this spring — a letter, dated May 27, 1641, concerning the publication of Descartes's *Meditations on First Philosophy*. The letter was "discovered" after Dr. Erik-Jan Bos, a Dutch author currently editing a book on Descartes's works, conducted a Google search and found a description of the letter in the Haverford online database. He

René Descartes was one of the foremost thinkers of the 17th century, postulating such groundbreaking existential ideas to corroborate one's existence as, "I think, therefore I am," in his *Discourse on the Method*. A new

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contacted the college and determined its authenticity with the help of John Anderies, Haverford's Head of Special Collections.

The letter arrived at Haverford more than 100 years ago when alumni Charles Roberts bequeathed his collection of historical documents to the college. Unbeknownst to Haverford, the letter was originally part of a collection belonging to the Institut de France which was purportedly stolen by Count Guglielmo Libri in the mid-1800s. Once aware of the document's history and value, Haverford President Stephen G. Emerson immediately contacted the Institut and offered to return it. "There was only one possible course of action: do the right thing, and offer to return the letter," he said. Chancellor of Institut de France Gabriel de Broglie noted that Haverford's return of the letter "exemplifies the depth of moral values that [the university] instills in [its] students." The Institut de France will be demonstrating its appreciation in the form of 15,000 euros during a ceremony in Paris on June 9. Haverford will use the funds to support student work in philosophy, history and French thought.

French Quarter Festival Celebrates the City's Cultural Heritage

A city renowned for its rich cultural heritage and its delicious local gastronomy, New Orleans, Louisiana, celebrated the 27th Annual French Quarter Festival. From April 9-11, the city opened its doors and restaurants to 512,000 visitors and locals to enjoy New Orleans jazz and sample its distinctive cuisine. The festival commemorated the city's unique cultural identity and recognized the various influences that helped shape it. The signature event of the weekend was the "World's Largest Jazz Brunch," surpassing that of the 2009 festival which hosted 90 food and beverage booths. This year, over 105 concessionaries lined much of the quarter's 78 square blocks, from the Woldenberg Riverfront Park to Jackson Square and the Louisiana State Museum's Old U.S. Mint, which featured the best of the French Quarter's cuisine. Served daily, Louisiana Créole specialties such as jambalaya, crawfish bread, gumbo, and muffaletta sandwiches provided a tasty regional festival fare. The Jazz Brunch Committee was scrupulous in maintaining the authenticity of the cuisine by imparting criteria for participation and featured some of the city's culinary finest, including Anotine's, Begue's, Desire Oyster Bar, Ristorante Carmelo, Trey Yuen, and Tujague's, which all participated in the first-ever French Quarter Festival in 1984. The reverberations of the trombone and other brass instruments echoed throughout the Big Easy as stages hosted concerts across the city. One notable example was the poignant rendition of "When the Saints Go Marching In," performed by students of the Heritage School of Music, celebrating the city's solidarity.



New Orleans's French Quarter Festival commemorated the city's cultural distinctiveness.

READY TO HELP! FRANCE AND THE OIL SPILL IN THE GULF OF MEXICO

A few days after the explosion of the Deepwater Horizon drilling rig in the Gulf of Mexico, French Minister of Foreign and European Affairs Bernard Kouchner expressed on Sunday, May 2 France's solidarity with the American people and its readiness to contribute to the cleaning effort. To date, France has proposed to ship offshore booms to the U.S. and to send oil spill experts with specific knowledge on estuarial zones and mangroves. These propositions are now being reviewed by the "Unified Area Command" in charge of coordinating the oil spill response on the ground to see if and how they can be used in the cleaning effort.

UCLA SAILORS PARTICIPATE IN FRENCH REGATTA



The UCLA sailing team takes to French waters.

