



News From France



Vol. 14.11
November 2014

A free monthly review of French news & trends

Veterans Day: among many generations, shared French-American values remain



On November 11, students from the Lycée Français in New York attended a ceremony to honor veterans from World War II that were awarded the Legion of Honor by the Consul General of France in New York. For the full story on Veterans Day activities at the Embassy and Consulates throughout the U.S., see page 4.

From the Ambassador's Desk: A message from Gérard Araud

Dear friends,

On November 13, the world watched in awe as the robot Philae landed on Comet Churyumov-Gerasimenko, completing a successful mission of the Rosetta program. Rosetta is a European Space Agency initiative, in which the French Center for Spatial Studies (CNES) played an essential part. People from all over the world eagerly followed news of this success story. I am proud to add that the first images of the comet were taken by micro-cameras developed by French startup Systheia, which recently presented its work to the American public at the NETVA conference here at the French Embassy in Washington, D.C. It is these cross-cultural collaborations that drive our two countries to progress even further in the domains of science, technology, and innovation each day.



While the success of a project such as the Rosetta mission calls us to look forward, we also took a close look at the past on the occasion of Veterans Day this month, remembering those who have fought valiantly for both of our countries. On November 11, the French Embassy and consulates across the country hosted ceremonies to commemorate both French and American veterans. In D.C., the Embassy hosted a screening of the documentary *Apocalypse: WWI*, inviting veterans and students to reflect upon the lasting effects of a war that forever changed the international order 100 years ago. While France and the United States fought alongside for common

ideals of freedom and democracy during the First World War, this was not the first nor the last time our two countries joined their military forces. From the fight for America's independence to the resistance against Nazism to the coalition against Daesh (ISIL), France and the U.S. have long stood together in battle.

Our common history and promising future do not stop me from actively pursuing many ongoing activities, such as the furthering of Franco-American relations, be it in Washington D.C., or in other regions of the country. This month, I attended *French Weeks Miami*, where I met with business leaders whose economic and industrial partnerships with France are helping to strengthen communities in Florida. Just a few weeks prior to this in Los Angeles, representatives from the television industry in both France and America gathered for the 2014 *Direct to Series* conference, where writers, producers, and executives spoke about how the French industry may profit from the adoption of strategies used by successful American television shows.

In a time when our two countries rely consistently upon one another to aid in international efforts to fight threats which include terrorism, climate change, and Ebola, we will continue to look forward without forgetting our past, remembering the history that has brought us so close together and seizing the many opportunities to come to further this fruitful partnership.

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Ambassador Gérard Araud welcomed by FACC DC

French Ambassador to the United States Gérard Araud attended a welcome reception hosted by the French American Chamber of Commerce (FACC) in Washington, D.C., on November 24. Organized in partnership with FACC Member Baker & McKenzie and the French International School Lycée Rochambeau, this reception provided members of the FACC with an opportunity to meet Mr. Araud and exchange ideas on French-American business.

The Washington, D.C., chapter of the French American Chamber of Commerce serves the Mid-Atlantic Region, and seeks to aid its members in furthering bilateral trade and investment agendas between France and the United States.

After an introduction by Jean-Marc Gaultier, President of the Board of Directors of the FACC in D.C., Ambassador Araud gave a speech in front of the attendees, speaking highly of the positive bilateral relationship between French and American professionals: "Americans are pragmatic. You must bring something positive and concrete to Americans. We, the French, are bringing concrete contributions to the U.S. that Americans are recognizing."

The 2014 Beaujolais Nouveau has arrived

The celebration of the Beaujolais Nouveau vintage wine has evolved into a grand appreciation for French gastronomy, chefs, wines, and culture. Produced in the Rhône-Alpes region of France, the wine is marked by fruity notes and a strong aroma. On the third Thursday of November, a million cases of Beaujolais are distributed to Paris for their immediate shipment around the world. Millions of people around the world have their first taste of the Beaujolais harvest on this Thursday, making it an important ritual in the wine industry.

