



THE GREAT BARRIER REEF: THE MARVELOUS WORLD OF THE BIGGEST BARRIER REEF

YADEGAR ASISI'S WORK OF ART / AT THE PANORAMA XXL
OPENING SEPTEMBER 16, 2017



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THE GREAT BARRIER REEF

THE GREAT BARRIER REEF: THE MARVELOUS WORLD OF THE BIGGEST BARRIER REEF

TO DISCOVER FROM
16TH SEPTEMBER 2017!

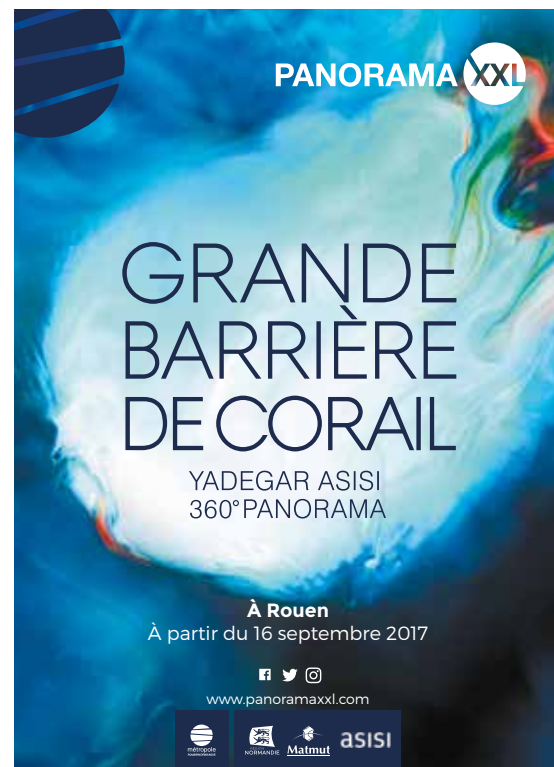
After Rome 312, Amazonia and Rouen 1431, the Panorama XXL invites visitors to discover the world's biggest barrier reef. This natural panorama depicts in live size scale the marvelous underwater world of the barrier reef located along Australia's coasts.

Dedicated to the beauty, the richness and the complexity of coral ecosystems, the panorama of the Great Barrier Reef takes you deep into the incredible profusion of life and colors under water surface. Light variations submerge in sparkling shades the world of the corals and submarine animals. From a 15 meters high observation platform, you can contemplate the submarine universe from bottom to top as if you are really diving! You discover the tremendous diversity of the species living in the barrier reef and be seduced by the harmonious charm of these natural edifices while staying dry!

EXACT COPY OF
THE SUBMARINE WORLD

In this 360° panorama, Yadegar Asisi has created an idealized natural dream. The 101 meters long and 31 meters high circular canvas encompasses all the diversity of corals, fishes, turtles, sea stars, aquatic plants and marine mammals of the Great Barrier Reef. In this exhibition, the artist invites visitors to discover a part of the Australian barrier reef in 1:1 scale. It is thus here a hyperrealistic densification of this extraordinary coral reef.

Three trips off the port Douglas nearby Cairns were necessary to document as accurately as possible this panorama unique in the world.



THE GREAT BARRIER REEF: A NATURAL JEWEL IN DANGER

THE GREAT BARRIER REEF: WORLD HERITAGE

The Great Barrier Reef is a natural jewel listed as UNESCO world heritage since 1981. No other world heritage site contains such biodiversity: it is the aquatic equivalent of the Amazon rainforest. This coral reef stretches for over 2 600 kilometers off the north-east coast of Queensland, in Australia. It can be seen from outer space and is the world's biggest single structure made by living organisms. The diversity of species and settlements makes of the Great Barrier Reef one of the most complex and rich ecosystems on earth.

THE GREAT BARRIER REEF IN FIGURES:

- 2,600 kilometres long
- 348,000 km² surface area
- 400 species of coral
- 1,500 species of fish
- 4,000 species of mollusc
- 2,500 different reefs
- 900 islands
- 240 species of bird
- 1.6 million tourists each year



THE GREAT BARRIER REEF : A THREATENED ECOSYSTEM

The Great Barrier Reef is a fragile ecosystem which has known, from March to April 2016, the most serious bleaching ever observed. The north part of the Australian coral reef has been devastated over a distance of 700 kilometers, that is to say 1/3 of its total length. This fading phenomena which can lead to the death of corals is among other reasons due to the raising of water temperature.