For the third year in a row, the University of California, Los Angeles (UCLA) sailing team participated in the 42nd annual Course Croisière EDHEC (CCE) in Brest, France. Organized each year by the French business school EDHEC in Lille, the event drew approximately 3,000 participants, 10,000 visitors, and over 165 student sailing crews from all over the world. According to the CCE website, the regatta is Europe's largest student-run sporting event. This year's competition took place between April 17-24. The UCLA crew's participation in the CCE began in 2008 when French exchange student Thibaut Chabrol from Pôle Universitaire Leonard de Vinci in Paris presented the idea to the sailing team. Each year since, the group has worked tirelessly to organize the trip and raise funds for the sailing club. "For us, the CCE is more than just a regatta," explained Victor Weisberg, captain of the squad that traveled to Brest. "It's an opportunity to mount an international project — to create a budget, to find sponsors, to organize donation events, and particularly to travel and build relationships with dozens of European students who share our passion for sailing." For more information on the UCLA sailing team, please visit: www.bruincee.blogspot.com.

24 Hours of Le Mans 2010: A Race of Endurance



Approximately 250,000 racing fans are expected to attend *Le Mans* this June.

The 78th edition of the race *24 Hours of Le Mans*, often referred to simply as *Le Mans* and the *Grand Prix of Endurance*, will take place this June 12-13. The renowned "endurance race" challenges not only the skills of drivers and pit crews, but also the durability of race cars traveling at speeds of over 200 miles per hour over the course of 24 hours. Organized by the *Automobile Club de l'Ouest* (ACO), *Le Mans* is not only an exhilarating sports car race enjoyed annually by millions around the globe, but also a testament to technological achievement in the automobile world.

The Race



The cars competing in *Le Mans* can reach speeds of over 200 miles per hour.

four hours at a time, and no single driver may drive more than 14 hours over the duration of the race. The participating cars must have at least two seats inside and are limited to two doors. Audi, Corvette, Aston Martin and Peugeot are among the many automakers that manufacture the resilient racing cars.

Though there are four classes of cars varying by speed, weight and power output, all entrants compete simultaneously within two groups: *Le Mans* Prototypes (LMP1 and LMP2) and Grand Touring vehicles (GT1 and GT2). Competitors vie for the distinction of overall winner as well as the title of their respective classes. There have, however, been instances in which cars from the GT classes have claimed the top prize thanks to superior durability that prevailed over the generally faster speeds of LMP vehicles.

The race commences with the ceremonial waving of the French flag. In recent years, fighter jets, trailed by red, white and blue smoke, have added their engines to the starting lineup. Until 1971, the *24 Hours of Le Mans* began with a practice known as a "standing" start. The vehicles would line up against the wall of the pit in the order in which they qualified, and drivers would run from the opposite wall to their cars, jump in, and drive off. Since the early 1970s, however, the race has implemented enhanced safety measures, including the "rolling" start, in which drivers sit safely secured in their respective vehicles before the flag is waved.

While most other types of automobile racing competitions, such as NASCAR and Formula 1, measure vehicle speed and driver skills, *Le Mans* challenges an automobile's durability and fuel economy. Currently, *Le Mans* includes 55 teams, each consisting of one car with three drivers. Each of the three drivers may only be in the car for a maximum of

In the city of Le Mans, the motorsport capital of the Loire valley, there are two race tracks, one of which is a short permanent circuit named after Ettore Bugatti, founder of the car company bearing his name. The second is a combination of the private track and public roads that are closed specifically for *Le Mans*, called the Circuit de la Sarthe. The car that has completed the most laps at the conclusion of the 24-hour period is crowned the winner.

The anticipated wave of the French tricolor will summon the roar of the engines this June for the 2010 edition of *Le Mans*. The event will be televised in 25 countries and is projected to be viewed by approximately 228 million fans worldwide. The city is expecting around 250,000 racing enthusiasts to attend this year's *Grand Prix of Endurance*. If genes are in his favor, bets should be on Marco Andretti, the grandson of Mario and son of Michael — both of whom have finished in the top three in previous *Le Mans*. Other notable drivers in the upcoming races include 8-time winner Danish driver Tom Kristensen as well as Vanina Ickx, daughter of six-time *Le Mans* winner Jacky Ickx.

