On July 14, Friends of France Celebrate Bastille Day Around the United States

Bastille Day, France's national day, was celebrated on July 14. Known in France as simply “Le Quatorze Juillet,” the holiday marks the storming of Paris's Bastille prison, which sparked the French Revolution and the country’s modern era. Above, Amb. François Delattre speaks to attendees at the French embassy. Story, p. 2

From the Ambassador’s Desk: A Monthly Message From François Delattre

It's been a typically hot July in Washington, but the weather hasn't stopped excellent examples of French-American partnership.

To express support for French and American nutrition programs, French Minister for Agrifood Industries Guillaume Garot visited the 59th Annual Fancy Food Show in New York City on July 1.

Continuing in French-American efforts, Jean-Yves Le Gall, the new President of France's space agency, the Centre National d’Etudes Spatiales (CNES), met in Washington with experts at NASA and the National Oceanic and Atmospheric Administration (NOAA). France and the U.S. have a particularly close partnership in space activities, notably through the integration of French instruments on NASA’s Curiosity, the vehicle currently exploring the surface of Mars. After this meeting, I had the privilege to host a lunch between Mr. Le Gall and NASA administrator Charles Bolden, as well as representatives of NOAA.

On July 9, I traveled to New York to provide a few remarks at the launch of “French Style,” a photo book that examines some of France’s most iconic symbols in fashion and culture. Curated by French fashion expert Bérénice Vila Baudry and published by Martine and Prosper Assouline, the volume captures the essence of what France has contributed to modern clothing design.

July 14 marked Bastille Day, which the French call simply “Le Quatorze Juillet.” The embassy hosted several events for the occasion, including a reception at the splendid Anderson House in Washington D.C., organized with the help of the Society of the Cincinnati, whom I would like to thank. Throughout the U.S., France’s consulates and public institutions partnered with local and private groups to make Bastille Day 2013 a memorable fête for French and American celebrants alike.

I’d like to take this opportunity to emphasize that celebrating Bastille Day is also a way to pay tribute to the universal values of democracy and human rights at the core of the French-American partnership.

Three days later, I traveled to Pittsburgh, where I welcomed Jean-Jack Queyranne, president of the Rhône-Alpes region of France, accompanied by a delegation of university and business representatives, to promote the partnership between Pennsylvania and the Rhône-Alpes. Mr. Queyranne met with several key figures in Pittsburgh, Philadelphia, and Harrisburg, where he met with Governor Tom Corbett.

As we continue to seek opportunities for French-American cooperation, I am encouraged by the past month’s record, whether in space research, fashion, or national holidays like the Fourth of July and Bastille Day. From Washington to the surface of Mars, France is proud of the examples of partnership we share with our American friends.
French Tennis Champs Come to D.C. for Citi Open

More than 70,000 fans gathered in Washington, D.C.’s Rock Creek Park to watch the 2013 Citi Open, which ran from July 27 to August 4.

On the final day of the tournament, French player Julien Benneteau shared a win with partner Nenad Zimonjic of Serbia, together claiming the men’s doubles’ title over Radek Stepanek of the Czech Republic and Mardy Fish of the U.S.

Michael Llodra, Gilles Simon, and Gaël Monfils of France also played on the signature blue tennis courts in mens’ singles’ and doubles’ tournaments. Alize Cornet represented France in the women’s singles’ games. Jo-Wilfried Tsonga was forced to withdraw from the Citi Open in early July due to a knee injury.

The Citi Open kicked off with two days of singles’ qualifying rounds that culminated in a final match between Germany’s Andrea Petkovic, and the 2012 WTA Citi Open champion, Magdalena Rybarikova of Slovakia. Ms. Rybarikova defended her title, winning the women’s singles’ tournament. Juan Martin del Potro of Argentina won the men’s singles’ tournament.

Jazz Fans Travel to Marciac for Annual Festival

The 36th annual French music festival, Jazz in Marciac, presented two weeks of concerts featuring renowned bands and musicians from around the world. Between July 26 and August 9, more than 200,000 jazz enthusiasts came to the southwestern French town to hear international artists, including several American musicians who participated in the festivities.

Created in 1978 by the mayor of Marciac, Jean-Louis Guilhaumon, the festival’s principal goal was to support and maintain the traditions of Southwestern French jazz. Over the years, the festival has grown in both popularity and cultural offerings. The event now also features soul, R&B, and rock-inspired musical performances.

