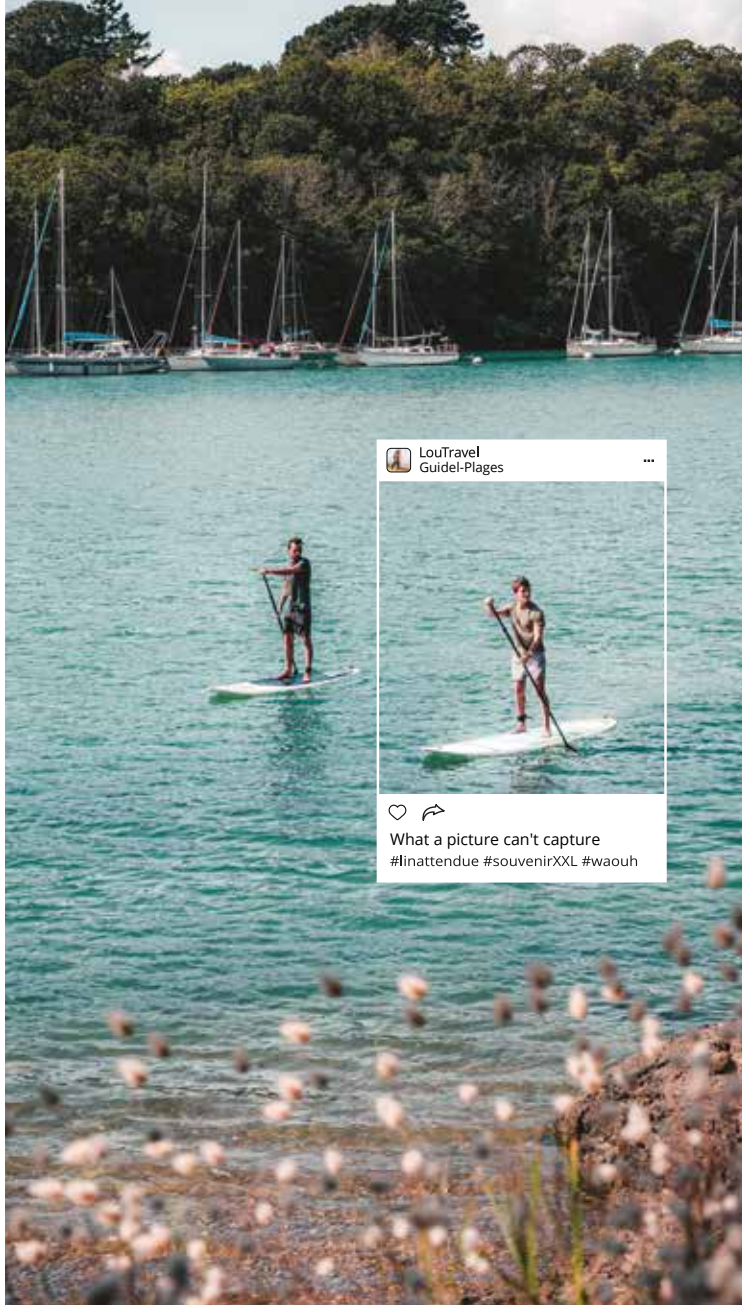


LORIENT
BRETAGNE SUD
l'inattendue



2021 Press Kit



3rd largest urban area in Brittany

→ 203 309 inhabitants



25 municipalities

including 12 coastal municipalities
(under the terms of the "French Coastal Law")