On November 20 and 21, The French American Chamber of Commerce (FACC) held 18 events around the U.S. to celebrate the arrival of the Beaujolais Nouveau. Among the major events were Chicago's *Passport to France* at the Union League Club of Chicago and Washington, D.C.'s *Beaujolais & Beyond 2014: An International Wine and Food Celebration* at the French Embassy. Beaujolais was uncorked and served, as per the French tradition. The events were a grand success, with dancing, trivia, auctions, and more. The Beaujolais custom is celebrated all around the world each year and is truly a special holiday for wine-lovers.

Minister Laurent Fabius hosts Secretary John Kerry in Paris



Secretary of State John Kerry with Minister of Foreign Affairs and International Development Laurent Fabius in Paris.

Minister of Foreign Affairs and International Development Laurent Fabius hosted his counterpart, Secretary of State John Kerry, in Paris on November 20. During the meeting, the leaders talked about recent developments regarding the coalition fighting Daesh (ISIL) in Iraq and in Syria, the situation in Ukraine and tensions in Jerusalem after the attack of a synagogue.

This meeting was an opportunity for Minister Fabius and Secretary Kerry to follow up on issues that they had discussed together earlier in the month, on November 5, in Paris.

Secretary Kerry and Minister Fabius talked in depth about negotiations on the Iranian nuclear program, as meetings among leaders involved in the negotiations took place this month in Vienna. As the deadline to a deal approached, Minister Fabius and Secretary Kerry agreed on a shared assessment of the situation: while both countries acknowledged that civilian nuclear energy could be used in Iran, the agreement could not allow for the development of a military nuclear capacity.

Of the negotiations underway, Minister Fabius remarked that there were still many points to be resolved by all parties participating in the negotiations, stating, "We'd like an agreement, but it does have to be said there are still significant points of difference, and we hope they'll be reduced, but this very much depends, of course, on the Iranians' attitude."

Ambassador Gérard Araud makes his first visit to Florida



Ambassador Araud toured the Design District with Vice-President of Louis Vuitton David Gouvert on November 3.

On November 3 and 4, Ambassador of France to the U.S. Gérard Araud attended the 7th annual *French Weeks Miami*, which is organized by the French American Chamber of Commerce of Miami (FACC Miami) and the Consulate of France in Miami. The event is geared toward promoting Franco-American business cooperation and strengthening ties between business partners in France and in Florida by hosting networking events. The focus of Mr. Araud's trip was on foreign investment in France and economic partnerships between the United States and France.

During his stay in Florida, Mr. Araud took the time to meet with notable business people in the region. On November 3, the Ambassador, accompanied by

French Consul General in Miami Philippe Létrilliart, had the opportunity to exchange ideas with Miami business leaders and public figures in the arts and design sector, including entrepreneur and art collector Craig Robins.

In addition to meeting with the managers of major seaport Port of Miami and CEOs of cruising and maritime transport companies in the region, Mr. Araud visited the Design District with David Gouvert, Vice-President of Louis Vuitton and Executive Director of LVMH, a French company that has supported the Design District project from its inception. Once completed, the Design District will showcase innovative work in fashion, architecture, and contemporary art for the Miami community.

On November 4, the Ambassador spoke at a luncheon hosted by FACC Miami, focusing on foreign investment in France and economic partnerships between the United States and France. In his speech, Mr. Araud praised the strong economic Franco-American partnerships which unite the two countries, as well as the steps France has taken in order to attract foreign investments from the U.S. and elsewhere. He emphasized that the state of Florida has a strong economic presence in his country—of the 3,000 American companies that have operations in France, 50 are Floridian.

This was Mr. Araud's first official visit to Florida since he was appointed Ambassador of France in the U.S. With the number of Floridian companies investing in France, the growth of positive relationships between this region and the country looks promising.

Gregor Trumel, Consul General of France in New Orleans



▲ As the recently appointed Consul General of France in New Orleans, Gregor Trumel represents France in a region with a strong history of French culture and a tradition of francophonie. He spoke with *News From France* about his initial impressions of the region and his goals for the coming years.

Can you introduce yourself to our readers?

