



# News From France

A free monthly review of French news & trends

Vol. 16.09 - December 2016

NEWS FROM FRANCE  
IS ALSO AVAILABLE ONLINE

franceintheus.org  
FranceInTheUS  
@franceintheus  
franceintheus

## France watches as the U.S. elects its new President



©AP Photo/S. Wong

### U.S. VOTERS FILL OUT

their ballots on November 8. This year, France looks to the U.S. for clues as to the future of U.S.-European relations.

### In this issue...

#### 2 Current Events

Minister Juliette Méadel visits D.C.  
Pinturault wins skiing championship

#### 3 Interview

Elaine Sciolino on "The Only Street in Paris"

#### 4 In Depth

French reactions to the U.S. elections

#### 6 Business & Technology

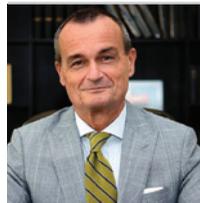
French companies honored by CES Innovation day

#### 7 Culture & Society

La Place hip hop center  
French literature for the holidays

#### 8 Destination of the Month

Saint Malo



Dear Friends,

Two very quintessentially American events have taken place this November: the November 8 Presidential elections and the celebration of Thanksgiving on November 24. The American people spoke in November, electing Donald Trump as the 45th President of the United States. The United States is a top-level partner for France, and the long friendship between our two peoples, and our shared history, will help us to continue strong transatlantic cooperation. The elections have made for an incredibly busy month, as we prepare to work with a new administration and meet with our new interlocutors.

As Washington prepares for change, the celebration of Thanksgiving allowed us to take a moment of pause. We do not celebrate Thanksgiving in France, although Americans in Paris have a store called Thanksgiving to buy the cranberries and canned pumpkin that you would not find at your regular French grocery store! Yet, this holiday is a wonderful time to reflect positively on what we appreciate.

## A message from Ambassador Gérard Araud

My countrymen share a gift for appreciating simple pleasures in life: a moment of humor, a beautiful vista, and, of course, a well made dish.

The Thanksgiving meal reflects a very French approach to eating; as you well know, food plays such a central role in our culture, and we hold the mealtime in high regard. As one of the most important meals of the year for many Americans, the Thanksgiving feast is prepared and enjoyed in the same way as an important meal in France. The table is set carefully, often with a festive centerpiece. Family recipes are made from scratch. I feel quite at ease engaging in lively conversation around a good meal.

A typical French person might shy away from the practice of sharing what we are thankful for in the way of many American families. But the French are proud and honored to count the United States as a close partner and to share important values and objectives with its people. So, let me say that we are thankful for this and looking forward to many occasions to celebrate our excellent relationship. I will personally make sure to spend as much time as possible with American friends and colleagues.



News From France  
A free monthly review of French news & trends

#### EDITOR-IN-CHIEF

Emmanuelle Lachaussée

#### EDITOR

Benoît Cornier

#### MANAGING EDITOR, GRAPHIC DESIGNER

Kamilla Hassen

#### STAFF WRITERS

Andrew Frank, Rebecca Hinkhouse,  
Alexander Riabov



## Minister of State for Victim Assistance Juliette Méadel visits the United States



**FROM OCTOBER 28-29**, Juliette Méadel, Minister of State for Victim Assistance, visited Washington, D.C. and New York City. While in the US capital, she met with the Director of the Office of Justice for Victims of Overseas Terrorism, Heather Cartwright, at the Department of Justice.

Afterwards she visited the memorial for fallen journalists at the Newseum, which includes the names of the eight victims of the 2015 Charlie Hebdo attack. She ended her day in D.C. by meeting with FBI officials in charge of aid to victims of terrorism, serving Americans abroad, and the treatment of psychological trauma at the Red Cross.

The next day in New York, Minister Méadel visited the 9/11 memorial at Ground Zero. She also met with the families of 9/11 victims and New York firefighters alongside a delegation of French firefighters from the city of Lyon.