203 309 inhabitants

739 km²

811 000 tourists in 2018,
i.e. 5% of the Breton total

3 322 jobs in the hospitality industry



15 supervised beaches

3 nature reserves

1 Surf City

1 Grand Site de France

1 700 km of hiking trails



16 tourist facilities and museums

403 018 cumulative admissions
to tourist sites in 2019

7 tourist municipalities

3 classified resorts

2 Historical cities

1 Town of Art and History

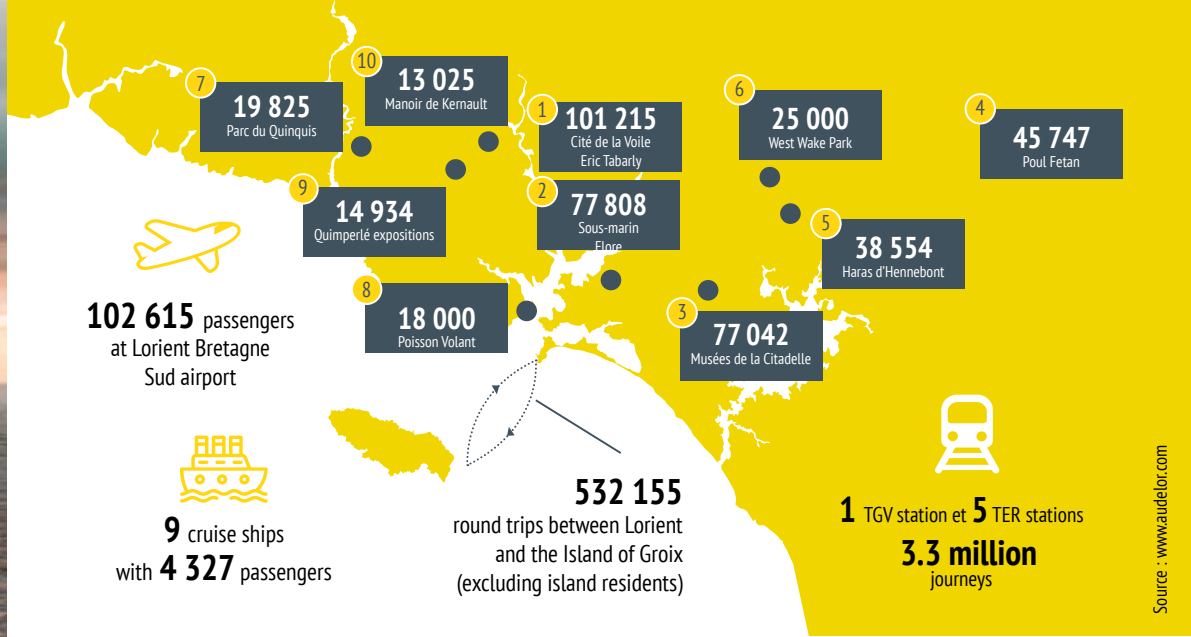
1 City of Arts and Crafts

Source : www.aude.lor.com





Number of visitors → at the top 10 sites visited in 2019



Source : www.audelor.com

Capacité d'accueil



38 hotels 2 488 beds
 30 campsites (+13 unclassified) 7 818 beds
 2 holiday villages 800 beds
 5 tourist residences 1 736 beds
 2 youth hostels 422 beds
 6 collective accommodation facilities 223 beds
 > i.e. a total of
13 487 commercial tourist beds

+ 9 300 second homes
 > i.e. a total of
46 500 non-commercial tourist beds
 + 10 marinas and anchorage areas
 and 1 dry port
 > with a total of **3 863** berths



Editorial



In Lorient Bretagne Sud you will find everything you expected in Brittany: breathtaking landscapes, wide open spaces, more intimate hidden corners, a rich cultural heritage with a wide variety of sites to visit, a variety of highly appealing activities, our reputed gastronomy and the friendliness of our hospitality.

Alongside the expected then, is the unexpected. If there is one unexpected tourist destination in Brittany, this is it! When you come to Lorient Bretagne Sud, you will discover the unexpected, and you will be surprised.

In the 19 offers found in these pages, we invite you to come and experience the Unexpected Lorient Bretagne Sud, and discover the diversity of a well-preserved destination, with its contrasting landscapes, rich encounters, innovative initiatives and moments to share.

Indeed, we invite you to come and experience it by yourselves, because, you'll find here in Lorient Bretagne Sud what a picture can't capture !

What a picture can't capture



© K. BURDUS



© T. PORTEL



© E. CARON / LOST

Lorient Bretagne Sud, what a picture can't capture

In 2021 more than ever, we dream of fresh air, open spaces, liberty, calm, serenity and nature. In 2021 more than ever, we dream of kicking back, reconnecting body and mind, and experiencing real sensations. In 2021 more than ever, we dream of eating and drinking well, of simple pleasures, of being good to ourselves. In 2021 more than ever, we dream of Lorient Bretagne Sud.

Come to our land, for guaranteed preserved nature, the true feeling of being alone in the world, away from the crowds, to recharge your batteries. In our land, you should look outside the box. The photo is beautiful, but everything around it is even more so. The experience is real: take it in with all your senses, 360 degrees around you.

There is nature to discover and a preserved coastline to explore, well away from mass tourism.

Imagine the island of Groix with its spectacular white sand, its little ports, its quaint restaurants, and the life, punctuated by the boats coming and going from Lorient. It's even better when you stay a while - time seems to go slower on the island... And why not try the Gâvres peninsula? From one batobus to another, where bikes are accepted, you will arrive in a picturesque port where every path leads to the sea and a beach. From the maritime pines to the hundred-year-old oaks, it's just one step. Very quickly, there is a complete change of scenery, and you find yourself walking through the undergrowth along hiking trails, lulled by birdsong and the lapping of a meandering stream...

Our destination will amaze you, with its authentic unspoilt nature combined with the warm, smiling welcome of the inhabitants, who know how lucky they are.

Rejuvenate at Source

2



The Auberge de Pont-Calleck in Inguiniel: a break at the water's edge!

In Morbihan, we don't just have sea spray and long beaches. This is what Tifenn and Alexandre Le Guennic immediately thought when they came across the Auberge de Pont-Calleck, then for sale, 10 years ago. We love this place that has been reinvented and extended, nestled in the bucolic, hilly landscapes of the Scorff valley. The river Scorff rises in central Brittany and flows into the bay of Lorient, passing through Inguiniel and the Pont-Calleck Inn.

With its feet in the water, this is the perfect place in the midst of nature to recharge your batteries. Rejuvenate at source. Follow the streams, walk along the rivers, take in the luxuriant vegetation, fish, hike, pedal, listen to birds, meditate, read... Everything is possible in the silence broken only by the omnipresent nature.

It's even better when you add the comfort of the Inn, which has seen many families celebrate events throughout the years, in a large chalet with a stone terrace overlooking the river and the moss-covered rocks. When you discover the new hotel with its tastefully decorated rooms overlooking the river, superbly set in the heart of nature, it will be a privilege to stay here.

Dinner in the restaurant will cap it all, with traditional cuisine that highlights local produce. It may be nice to counter all this luxury by pulling on your hiking shoes and taking a walk through the Breton countryside in the early morning or at sundown. An exceptional setting to see another side of the Morbihan.

→→ auberge-pont-calleck.fr

On Your Bike!

3



Plouay, the Breton Capital of Cycling!

Plouay lies 29 km north of Lorient, and for more than a century has had a passion for cycling. Originally, the Plouay festivities were four days of horse racing, so famous that people came from far and wide to watch. At the start of the 20th century, cycling was added, and the races went international in 1926 with their first foreign competitors. The first Plouay Grand Prix was in 1931, marking the start of a lasting tradition.

First broadcast on television in 1991, and with the first world championships in 2000, Plouay is now the undisputed capital of Breton cycling, with more than 150,000 spectators in the year 2000 flocking to the town which usually only has 5,000 inhabitants!

Since 2016, the Plouay Grand Prix has been called the Bretagne Classic. It takes place every summer at the end of August, and incredibly as usual in Brittany, is one of the rare international sporting events to be organised by volunteers (more than 600): the famous Plouay festival committee.