The festival has expanded, so have the related activities offered during the festival. Local businesses set up open-air markets and nearby schools now offer year-round weekend music classes for beginners.

The American jazz musicians featured on the festival’s line-up included guitarists and ten-time Grammy winner George Benson and bass-player Marcus Miller, who has collaborated with artists such as Eric Clapton, Aretha Franklin, Billy Idol, and Jay-Z.

Jazz in Marciac, Jean-Louis Guilhaumon, the festival’s principal goal was to support and maintain the traditions of Southwestern French jazz. Over the years, the festival has grown in both popularity and cultural offerings. The event now also features soul, R&B, and rock-inspired musical performances.

France Beats Own Record as Top World Tourist Attraction

France has topped its own tourism record, welcoming 83.4 million visitors in 2012, according to the French Tourism Board.

Eighty-three million—that’s how many foreign visitors France welcomed in 2012. Sylvia Pinel, Junior Minister for Crafts, Trade and Tourism, announced the results of France’s annual tourism report on July 9, along with its 2013 predictions. Last year’s figure of 83 million trumps the country’s 2011 record of 81.4 million. The total also maintains France’s status as the number-one tourist destination in the world.

Europeans made up the bulk of France’s visitors, a number that rose 2.1 percent last year, and accounted for more than 83 percent of total tourists. Within the year, the number of Asian tourists grew by 9.9 percent, with the number of visitors from China alone up by 23.3 percent. This percentage represents 1.4 million tourists. Germany sent the most foreign visitors to France in 2012, totaling 12.2 million tourists.

The report said economic and political problems that are still affecting parts of the rest of the world spared the tourism sector. In 2012, foreign tourists spent 35.8 billion euros—or approximately $46.5 billion. This is a 6.3 percent increase—the first percentage leap this large since 2008.

Winter tourism in France grew by nearly 10 percent last season. Predictions for late 2013 indicate similar growth.
Very generally, what is your official role at CNES?

In fact I’ve been appointed the president of CNES in early April. And as you know, CNES is in charge of the French government’s space policy, and, once the space policy has been decided, to implement it. So this is my official duty.

What is CNES’s essential role in France and around the world?

In France, CNES has three roles. First, we have three centers of excellence: in Paris, in Toulouse, and in Kourou [French Guiana] where we have a total staff of almost 2,500 people to perform space operations. The second role of CNES is to perform research activities on topics like access to space, earth observation, universe studies, application, and defense and security. And the last role—and it is this role which took me to Washington, D.C.—is to represent France with foreign partners, both in Europe and in particular in the European Space Agency, which gathers 20 member states from everywhere in Europe and from abroad. The U.S. is our most important partner.

Tell us more about your trip to Washington.

In Washington, we have two major partners, NASA, with whom we have an extensive partnership. The second partner, which is perhaps a bit less known, but for us is very important, is NOAA [the National Oceanic and Atmospheric Administration]. We are involved in many activities, from weather monitoring, to search and rescue, and so on. I met with the heads of these two administrations.

What are some recent examples of French-American cooperation in space research?

With NASA, we have a strong cooperation through the European Space Agency. In particular, we are involved in this cooperation through the launches of an ATV, or Automated Transfer Vehicle, that we launched with Arianespace from French Guiana. So far we have launched four ATVs, the last one in early June. And we docked the ATV to the Space Station from our control center in Toulouse on June 15. We also have a very strong bilateral cooperation with NASA on the Mars missions. We are very proud to have instruments which have been developed by CNES on Curiosity, which landed on Mars in August of last year.

We have two instruments on Curiosity: CHEMCAM and SAM [Sample Analysis at Mars] which are currently analyzing the surface of Mars. And with NOAA we have a strong cooperation on weather. We are instrumental in some satellites of NOAA, Jason [satellite], and we are also key partners for search and rescue through the COSPAS-SARSAT Program.

COSPAS is an acronym for the Russian words Cosmi-
cheskaya Sistemya Poiska Avariynykh Sudov, which means “Space System for the Search of Vessels in Distress,” which indicates the maritime origins of this distress alerting system.

SARSAT is an acronym for “Search and Rescue Satellite Aided Tracking” Anywhere in the world, when people have a problem on either a plane or a ship, they can send out a signal. We have technology on satellites in orbit that monitor the signal and can locate those in distress.

What topics did you discuss in your meetings at NASA and NOAA?

At NASA we spoke about the ongoing cooperation on Mars. We are already preparing the next step for a seismometer we’re developing in France, which will be launched in March 2016. At NOAA, we discussed many topics that we have in front of us, including joint work on instruments which will be part of satellites to be launched in coming years. So you see that we are very busy in our cooperation with the U.S.