Many researchers now fear that the Great Barrier Reef will never recover from this terrible year. They are also concerned about a new period of coral bleaching in progress, again caused by climate change. The survival of this ecosystem depends on urgent and rapid action to limit global warming.

THE GREAT BARRIER REEF: THE PANORAMA XXL GETTING INVOLVED WITH THE METROPOLE ROUEN NORMANDIE

The Métropole Rouen Normandie and WWF France, a non-governmental organization for the protection of the global environment, have signed the 13th April 2017 in Rouen a partnership agreement to pursue the ecological transition of the territory and define the objectives in the fight against climate change.

The Métropole Rouen Normandie has already made a noteworthy step in sustainable development. In 2016, it was elected as “the best intercommunality for biodiversity”.

With the Great Barrier Reef exhibition, the Panorama XXL also wants to get involved in actions to ensure a prompt and effective ecological transition. This ambitious project has to be supported by the actors of the local cultural and economic sectors, associations and also by the public. Through its rich program (guided tours, workshops and other activities), the Panorama XXL wishes to inform and make the public aware of global warming and ecological transition in order to reflect and eventually change their habits on energy consumption.

“THE OCEAN ON YOUR PLATE” EXHIBITION

As part of the presentation of the Great Barrier Reef panorama, the Panorama XXL welcomes the “Ocean on your plate” exhibition, made up of a series of unusual WWF photos.

Before moving into the rotunda, the visitors can experience a trip behind closed doors at the World Wildlife Fund, the result of a dream world in peril which encourages us to act to protect it. The exhibition looks at the link between our consumption of fish and the continued deterioration of the oceans. It provides some tips so that we can continue to eat fish without damaging the oceans...



AUDE BOURGINE, ARTISTE ROUENNAISE ENGAGÉE



The Panorama XXL will also welcome the works of Aude Bourgine in its first exhibition room, who specialises in coral art. This Rouen artist is self-taught in using fabrics. She experiments and transforms the material with patience and precision to attempt to translate the beauty of nature but also its fragility. She attempts to raise awareness through her work and experiments. She tries to find aesthetic and punchy methods to warn about the disappearance of the coral reefs and to make people understand about the need to act.

Expositions accessibles uniquement pour les visiteurs du Panorama XXL munis d'un billet d'entrée



A RICH PROGRAM

A RICH PROGRAM: GUIDED TOURS, WORKSHOPS AND ACTIVITIES

1. SELF-GUIDED TOURS

SUGGESTED DURATION: 1 H

The Panorama XXL can be freely and autonomously visited during opening hours. With a self-guided booklet, visitors can discover the depths of the world's biggest coral reef! Visitors can start their tour in the admission hall with a short exhibition about the history of panoramas. This retrospective is an occasion to dive into the history of this art form, which was very popular worldwide in the 19th century.

Thereafter, a first exhibition room introduces visitors to the Great Barrier Reef. Next to it, a making-of video shows behind the scenes of the realization of this unique work. Finally, before discovering the real-size panorama, visitors can see the preparatory sketches and understand the creative process. Once in the rotunda, thanks to three observation platforms (6, 12 and 15 meters high), visitors can contemplate the work of art from different perspectives. The play of light and darkness and the soundtrack create a unique atmosphere that inspires contemplation.

Children can discover the Panorama with the help of a free booklet combining games and information.

2. GUIDED TOURS, "LE GRAND TOUR"

DURATION: 1H

A guide accompanies the group and provides all the information needed to fully appreciate the huge image of the Great Barrier Reef, while encouraging discussions with visitors. The group begins the tour with an exhibition explaining what a coral reef from the Australian great barrier is, on a both historical and biodiversity level.

The tour continues with the discovery of the panorama. Coral reefs shelter species that are highly symbolic of the sea world: sea turtles, sharks, manta rays, clown fish, and many other species detailed during the tour. The guide also invites visitors to reflect on the functioning of this unique ecosystem, a real oasis within oceans. The fragility of this environment is underlined and put in perspective with human activities.

*Every Saturday and Sunday
From 14h30 to 15h30, and from 15h30 to 16h30
During school holidays (zone B)
Every day at 14h30 + extra tour at 15h30 on Saturdays and Sundays*

3. WORKSHOPS

DURATION: 1H

NÉMO & CIE

Something weird is going on under water surface!

Algae that shelter in the body of corals and in some sea shells. Small fish that safely clean other bigger fish in some kind of "cleaning station". Others lounge in the venomous tentacles of sea anemones.