They are responsible for the 4-day Plouay festival: 4 days of celebration and cycling, including the Bretagne Classic, but also BMX competitions, the Ouest Vintage on old bicycles and in period clothing, and many other great competitions. Even the European Road Cycling Championships were held here at short notice, when, due to the health crisis in 2020, Plouay replaced the town of Trento in Italy, which was forced to cancel the event!

So, for all you bike lovers, come and discover a whole town that gets in the saddle to live its passion. See you in Plouay from 27th to 30th August 2021.

→→ grandprix-plouay.bzh

A Tour for Everyone



AL. LEGRAND



© T. PORTEL



AL. LEGRAND

A stage of the Tour de France like no other...

In 2021, the Tour de France will start from Brest and the third stage, on 28th June, will go from Lorient to Pontivy, in central Morbihan, over 182 km. To get from Lorient to Pontivy in 182 km, you have to do a couple of detours, because there is a much faster way for bicycle lovers to connect these two points: follow route 8!

Route 8 is one of the 9 cycle tourism routes in Brittany, that goes from Lorient to the Bay of Saint-Brieuc, in the department of Côtes d'Armor. The starting point is a short distance from Lorient, in Hennebont on the banks of the river Blavet. From Hennebont, to get to Pontivy, just follow the river for nearly 60 km on the Blavet towpath, a safe, leafy route.

The valley is green and lined with oak and chestnut trees. At Polvern lock, the first on the route, everything changes. The Blavet becomes a canal and is no longer subject to the rhythm of the tides in the bay of Lorient. The route then passes through Lochrist in front of the old Hennebont ironworks. From Pont-Augan to Saint-Nicolas-des-Eaux, the hidden religious and feudal heritage is revealed along the river. The last stage, which leads to Pontivy, is punctuated by the locks: 28 in all along this route, built in the first half of the 19th century to enable goods to be transported up and down the Blavet. You can pedal your way along our stage without pressure, but with pleasure, and make the most of the facilities labelled "Accueil vélo" on the way offering accommodation for travelling cyclists.

This is a gentle stage that will delight lovers of flat terrain, allowing you, if you leave Lorient early on the morning of 28th June, to arrive in time to welcome the Tour de France in Pontivy!

4

A Pirate's Dream



PHOTO: GUYOTTE / CHENIERE NOIR



PHOTO: GUYOTTE / CHENIERE NOIR

Parcabout in Groix, an extraordinary experience to rediscover your inner child

“Black Dog”, like one of the mythical pirates from Robert Louis Stevenson’s Treasure Island.

Is there a more appropriate name for this unusual crew on the island of Groix? Here the pirates are not from the seas but from the land and above all from the air. True craftsmen who use seamanship techniques, i.e. sailor’s knots, every day to make their “parcabouts”, tried and tested in extreme conditions such as deep-sea fishing or multihull sailing.

A “parcabout” is more than a tree climbing course, it’s a massive net structure suspended in the trees: no harnesses, no carabiners, anyone can romp around in total freedom! Cédric Chauvaud, creator of the company Chien Noir and inventor of the first Parcabout, compares this sensation to the one (often forbidden!) of jumping on the bed as a child. Except here, there is no risk of injury: the whole thing is completely safe, for even more pleasure and freedom. Chien Noir’s Parcabouts are now exported all over the world, and each time adapt to the environment in which they are installed. Korea, England, Japan and even at Singapore airport, Parcabouts are everywhere today.

Discover the first Parcabout created in 2008, on the island of Groix, opposite Lorient. Huge nets are strung between the pine trees, respecting the tree, the bark and the rise of the sap. You will rediscover your inner child, and as adults, we also love to spend a night in the “Nid’iles”, cosy cocoons suspended up to 7 metres above the ground!

It’s quite an experience, a micro-adventure in a preserved natural environment, where for one night, you can become the pirate of your childhood dreams.

→→ www.parcaboutgroix.com

At the Water's Edge



A panoramic getaway at the water's edge in a loft like no other

What if adventure was right there in front of you, at the end of the jetty? The year 2020 has accustomed us to journeys to nowhere... Sealoft offers some of the most glamorous. Sealoft is neither a house nor a boat, it is a bit of both. While floating houses may be widespread in Nordic countries, in France they are still in their infancy, although Sealoft plans to make a name for itself for floating houses in France. Spend a few days (or the rest of your life!) on the water, in a quiet environment, enjoying exceptional style, comfort and high-quality materials. Sealoft has come up with a dream house. Although quite small at 50m², this wood-frame house has everything a large house has to offer and can boast of being very ecological: 80% recyclable, it has environmentally friendly wastewater management, water and electricity consumption monitoring with home automation, and energy autonomy with options such as wind turbines, batteries and solar panels. These floating houses, built in Lorient by the Sailwood shipyard, are also nomadic and can be found in the calm waters on rivers or at sea.

The best way to discover Sealoft is to try it out. For one night or a whole week, "L'Endroit" moored in Larmor-Plage in the port of Kernevel and "Fleur d'Ô" moored in the port of Guidel, where the river Laita meets the ocean, can be rented by night or by week for a real change of scenery and truly unusual accommodation. Sealoft guarantees unforgettable memories, such as waking up in a panoramic room or having breakfast on the deck: a not so micro adventure, but definitely a truly authentic experience.

→→ sealoft.fr

A Bubble of Well-Being



© SHANE VICTORIA



© SHANE VICTORIA

A new place for an innovative approach to well-being

Moored on the banks of the Ter, lulled by the lapping of the water, the wind in the leaves and the footsteps of passing joggers, Sequoia offers a complete well-being experience in a cocoon of greenery and serenity. Just a stone's throw from the centre of Lorient and the coastline of Larmor-Plage, this centre with its 1700m² of wood, glass, gentle calm and benevolence, has been designed and built to take care of your inner energy.