The popularity of the *Grand Prix of Endurance* has led to the proliferation of similar events throughout the world. *Le Mans Legend* is a vintage sports car race, held during the same week as the *Grand Prix of Endurance*. Created in 2001 by the *Motor Racing Legends* group and supported by the ACO, the races are organized by year and build of the vintage cars. Brazilian Ferrari collector and driver Carlos Monteverde won last year's *Le Mans Legend* in a 1964 Ferrari 250 LM. The French town also hosts *Le Mans Classic*, a race held in July on the Circuit de la Sarthe course, open to drivers with cars pre-dating 1979, for the full 24-hour endurance ride — a race that has since been duplicated in Japan. The *American Le Mans Series* is held annually throughout the United States, presented by Tequila Patron. The series consists of endurance and sprint races that can last anywhere from nearly two to 12 hours.

History

Since its inception in 1923, *24 Hours of Le Mans* has been one of the most widely celebrated and highly anticipated automobile races in the world. Originally, the race sought to test not only the endurance and durability of the cars, but also that of their headlights, which were a relatively new invention at the time. The first annual edition of the race took place amid an onslaught of rain and hail on May 26-27, 1923, with 35 cars from 18 participating auto manufacturers. French drivers André Lagache and René Léonard claimed victory in a vehicle called "The Sport," produced by long-defunct French car manufacturer Chenard et Walcker. The victorious French duo averaged speeds of about 57 miles per hour in their winning effort. Over the years, many renowned drivers throughout the racing world, such as Mario Andretti, Jacky Ickx and Stirling Moss, have participated in *Le Mans*. In 2009, American actor Patrick Dempsey of the hit television series *Grey's Anatomy* competed in the race, driving a Ferrari F430.

Le Mans has run every year since 1923 with the exception two hiatuses in 1936 and 1940-1948. The first decade and a half of the annual races at *Le Mans* were dominated by automobile manufacturers Bentley (whose cars won five times in the 1920s), Bugatti and Alfa Romeo. After World War II, the track was rebuilt and the *Grand Prix of Endurance* gained further international notoriety as other major automakers such as Ferrari, Mercedes-Benz and Jaguar began to manufacture vehicles for the race. In recent years, Audi has enjoyed great success at *Le Mans*, having manufactured eight winning cars since 2000.

As the players have evolved over time, so have the regulations. After an accident at the 1955 *Le Mans*, a myriad of new safety measures, including widening the track and creating a larger zone of separation between the track and spectators, were introduced to *Le Mans* and the rest of the auto racing world.

For more information, please visit: www.lemans.org.



Sir Henry "Tim" Birkin raced a super-charged Bentley on June 21, 1930.

French Researchers Expose Secret Lives of Truffles

Who would have thought that truffles, the fruit of fungi that grows on certain types of tree roots, were keeping such intimate secrets from the world? A French-Italian consortium coordinated by a research team from the Nancy office of France's National Institute for Agricultural Research (INRA-Nancy), with the involvement of Genoscope, the French Center for National Research and the Universities of Lorraine and the Mediterranean, has released a study on the genome of the Périgord black truffle. The team discovered that the organisms, long thought to reproduce asexually, actually have two different sexes. Leader of the research team Dr. Francis Martin encourages growers to inject roots with the two different genders of the truffle to promote new gene combina-



French scientists discover new genome in black truffles.

tion and hereditary diversity. The precious Périgord black truffles can sell on the market for thousands of dollars per kilogram. As a result, counterfeiters often attempt to sell imitations of the valuable truffle using cheaper, similar-looking versions of the mushroom. The researchers' work to decode the black truffle's genome will deter fraudulent activity — the DNA fingerprints make it easier to carry out "typing" of the geographic origin of harvested truffles, and allow the use of product certification and fraud detection tools. "The genome really changes everything," stated Dr. Martin. "We now have a few thousand markers that will clearly be useful for professionals."