We also meet a sea cucumber which has nothing to do with the vegetable, inoffensive sharks and dreadful shrimps! Coral reefs are incredible laboratories to understand the natural evolution: come discover these wonders of the nature and their unusual daily life!

S.O.S CORAIL

The Great Barrier Reef is a unique treasure of biodiversity but it is threatened!

Get involved in its rescue! Answer questions about the functioning of coral reefs, the threats against this ecosystem and the ways to protect it! During an interactive quiz, you will have to spare your resource-tokens and maybe hereby preserve the Great Barrier Reef for future generations!

DESTINATION: PACIFIQUE

We are in 1800: an expedition is being prepared towards the not-yet-explored waters of the Pacific Ocean.

Relive the life of the great explorers, the discoverers of islands and archipelagos: former navigation tools, great inventions and cartography development, and take on their challenges! So, ready for the adventure?

MISSION ROBINSON

Your ship has ended up on a desert island and your radio doesn't work! No panic!

Learn all the tips to survive and get back the civilization! In a limited time, you will have to make the good choices to hope to survive. Between understanding the environment and practicality, no regions in the world will be left inaccessible!

Workshops are offered every day during the school holidays (zone B) from 4pm to 5pm. Accessible from 6 years old - No prior booking needed.

4. THE ACTIVITIES

MINI EXPLORATEUR

Inside the panorama, young children (3-6 years-old) discover the animal world of the Great Barrier Reef in Australia.

They have to find the image the clown fish, sharks, turtles and the multiple corals. During this tour based on storytelling and on the five senses, children have the opportunity to deepen their knowledge on this astounding submarine world!

**Every first Saturday and Sunday of the month.
From 10h30 to 11h30, and from 11h30 to 12h30.**

BIRTHDAY PARTY'S

At the Panorama XXL, we also celebrate birthdays! Children from 5 to 12 years-old can blow out their birthday candles with all their friends inside the panorama, and have an unforgettable birthday in the submarine depths!

It starts with a guided tour of the Great Barrier Reef panorama and is followed by a workshop about corals (to be chosen out of our workshop's list). Finally, after many astounding discoveries it's time for the birthday cake and the presents (not included).

The panorama birthdays are proposed every Wednesday from 14h30 to 16h30.

FUN FAMILY

NEW

The Panorama XXL offers a new kind of unconventional guided tour inside the rotunda: the Fun Family!

The goal of this tour is to enable families to have a pleasant moment and share their experiences about the panorama in a new and original way. Make teams and face each other in a series of challenges dedicated to adults and children. Your asset will be your team spirit! This activity based on games gives families a unique opportunity to discover the Great Barrier Reef panorama.

This unconventional guided tour is offered all year long and has to be booked in advance.

FUN & FRIENDS

NEW

The Panorama XXL offers a new and unusual tour at the heart of the rotunda: Fun & Friends.

Bring your friends and come and discover the Great Barrier Reef panorama on a friendly day out. Take on a series of challenges and work as a team to beat your opponents! You must concentrate and keep a cool head when surrounded by your friends to increase your chances of success! So, who will be the strongest? Play on!

Activity offered all year round, only available when booking.

FUN FOR TEAM

NEW

Fun for teams is an original tour specially designed for businesses. We have imagined a unique scenario to discover the Great Barrier Reef in an unusual way. Experiment a unique team building inside the rotunda and share a convivial moment with colleagues!

Scenario:

Unmentionable secrets sleep at the bottom of reefs... Old manuscripts dating back the discovery of the Great Barrier Reef by James Cook have been found. A rich sponsor finances your research group to reveal their secrets. In order to do so, everyone will have to pool their ideas, skills and be an example of sagacity to bring to light the last mysteries of the Great Barrier Reef.

This unconventional tour is offered all year long and has to be booked in advance.

SPECIAL EVENTS PROGRAM

We organize all year long special weekends and evening events. Like the Panorama XXL, these events are innovative and original!

FREE OPENING WEEKEND

Saturday 16th and Sunday 17th, September

Several activities during the weekend (quizzes, kites demonstration)

PEUR BLEUE!

Saturday 21st and Sunday 22nd, October

As part of the fantastic film festival, the Panorama XXL will turn into an extraordinary animated venue; a new concept in Rouen between enigma games, haunted house and theater.

ELECTRONIC EVENING

"UNDER THE SOUND"

Thursday 30th, November

Electronic music evening in the rotunda for students. In the program: free visit of the Great Barrier Reef panorama, followed by the Electronic music evening. .

CARNAVAL XXL

Wednesday 11th February

Fourth edition of the Panorama Carnival. Make-up, photocall at the entrance and aquatic decoration. Free entrance for dressed up children!