Are there any other projects that we can look forward to between the U.S. and France?

Yes. With NOAA, we are going to launch Jason 3 [satellite] which will follow Jason 1 and Jason 2. And there are also some other projects with SWOT, which is a new satellite. And that just names a few of the many French-American projects we have.
July marked the return of the annual bicycle competition, Le Tour de France. Also known in France as La Grande Boucle, the race is a three-week-long competition for world-class professional cyclists. From June 29 through July 21, riders from all over the world traveled through France’s diverse landscapes, pushing hard to the race’s end in Paris.

In keeping with tradition, Tour de France 2013 showcased a rich past, cycling culture, and a momentous first-time start in Corsica.

Reliving the Past

Founded more than a century ago, the Tour de France highlights the thrill of competition set in the beauty of the French countryside. Cycling journalist Géo Lefèvre and his editor, Henri Desgrange, a rider himself, first conceived of the race as a way to increase sales for the magazine l’Auto. On July 1, 1903, 60 riders left from Montgeron, France, traveling through Lyon, Marseille, Toulouse, Bordeaux, and Nantes before finishing in Paris. After 19 days and six stages of varying intensity, only 21 riders arrived at the finish line. Mr. Lefèvre and Mr. Desgrange had paved the way for the epic Tour de France that was to become one of the country’s best-known sporting contests.

Though interrupted during the two World Wars, the Tour resumed in the post-war period. This year marks the 100th race, ending, as it has since 1975, with a sprint down the Champs Elysées in Paris, what many consider the most beautiful avenue in the world. In its early days, the contest concluded at the Parc des Princes in Paris and the Vélodrome de Vincennes, a stadium near the capital.

“The 100th Tour de France will be the tour of all of France, and of every kind of France, of every [kind of] French person, too,” Tour de France director, Christian Prudhomme, said on the race’s website.

This year’s contest featured 21 stages and covered a distance of over 2,100 miles. Almost 200 riders from 22 teams crossed mountains, hills, and plains in more than ten regions in France before the grand finale in Paris. On July 21, Parisians and tourists waited anxiously along the Champs Elysées for the arrival of the champion, Chris Froome. For the first time, cyclists completed the Tour in the evening after ten laps on the Champs-Elysées, including one around the Arc de Triomphe.

A Cycling Culture

One of the Tour de France’s traditions is the crowds of spectators who line the route for a view of the riders. To many, the race signifies national unity, an opportunity for the French people to join together in an event unlike any other in France. A veritable cycling culture has sprung up.

Since 1903, the Tour has inspired several songs such as “P’tit Gars du Tour” in 1932, “Les Tours de France” in 1936, and “Faire le Tour de France” in 1960. On the competition’s centennial in 2003, Kraftwerk, a German electronic music band, released an album called Tour de France Soundtracks.

Another part of Tour de France culture is its brightly hued jerseys. Yellow is given to the rider with the lowest cumulative time after each stage. A green jersey goes to the individual with the most points. More points are granted for flat stages than mountainous ones. The “King of the Mountains,” or the best climber, gets to wear a white jersey with red polka dots. The white jersey without dots is for the best cyclist 25 years old or younger who has the lowest overall time.

This year, in celebration of the 100th race, the Paris Mint issued eight souvenir coins, four of which feature the colors of the competition’s prize jerseys. Stamps were also specially created in acknowledgment of the Tour’s expansive history. L’Equipe, a sports magazine, published
“100 Days, 100 Tours,” which includes excerpts from Tour de France specialists. The sports brand Le Coq Sportif also produced a clothing and accessories line in honor of the 100th edition.

A First in Corsica

The Tour de France included Corsica for the first time this year. The race began in historical fashion with its first-ever start, or Grand Départ, on the island, a part of France.

“The course between Corsica and the Champs-Elysées will be far more than a showcase for the number-one tourist destination in the world,” Mr. Prudhomme said. “Thanks to the images of [TV station] France Télévisions, it will bear witness to the love for a race which… is still a national treasure.”

Situated in the Mediterranean Sea, Corsica features gorgeous landscapes as well as forests, lakes, and mountains. The site of Tour de France’s start, Porto-Vecchio, or the “City of Salt,” for its salt production, has an active economic environment and beautiful scenery. The first stage, from lower to upper Corsica, was designed for sprinters, who traversed about 160 miles. According to Jean-François Pescheux, the director of the cycling trials, this phase was the easiest in Corsica.

