



**MARSEILLE-
PROVENCE 2013**
CAPITALE
EUROPÉENNE
DE LA CULTURE

Events

01/09/2013

Marseille puts culture in the spotlight with Accor

This year, Marseille will be in the limelight as 2013 European Capital of Culture. And Accor will be part of this adventure as one of this large-scale event's official suppliers.

There will be 500 events and more than 100 exhibitions starting this January 12th and stretching throughout this year, which will see culture set the pace in Marseille-Provence. During the first part of this year-long event, the city will be focusing on the Mediterranean's tradition of hospitality, and on the full breadth and wealth of urban culture (*music, sports, literature, video and street art*).

The Group's hospitality and catering expertise, and its 55 hotels spanning 12 brands (and the full economy to luxury spectrum) in the area, put it in an enviable position to accompany visitors throughout this capital year.

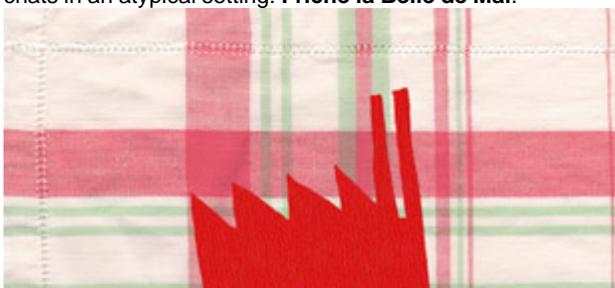
"Accor has a solid presence in Provence, and the decision to partner Marseille-Provence 2013 came naturally. It is all about living together. Our hotels are melting pots per-se, and this Group is openly and eminently intercultural," explains Accor Marseille-Aix-en-Provence Operations Director Patrick Théry.



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A culinary partnership

The Group is in particular sponsoring **the Cuisines en Friche festival**, which will take place in the middle of the last episode of Marseille-Provence 2013. Cuisines en Friche (*literally "wasteland cuisine"*) is about intertwining art and cuisine. International cooks, artists, producers, scientists and philosophers will be using a variety of angles to invite people to their tables to exchange and share meals and chats in an atypical setting: **Friche la Belle de Mai**.





Cuisine en friche © Nicole Crème & Chimène Voronkoff

Tailored deals year-round

As one of its partners, Accor will be running special deals throughout this event, starting with the Package d'Ouverture to promote the opening weekend (January 12 and 13) among Le Club Accorhotels members and on the Accorhotels.com website.

We will also be posting the package deals for all Marseille Provence 2013 events, throughout the year, on Group websites.

Marseille-Provence and Accor will be glowing hand in hand all year long!