A place designed to encourage you to relax, or move your body and expend some energy, but also to meet others and reconnect. There are places where you can move, or relax, harmoniously arranged in 4 poles: health, sport, spa, balneo. Séquoia Bien-être is a place where you can relax and look after your well-being with sessions supervised by experts offering a wide range of treatments, practices and personalized courses. A place where you can take charge of your health and give yourself every chance to feel good. In a context that is putting our bodies and minds to the test, more than ever we need to take care of others, to take care of ourselves, and reconnect.

This is also a social place where people enjoy meeting up at the balneotherapy or the spa, to take stock of their health and do some sport. Every visitor receives support and accompaniment before, during and after their visit by practitioners and coaches who can offer advice on nutrition, posture, sleep, sports programmes or just a well-targeted treatment ... Sequoia will accompany you, help you take care of your body and your mind, for the long run and once back home. Séquoia Bien-être is a place for everyone, for you, and aims to create mutual aid and emulation so you can reconnect and awaken your potential... the potential to be well.

→→ sequoiabienetre.fr

My Friend, the Horse



Lorient Bretagne Sud, a land of horse riding

You may be familiar with ethology, literally the “science of manners”, which studies animal behaviour in living conditions, i.e. in a natural environment, in a domestic setting or even in captivity. Ethology is the study of behaviours, their causes and functions, and since the 1980s, of horses, in particular their relationship with humans, to improve the practice of horse riding.

As well as ethology, there is equipedagogy, offered by Uriell Le Mestric in Hennebont with Cheval Emotions. This young woman is a riding instructor and admits that she was often at a loss to help her students who were blocked by emotions such as stress, fear, disappointment... These are feelings that the animal “feels”. When we find serenity, the horse also calms down, becoming serene and confident. With equipedagogy, Uriell Le Mestric proposes you reconnect with yourself, your body and your heart to establish a new relationship with the horse and the environment: simply being well together. You don't need to be a seasoned rider to discover equipedagogy, the sessions can also be done on foot. This is horse-riding mindfulness, a true quest for harmony, which becomes a tool for personal development, with benefits in your personal life.

A new and innovative discipline in the Lorient area: a new way to look after your body and mind, to get a breath of fresh air and relax, affirming the status of the horse as another of man's best friends. Our region is a wonderful place for riders to explore, in the countryside and beside the sea, and even together, as our riding schools offer outings with family and friends, from the most relaxed to the most sportive. And for those who prefer to keep their feet on solid ground, the National Stud of Hennebont offers shows on the art of horsemanship to perfect your knowledge of horses and be amazed by the riders.

Horses, another way to surprise yourself and discover unknown emotions.

→→ cheval-emotions.fr

Bohemia 2.0



A Blue House... Building the Coastline of Tomorrow

Maison Glaz is a magical place on the Gâvres peninsula. Imagine the place: the Gâvres peninsula is a long strip of land, a dune 9 km long, which encloses the small sea of Gâvres on one side and caressed by ocean waves on the other. Port-Louis, Larmor-Plage, Groix... 360 degrees of sea views.

At the end of the peninsula nestles a place like no other. Maison Glaz is a place of work, a place for living and a place of celebration. In Breton, glaz is a colour, the colour of nature. Glaz can be blue, green or grey, depending on the season and the light, an indefinite, changing colour, like this place that its creators define as follows: "feet in the water, hands in the earth and eyes turned towards the horizon".

The idea is exemplary. Rather than turning a former holiday centre into a tourist facility only open in season, the Gâvres municipality supported the Maison Glaz project to create a "base camp for climate and social action", that remains dynamic and active all year round. Maison Glaz consists of one and a half hectares of workshops, party rooms, co-working spaces, accommodation and a vegetable garden, close to surfing and kite-surfing spots. This is what originally attracted Akira Lavault, the founder of Maison Glaz, and Erwan, her partner, to kite-surfing! After several years working abroad, the couple wanted to settle in Brittany, Erwan's homeland. Gâvres was the perfect opportunity to combine business with pleasure.

The governance is also exemplary. A company to manage the place and an association in charge of the shared workshops, the vegetable garden, the cultural programme... work together on the project. Their ambition is simple: to build the coastline of tomorrow, on a particularly sensitive site, so that no ecological aspect is neglected. Located on the old customs path, as the GR34 is known, Maison Glaz is open to all, with the aim of "mixing genres, lowering the barriers between audiences and making these encounters fertile". Bohemia, version 2021.

→→ maison-glaz.bzh

Afterwork



La Colloc and La Colloc d'en Face: factories for transition and innovation

La Colloc has existed in Lorient since 2016. It consists of 1400 m² of renovated workspace on a former industrial wasteland in the La Perrière district, a small sector that is growing fast.

La Perrière is an avenue that connects the fishing port to the heart of the town, and for many years, it revolved around the activity of fishing in Lorient, with workshops, specialised shops, restaurants and popular bistros.

Today, La Perrière is a trendy avenue with small, cosy restaurants, graphic design and architects' firm, artists' galleries, yoga studios, and bars ideal for a drink after work...