For more information on the study, please visit: www.international.inra.fr.

Paris Gets Wind of Turbines

Demonstrating its commitment to renewable energy, Paris has installed two small wind turbines on top of the Air Museum in the city's Belleville neighborhood. Each turbine runs at an average wind speed of 13.7 miles per hour and has the ability to produce 15,000 kilowatts per year, the equivalent amount needed to power six average-sized Parisian flats. The recently installed turbines in Belleville will supply electricity for six years until city authorities evaluate the results and determine the fate of the project.

The initiative is part of a wider plan by the Paris City Hall to maximize the city's green potential by installing wind turbines, solar panels, and geothermal and water turbines. Officials expect that green energy sources will generate 30 percent of electricity consumed by public buildings and 25 percent of private consumption by 2020. Additionally, the city hopes that by 2014 the surface area of solar panels will reach 200,000 square meters throughout Paris.

Paris officials are also taking precautions to ensure that the aesthetics of the city remain intact during the installation of the turbines. "Paris is the world's top touristic destination and we of course do not wish to damage the landscape," said Denis Baupin, the mayor's advisor in charge of sustainable development. Officials responsible for the project are collaborating with architects to integrate these new additions into the surrounding cityscape.

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Two wind turbines installed in Paris serve as a pilot program to promote green living.

Technology Enhances Visual Experience

Leading scientists and engineers presented groundbreaking technology at the first Augmented Human International Conference, in Megève, France, from April 2-3. The two-day colloquium allowed researchers to collectively discuss new developments in the realm of augmented reality. Augmented reality, commonly known as AR, is a technological advancement that enhances a real physical experience through virtual image technology. AR has already penetrated everyday life, most notably on television. For example, AR allows sports commentators to stop and rewind footage to highlight plays with directional arrows. AR is also integrated into the helmets of fighter pilots who, with the help of this eye-tracking technology, can aim their weapons in the direction that the pilot is looking.

At the conference, however, engineers Matthias Baldauf, Peter Fröhlich and Siegfried Hutter presented technological developments that were far from ordinary. Using eye-tracking technology to follow and analyze the user's gaze, smartphones connected with AR technology can determine not only what the user is viewing, but can also provide the user with more information about the object. Smartphone technology is unique because it provides instantaneous feedback about the object in focus from the Internet. For example, if the user is looking at a famous monument in a foreign city, but cannot remember its name or history, he or she might only glance at the smartphone's screen to learn that monument is the Centre Pompidou Museum of Modern Art, and that it is named after former French president Georges Pompidou who provided the initial momentum and inspiration for the building. While some are not yet available for sale, the eye-catching innovations on exhibit bring a new meaning to quick thinking.



Jean-Louis Etienne crossed the North Pole in a hot-air balloon, taking scientific measurements along the way.

French explorer Jean-Louis Etienne has crossed the North Pole for the third time, but his most recent feat — above all — is centered in a bunch of hot air. On April 12, the 63-year-old landed in Bagatai, Russia, after a seven-day journey in a Rozière-type hot-air balloon supported by a combination of helium and hot air over the North Pole, originating from Spitsbergen, Norway. Although snowstorms prevented him from landing in Alaska as originally planned, he had a smooth descent after an exhausting week. "It was an extremely grueling voyage with sleep hours, well, that don't exist — [it's more like] minutes of sleep," Etienne said. The French explorer, however, is a regular up north. In 1986, he became the first to cross the Arctic alone, traveling via dog sled for 63 days, while he also trekked through the frigid sea ice on the boat the *Polar Observer* in 2002. During his 1,945-mile balloon flight, Etienne performed scientific tests on the atmosphere, including taking measurements of CO₂ at various interludes and testing the Earth's magnetic field at the North Pole. He plans on returning to the south of France and continuing his efforts in environmental research and protection issues, specifically the suspected global climatic changes that threaten the disappearing polar ice. For more information about Etienne's adventures, please visit: www.jeanlouisetienne.com.