Of course! I am Grégor Trumel, and I'm France's Consul General in New Orleans. Before that, I served as deputy to the ambassador in Copenhagen, Denmark, where I spent four wonderful years. I've been working for the Foreign Ministry for 15 years now.

You arrived in New Orleans in early August. What were your very first impressions of the state, the people of Louisiana, and the welcome you received?

Well, my first impression was climate-related. I had arrived from Northern Europe, so obviously I was surprised by the heat! I was also surprised by the warm welcome I received; it was fantastic. France really resonates for the people of Louisiana. People anticipate your arrival, pay attention to what you're doing. . . I think I'm going to be able to do a lot of really fascinating things here. I've already been invited around New Orleans, to visit our friends in Cajun country, and of course I'll also visit the northern part of the state as soon as possible.

What surprised you the most when you first arrived in the state?

I guess what surprised me the most was Louisiana's French feel. It's not just people's names, street names, the names of neighborhoods; more and more I appreciate the delightful synthesis between the U.S. and American culture and the French culture and lifestyle, along with a certain optimism one finds in Louisiana.

As you've pointed out before, Louisiana is pretty much the most French state in the U.S., given its history and its name. What will your priorities be in the coming years with regard to relations between Louisiana and France?

As a good Cartesian, I'd say there are three priorities. The first one relates to the very dynamic French community, which has grown by 20% in a year. It's also a

rather young community that's changing, evolving. So we should support and assist its endeavors as much as possible. At the same time, we have to remember that New Orleans is the ultimate tourist destination. Some 80,000 French tourists visit the city each year, and that means a lot of work for a Consulate.

The second area in which we obviously want to play an active role is the French language. As you said, Louisiana is probably America's most French state, and in 2018, New Orleans will mark its tricentennial. Between 150,000 and 200,000 Louisianans speak French, making it a largely francophone state. So there's plenty to do, particularly in partnership with an extremely dynamic and unique institution called the Council for the Development of French in Louisiana (CODOFIL). In concrete terms, there are 5,000 students in French immersion schools, and 150 French teachers certified by the Education Ministry work in the state. It's a lot of work but also a joy and an honor to train and manage this group of teachers, who are based not only in New Orleans but all across the state, including in small towns.

The third priority of course, relates to Louisiana's economic dynamism; 25% of its GDP comes from exports. There are some French companies operating there, but in my opinion, lots more could be done. My job will be to help these businesses get settled, move forward, etc. Plus I'll be working on a daily basis to track down all the opportunities to further expand the operations of French companies in Louisiana and attract local companies to France.

To wrap up, what is the main message you'd like to send the French community in Louisiana?

A thousand French people are registered with the Consulate in Louisiana. But I think there are in fact many more. So dear friends, fellow citizens, please come register; it's good for you, it allows you to exercise your rights as citizens. I can't wait to meet you and get to know you. You're part of a vibrant, diverse community—there are many of you in New Orleans, but also statewide. I will travel around and come to meet you, but consider the Consulate your home. I also hope to have the opportunity to meet you at the residence in New Orleans in the coming months. We're here to help. Please don't hesitate to take advantage of our services. 🇫🇷

American universities awarded for innovative study-abroad programs in France

The winners of the 2014 Transatlantic Friendship and Mobility Awards, made possible by an initiative between the U.S. Department of State and the French Ministry of Foreign Affairs, were announced on November 10. This initiative, which was introduced with the support of Minister of Foreign Affairs and International Development Laurent Fabius on May 13, 2014, seeks to double the number of students in France-U.S. study-abroad and exchange programs by 2025.

The Association of Public and Land-grant Universities (APLU) and the Association of International Educators awarded the Partnerships of Innovation and Collaboration on Study Abroad to Georgetown University, the University of Arkansas, North Carolina State University, and the University of Minnesota for their individual study-abroad projects. The Institute of International Education (IIE) Generation Study Abroad partnership, which is focused specifically on institutions which serve minority populations, was awarded to Lehman College and Texas A&M International University. The Embassy of France will fund 50% of the total cost of the universities' projects as part of these awards.