EAU'RÊKA!

March 2018

A special afternoon about the science of water and sustainable development in the spirit of the TV program "C'est pas sorcier". This afternoon is dedicated to families: experiences, games and workshops.

BULLE DE PANORAMA 4^E EDITION

April 2018

Fourth edition of "Bulle de Panorama" around the theme of oceans. In the program: round-table meeting with local and national authors, masterclass, conference and workshops.

GEEKORAMA II

End May 2018

Second edition of Geekorama around the universe of pirates and steampunk. In the program: cosplay, video games, board games, figurines and live-size role play.





THE PANORAMA XXL

LE PANORAMA XXL

KEY NUMBERS

- 1 unique Panorama in France
- 35 meters height of the rotunda
- 31 meters height works
- 101 meters: the paintings width
- 400 000 visitors since the opening

AN EXCEPTIONAL SITE

The Panorama XXL is a spectacular cultural space located in Rouen, on the banks of the River Seine. Unique in France, it exhibits the largest panorama artworks in the world, created by artist Yadegar Asisi.

CALENDAR

Start of works: **June 2014**
Building delivery: **early December 2014**
Panorama XXL open to the public:
20 December 2014

Presentation of "Rome 312":
from 20 December 2014 to 20 May 2015

Presentation of the "Amazonia" work
from 26 September 2015 to 22 May 2016

Presentation of "Rouen 1431,
the era of Joan of Arc" work:
from 28 May 2016 to 10 September 2017

Presentation of the "Great Barrier Reef" work:
16 September 2017

**Free weekend on 16 and 17 September
from 10am to 6pm**

Return of the "Rouen 1431,
the era of Joan of Arc" work:
2 June 2018

September 2018: **Watch this space...**



THE SEINE BANKS IN ROUEN

Panorama XXL is located on the Rouen quays, a few minutes' walk from the city centre and its famous monuments such as the Cathedral, the Gros Horloge and the Joan of Arc Historial.

For several years, numerous projects and urban developments have helped develop the Seine quays and the west of Rouen. Trade, restaurants and companies have set up in former port docklands, enjoying a district well served by public transport (notably thanks to the fast TEOR bus line). The Seine quays have become highly dynamic spaces where you can work, walk and play. On the other side of the Seine, on the left bank facing Panorama XXL, there is the future Flaubert eco-district, a very ambitious development project aiming to convert 90 hectares of unused port space into housing, business districts and entertainment venues.

Before the opening of the Flaubert eco-district, the left bank quays continue to develop: 108, the headquarters of Métropole Rouen Normandie and an exemplary building in terms of energy performance and a unique architectural creation. In the autumn, 107 will welcome restaurants, a nursery, an exhibition room dedicated to modern art and also companies to the quays. With 106, a music stage opened in 2010, these new buildings intersperse a long 3km promenade along the quays which have been completely redeveloped up to the Rollet peninsula, the former "coal island" where a river bridge was built offering spectacular views over the port landscape..

THE ROTUNDA

A 115-feet high, 111-feet wide rotunda is being purpose-built on the right bank of the Seine to exhibit the panoramas.

A light metallic structure with two set of tracks holding the canvas in place at the top and the bottom, the rotunda is covered with painted cladding for insulation. The canvas consists of several panels, printed in Germany and welded together by the artistic team. This unique temporary structure is unique in France.



THE ARTIST, YADEGAR ASISI

A WORLD OF PANORAMAS

Born in Vienna, the artist Yadegar Asisi grew up in Saxony and has lived in Berlin since 1979. In 2003, he started creating the largest 360-degree panoramas in the world, sometimes reaching 104 feet high and 360 feet wide.



The most recent large panoramas created by Asisi can be seen in Leipzig, Dresden and Berlin. As well as Pforzheim in Baden-Württemberg and Rouen in Normandie, there are plans for new exhibition spaces in Germany and abroad. Yadegar Asisi discovered the panorama as a medium in its own right in 1993, when he was the architect for the exhibition *Aspiration - The panorama as mass entertainment in the 19th century* at the Bonn Bundeskunsthalle. Since then, he has perpetuated this art form and studied the myriad of possibilities offered by this medium.

A graduate from the Berlin Academy of the Arts (now called University of the Arts), Asisi cultivates an academic artistic approach, putting a strong emphasis on perspective, colours and pigments. « It is only after drawing an object that you can understand it », says this admirer of Renaissance painters Andrea Mantegna and Leonardo da Vinci.