Global audiences immersed themselves in the mysterious and beautiful underwater worlds via the new Disney movie *Oceans*, on April 22, the 40th celebration of Earth Day. Nearly three-quarters of the Earth's surface is covered by water, and this French-directed maritime documentary provides a close-up of the usually inaccessible species that live beneath the surface. But catching marine life on camera was no easy task. It took seven years to produce *Oceans*, with four years of filming in 54 different locations. *Oceans* was co-directed by two Frenchmen, Jacques Cluzaud and Jacques Perrin, an Academy Award nominee for his film, "Winged Migration." The duo worked closely with French navy engineers to develop filming equipment that could cut through the water just as swiftly as dolphins or breathing equipment that did not produce bubbles and scare away exotic fish. Narrated by actor Pierce Brosnan, the movie not only sheds light on the abundance of species living in the oceans, but also on the natural and man-made dangers that they face. In an interview with French newspaper *Le Monde*, Perrin expressed his hope that the movie would promote ecological awareness about oceans, stating, "We must react urgently, protect, create blue helmets for the sea. Otherwise, humanity is headed toward an unbearable solitude." The film claimed the number two spot for opening weekends for nature documentaries, with over \$6 million in ticket sales, just behind Disney's 2009 venture, *Earth*.

PARISIAN CHEF BECOMES WORLD'S PIZZA CHAMPION

On March 30-31, pizza aficionados gathered at this year's Pizza and Pasta Expo in Paris, France. The displays featured top-of-the-line cooking equipment along with creative alimentary products for chefs to add to their recipes. One component of the two-day event included a pizza competition that pitted the tasty creations of over 200 pizza makers, or *pizzaiolos*, from around the world against one another. The jury determined that Parisian chef Rabah Zaoui built the best pizza, bestowing on him the title of "pizza champion." Zaoui shared his secret with the press, emphasizing the importance of a solid base.

France Showcases Technologies to Fight Climate Change

The Embassy of France in Washington, D.C., participated in the Earth Day exhibition organized on the National Mall on April 24 and 25 by the U.S. Environmental Protection Agency, in honor of the institution's 40th anniversary.

Representatives from the Sustainable Development and Transport Division, Economic Department, Nuclear Division, Office of Science and Technology and Chancellery, presented leading clean technologies in which France excels, such as nuclear energy and high speed trains. Taking the opportunity to share best practices and insights resulting from France's environmental initiatives, the embassy's representatives explained the objectives and outcomes of the Grenelle de l'Environnement. The Grenelle, which refers to the labor agreements signed in 1968, is an economy-wide consultative process bringing together members of industry, unions, academia, NGOs, civil society and policy-makers to devise green solutions to the challenges facing the economy and society.

At the French booth, many questions focused on the management of nuclear energy wastes, up to 95 percent of which France is able to recycle thanks to its dedication to research and development in this field. The efficiency and speed of the French high speed train also drew a lot of attention.

All the divisions of the French Embassy involved in this event also actively participated in the EU Open House day on May 8, with a special emphasis on environment and clean technologies.

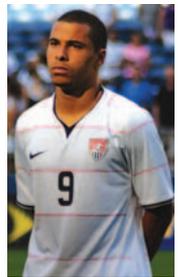


Representatives from the Embassy of France discuss green solutions during the 40th Earth Day celebration.