On the race’s first day, the French Air Force, or La Patrouille de France, flew over the course. Commandant Raphaël Nal guided the group of nine pilots aboard Alpha Jets, leaving a trail of red, white, and blue colors of the French flag. The air force returned July 14 for a Bastille Day aerobatic demonstration. Jets flew over the Champs-Elysées during the parade and were visible again on July 21, preceding the cyclists’ route from Versailles to Paris.

After the Corsican stages, cyclists passed through the vibrant town of Nice, located on the coast and a popular tourist destination, the port city of Marseille, Montpellier with its medieval streets, Saint-Nazaire, the maritime town, Normandy, and then completed their ride at Versailles and around Paris’s Arc de Triomphe at dusk.

The Tour’s longevity can be attributed to the dedication and enthusiasm of its participants. It remains a test of strength but also a celebrated tradition that continues to attract people to France from all over the world. Since its inception in 1903, cyclists, writers, and sports aficionados have been captivated by this cultural experience, now in its 100th edition—and running.
**French-U.S. Technology Conference Builds Network**

Grenoble, France, was host to a French-American innovative workshop on July 1 through 2. MINATEC, a group that promotes micro and nanotechnology research, organized scientific discussions with French and American professionals focused on developing a network between the two countries.

The two-day conference, held at the GIANT Innovation Campus, demonstrated French-American collaboration in the field of science. Individuals from research, business, and academic backgrounds attended talks on energy, cells, and particles in an effort to expand French and American opportunities in the industry.

The program also included student research presentations, visits to Grenoble’s science facilities, and speeches from Europeans and Americans about future projects.

The United States’ Consulate in Lyon, France, the French embassy in the United States, and the Nanosciences Foundation sponsored the second annual seminar.

Last year’s inaugural symposium in June attracted 100 students, professors, and researchers. The 2013 event should provide added momentum to nascent collaborations.

**Kanye West Co-Designs French Menswear Line**

Although best known for his music, U.S. hip-hop artist Kanye West is using his love of fashion to kick-start a new venture with a French company—a clothing line.

Mr. West’s project came to fruition in a partnership with A.P.C., a French clothing company founded in 1987 by Jean Touitou, the American artist’s personal designer and friend. Mr. West’s line debuted during Paris Fashion Week in October and features only three casual menswear pieces: jeans, T-shirts, and hooded sweatshirts.

The ready-to-wear apparel became available under the label “A.P.C. Kanye” July 14, France’s independence day.

Publicity was minimal leading up to the release of the clothing line. A close-up photo of “A.P.C. Kanye” jeans was posted to Instagram, but showed only the label, top button, and part of a pocket.

The French clothing line later reposted the same image on the official A.P.C. website, and Mr. West posted a message on the online network Twitter: “Thank you Jean Touitou for letting me create with you.”

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**France’s Trade Commission Reports Brisk Business in U.S.**

In an increasingly global marketplace, groups like Ubifrance North America are working to combine needs and solutions in French-American business, according to their 2012 annual report released earlier this year.

As a division of Ubifrance, France’s trade commission, Ubifrance N.A. experienced a robust 2012, marked by an expansion of its presence to nine new cities in Canada and the United States.

“French companies can bring a lot to the table as a business partner,” said Arnaud Leretour, Director of Ubifrance N.A., in the report. He cited French expertise in technology and highly skilled manual labor as two of many factors that make France attractive for partnership.

The group partners with Oséo, a publicly funded venture capital firm formed in 2005 that serves French companies. Ubifrance’s association with both Oséo and the Public Investment Bank should enhance its effectiveness in working with foreign companies.

Ubifrance’s efforts are focused on sectors related to their four general priorities: well-being, nourishment, urban lifestyles, and communication. These broad categories include some of the world’s fastest-growing industries, such as new technologies, healthcare, and agrotech.

Another of Ubifrance N.A.’s signature efforts is the International Mobility Program. Designed to place young French professionals in French businesses present in North America, the program offers real-world experience—and a very good early-career job—to recent graduates and young professionals.

That’s just part of the expansive presence French companies have on U.S. or North American soil. As of 2012, a total of 1,645 French companies were operating in the region, providing substantial economic stimulus to local communities. In the U.S., over 650,000 jobs are created by French companies.

Mr. Letour sees Ubifrance N.A.’s developments as moving in the right direction. The year “2013 is shaping up to be an even better year” than 2012, he said in the annual report.