AIMNET hosts conference on "French-American Business Opportunities"

On Tuesday, November 18, the France-Massachusetts Business Opportunities conference was held in Boston. The event highlighted business and trade opportunities between France and Massachusetts.

In September 2014, Massachusetts Governor Deval Patrick led a trade mission to Lyon and Paris, France. The Massachusetts delegation met with French leaders of business and government institutions to discuss innovation in diverse industries such as e-commerce, clean energy, education and healthcare.

The France-Massachusetts Business Opportunities conference was an opportunity for partners to follow up on this trade mission. French Consul General in Boston Fabien Fieschi made the opening remarks, which were followed by a brief address from Secretary of Housing and Economic Development in Massachusetts Greg Bialecki. Panelists included Priya Iyer, CEO of software company Anaqua, and Steve Townsend, CEO of Keolis North America, France's largest private sector transport group. France is Massachusetts' seventh largest import partner and its thirteenth largest export destination.

in depth: Veterans Day

Wartime, then and now: nearly a century after WWI, France remembers bravery of veterans



In this photo, taken from the archives of the Embassy of France in Washington, D.C., two soldiers, likely American and French, write letters during time off from the battlefield while serving in World War I. Many exhibits and events have been organized by the French Embassy and its Consulates to celebrate the centennial of the start of the First World War in 2014. While France and America were both part of the Allied Forces during WWI, U.S. troops didn't join the fight with their French brothers until 1917.

In his classic novel, *A Farewell to Arms*, Ernest Hemingway reflected on the state of the world at the moment of a global crisis: "The world breaks every one and afterward many are strong at the broken places." Today, while many still suffer from the emotional and physical wounds of war, ceremonies and activities of remembrance allow us to observe the ways in which those broken by war have become stronger.

Along with the French Embassy in Washington, D.C., French Consulates throughout the United States honored the service of American and French military members this past Veterans Day, paying tribute to those who defended the United States and France in two World Wars.

2014 is a particularly significant year for veterans, as it marks not only the 70th anniversary of the Allied landing in Normandy and the subsequent liberation of Europe, but also the centennial anniversary of the commencement of World War I. The events coordinated by the Consulates and the Embassy aimed to thank veterans and to educate the American public about both France and America's role in World Wars I and II, and the ways in which this period in history shaped our two countries' relationship over the last century.

Celebrating the WWI Centennial

One hundred years after the start of World War I, remembrance was the focus of many Embassy and Consulate activities this year. As one of the deadliest wars in history, the global conflict engaged major economic and territorial powers from around the world, including France and America.

Although U.S. soldiers joined their French brothers in the trenches, this was not the first time that France and the U.S. had fought alongside each other for common ideals. When he led the U.S. into World War I in 1917, President Woodrow Wilson stated that he did so "for democracy, for the right of those who submit to authority to have a voice in their own governments, for the rights and liberties of small nations." The ideals of which President Wilson spoke—democracy, liberty, freedom—were the very ideals for which France joined America in the Revolutionary War, helping them win the Battle of Yorktown against Great Britain in 1781. More than two centuries later, these values remain important to both countries.

In light of the 100th anniversary of the First World War, the Consulate of France in Chicago has part-

nered with the Institut Français and the Mission du Centenaire 14-18 in Paris to produce a series of commemorative events across the Midwest. Running through February 2015, the series includes exhibits, public programs, lectures, and screenings, with the goal of educating the public about the common values shared between France and America at the inception of World War I, and the ways in which these values have continued to be essential to our two countries for the past 100 years.

Some notable events coordinated by the Consulate of France in Chicago include "En Guerre: French Illustrators and World War I," an exhibit on display at the University of Chicago, as well as a collection of 100 French books on World War I from the recently opened Albertine Books in New York, shown at the Pritzker Military Museum and Library in Chicago.