The position of Minister of State for Victim Assistance is a new position under the Prime Minister, created at the time of Méadel's appointment in February 2016 after the 2015 attacks in France. The position was instituted to facilitate aid for survivors of terrorism and major accidents. Méadel's role is to provide long-term support for survivors and their families.

Before her appointment, Méadel worked as a lawyer for four years. In 2012 she also founded an association called "l'avenir n'attend pas" (the future does not wait), which advocates for the rights of youth to education from primary school to university and for support for families raising children. Méadel's professional history reflects her concern for the welfare of disadvantaged members of French society. 

## French Skier Alexis Pinturault Wins Giant Slalom at World Cup

**KICKING OFF THE ALPINE SKIING WORLD TOUR** with a strong opening performance, French skier Alexis Pinturault captured first place in the grand slalom event held on October 23 in Soelden, Austria.

Clocking in at 1:04.38 for his first run and 1:09.63 for his second, Pinturault finished 0.7 seconds faster than the second-place finisher, Austrian skier Marcel Hirscher, and is in first place.

"You never know if you are skiing fast or not and just after Soelden, you can see where you are" remarked Pinturault after the competition. "One thing that is easy in skiing is that there is never strategy, you just have to push and push even harder for the second run."

The 25-year-old Pinturault hoped the win would be a sign of good things to come throughout the season; in each of the past three seasons he has finished third overall in the World Cup standings.

Pinturault received a bronze medal for his performance in giant slalom during the 2014 Winter Olympics in Sochi and has achieved 16 World Cup victories throughout his professional career, seven of which have come in grand slalom and five in super combined.

Born in the small French town of Moûtiers, Savoie, Pinturault grew up in the Alps and spent summers in Norway. Throughout his childhood, Pinturault played a wide range of sports, such as tennis, fencing, wakeboard and ice hockey, but ultimately chose to devote his time to skiing at 15. He was a double junior world champion in giant slalom, winning in 2009 and 2011.

Pinturault and the other 27 skiers were disappointed by the cancellation of the tour's next event—downhill training in Lake Louise, Canada, due to unfavorably warm weather conditions. 



## Elaine Sciolino, writer and journalist



Elaine Sciolino is a writer and the former Paris bureau chief of the New York Times. Sciolino was born in Buffalo, New York and has been living in France since 2002. She was decorated as a chevalier of the Legion of Honor for her contribution to amicable relations between France and the United States in 2010. She served as United Nations bureau chief, chief diplomatic correspondent and C.I.A. correspondent for the New York Times, and worked for Newsweek in New York, Chicago, Paris and Rome. The French translation of her New York Times bestseller, "The Only Street in Paris: Life on the Rue Des Martyrs," came out November 13, and the paperback of the English edition became available on November 1.

### How did you decide to write a book focusing on just one street in Paris?

The Rue des Martyrs is not just any street, for me it really is the only street in Paris. You don't find it in guidebooks, you are starting to see it in the media, but it largely remains a hidden half-mile of magic. I found that I cannot be sad on this street. There is always something or someone that makes me feel good about life. In these difficult moments in France, this is a street where there is a sense of community that is so extraordinarily important. The merchants and the residents work and live and walk and shop together and they have embraced me on this street and they have made me part of their everyday lives.

The fact that this book has been translated into French, that I as an American can come to France and write a book about a street in Paris and have it translated into French, means so much, and the day that I took this book and handed copies of it to every single person, merchant, and resident who helped me was truly a day of joy. I gave people my book but it was so much more: I gave them my rendition, my portrait, my profile of their lives.

### How did you meet everyone on the street and get intimate access into people's lives?

The first tool in my toolbox was the idea of seduction. The book I wrote before the Rue des Martyrs book, is called "La Seduction, How the French Play the Game of Life" and was about seduction as France's unofficial ideology; anticipation, promise, charm, beauty, and allure are powerful engines, certainly in sex, but also in history, literature, culture, style, food, business, and politics. I came to realize that one of the keys to seduction in France is process, to engage with the other. Seduction is nothing short of a conversation that doesn't end.