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**NETVA Partners With Microsoft, Expands to Washington**

In a continued effort to build strong French-American relationships, the third-annual New Technology Venture Accelerator, or NETVA, conference gathered a dozen promising French entrepreneurs at the Parisian offices of Microsoft on July 1 through 3.

The award-winning NETVA program looks to give young French businesses the opportunity to achieve global expansion. The program is a joint initiative of the Consuls General of France in San Francisco and Boston, and supports innovative research and entrepreneurship.

This year, 67 French businesses entered a nationwide competition to participate in the 2013 NETVA conference. After two rounds of selection processes headed by a board of scientific advisors, only 12 companies remained. Health and medicine were major fields of research awarded recognition at the NETVA conference.

A dozen French start-ups earned a spot in the 2013 NETVA program, training them for business in the U.S. at the Microsoft offices in Paris, the 12 winners were paired with American companies for three months of mentorship. These professional partnerships give them the opportunity to seek expert advice, build project proposals, and organize business strategies before entering the final stage of the NETVA program: immersion in the American marketplace.

In September and October, the laureates will travel to one of three cities in the United States for hands-on work experience at American organizations in related fields. California’s Silicon Valley and tech-savvy Boston have been NETVA destinations since the program was created in 2010.

Two of this year’s winning entrepreneurs were also invited to Washington, D.C. Through a developed network of American companies in each city, NETVA provides new companies new strategies for joining U.S. markets.
Shoppers Enjoy Extreme Price Cuts at Famous Soldes

Thousands of eager bargain hunters gathered in Paris this July for a nationwide shopping extravaganza—the summer sales.

Known in France simply as “Les Soldes,” the biannual event gives both large and small businesses an opportunity to clear out the previous season’s merchandise and make room for new stock. Sylvia Pinel, the French Minister of Crafts, Trade, and Tourism, opened the first day of the sales at the popular department store, Galeries Lafayette. Despite difficult economic circumstances in the Euro zone, Ms. Pinel said that the summer sales are still “an important time of year for businesses and consumers.”

Each winter and summer, department stores and boutiques offer clothing, accessories, home decor, and even power tools for a fraction of the original price. These predetermined sales, or soldes fixes, are guided by the French Directorate General for Competition, Customer Affairs, and Repression of Fraud (DGCCRF). In an effort to maintain a fair and competitive market among corporate-owned stores and small businesses, the DGCCRF has restricted sale seasons to five weeks.

As of 2009, shops were permitted two additional weeks of sales each year to organize and schedule at their own discretion. These soldes complémentaires cannot occur within 30 days of the soldes fixes.

The sales are like a national holiday, eagerly anticipated and enthusiastically celebrated. In addition to news coverage and prolific advertising, many print publications offer articles about the season’s best buys. The French edition of Vogue magazine printed a story offering tactics for productive shopping in crowded stores. The weekly magazine L’Express featured an article outlining the different “types” of shoppers, including “boycotters,” “web pros,” and “serial sale experts.”

Much like Black Friday in the United States, when shoppers swarm malls and retail outlets the day after Thanksgiving, customers who shop the French soldes profit from extreme discounts. The French clothing retailer, Blancheporte, started advertising 75 percent off women’s clothing days before the sanctioned start of the shopping season. Within the first week of sales, the Galleries Lafayette increased discounts from 60 percent to 80 percent on certain products. The Institut Français de la Mode speculates that many businesses will open with much more generous discounts than in previous seasons—starting at an average of 40 and 50 percent off.

The cause of this year’s drastic sale prices is compounded by atypically cool weather and a tough economic climate. Temperatures in France this spring will be the coolest in 20 years, according to Météo France. In addition to threatening agricultural productivity and causing a five percent drop in tourism, the unseasonable temperatures have affected fashion trends and retail. Stacks of cozy sweaters and warm scarves have been depleted, leaving an unusually high excess of t-shirts, shorts, sundresses, and sandals.

But surplus merchandise translates to big savings for consumers. As a result, 60 percent of French shoppers reported waiting specifically for the summer sales to make their warm-weather purchases. Businesses are reacting with creative solutions. In addition to discounted clothing, some stores are offering cash-back rewards. Others are promising bigger savings with loyalty rewards cards.