Focusing on a similar theme of French-American involvement in World War I, the Embassy of France in the U.S. hosted a film screening of *Apocalypse: WWI* on November 11. A French-Canadian documentary, the film draws on more than 500 hours of archival footage of the First World War. Ambassador Gérard Araud spoke at the opening of the event about the importance of



Clockwise from top: A ceremony for WWI veteran Henri Lacour in Houston, TX; Philippe Létrilliart, Consul General of France in Miami, decorates veteran Murray Birchansky; Consul General of France in Boston Fabien Fieschi with Colonel John D. Johnson, veteran Leonard Pilus, Governor Peter Shumlin of Vermont, and Adjutant General Steven Cray; Olivier Serot-Almeras, Consul General of France in Washington, with guests of the Embassy of France at the showing of *Apocalypse: WWI*.

honoring veterans the world over, saying, “We have gathered today to commemorate the death of the soldiers who fell, no matter under which flag.” Veterans and students from the local French high school, Lycée Rochambaud, attended the screening.

Honoring veterans in the U.S.

While festivals such as the one organized by the Consulate of France in Chicago brought particular attention to French-American cooperation during the First World War, Veterans Day provided the opportunity for the Embassy and Consulates around the United States to honor living veterans that have fought for both France and America.

Many veterans were awarded the Legion of Honor for action seen in France during World Wars I and II. The Legion of Honor, established by Napoleon Bonaparte in 1802, is the highest military decoration in France.

In New York on November 11, a group of American veterans that served in World War II were made *Chevaliers* (Knights) of the Legion of Honor.

In partnership with the Lycée Français in New York and Mr. Guy Wildenstein, President of the American

Society of the French Legion of Honor, Consul General of France in New York Bertrand Lortholary commended these veterans for their role in the liberation of Europe 70 years ago. Mr. Lortholary thanked the recipients, who “sacrificed their youth, their innocence, and sometimes their lives to save France and Europe from the shadows.” Students from the Lycée Français in New York had the opportunity to speak on behalf of each of the veterans, noting their accomplishments as members of the Allied Forces during WWII.


Decoration ceremonies similar to those held in New York were coordinated across the United States on Veterans Day. In Houston, TX, members of the Sons of the American Revolution gathered to honor Mr. Henri Lacour, a hero of the First World War, in the presence of Consul General in Houston Sujiro Seam. A French Lieutenant who received the Croix de Guerre for his fighting at the Battle of Verdun, Mr. Lacour studied at the University of Texas at Austin before dying in 1921. On the occasion of this holiday, Mr. Lacour’s grandson and his family found it particularly important to honor their French heritage.

In Dover and Coshocton, OH, Consul General of France in Chicago Vincent Floreani bestowed four vet-

erans with the Legion of Honor and thanked them for their service to France, saying, “Gratitude and remembrance are forever in our souls. Every French person has a special place in his heart for you.”

An enduring partnership

Sentiments of gratitude were abundant in the rest of the ceremonies that took place across the United States for Veterans Day. From Miami, Florida, to Fort Sam Houston in San Antonio, TX, to the Vermont State House, in Montpelier, VT, Consul Generals were proud to honor American veterans for their service to France.

In Arlington, VA, members of the Defense Mission of the Embassy attended a ceremony at Arlington National Cemetery on November 11. Standing among the tombs of great figures such as Captain Pierre l’Enfant, the French architect who served in the Revolutionary War and designed Washington, D.C., visitors felt a sense of appreciation for all the French and American military heroes that have allowed the shared ideals of our two countries to endure. 

CaFFEET focuses on energy-efficient practices in France and the U.S.

On November 19 and 20, the annual California France Forum on Energy Efficiency Technologies (CaFFEET) was hosted by the Environmental Defense Fund and the Consulate of France in San Francisco. Since 2011, the overall goal of this event has been to promote technical and scientific collaborations between France and California, two regions that are invested in achieving low-carbon economies.

The Forum focused on “smart factories,” which refers to a new manufacturing approach made by companies seeking to become more innovative, energy efficient, and environmentally friendly. In a number of seminars, speakers from companies such as Linear Technology, the CoSMo Company, and Energiency sought to assess the value of manufacturing productivity and industrial energy management added by these smart factory models. The forums at CaFFEET’14 provided around 200 participants with in-depth knowledge needed to address these questions while strengthening partnerships between French and American technological and scientific companies.