Spectacular Comeback of Soccer Star Charlie Davies

American soccer player Charlie Davies, striker for FC Sochaux-Montbéliard of France's Ligue 1 and member of the U.S. National Soccer Team, is back in training with his club in France after incurring severe injuries in a car accident in the Washington, D.C., area in October. Doctors had estimated that it could take up to a year for the American striker to fully heal. But after numerous operations and an extremely rigorous six-month physical rehabilitation program, Davies is practicing at full speed with his team in Sochaux, a town of under 5,000 people in the Franche-Comté region in northeastern France. He is one of only two American players currently on the roster of a Ligue 1 team, along with defender Carlos Bocanegra of the team Stade Rennes.

Davies began light training with FC Sochaux in March and is expected to be back at peak-performance level for the beginning of the 2010-2011 campaign of his French squad. When asked in a *New York Times* interview about his level of on-the-field play in the aftermath of his comeback, Davies responded, "I could be even better, with this different outlook that I have, this different appreciation I have. I could be more effective just with that extra push every time I get on the field."



Charlie Davies is one of two U.S. players in France's Ligue 1.



EXPLORING
VINEYARDS ONLINE

Wine enthusiast and blogger Bertrand Celce uncorks a personal account of French wines as he tours vineyards and meets with *vignerons*, learning and recounting the personal story behind their grapes. Accredited by *Food & Wine Magazine* as one of the seven best wine blogs in 2005 and as one of the coolest five wine blogs in 2008 by *Wine & Spirits*, the *Wall Street Journal* also recently

acclaimed him one of their favorites on their 2009 *Oeneo-file*. Celce's well-trained palate and articulate writing expressively convey each wine's unique body and taste. At a Bourgogne wine tasting in March during the high season of tasting events, Celce astutely remarked the following about a Jacques-Frédéric Mugnier Chambolle Musigny 2007 vintage: "This Pinot Noir offers spicy, peppery notes on the nose. Exquisite mouth with



A vigneron serves wine during Celce's visit.

something close to chocolate. Very nice wine. [I note] its complexity, aromas of jammy vegetable, spices and roasted notes."

Celce's blog does not stop at sensory descriptions of the bouquet. He often looks beyond taste and aroma to delve into the significance and family history involved with each wine. The blogger, fluent in French, English and German, enhances the online experience of his reviews by adding photos of the events. Some entries offer sugges-

tions in pairing wine and specific foods, like risottos, beef tongue and aged goat cheese, and highlights openings of wine bars and new restaurants. For more information and a mouthwatering blog experience, please visit: www.wineterroirs.com.

News From France does not endorse the content, views, and opinions of authors expressed in the aforementioned website.

Expanding the Reach of Literature

During a press conference on March 30, French Minister of Culture Frédéric Mitterrand unveiled 14 propositions for literacy development, a plan that envisions working with various local governments and overseas departments to expand readership across all French territories. This initiative was created after a 2009 study by the Ministry of Culture revealed that traditional readership via printed works had decreased in France. The decline is believed to be related to the advent of the technological revolution. Advancements in technology have not only provided new ways to read, as newspapers and books can now be found on the Internet, but have also focused the energies of youth, ages 14-25, on different areas of entertainment, such as video games and television.

The plan drew its inspiration from its American equivalent, "the Big Read," a program sponsored by the National Endowment



The literacy plan seeks to make literature more readily available to the preferences of younger generations.

for the Arts, which organized community initiatives across the U.S. to increase book readership. With a budget of 100 million Euros, the French plan will expand the French National Library to rural and island populations with limited access to literary resources and extend the operating hours of 50 municipal libraries. Some of the propositions focus on projects to promote child literacy, such as organizing a *Fête du Livre: A Vous de Lire* (It's up to You to Read) to encourage enthusiasm for reading. The initiative "First Pages," in which every family receives a reading guide to aid child development, also exposes children to reading from earlier ages. Furthermore, the plan will use technology to its advantage by providing young adults with new online reading opportunities. After President Sarkozy's allocation of \$1.1 billion to digitize France's literary works (see NFF 10.03), Minister Mitterrand's 14 propositions complement and advance the initiative by the French government to help the literary world move into the digital age.