Last year, a clothing store in Lyon made headlines by guaranteeing two free items of clothing to the first 100 customers who arrived at the store in their underwear. The event, dubbed “Arrive Naked, Leave Clothed,” has not been repeated in the 2013 shopping seasons. The abundant and unusual marketing has proven successful. French customers are planning on significant budgets for their summer shopping. The online publication, Ouestfrance-entreprises.fr, reports that consumers in France are allocating an average of $217 for the sales. Overseas, shoppers will have to wait a little longer to make their purchases, as sales in Saint Barts, Saint-Martin, Martinique, and Guadeloupe are not scheduled to start until early fall.

New York City Celebrates French Restaurant Week

French Restaurant Week returned to New York for its fourth year. From July 8 through 14, many participating restaurants offered certain dishes for $17.89 to commemorate the year of the French Revolution.

The cultural event concluded on Bastille Day, France’s national holiday on July 14, and showcased La Demoiselle champagne. With this year’s theme of “La Demoiselle Brings Revolution,” some restaurants featured 187 ml bottles of the champagne for $17.89 and a tasting dinner for $178.90.

Managed by MPB Agency and sponsored by specialty food supplier Paris Gourmet, French Restaurant Week included French and non-French restaurants. The event honored French gastronomy as well as chefs and servers in both types of venues. Last year, more than 50 restaurants participated.

Diners also enjoyed Bastille Week celebrations, which started on July 11 with a pétanque tournament, a game comparable to lawn bowling and culminated with the Bastille Day Ball on July 12 and a street fair July 14.

City of Lights Celebrates International Filmmakers

The week of June 28 to July 9 marked the 11th edition of the Paris International Film Festival, which showcased nearly 300 cinematic works at some of Paris’s iconic locations such as the Louvre, the Pantheon, and the Palais Garnier.

American films entered in the festival included David Gordon Green’s Prince Avalanche, one of nine movies vying for a coveted marketing campaign with French media mogul CinéPlus. On the last day of the festival, Mr. Green’s film was honored with the Blogger and Web Award, as determined by five major cinema bloggers with a following of more than 100,000 internet fans.

In addition to screenings and awards, the much-anticipated yearly event offered flea markets and a giant “ciné-karaoke” that attracted more than 3,000 participants. Retrospectives and tributes also highlighted major film figures including several Americans such as Jane Fonda, Oliver Stone, and Martin Scorsese. The Paris Project, a three-day event that took place in tandem with the festival, brought 170 movie industry professionals to Paris to witness up-and-coming filmmakers’ creations and share their expertise.

French Restaurant Week

Held just twice a year, France’s soldes concentrate periods of deep discounts into a few weeks. The experience drives a shopping frenzy and makes up a significant part of annual revenues for stores like the department chain BHV, above.
Exhibit on Le Corbusier Opens at New York’s MoMa

The Museum of Modern Art (MoMA) in New York inaugurated this summer its first extensive exposition of Le Corbusier, a Swiss-born and French naturalized architect, designer, painter, city planner, and photographer.

The MoMA’s exhibit, entitled “Le Corbusier: An Atlas of Modern Landscapes,” explores Le Corbusier’s career and technique, displaying his smaller compositions, such as watercolors and sketches, as well as his architectural models and larger projects. Together, the paintings, drawings, and designs form the most comprehensive exhibition ever organized on Le Corbusier in New York.

Born Charles-Edouard Jeanneret-Gris, he later assumed Le Corbusier as his pseudonym, a name similar to that of a relative.

In each of his pieces, Le Corbusier brings a unique vision to the architecture of cities. Responding to an urban housing crisis in Paris, Le Corbusier designed Immeubles Villas in 1922 in which individual blocks of apartments—each complete with a living room, kitchen, terrace, and bedrooms—were arranged on top of each other. Le Corbusier’s experiment with apartment blocks prepared him for city design. That same year, the architect conceived Ville Contemporaine, or Contemporary City, for three million people. His plan included skyscrapers placed in green areas near public transportation.

Le Corbusier’s work was first displayed at the MoMA in a 1932 exhibit, Modern Architecture: International Exhibition. A model of his Villa Savoye was the focus of the exposition, and basis for later development of the Department of Architecture at the museum.

The MoMA’s current exhibition showcases such models in addition to watercolors, films, sketchbooks, paintings, and furniture. Guest curator Jean-Louis Cohen, Professor in the History of Architecture at the New York University, Barry Bergdoll, and Sheldon H. Solow collaborated to present an image of Le Corbusier’s sixty-year global career. MoMA visitors can see the exhibition, sponsored by Hyundai and in coordination with the Fondation Le Corbusier in Paris, until September 23.