Le Laboratoire opens in Cambridge, MA

On October 31, the new museum Le Laboratoire (“Le Lab”) opened in Cambridge, MA. Originally founded in Paris in 2007 by David Edwards, an inventor, writer and professor at Harvard, Le Lab Cambridge is an art and design center that unifies science and artistic innovation. The museum is the third addition to ArtScience Labs, the international network of labs managed by Edwards.

Since opening in 2007, Le Lab Paris has featured many innovative artists, designers, and scientists, including plastician Fabrice Hybert and chef Thierry Marx. In a similar vein to the original museum in Paris, Le Lab Cambridge plans to showcase work from innovative thinkers in the areas of art, science, and design both locally and internationally. Currently, Vocal Vibrations and ArtScience Café are being featured at the Le Lab Cambridge. Vocal Vibrations focuses on the relationship between human physiology and stimulated vibrations, while ArtScience Café features culinary art, science and design in its menus.

The museum is open Tuesday to Friday, 11 am to 5:30 pm.

France projected as number one in wine production for 2014



A display of a variety of French wines. The wine sector attracts more than 10 million people to France each year.

▲ According to the International Organization of Vine & Wine (OIV), France will take the top spot as the world leader in wine production for the year 2014. France has regained the title, previously held by Italy, which had been the top producer since 2011. France is expected to

produce at least 46.2 million hectoliters in 2014, a 10% increase from 2013—this is approximately six billion bottles of wine, and accounts for one-sixth of global production. The United States is projected to produce 22 million hectoliters of wine this year.

Historically, France has been a global leader in wine production, recognized around the world for both the quality of its vineyards and sheer number of bottles produced annually. The wine industry in France employs more than 558,000 people directly or indirectly. It is France’s second-largest export sector, with 30% of wine produced in fact exported.

In France, wine production is carefully regulated by the Ministry of Agriculture, Agrofood, and Forestry, which grants special certification to products including wine under its “Appellation d’Origine Contrôlée” code. The code determines geographical limits of regions and vineyards, the grape varieties used, the minimum amount of alcohol contained, as well as the maximum yield per hectare of wine produced. Each wine made in France is marked by an “Appellation d’Origine Contrôlée” depending on its *terroir*, which refers to the geography, geology, and climate of the region in which it is produced. French wine producers are extremely optimistic about the quality of their wine this year, hoping 2014 will be a stellar one.

The success of this year’s wine production cycle will only aid the strong wine tourism sector in France, which draws more than 10 million people to its regions annually from countries such as Belgium, the Netherlands, Germany and America. France’s tourism development agency, Atout France, has also taken action to attract tourists with their *Vignobles Découvertes* (Vineyards and Discoveries) label, which seeks to promote France through the cultivation of a particular brand of wine.

Pascal Lamy discusses benefits of TTIP in New York

▲ The Consulate of France in New York hosted a conference entitled “What’s at Stake for France, Europe and the United States” on Tuesday, November 4. Part of the *Conferences@934* series, which has offered French-American perspectives on major international issues since 2009, the discussion was led by Pascal Lamy, former Director-General of the World Trade Organization, and Bill Saporito, Assistant Managing editor at *TIME* magazine.

The Transatlantic Trade and Investment Partnership—a trade agreement project between the European Union and the United States—has been under negotiation for a year. If successful, it will establish the largest free-trade zone in history. The conference sought to inform attendees of the challenges and impacts of such a treaty, as well as explain what will happen should the treaty be ratified.

Lamy spent five years as the European Trade Commissioner and eight years as head of the World Trade Organization, and both he and Bill Saporito are experts on economic and industrial issues. At the conference, the two exchanged insights on the upcoming agreement as well as the challenges that increased trade between the EU and the U.S. will bring.

Lamy argued that the United States and Europe are the best candidates for the trade agreement because in both cases, countries’ welfare programs can benefit from economic growth and increased trading opportunities. He also said that opening trade between the regions creates opportunities for U.S. and European im-



Pascal Lamy, former European Trade Commissioner and head of the WTO, spoke in New York on November 4.

porters and exporters. Although the trade negotiation originally faced some backlash from European citizens, Lamy believes that a cross-investment relationship will benefit all involved.