Fashion Designers Expand Their Horizons

As spring and summer roll into season, so does a new collection of French style. The changing weather carries with it an "alteration" in venues for some Paris-based fashion designers. American retail company Target partnered with renowned French fashion designer Jean Paul Gaultier to develop a *chic* and affordable collection on the store's website and at select stores across the U.S. The collection, a piece of which is featured to the right, was inspired by the American woman and celebrated pop culture by integrating past and present styles. While infusing his own French flair, Gaultier incorporated rock n' roll, hip-hop, punk alternative, and Hollywood glamour influences to chronicle how American women have revolutionized fashion for decades. His ready-for-summer line, available March 7- April 11, included miniskirts, high-waisted pants and shorts, cropped tanks, and swimwear.

French fashion has also made a jump from clothes and accessories to a more unexpected medium of "pop" culture. Last month, Coca-Cola Light released a revamped bottle created by Paris-based designer and long-time Coca-Cola Light fan, Karl Lagerfeld. The limited-edition bottle features a hot pink aluminum cap and a bold black silhouette of Lagerfeld — complete with the designer's trademark high collar, pointy boots and ponytail — against a stark white background.



International Fair Brings a World of Products to Paris



French overseas departments and territories, Cuba, the Dominican Republic and Haiti for the 10th anniversary of the *Terre des Tropiques* fair, creating a tropical atmosphere adorned with exotic spices and rich tastings. The *Foire* offered approximately 55 free concerts and carnival parades to heighten its festive spirit. Visitors eyed the latest trends in the Home and Environment section, which emphasized the importance of saving energy and protecting the global environment. In Wellbeing and Leisure, interior design and do-it-yourself workshops emphasized hands-on activities with style.

The fair culminated with the announcement of the winner of the *Concours Lépine*, an international award presentation which rewards an invention both useful and economically practical. Founded in 1901 by the Parisian police prefect Louis Lépine, the prize has helped promote inventions such as the ballpoint pen, the two-stroke engine, and contact lenses. All hoping to simplify daily life or protect the environment, the inventions exhibited at this year's *Foire* included ideas such as a USB key in the shape of a credit card and an MP3 player with tempo-adjusted music and motivational messages to boost a workout.

The International *Foire de Paris*, an annual trade show commemorating recent inventions and industry trends, was an occasion for businessmen as well as the general public to tour a world of products that ranged from the latest in home design to spa vacations. With 70 countries represented and 2,700 exhibitors present from April 29-May 9, the 109th annual *Foire* exhibited three main themes: World Cultures, Home and Environment, and Wellbeing and Leisure.

In its World Cultures section, the *Foire* brought together

FRENCH FIRST LADY VISITS THE PATROUILLE DE FRANCE



French First Lady Carla Bruni-Sarkozy dons a pilot's suit and headset as the official sponsor of the *Patrouille de France*.

The high-flying French aerobatics unit known as the *Patrouille de France*, which performs stunts in light attack planes (Dassault/Dornier Alpha Jets), received a visit from First Lady Carla Bruni-Sarkozy on April 2 at the Salon-de-Provence Air Base in southern France. Mrs. Bruni-Sarkozy is the official sponsor of the *Patrouille* for 2010 and donned the uniform of the aerial acrobatics squadron during her visit. The pilots performed a routine dedicated to the French First Lady in which their jets took turns releasing white smoke in coordinated patterns in a concentrated area of the sky, eventually forming the unmistakable image of French comic book hero Astérix. The feat was performed in honor of the 50th anniversary of Goscinny and Uderzo's celebrated cartoon. Mrs. Bruni-Sarkozy, who is the first woman to ever sponsor the fleet, met with the commander of the *Patrouille*, Virginie Guyot, the first woman to lead the squadron. "I have rarely seen anything so beautiful," claimed the First Lady enthusiastically. "In watching [the fleet], I felt my heart drop."