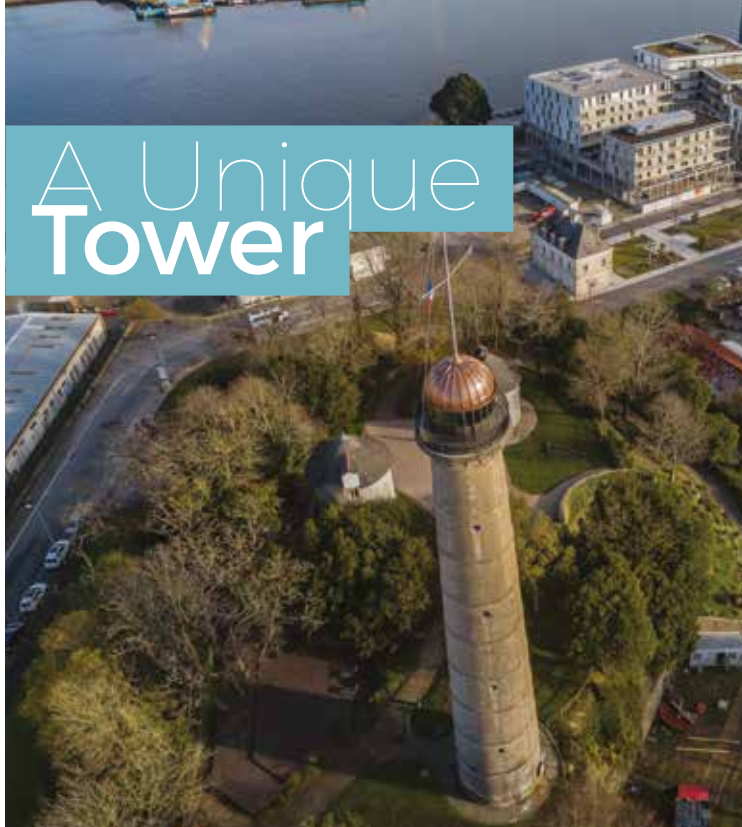
At number 42 stands La Colloc, a place that explores new ways of working and living together. La Colloc is more than a coworking space, it is a place for life and projects, that look to the future, for the collective and common good. 500 members, workshops, meetings, collaborative projects, training... In 4 years, La Colloc has grown and contributed to bringing a whole neighbourhood to life.

In 2020, Colloc decided to go further and become a company with a mission; a social and environmental purpose in addition to its profit-making goal. The Colloc also created an association for its community, "Les Locaux motivent". To take things even further, a new place was needed: the Colloc d'en face, a newly refurbished warehouse which opened its doors on 8th February. This second venue aims to bring the general public together with professionals, to encourage sharing and social mixing, and to organise events open to all. La Colloc d'en face will be a place of free expression, culture, learning, inspiration and life.

An inspirational, social model for solidarity and sustainability, backed by an energetic team full of ideas, and a real place of the future.

→→ la-colloc.co

A Unique Tower



PAR PHOTOGRAPHIEUR LOCAL LORIENT



PAR PHOTOGRAPHIEUR LOCAL LORIENT

The Tour de la Découverte in Lorient: a heritage site unique in France

It was quite an event to recap this tower that had gone bareheaded since February 2018.

On 26th November 2020, the Tour de la Découverte recovered its superb appearance with a new dome. The project was part of the renovation of the Enclos du Port district, also known as the Péristyle, bordered on one side by the river Scorff and on the other by the docks of Lorient, and originally occupied by the French East India Company.

The Tour de la Découverte is a masterpiece, and unique of its kind. Built from 1737, and rebuilt several times after being struck by lightning, in 1786 it was fitted with one of the first European Benjamin Franklin lightning conductors. Although it may look like a lighthouse, it was originally a watchtower and not equipped with a light. In the 19th century, it was fitted with a dome, housing a signalling projector which enabled optical communications with the city's maritime establishments. A telegraph receiver, it was also able to relay signals from the Eiffel Tower. But what makes it a truly exceptional building is its "time ball" system: a ball hoisted to the top of a mast which, when it falls, provides sailors with a reference time for adjusting their navigation instruments. This system was developed in England in the 19th century, and gradually replaced in the 20th century by radio.

There are only 60 of these time balls still working around the world, and only one in France, in Lorient! When it was installed in the 19th century, the time ball was a truly innovative system, placing Lorient at the cutting edge of technology. It therefore obviously had to be renovated. The 38.33-metre tower now has a dome, a metallic masterpiece, 4 metres in diameter and 5 metres high, weighing almost 8 tonnes, with a glass roof, wooden frame and copper roof. And, as a highlight, a 75 kg stainless steel ball, which marks the time at noon. This exceptional project was realised in Pleucadec, in the Morbihan, and will open to the public in 2021.

→→ patrimoine.lorient.bzh/tourdeladecouverte

A Story with a Future



© PALAIS DES CONGRES LORIENT

© ANTOINETTE

© ANTOINETTE

Lorient La Base, a site where the past mingles with the present and the future

The district of Lorient La Base proudly serves the town of Lorient, whose inhabitants now hold it dear, probably because it tells the story of their town and has undergone such an incredible transformation since the late 1990s!

More than 70 years ago, this submarine base in Lorient was built by the Germans during the Occupation and was the largest on the Atlantic Wall. For many years, for the people of Lorient, this place was a concrete reminder of a sinister history.

It is now very different, and Lorient La Base is definitely the place to be: a place for business, sailing, culture, shopping, leisure and festivities. First, there were skippers such as Alain Gautier and Franck Cammas, who settled here, creating the beginnings of a future offshore racing centre, which is now home to many of the Vendée Globe 2020 teams. Then, the Eric Tabarly sailing museum; the only tourist site in Europe devoted to ocean racing, opened its doors in 2008 and welcomed Eric Tabarly's famous Pen Duick boats to its quays.

The Hydrophone concert hall has been set up in one of the bunkers at the base. This new, freshly fitted out venue, measures 900m² and sits right in the centre of a concrete cell, for large-scale projects that will make their mark. Restaurants, shops and concept stores welcome sailors and strollers, children play in the playgrounds while parents have a drink overlooking the multihulls after trying the TyRoll - a 350-metre-long zip line with a departure point 38 metres above the ground, from where you can admire Belle-Île and Groix in particular: thrills guaranteed.

What a successful rehabilitation for a place that is constantly changing, labelled Heritage of the 20th Century, adding new products to its catalogue every year and continuing to write its history in the future.

12

A Taste of the Stars

13



Lorient gastronomy has the wind in its sails

The aim of the short circuit economy is to avoid products travelling. So, in Lorient, it's the chefs who are on the move! In terms of gastronomy, Lorient is on a roll with three prestigious new restaurants. Karantez, Sources and Gare aux Goûts: three names for three new restaurants whose menus will get your tastebuds tingling.