The second is that as a reporter I have learned to talk to anyone about anything. I have lived in France as an American foreign correspondent since 2002 and I come with this very American spirit where I try to make friends with almost everyone on the street. It springs from the experience of being curious about anyone in the world whether it is the President of France or someone in a refugee camp.

The third reason was that I had this incredible advantage, because my father owned an Italian food store in a working-class neighborhood in Niagara Falls, New York. That made me an insider because I knew how to buy, sell, and serve food. I threw a potluck dinner party, which is a very un-French thing, at a bistro on the street and probably 70 people showed up.

### Who has inspired your writing on Paris?

I started my doctoral dissertation before I quit graduate school to become a national correspondent in the Chicago bureau of Newsweek magazine. The subject of my doctoral dissertation was Louis-Sébastien Mercier, an 18th century writer

who was the first street reporter of Paris. Some called him "the gutter Rousseau." He wandered the streets with his notebook and recorded everyday habits and customs of the people. He turned his impressions into "Tableau de Paris," a forgotten jewel of French literature and Parisian life written on the eve of the 1789 revolution. He is still a source of inspiration for me, a go-to guy if you want to learn what was Paris life like on the streets at that time. He became one of my touchstones.

### What kind of future do you see for the Rue des Martyrs? Do you think that it will maintain its uniqueness?

It has changed enormously since I came to live here with my husband six years ago. There are new shops that are opening and closing. But it's one of the streets in Paris that is designated by law as "artisanal," so if a shop goes out of business on the designated part of the street, it can only be replaced by another artisanal shop. In the book, I quote from an essay by American writer Saul Bellow back in 1983 when he lamented the fact that a certain "decrepit loveliness is giving way to unattractive, overpriced, over-decorated newness." This is a phenomenon that has been happening in parts of Paris. It is why I wanted to write this book now, because some of the characters in the book will not necessarily survive the next decade.

### Beyond your book, what are you currently working on?

I've begun to write a book about the Seine River. And in this time of terrible battles in France about identity, I have a plan: it's going to be called the Sequana Project. There is a beautiful bronze statue of Sequana, the 2000-year-old Gallo-Roman goddess, in the archaeological museum of Dijon. It is probably about 18 inches tall and she's standing, with her hands outstretched, on a boat, the front of which is a bird with what might be a pomegranate in its mouth. She's a healer, she's a feminist. I want to create a giant replica of Sequana and put her somewhere along the Seine. Don't we need something or someone to inspire us? I want to do more than create awareness, I want to make her the feminist rock star of France. 

## En chiffres...

**\$38.9**  
**BILLION**

the amount French citizens spend collectively annually when traveling abroad

**20**

Minutes, the length of time Louis XIX was king of France. He ascended to the French throne in July 1830, abdicating immediately in favor of his nephew, the Duke of Bordeaux.

**29,000**

Km of track make up the French rail network, the second largest in Europe and 9th in the world.

# U.S. elections: What is at stake for France?



**AS THE RESULTS FROM THE AMERICAN PRESIDENTIAL** elections began trickling in on November 8th, the world watched closely. Around midnight on the East Coast, the results were clear: the American people had elected Republican nominee Donald Trump as their 45th president, marking the 56th presidential election in the country's history.

## What's at stake for France?

On November 15th, the French Embassy in Washington, D.C. hosted a discussion on what the election means for the relationship between France and the United States, featuring European Union expert Frances Burwell from the Atlantic Council and Manuel Lafont Rapnouil, head of the Paris Office and Senior Policy Fellow at the European Council on Foreign Relations (ECFR).

At the event, Burwell and Rapnouil discussed at length what to expect from president-elect Trump on a wide range of economic, political and strategic issues. "The President elect will face foreign policy choices... and will have to set priorities" Burwell explained. "The transatlantic relationship is the bedrock of the international order," Rapnouil commented at the event, "not just in norm setting but also because of the joint capacity that both the U.S. and Europe have to act to enforce the respect of those roles... The question now is, how do we make that relationship go on and improve to tackle the variety of challenges and threats we are facing, whether it is terrorism or climate change?"