A UNIQUE CREATIVE PROCESS

Creating a dialogue between science and art, Asisi composes his panoramas using data he collects during research trips.

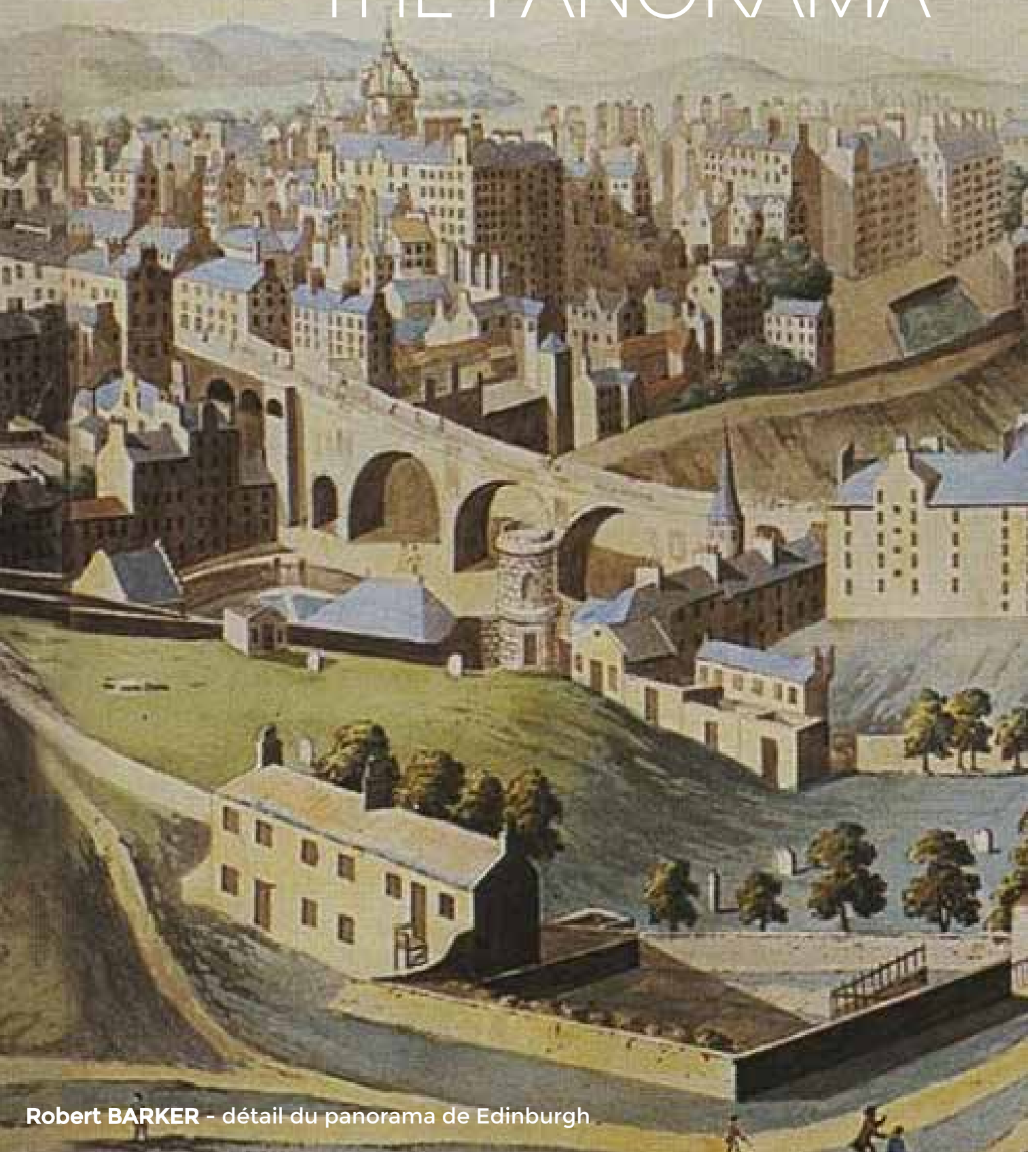
This data, obtained through series of thorough investigations, includes over 50,000 photographs, drawings, sketches and paintings. Yadegar Asisi explored Brazil for Amazonia, the Himalaya for Everest, Australia for The Great Barrier Reef, Turkey and the Mediterranean for Pergamon. He also travelled extensively in Germany and central Europe to create Leipzig 1813 and baroque Dresden.