While each place, and each dish may have its own colour, all three have something in common: a return to their native land for the chefs in the kitchen. All three spent several years training with the greatest before returning to Lorient: the Ritz, the Bristol or with Olivier Bellin in Plomodiern for Jonathan Reine of Karantez (meaning love in Breton), Yannick Alléno's Pavillon Ledoyen for Nicolas Le Tirrand at Sources and Le Martinez or with Anne-Sophie Pic for Vincent Séviller at Gare aux Goûts.

The reason for this return to their roots? Homesickness, the call of the open sea and new adventures with the family, no doubt, but also probably the profusion of exceptional produce to work with, both from the sea and from the land. Raw, healthy, natural and local produce, brought to life by the expertise of these talented chefs. Scallops, cod, lobster, langoustines, John Dory, crab, far breton, pollock, seaweed, oysters, semi-salted butter, buckwheat... local flavours reinvented in creative and exciting dishes to make your tastebuds quiver!

Three new opportunities to treat yourself to a taste of our region to join the ranks of our three-starred restaurants and the list of other unmissable restaurants. All contributing to our culinary excellence and our taste for good produce. All you have to do is to try it..

Stripes and More Stripes



© LE MINOR



© LE MINOR



© LE MINOR

Le Minor, stripes à la mode de chez nous

A Breton without stripes is quite impossible, especially at Le Minor where we have been making clothes inspired by the sailing world since 1922!

Originally, there was the Manufacture de Bonneterie Lorientaise, created in 1922 in Lorient and located in Guidel since 1963. They manufactured tough, warm marine sweaters for workers at sea. In 1963, the company employed more than 150 people, also manufactured sailors' jackets and in 1970 was awarded a contract with the French Navy. Between 5,000 and 15,000 Navy officers' sweaters left the Guidel workshops every year until 2010. In 1936 in Pont-L'Abbé, Marie-Anne Le Minor created her own company, initially providing embroidered regional costumes for dolls. In 1957, the second generation of Le Minor family designed the famous "kabig" and started making garments, which it subcontracted to the Manufacture de Bonneterie Lorientaise. They finally bought out Le Minor's garment branch in 1980.

Le Minor clothing is a symbol of excellence from Lorient, Brittany and France. From 1987 onwards, the brand has been exported all over the world, particularly to Japan, where the Le Minor sailor jacket is a must-have for fashionistas. The know-how is there, as is the fabric. In the 2000s, Le Minor became a manufacturer for high-end and luxury brands. In 2018, two young entrepreneurs, Sylvain Flet and Jérôme Permingeat, bought Le Minor, aiming to reconquer the French market with strong values: preserving local jobs by producing 100% French, passing on know-how, producing useful and sustainable clothing, revisiting the essentials each year and sharing their passion. And values have paid off! At the beginning of 2020, their sweater represented the Morbihan at the Elysée Palace during the great "Made in France" exhibition.

At the end of 2020, Le Minor was one of the 10 Breton winners of the "France Relance" plan's industrial acceleration fund. Thanks to Le Minor, a new textile training sector will also be created in Brittany. The Guidel stripes have a great future ahead of them!

→→ leminor.fr



A Fairy Tale!



© ARTHUR, MARIE



© ARTHUR, MARIE

Arthur and Marie's wonderful toys: quite a fairy tale!

What if Santa's workshop was actually in Lanvaudan, in a village of thatched cottages near Lorient?

The setting is perfect, and the story is just like a fairy tale. Once upon a time, in 1985, two friends, mothers and carpenters by trade, decided to create beautiful wooden toys and named their little company after their respective children, Arthur and Marie. Since then, Arthur and Marie have grown up, as has their factory, since there are now ten employees who create educational toys and wooden objects on a daily basis, with the support of some fifty sales reps around France who sell them directly and exclusively.

In the story of Arthur and Marie, there is a quest for beauty, truth, education, ethics and ecology. And it's fair to say that this company ticks all the boxes. Once again, not just Made in France, there is Made in Lorient! The toys are developed in close cooperation with early childhood professionals, who are perfect field testers. The materials are all certified sustainable: French wood, zero glue, non-toxic inks, manual screen printing... Solar panels, wood boiler fed with cuttings, recycled paper, reforestation charter: no aspect is neglected for complete consistency. Not forgetting the graphic and educational aspect of course, which makes these toys true works of art.

Arthur et Marie is also a tale of real skill which has even found its way into the museum of Decorative Arts in Paris; skill that has been passed down for the 35 years since the first toys were made.

→→ arthur-et-marie.com

Anniversary Edition

16



50 Candles for the Lorient Festival Interceltique

The Festival Interceltique de Lorient - or as we call it, the FIL - was supposed to celebrate 50 years in 2020: whatever, the 50th birthday celebrations will have to be in 2021! Today, the FIL is one of the key festivals in France, and even in Europe. Every year, it brings the town of Lorient to life, with 10 days and 10 nights in August welcoming some 800,000 festivalgoers.

During the FIL, the whole town of Lorient shakes, sings, dances, eats and drinks to the international Celtic rhythms. Everywhere there are stages, stands, events, music and dancing, and a whole lot of fun for a festival that combines the modern and the traditional: Celtic cultures and their vitality in unison.

For the 50th edition of the festival, the FIL team is staying close to home, as who else but Brittany could be the guest of honour at the anniversary edition?

Of course, there is also the Grande Parade of Celtic Nations: a mile-long parade with 3,500 artists and the whole Celtic world that marches to the delight of 70,000 spectators. There's the pipe band show, and the dancers at the Interceltic Nights, with video projections, lightshow and fireworks, on the pitch of Le Moustoir, left empty for once by its home football team, Les Merlus. And what an exceptional line-up: the best of the best: Alan Stivell, Gilles Servat, Denez, Dan Ar Braz..., and the newcomers, Youn Kamm, Fleuves, Krismen... to mention just a few, playing alongside bands, orchestras, and players for 10 days of total immersion in the wonderful diversity of Breton culture.