"Right now on both sides of the Atlantic, you see a more negative agenda" explained Rapnouil, referring to tensions on policy matters such as trade and climate change. "The question is, how do you move from this negative agenda to a more positive agenda?"

From a European perspective, during a transition "it is always difficult ... probably more so with this transition, because of the uncertainty about the next US President's foreign policy."

*The transatlantic relationship is the bedrock of the international order, not just in norm setting but also because of the joint capacity that both the U.S. and Europe have to act to enforce the respect of those roles.*

—Manuel Lafont Rapnouil

## French views on the campaign

Upon news of the results in the US elections, French President François Hollande and world leaders congratulated president-elect Trump on his victory. Foreign Minister Jean-Marc Ayrault remarked that European politicians should take heed of the group of voters that propelled Trump to victory, particularly unemployed or low-income workers. "There is a part of

our electorate that feels ...abandoned," on bot sides of the Atlantic including people who feel "left behind by globalization."

A month before the elections, Le Parisien published a survey conducted by French polling firm Odoxa, which showed that "The US election was considered by 84% of French citizens as important for the future of the world and by 63% as important for France's own future," according to Céline Bracq, the co-founder and managing director of Odoxa.

In late October, French market research company BVA conducted a survey which also showed deep interest in the American election. Among those surveyed, 68% believed that the American election would have a "very high" or "high" impact on economic progress, trade and peace in France, while only 5% said there would be no impact.

### Expectations for French elections

While American presidential elections never fail to attract interest, similar political expectations and upcoming ballots across Europe and including at home have led the French public to follow these elections even more closely.

Just five months ago, the United Kingdom passed a referendum to leave the European Union, the so-called Brexit vote. Elsewhere in Europe, political parties like Britain's UKIP, Germany's Alternative für Deutschland and France's National Front are on an upswing.

French citizens wonder if President-elect Trump's win could be a har-binger for their own presidential elections next May. Indeed, apart from debates surrounding France's role in the European Union, all signs point to a French presidential election that will be decided on many of the same issues present during the American presidential race, including border security, under-employment and social issues.

Tellingly, correspondents from French newspapers such as Le Monde and Le Figaro devoted close attention to this year's elections, producing numerous reports on the "Trump phenomenon." French citizens and leaders alike followed the American campaign with attention, preparing for their own elections and for a renewed partnership with the United States in the coming months.



**Left:** Program from the November 15 French Series event. **Above:** panelists discuss the future of transatlantic relations at the Embassy of France; **Below:** pedestrians watch the election results on large screens in Times Square, New York, on Nov. 8, 2016.



## French companies honored by CES



**26 FRENCH COMPANIES** were announced as Innovation Honorees at the CES Unveiled Paris conference on October 25. CES, formerly known as the Consumer Electronics Show, is a convention of tech entrepreneurs, retailers, advertisers, and government officials. Their annual conference in Las Vegas is the major venue for companies to present their work and serves as the launch pad for many startups to introduce their innovations to the best of the best in the tech industry. The CES grants Innovation Awards as part of an annual competition that celebrates innovative consumer technology products across 18 categories.

The Best of Innovation Award was given to French honoree Xooloo, whose Digital Coach parental control app encourages teens to be responsible digital citizens. The app allows parents and their children to monitor time spent on various apps and enables parents to set controls accordingly. Children are given a warning before their time allotment on an app runs out and can digitally request more time from their parents. The app also enables parents and children to see how their app usage compares to other kids their age. As the highest-rated in the software and mobile apps category, Xooloo will be featured at the Innovation Awards

Showcase in Las Vegas January 5-8.

A second French startup honored by CES was 3DRudder, a foot-controlled virtual reality motion controller. The device can be used to navigate any virtual reality, such as online gaming. The technology, which is used while sitting and is controlled entirely by the feet, employs the feet-brain neurological scheme for an improved user experience.