Divinités noires now open to the public at the Embassy



The two featured photographers, Jean-Michel Fickinger and Dany Leriche, stand with one piece featured in the exhibit.

Two French photographers challenge traditional photography practices by utilizing actively participating subjects in a new exhibit in Washington, D.C. The photography exhibition *Divinités noires*—which opened at the Embassy of France on November 13—will be on display until December 12. This inventive

photo series features work by French photographers Dany Leriche and Jean-Michel Fickinger, a couple who travelled to Benin and Togo to photograph voodoo ritual ceremonies in 2011 and 2012. The large-scale photographs are all printed on canvas and tarpaulin.

Dany Leriche and Jean-Michel Fickinger sought to make the models active subjects in the photos, as opposed to mere objects of observation. To do this, they had the models project themselves onto the lens by making the ritual of picture shooting a much more interactive experience. This practice changes the traditional photographer-subject relationship, and gives a unique perspective to the works.

Leriche and Fickinger collaborated for the first time 20 years ago. Today, they travel through Africa and research spiritual minorities that live outside of modern globalization and scientific materialism. They have been recognized with numerous awards, including the *Villa Médicis Hors les Murs* prize for their work in Mali, and a Special Mention from the jury of the SCAM Roger Pic Prize for their series *Chasseurs de l'invisible*. In addition to their work as photographers, they both teach University-level classes—Leriche at the Université Paris 1 Panthéon-Sorbonne, and Fickinger at the École Nationale Supérieure d'Art de Nancy. Their work is shown worldwide.

The Cultural Services of the Embassy of France are in partnership with the photography festival FotoWeek DC for this exhibition. A photography festival which provides a dynamic experience for photographers, cultural institutions, and thousands of viewers, FotoWeekDC was first held in 2008, attracting all types of photographers and 20,000 participants. Since then, they have strived to provide exposure to photographers, and to make diverse, inspiring images accessible to local and international audiences.

Direct to Series fosters French-American television collaboration

The second annual *Direct to Series* conference returned to Los Angeles on October 27-28 at the Writers Guild Theater. The gathering brought together television industry leaders from France and America to discuss French innovation in the television and film industry. The Cultural Services of the French Embassy partnered with the Ile-de-France Film Commission to bring the event to life.

On October 28, French Deputy Minister for Digital Affairs Axelle Lemaire delivered a speech to attendees expressing high hopes for the future of the French television industry, saying, "In the future, TV series and video games will come together—and French talent will reverberate all over the world."

Direct to Series seeks to profit from the competition that has been generated by the American television industry, as there is currently a remarkable standard of excellence for American shows. By bringing together industry representatives from both countries, the program serves as the "creative link" between France and the U.S., harnessing the creative potential of French producers in order to reinvent the country's television model.

Direct to Series featured film screenings and panel discussions with guest speakers such as directors Whit Stillman and Jérôme Cornuau, and writer Simon Mirren. Audiences had the opportunity to attend screenings of Virginie Brac's *Paris* as well as Jean-Christophe Grangé's *The Passenger (Le Passager)*. Panel topics included "Challenges in film-



Ile-de-France commission Director Olivier René-Veillon, Deputy Minister Axelle Lemaire, and Consul General Axel Cruau.

ing overseas: the Paris experience" and "Globalization for financing of TV series." Antonin Baudry, cultural counselor for the French Foreign Ministry, was in attendance, as well as Consul General of France in L.A. Axel Cruau.

Overall, the response from participants was very positive. French writers and producers were excited about fostering new opportunities by networking with accomplished American professionals in the industry.

Famed French pop singer Patrick Bruel completes successful U.S. tour

This fall, beloved French artist Patrick Bruel performed around the United States. In addition to a concert on November 5 at the Warner Theatre in Washington D.C., Bruel played shows in New York, Miami, Houston, Boston and Los Angeles.