SKATERS ROLL OUT 100TH ANNIVERSARY

Roller blading enthusiasts will gather at La Place de la Bastille in Paris on June 13 to stroll through the streets of the French capital. Skaters will glide 13 miles down notable boulevards throughout the city, passing famous Parisian landmarks along the way. The outing is organized annually by *La Fédération Française de Roller Skating*, *La Randonnée*, and *La Ligue Paris*, and receives support from *Rollers & Coquillages*. This year, the French Roller Skating Federation is celebrating its 100th anniversary and offering free participation in the event. For the avid skaters, the association *Pari Roller* regularly organizes a "Friday Night Fever" outing. Stretching over approximately 15 miles each week, the route embarks from La Place de la Bastille and navigates a different course each week to keep skaters on their toes.

Architectural Exhibit Travels the Midwest



© Nicholas Frank, courtesy of Inova and Frac-Platform

The modular artwork of *Spatial City* seeks to let the inhabitants form the final architecture.

Inspired by French architect Yona Friedman's mobile architecture of the 1950s, the exhibition, *Spatial City: An Architecture of Idealism*, will be traveling throughout the Midwest for the remainder of 2010. Friedman believed that buildings should be determined by the occupant, meaning the individual dweller alters the building according to his or her wishes to attain a "utopia realizable." The works of the artist featured in *Spatial City* contend with idealism, utopian thinking, and, in counterpoint, the cynicism that follows failed revolution and the retreat of optimism in the face of pragmatic reality. Curator Nicholas Frank stated, "Architecture informs this exhibition not as a practice

but as a way of regarding the world." The exhibit is the first of its kind in the United States and is drawn from FRACs of 21 participating regions of France, bringing together an international, multi-generational array of artists. FRACs, financed by French state and regional councils, operate on three levels: the acquisition, exhibition and diffusion of contemporary works of art with an emphasis on artists living in France. These groups initially established an historical rapport with the avant-garde movements of the 1950s and 1960s, with minimalism, conceptual art or *arte povera*. They later became involved in supporting living artists, buying works from lesser-known artists and establishing artists' residences.

The University of Wisconsin's Peck School of the Arts hosted *Spatial City* from February 5-April 18, after which it will travel to Chicago's Hyde Park Art Center from May 23-August 8, and will visit the Museum of Contemporary Art Detroit from September 10-December 26. The project and tour were organized in partnership with Platform (*Regroupement des fonds régionaux d'art contemporain*) and the Cultural Services of the Embassy of France in the United States.

Chicago Exhibit Reveals New Side of Matisse

One of the most influential and innovative artists of the 20th century, Henri Matisse is recognized by many for his abstract and thought-provoking paintings. In creating his masterpieces, Matisse constantly reworked, scraped and erased to achieve the image in his mind. A new exhibition at The Art Institute of Chicago, *Matisse: Radical Invention, 1913-1917*, explores the works he created in the time period between his return from Morocco in 1913 and his departure for Nice four years later. Compared with his earlier art, which was dominated by bold color and intricate geometric patterns, these works stand out for their shades of black and grey and the use of bold but simple abstract shapes. Co-organized by the Art Institute of Chicago and The Museum of



© The Art Institute of Chicago

A lesser-known side of Matisse is explored in Chicago.

Modern Art in New York, the exhibition will showcase nearly 120 of the artist's paintings, sculptures, drawings and prints. Accompanying catalogues will be available for purchase, allowing visitors to take home over 650 of Matisse's illustrations. The catalogue includes never-before-published archival X-ray and infrared images of his works, revealing his precision and attention to detail.

While most are accustomed to viewing the artist's traditional works, this is the first exhibition to thoroughly explore the unique art Matisse created when the process of creation itself was his main focus. The works, which capture Matisse's version of Modernism, will be on display from March 20-June 20.

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