Using storyboards, Yadegar Asisi organises photography sessions with amateur actors, extras and elements of background in order to give life to the scenes which he then integrates into the architectural and topographic structure of his panoramas. Paying particular attention to historical, architectural and topographic details, Asisi creates his works on a computer and works on the images using preparatory sketches created with the help of a team of 15 people. The images produced are printed on 9x104-foot panels, which are then adjusted and fitted into the rotundas.

At the height of this creative process, just before the panorama opens to the public, Yadegar Asisi brings his paintbrushes into the rotunda to touch up the giant panoramas one last time. The sound and lighting are also adjusted in these last moments to make sure the perfect atmosphere is created for the day and night sequences.

THE ART FORM OF THE PANORAMA



Robert BARKER - détail du panorama de Edinburgh

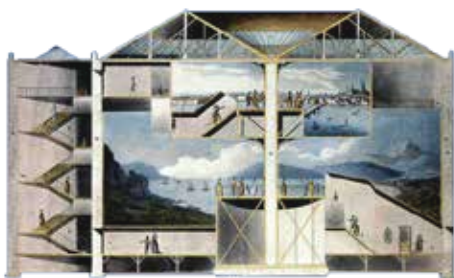
INTRODUCTION

THE FIRST PANORAMA



The first panorama was invented in 1785 by Scottish painter Robert Barker. Barker's panorama was a large circular painting exhibited in a rotunda so that visitors watching it from a platform at the centre were immersed in the image around them. Following the success of the first panoramas - then called «nature at a glance» -, shown in Edinburgh and presenting 360-degree views of the Scottish capital, this new art form quickly spread throughout Europe.

A COMPLEX DEVICE



Panoramas are based on a principle of illusion whereby spectators are made to feel like they have been transported within the scene represented on the painting. To reach the platform, which is located at the centre of the rotunda, spectators walk through a darkened corridor and a staircase that leave them disoriented. Natural lighting comes in from roof windows, which are invisible from the platform. The lower end of the painted canvas is hidden too, while above it, a large curtain limits the spectators'

vision, preventing them from seeing the roof of the building. Building a panorama requires an important human and financial investment: several months' team work are required to build the 50-feet high, 160-feet wide canvas. The input of an artistic director is necessary to allow one aesthetic style to prevail among the different painters involved. A panorama is therefore a truly hybrid work, at the crossroads between art and industry.

A FLOURISHING GENRE



In the 19th century, the rise of panoramas gave way to a variety of sub-genres using different techniques. Panoramic wallpapers, Dioramas, moving panoramas, Mareoramas, Cineoramas and Cycloramas met with varying fortunes before the advent of cinema. Neoramas, a term invented by Jean-Pierre Allaux to describe his panoramic views of architecture from the inside, is the closest genre to original panoramas.

HISTORY

A VARIETY OF SUBJECTS

The first panoramas depicted the cities in which they were presented. In the context of the industrial revolution and the subsequent transformations of the urban landscape, panoramas were a form of escapism for visitors, into an imaginary, idealised city. In the 19th century, the theme of war pervaded these panoramic paintings, which turned into propaganda tools for the European nations in which they were exhibited. Exoticism was the next craze: the heritage cities and remote landscapes depicted were an invitation to travel as well as publicity for European colonial policies.

A FRENCH GOLDEN AGE

In Paris, the first panoramas were created around 1800 along the boulevard Montmartre by the American businessman James Thayer, who built two rotundas on either side of a covered street, the Passage des Panoramas.

The first painting, presented as a “limitless painting”, was a view of Paris and its surroundings seen from the top of the palais des Tuileries, while the second one depicted the evacuation of Toulon by the English in 1793. To capitalise on the growing success of this first initiative, the painter Pierre Prévost and James Thayer opened a new panorama near the Opéra, whose 75-feet wide, 52-feet high rotunda welcomed many visitors over the years.

By the mid-19th century, Paris had turned into the capital of panoramas, and in 1850, the dimensions of canvases were standardised to make international touring easier. From 1870 to 1900, around 100 million visitors saw panoramas in Europe...

IN THE 21ST CENTURY

PANORAMAS THROUGHOUT THE WORLD

In spite of this rich history, no panoramic paintings remain visible in France today. Two Neoramas by Jean-Pierre Alaux from 1827 and 1828, representing the interior of Westminster Abbey and St Peter’s Basilica in Rome, have been kept in the Louvre’s stocks since 1833.

Most pre-1940 panoramas exhibited today in the world are in the United States, Belgium, Switzerland and Austria; the most renowned - for their artistic qualities or their antiquity - being in Thoune, Lucerne and The Hague. Following a revival of the genre after the Second World War, about thirty recent panoramas are currently displayed throughout the world..