Bruel has sold more than 14 million albums around the world. His last album, *"Lequel de Nous" ("Which of Us")*, was released in 2013 and sparked a tour seen by over a million people. However, Bruel does more than just sing.

Although he has won many *Victoires de la Musique*—an award presented by the French ministry of culture to a talented musician—he has also had a busy and impressive acting career. He has been in nearly fifty movies, nominated for a Best Actor performance at Les Césars, and awarded a Gold Swan for Best Actor at the Cabourg Film Festival. Bruel was nominated as *Chevalier de l'Ordre National du Mérite*, a French award for distinguished civil and military achievements. A modern Renaissance Man, Bruel even has a World Championship Title in poker. American crowds delighted in recent performances by this impressive French pop star.

Three major French museums to open seven days a week

French Minister of Culture and Communication Fleur Pellerin has announced plans to temporarily extend the openings of three major French museums. The Louvre, the Palace of Versailles, and the Musée d'Orsay—three of France's biggest tourist attractions—will be open seven days a week starting in 2015. Increased access to the sites is currently a two-year trial and is expected to increase tourism numbers and ticket sales for the sites.

The new plan is a trial designed to improve accessibility to France's national heritage, as well as create new jobs and boost France's economy. The Louvre is already one of the world's most visited museums, receiving over nine million visitors annually. The Palace of Versailles receives about seven million guests, while the Musée d'Orsay hosts about three million each year.

Currently, the Louvre is open six days a week and closed Tuesdays, and the Musée d'Orsay and Versailles are closed on Mondays. In speaking of the new plan, Minister Pellerin stated that over the next few years, "Improvement of the welcoming of the public to these institutions will be at the heart of our priorities."



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Celebrate the holidays à la Française with this classic recipe



Julia Child's recipe for "Purée de Pommes de Terre à L'ail" is a French take on classic mashed potatoes.

Ingredients:

- 2 heads of garlic, about 30 cloves
- 4 Tablespoons butter
- 2 Tablespoons flour
- 1 cup boiling milk
- ¼ teaspoon salt
- Pinch of pepper
- 2½ pounds Russet potatoes
- 4 Tablespoons softened butter
- Salt and white pepper
- 3 to 4 Tablespoons whipping cream
- 4 Tablespoons minced parsley

Directions:

- 1) Separate the garlic cloves. Drop into boiling water, and boil 2 minutes. Drain. Peel.
- 2) Cook the garlic slowly with the butter in the covered saucepan for about 20 minutes or until very tender but not browned.
- 3) Blend in the flour and stir over low heat until it froths with the butter for 2 minutes without browning. Turn off heat, beat in the boiling milk and seasonings. Boil, stirring, for 1 minute. Rub the sauce through a sieve or purée it in the electric blender. Simmer for 2 minutes or more.
- 4) Peel and quarter the potatoes. Drop in boiling salted water and cover. Boil until tender. Drain immediately and put through a potato ricer. Place the hot purée in the saucepan and beat with the spatula or spoon for several minutes over moderate heat to evaporate moisture. As soon as the purée begins to form a film in the bottom of the pan, remove from heat and beat in the butter a tablespoon at a time. Beat in salt and pepper to taste.
- 5) Shortly before serving, beat the hot garlic sauce vigorously into the hot potatoes. Beat in the cream by spoonfuls but do not thin out the purée too much. Beat in the parsley. Adjust seasoning to taste. Turn into hot vegetable dish.

▲ When Americans try their hand at French cuisine, they will often turn to the legendary Julia Child. Child was a popular chef and American television personality who was well known for her easy and accessible French cooking. Born in Pasadena, California, she moved to France in 1948 at age 36. She made sophisticated cuisine accessible to mainstream Americans, and wrote a groundbreaking cookbook called *Mastering the Art of French Cooking*. Child hosted her own cooking show, *The French Chef*, where she was well-known for her distinctive voice and her delicious yet simple recipes. This holiday season, try out her recipe for "Purée de Pommes de Terre à L'ail," a French version of garlic mashed potatoes and a seasonal favorite. Adopted from *Mastering the Art of French Cooking*.

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