Gary Shapiro, president and CEO of the Consumer Technology Association, praised France's contributions to CES: "We received a record number of Innovation Awards entries this year in total, and a record from France alone, demonstrating the country's continued commitment to technology innovation... These ground-breaking products will help fuel the consumer tech industry, improve lives and better the world." 

Las Vegas, home of the annual CES, one of the most important gathering for startups and innovators.



## Startups attend Le Village by CA innovation day 2016

**INNOVATION DAY 2016**, a day-long conference comprised of a startup expo, a pitch competition, round tables, and speed-meetings between startups and larger corporations, took place in Paris on October 27. The event was hosted by Le Village by CA, the Parisian startup incubator of Crédit Agricole, which has offices in 25 major cities around the world, including New York, London, Moscow, and Tokyo, to facilitate the international expansion of their startups. Le Village by CA considers itself an "ecosystem" for both big and small companies to work together, and learn from each other as they grow their businesses.

Attendees of Innovation Day included established international companies such as IBM, Microsoft, and HP as well as up-and-comers in the tech space such as Snack & Co, a gourmet vending machine company providing balanced meals, and KapCode, a digital healthcare initiative dedicated to treating patients with chronic illnesses. These two startups are just two examples of the 181 growing companies supported by Le Village by CA, who collectively have raised 48 million euros and hosted 800 events in the two years since their launch.

Startups that are accepted to Le Village by CA take part in a 23-month acceleration program to develop and expand by raising capital and utilizing the tools necessary to grow and operate their businesses. Le Village CA's motto is "cooperate to innovate," a message that was echoed by the incubator's managing director and village "mayor" Fabrice Marsella:

"The Village is a place where new organizations can experiment. We're trying to build a horizontal model whereby everyone can contribute to the adventure, in the spirit of intrapreneurship." In the year to come, Marsella plans to open fifteen more startup "villages" across France, granting opportunities to hundreds of startups around the country. 

Participants at the Le Village by CA Innovation day.



## La Place hip hop hub opens in Les Halles, Paris

**FEATURING TWO CONCERT HALLS**, studios and over 200 square meters of working space for hip hop artists, La Place, a new hip hop cultural center has transformed the Paris-Les Halles subway station.

From October 5-9, the venue hosted hundreds of artists for its first event "Paris-New York," a series of DJ sets, conferences, and concerts featuring New York artists and France's best beatboxers, rappers, dancers, hip hop filmmakers and graffiti artists.

Les Halles, one of Europe's busiest underground subway stations, is used by over 750,000 passengers per day. The building, originally a 19th century iron market bustling with street vendors, was reconstructed in 1971, when the original iron pavilion was transformed into an underground transport and shopping center.

A new revitalization effort has just been completed to modernize what was once a labyrinth of shops for passengers and visitors. Les Halles received over €1 billion for infrastructure development to revitalize the transportation hub; of which La Place is only a component.

The station's new design brings natural light, open air, a library, a new music arts conservatory, and indeed a unique place for hip hop to thrive. The building provides a central location for many artists who travel from Parisian suburbs where France's hip hop scene first originated. This serves as one out of many transformation projects by the French government aimed at repurposing and revitalizing industrial sites into artistic centers.

La Place's mission is to reimagine the traditional disciplines of hip hop: dance, rap, djing, graffiti and beatboxing. By providing a new space with recording studios, dance rooms, and art facilities for walk-in use, the venue establishes Les Halles as a "place of freedom away from social constraints of the housing estates" which encourages artists to explore and thrive



DJs spin at a La Place event.

within their creativity, according to Paris mayor Anne Hidalgo. The facility also aims to attract larger audiences to the genre as some of hip hop's best creators belong to smaller communities, and therefore smaller fan bases. La Place's situation within Les Halles also offers far greater access to studio space and creates a larger hip hop community in the center of Paris due to the fact that it is a transportation hub.