Without hesitation, from 6th to 15th August 2021, Lorient is The Place to Be, and the event is the FIL.

→→ www.festival-interceltique.bzh



www.lorientbretagnesudtourisme.fr

→ Press Kit 2021

The Long Path



© SHUTTERSTOCK



© GCLBRT

© GCLBRT

All roads lead to Compostela

2021 is a Jacobean Holy year. For the uninitiated, this is a holy year, a jubilee year, a Compostellan holy year as it could also be called, when St. James' Day, which is celebrated on 25th July, falls on a Sunday. In these years, the Holy Door of the Cathedral of Santiago de Compostela is open every day from 1st January to 31st December. These years see an even greater influx of pilgrims than usual.

Jacobean holy years occur only about fifteen times per century. Why not celebrate it by starting from Lorient in 2021? Indeed, since 2019, Lorient is an official stop on the Camino de Compostela! The milestone that materializes the path is located near the Le Moustoir stadium and was unveiled during the 2019 Interceltic Festival, a gift from Galicia, the festival's guest of honour that year.

Celtic cousins, Galicia and Brittany are now officially linked by a milestone, a Galician granite stone, in the style of the old Roman road markers, which showed distances in Roman miles, or 1480 metres. From Lorient to Saint-Jacques, you will have to cover 1,979 km with your pilgrim's staff, as engraved on the milestone decorated with the traditional shell.

Following the official inauguration of the starting point during the 2019 Interceltic Festival, a more active inauguration will be held in the spring of 2021, organized by the Breton association of Friends of Santiago de Compostela. The aim is to link Lorient to Hennebont, and discover the path marked by the association which accompanies pilgrims, offering information and advice so that each person can organize themselves and make the most of their pilgrimage.

→→ www.compostelle-bretagne.fr

The Lady of the Sea



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Anita Conti: for an exceptional woman, an exceptional event!

Anita Conti is one incredible woman, not well enough known by the public, despite the great deal of audacity she had to have had during such an illustrious career. Anita Conti was born at the dawn of the 20th century and lived through it with a number of professions: bookbinder, photographer, journalist... and above all, as a pioneer in oceanography and maritime ecology.

The “lady of the sea”, as she was nicknamed, was passionate about the sea from a very young age. She started taking photographs early, and both passions came together when she published her first articles on the riches of the sea in the late 1920^s. In 1934, at the age of 35 she was recruited by the Office Scientifique et Technique des Pêches Maritimes (OSTPM), which later became Ifremer. She was officially the first French woman oceanographer and spent many months at sea, the only woman on board the trawlers. At a time when only navigational charts were available, she drew up the first fishing charts and helped to rationalize deep-sea fishing practices. Very early on, she warned of the effects of industrial fishing and the depletion of resources.

When she died in 1997 in Douarnenez, Anita Conti left a database of 45,000 photographs, documenting 70 years of research and passion. They are a remarkable testimony: human, benevolent, tender and scientific. This collection is now the property of the town of Lorient and the Le Lieu gallery, a photography exhibition space in Lorient, is devoting the exhibition “Regards sur la Guinée” to this pioneer from 2nd April to 5th June 2021, focusing on her studies of the coasts of Mauritania, Senegal, Guinea and the Ivory Coast.

A major event not to be missed to (re)discover an exceptional woman.

→→ galerielelieu.com

White, Green or Black



© FILLEULE DES FÉES



© FILLEULE DES FÉES

Here, we also grow tea!

Maybe this is a tradition inherited from the French Compagnie des Indes, of which Lorient (An Oriant in Breton), the then newly created town, became the headquarters in 1666. In any case, in Lorient we drink tea, and even grow it! You only have to go a few kilometres out of the town, into the bucolic, green valley of the Blavet, the river that crosses Brittany from north to south, to discover the Filleule des Fées tea plantation in Languidic.

Tea grown in the Morbihan department may seem surprising, yet there is nothing incongruous about this plantation: the tea plant is in fact a type of camellia, like the ones that bloom in spring in many Breton gardens. Acclimatized, the tea camellia variety now carries the taste of the Morbihan terroir, drawing its aromas from the granite soil of the Blavet valley, lovingly cultivated without pesticides. The crop and the harvest are responsible, so as not to deplete the soil or the plants, unlike the practices in some large-scale tea plantations. The tea is white, green and black, and organic in every sense of the term.

This slightly crazy project was dreamt up by Weizi and Denis Mazerolle who planted their first ten tea bushes in 2006, simply out of a love of tea. They now gently care for 13,000 plants. The plants need a few years to mature, so the harvest remains confidential and sacred, just like the tea ceremonies organized in their garden. The next harvest will be sold in April-May 2021, along with seeds and plants and is eagerly awaited by the 60 sponsors who have supported this plantation, becoming privileged tasters of the precious brew.

→→ filleule-des-fees.fr

Past, Present and Future



Aiden: A hotel that invites you on a voyage.

This is what is sometimes called a “boutique-hotel”, one of those precious places unlike any other, that has a soul, and that is far removed from hotels with uniform rooms and decor. It could even be qualified as a lifestyle, but to get an idea, the best thing to do is to push open the door of the Aiden Best Western Hotel...

From the very first second you cross the threshold, you are caught up and plunged into a bohemian atmosphere of voyages. One of the goals of the new Aiden hotel range is to be as close as possible to the culture of its host city. This hotel in Lorient (the second in France and fourth in the world after Austin and Seoul) tells the story of the French East India Company, whose headquarters were based in Lorient. Every object, every fabric, tells the story of this past, and the decor was designed in partnership with the Museum of the East India Company located in Port-Louis on the other side of the harbour. Furniture and materials have been carefully chosen, and the ground floor is filled with cosy spaces where you can feel at home.