THE REVIVAL OF THE GENRE THANKS TO CONTEMPORARY ARTISTS SUCH AS YADEGAR ASISI

Since the early 2000s, several contemporary artists have revived the genre of the panorama and modernised it by mixing traditional techniques with new media such as photography, digital images and printing... The most renowned of these artists is undoubtedly Yadegar Asisi, an architect by training whose works - the largest ever created in the world -, first created for the Leipzig and Dresden Panometres, and the Berlin Pergamon, attract several thousand visitors each year.

AROUND THE PROJECT

360°
PANORAMA XXL
YADEGAR ASISI



3500



AROUND THE PROJECT

THE « RÉGIE DES EQUIPEMENTS CULTURELS »

Along with the Joan of Arc Historial and Rouen Dungeon, The Panorama XXL forms the Régie des Équipements Culturels within Métropole Rouen Normandie.

This entity aims to offer new visit concepts to allow the general public to enjoy original discovery experiences. Since opening in March 2015, the Joan of Arc Historial has offered people a quirky and original way to discover the history and myth of Joan of Arc. Rouen Dungeon, the last remains of Phillip II's castle, invites you to take on its Escape Game inspired by its own history.

JOAN OF ARC HISTORIAL

The Joan of Arc Historial is located in the magnificent Archbishop's Palace. This building with remarkable architecture has a strong medieval identity.

At the Joan of Arc Historial, a second trial takes place for Joan of Arc to prove her innocence. Play as an actor and judge in the most famous judicial investigation in Rouen's history!

Witnesses, reconstructions and audiovisual effects take you on an unusual experience which dives into the heart of the 15th century! From her military actions to retake the French throne to her ordeal at the stake, experience an epic and captivating story through the medieval rooms of an historic monument. Then go and meet those who created her saga and question them in a virtual conversation to discover the thousand faces of our heroine. The myths and legends will no longer be a mystery after your visit. Visitors are invited to explore historiographical and political debates which have surrounded the legendary figure of Joan of Arc for several centuries.

Find out more: www.historial-jeannedarc.fr



ROUEN DUNGEON

In the spirit of modernity and renewal, Rouen Dungeon offers the first edition of a unique cultural and historical escape game in Normandy. Within this monument, take part in an escape game to discover the history of the city of Rouen whilst having a great time! This large-scale escape game invites a group of 3 to 8 players to successfully escape from two dungeon rooms in 60 minutes. To do this, you must solve a series of riddles by proving your skills of speed, deduction and teamwork.

Find out more: www.donjonderouen.com



PARTNERS

LE PANORAMA XXL EST UN PROJET DE LA
MÉTROPOLE ROUEN NORMANDIE EN PARTENARIAT
AVEC LA RÉGION NORMANDIE ET LA MATMUT.

ROUEN NORMANDY

WWW.METROPOLE-ROUEN-NORMANDIE.FR

An area of 500,000 residents and 70 individual communes centred around the magnificent city of Rouen, Rouen Normandy is the largest metropolis in the north-east of France and the capital of the Normandy region. With its 750,000 jobs, it serves as the genuine economic motor of the region. Responsible for significant public services (water and public transport among them), Rouen Normandy aims to maintain a genuine connection with its people and to have a positive, everyday impact across its territory.

It also aspires to be a driving force for the area, whether it be on matters of national interest (large-scale infrastructure, for example) or by taking the lead on behalf of the entire region when implementing – alongside its different partners – its ambitious and unifying development plans, designed to benefit its own territory and Normandy as a whole. When it comes to prominent issues such as economic and territorial development, these plans involve reducing the risks associated with the ecological and economic transition (diversification, innovation) in order to build a genuine eco-metropolis to drive job creation and improve the quality of life, and to ensure Rouen's place among the most dynamic urban centres in France.

Under the slogan Enjoy Rouen Normandy, the metropolis is working to extend the reach of this corner of France. To do so, it has a number of nationally- and internationally-recognised cultural attractions at its disposal, including facilities (Panorama XXL, Historial Jeanne d'Arc, Zénith, Palais des Sports/Kindarena), shows (Cathédrale de Lumière, a light show on the front of Rouen Cathedral) and events (Normandie Impressionniste, Armada). Finally, the wealth of its historic and natural heritage – from the River Seine to its extensive forestry – plays its own part in securing its status as a truly exceptional tourist destination.