## Albertine recommends the latest in French literature!

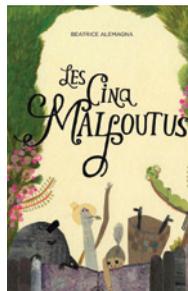
*Are you in a reading rut? Or looking for a holiday gift? Nathalie Lacroix, Director of Albertine Books located within the Cultural services of the French Embassy in New York, shares her picks of French books to read or give as a gift over the holidays. [www.albertine.com](http://www.albertine.com)*

**Continuer** by Laurent Mauvignier (Éditions de Minuit). For the sake of her teenage son, a mother decides to leave their life in Paris to ride horses and explore the mountains of Kyrgyzstan in Central Asia, for several months. The story tells a tale of love between a mother and her son.

**L'autre qu'on adorait** by Catherine Cusset (Gallimard). The author depicts the life of friend and former lover Thomas Bulot, who killed himself at in 2008 at the age of 39. He is portrayed as a sensitive, funny and unique man. The book is a moving oration which restores dignity to the beloved and dearly missed friend.

**Le grand jeu** by Céline Minard (Rivage). Living in a high-tech hut suspended on a cliff, a woman intends to survive, challenging herself physically and spiritually. However, an unexpected encounter with a hermit upsets her plans. The novel is a radical and bold quest concerning both solitude and living with others.

**Histoire du lion Personne** by Stéphane Audeguy (Éditions du Seuil). During a long trip from his hometown to Saint-Louis, Senegal, a young boy meets and adopts a lion cub that he names Kena, which means "person" in his native language. A brilliant tale for adults. Winner of the Wepler Prize, 2016



**Écoutez nos défaites** by Laurent Gaudé (Actes Sud). While on a mission in Beirut, a French operator from an intelligence agency encounters an Iraqi archeologist who tries to save many treasures from museums in bombed cities. The book is a magisterial novel on the absurdity of war.

**Laëtitia** by Ivan Jablonka (Éditions du Seuil). The author recounts the 2011 news story of a young woman named Laëtitia Perrais, who was killed near her home in France. The event became a government matter. The book offers a detailed analysis of the redemptive story.

**Moi, c'est Blop !** by Hervé Tullet (Phaidon). This is an excellent book for young children to learn about colors and shapes... while having fun! An original and beautiful book.

**Les cinq malfoutus** by Béatrice Alemagna (Helium). Five 'imperfect' characters discover their weaknesses might become advantages if handled differently. A wonderful book that highlights the remarkable talents of illustrator Béatrice Alemagna.

**Les Théories de Suzie** by Eric Chevillard (Helium). A perfect book for children ages 7 to 10, it will be quickly devoured. Suzie sees the world in a very unique way and intends to share this vision with the world.

**Le lion et l'oiseau** by Marianne Dubuc (La Pastèque). A beautiful tale of the nature of friendship, the sadness of loss and the joy of a finding a loved one.





**SAINT-MALO IS A COASTAL CITY IN BRITTANY**, a region in France's north-west. Traditionally notorious for privateering, Saint-Malo has become a major tourist destination, featuring tall granite walls, vast beaches, and architectural masterpieces that attract thousands of tourists per year.

Known as the *intra muros* or "within the walls" the ancient city of Saint-Malo was originally built on a rock island at the mouth of the Rance estuary. The city's strategic location for trade in Brittany built the city's reputation and made it a home base for corsairs, French privateers sponsored by the king.

Today, Saint-Malo is considered to be the most attractive channel port

in France with many of its cobblestone streets bustling with restaurants, bars, and shops. The old city also features the Saint-Malo Cathedral known for its Romanesque Gothic styles and stained glass windows which depict the city's history.

The city of Saint-Malo stretches beyond the old town and also includes the districts of St-Servan and Parame, containing the original Saint-Malo settlement and a modern seaside resort. The surrounding Emerald Coast also offers pleasant sandy beaches and traditional resorts. Saint-Malo is a great destination for a day trip or if one is looking to spend the night and visit the neighboring attractions.



PRESORTED  
FIRST CLASS  
MAIL  
U.S. POSTAGE  
PAID  
Washington, DC  
Permit NO. 4620

A free monthly review of French news & trends  
**News From France**