The past is definitely present, but the future is too! The whole establishment is “home-automated”; all you have to do is use the tablet provided in each room to find your walk for the next day, watch your favourite series, adjust the lighting or the temperature... This is what is called a Smart Hotel. Design, local culture and technology are the three pillars of this enchanting place. Not forgetting all the other details that make a difference: ideal location for soft mobility, breakfasts of local, organic produce, a leafy patio for a drink before heading to one of the many restaurants in the district... and a smiling welcome to make you feel at home.

→→ bestwestern.fr/fr/hotel-Lorient-Aiden-by-Best-Western-a-Lorient-Centre-93913

The Cobbles and the Beach

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Hotel de la Citadelle: An authentic break in the heart of a historical town

First, there is the location. The hotel de la Citadelle is located on a pretty, paved square right in the centre of Port-Louis, a peninsula marked on one side by an estuary into which the rivers Scorff and Blavet flow, and which is known as the bay of Lorient. On the other side, the bay of Locmalo marks the entrance to the small sea of Gâvres. Of course, the view from Port-Louis is also of the ocean and the island of Groix.

The town has a rich past: it was named in 1618 after Louis XIII who wanted it to be fortified. Port-Louis is famous for its citadel completed in 1642 - which today houses the Museum of the French East India Company - and for its harbour which hosted the Company as early as 1666, gradually leading to the birth of Lorient. Their history means that the two towns are intimately linked, so from Lorient, it is always just a quick boat ride to Port-Louis to discover its ramparts, cobblestones, the beach and its charm.

A night at the Hôtel de la Citadelle is a dream stopover. The windows of its rooms open onto the sea or onto the historical heart of Port-Louis. In terms of style, you will find the authenticity of a seaside hotel, with its ocean colours and warm decor. Nothing has been left to chance; the enclosed garden, the breakfast of local produce, the wellness area, or the wine and food cellar. Just a few minutes on foot, you can pass through the thick ramparts to find yourself on a wide, sandy beach where the wooden beach huts are a reminder of the good old days. Take your choice of boat to get to Gâvres or even Groix.

But be back in time for an authentic Breton goûter (afternoon tea) on the terrace or in the shelter of one of the old stone houses. Before a night in the tranquillity of the Hotel de la Citadelle; just like home, but better.

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Contactez votre interlocuteur dédié
au 02 56 54 01 17 pour organiser votre
événement professionnel sur-mesure.



CITÉ VOILE
ERIC TABARLY
BRETAGNE SUD



22

Business tourism is our business!

Here, B2B means **B 2 Breizh!** A play on words of course between the famous B2B - Business to Business - and Brittany, or Breizh in the Breton language.

Lorient is not only a tourist destination, but also a complete economic ecosystem, and with the brand B to Breizh, the town wants it to be known that business tourism is its business.

Three major players in Lorient Bretagne Sud have joined forces - Lorient Bretagne Sud Tourisme, Lorient Bretagne Sud Expos-Congrès and the Eric Tabarly sailing museum - to initiate a new dynamic for business tourism in the region, in partnership and consultation with a network of 50 professionals.

Seminars, trade fairs, congresses, ceremonies, team building... the figures say it all: in 2019, 234 events were hosted by Lorient Bretagne Sud Expos-Congrès, representing 273,000 visitors and 15,251 overnight stays in the area. Everything is here to offer a "Lorient-style" welcome: a modular convention centre in the city centre, the Eric Tabarly museum with its new event hall nestled in one of the cells of the Lorient submarine base, an atypical and unusual place with multiple possible arrangements. Between the two, there are the boat-buses connecting Lorient La Base to the town centre.

Of course, everywhere the ocean serves as a backdrop, offering a wealth of leisure activities - on land or at sea -, accommodation with on-site meeting rooms and great restaurants all making for an unforgettable corporate event. Everything is possible and B to Breizh will help you to organize the event to match your needs.

Lorient Bretagne Sud confirms: even in business, this destination retains its status as an ultra-modern, connected town with a friendly and relaxed atmosphere.



The Wind in Your Sails

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Wind in the sails!

In 2021, Lorient will be confirming its status as The Place to Be for French sailing, with some major events on the horizon.

One year ahead of the Ocean Race, a mythical round-the-world sailing race whose next edition will leave from Alicante in October 2022, its organisers are launching the Ocean Race Europe, a new event that will sail around Europe in 5 stages. Lorient has been selected as the starting point for the race. It is a great source of pride for the epicentre of Brittany's Sailing Valley to welcome the Imoca 60 and VO65 hydrofoil monohulls with the best international sailors who will be setting sail on 28th May 2021, and a planned arrival in Genoa in the third week of June.

Next up, the 52nd edition of the Solitaire du Figaro which will also pass through Lorient, one of the four stopover towns in this race which has an ambitious course of nearly 2500 miles both on the open sea and along the coast. Setting out from Saint-Nazaire on 22nd August, after a 698-mile circuit, the Figaro Bénéteau 3 boats, the world's first one-design hydrofoil monohulls, are due to moor in Lorient on 26th August and stay a few days, before setting sail again for Fécamp on 29th August.

Finally, a tradition in Lorient for the last 10 years, the Azimut Challenge in September! From 15th to 19th September, Lorient will be buzzing with five days of racing on Imoca boats, designed for small crew or single-handed races like the Vendée Globe. Whether it is the Tour de Groix, the Runs (speed sailing against the clock), or the 48^{hr} Azimut, a loop in the Atlantic, the goal is always the same: to combine innovation, performance and strategy at sea, and fun on land.



Contact

Gurvan Caudal

Content and Promotion Officer

02 97 84 78 09 / 06 51 96 98 43

gcaudal@lorient-tourisme.fr

LORIENT
BRETAGNE SUD
l'inattendue

Lorient Bretagne Sud Tourisme
Quai de Rohan - 56100 LORIENT
www.lorientbretagnesudtourisme.fr