NORMANDY LIVE LIFE TO THE FULL
WWW.NORMANDIE.FR

Allow us to introduce you to Normandy: an outstanding geographic location, a remarkable place to live, an innovative economy and, first and foremost, a warm welcome. Normandy is open to the world and to the future. The chosen destination each year for thousands of tourists, these days Normandy is the second most well-known region in the world, behind only California.

Its reputation, which extends well beyond its borders, is built on its stunning landscapes and its beautiful light, made famous by internationally-renowned painters and authors, on its enchanting history and its rich heritage (the Vikings, Mont Saint-Michel, the Normandy Landings), and on its cuisine and lifestyle (cider, Calvados, cheese). The region of Normandy has proved capable of making the most of its natural assets – principally the sea and countryside – by developing in dynamic areas such as agribusiness, horse breeding, sailing and, in the future, renewable marine energies. It is also strengthened by the exemplary reputation of its industries – automobile, aeronautical, petrochemical, energy, pharmaceutical – which are constantly pushed towards the future by the region's research and innovation activities. The latter are also to thank for Normandy's reputation as a pioneer in other domains: digital, materials, healthcare applications, and more. From impressionism to Marcel Duchamp, from baroque music ensembles to contemporary music festivals, from Gustave Flaubert to famous contemporary writers, culture is very much in Normandy's DNA. The region constantly strives to spread culture to the furthest corners of the territory and make it accessible to all. On this regard, its contributions are felt in the domains of live performance, cinema and the audiovisual, books and reading, contemporary art, cultural facilities and cultural actions. It also works to promote all dimensions of the local heritage. All of which goes to explain why the region has put its weight so firmly behind the Panorama XXL, a cultural facility that can only serve to heighten the appeal of the territory.

LA MATMUT
WWW.MATMUT.FR

The Matmut Group is developing a dynamic approach to cultural activities throughout France, and above all in Normandy. It supports and promotes artists and cultural institutions, helping them to create and spread their work.

This citizen-focused approach benefits not just its members, delegates and employees, but also the wider public, allowing the group to contribute to extending the outreach of French cities and regions. The Group aspires to raise public awareness of contemporary creation and cultural heritage: its Contemporary Art Centre, which opened in late 2011 in Saint-Pierre-de-Varengueville, the only such venue in Normandy, is a clear example of this aspiration being put into practice. Matmut's involvement in the Panorama XXL is more proof of the company's dedication to economic and cultural life in Rouen and its surrounding area. This venture is another example of its commitment to developing Rouen as a tourist destination.

About the Matmut Group: With over 3 million members, close to 6.6 million subscriptions and over 5,700 employees (as of 31st December 2013), the Matmut Group is a major player on the French insurance market. It offers everyone – individuals, professionals, businesses, associations – a full range of insurance products for people and goods (cars, motorbikes, boats, home insurance, civil liability, family protection, health, legal protection, support) and financial services and savings (car loans, personal loans, borrower insurance, savings books, life insurance). The Group's turnover in 2014 was €1.9 billion, and it employs over 5,800 people.

PRACTICAL INFORMATION

PANORAMA XXL

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www.panoramaxxl.com

Follow us on:



HOW TO GET HERE

By train:

Rouen Rive Droite SNCF station:

(1 hour and 10 mins from Paris Saint-Lazare)

By bus:

Pasteur-Panorama TEOR stop

By car:

Access by the quays, Les Marégraphes car park free for 3 hours (on presentation of a ticket at the Panorama XXL reception)

By coach:

Les Marégraphes car park near Panorama XXL free for 3 hours (on presentation of parking ticket at Panorama XXL reception) Parking for tourist coaches free at Quai Émile Duchemin.

OPENING TIMES

Open Tuesday to Sunday, 10am - 6pm

from 1 September to 30 April and 10am

-7pm from 2 May to 31 August

Annual closure on 25 December, 1 January and 1 May

Free weekend on 16 and 17 September 2017

PRICES

Full rate: €9.50 / Concession: €6.50

Family rate (4 people including 2 adults and 2 children): €26

The Grand Tour: €4 / Mini-explorer: €4

Workshops: €4 / 'Les Goûters': €12

Fun Packages: €6.50

+ €80 flat fee for guide

For school, adult group and professional rates: please contact the booking department by email at

reservation@panoramaxxl.com

Combined ticket for the Joan of Arc Historical and Panorama XXL

(valid for 1 month):

- Full rate: €15
- Concession: €12
- Family rate (4 people including 2 adults and 2 children under 18): €44

PRESS RELATIONS

Panorama XXL

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