

Press kit

UEFA EURO 2016 in Lyon



ONLY LYON 

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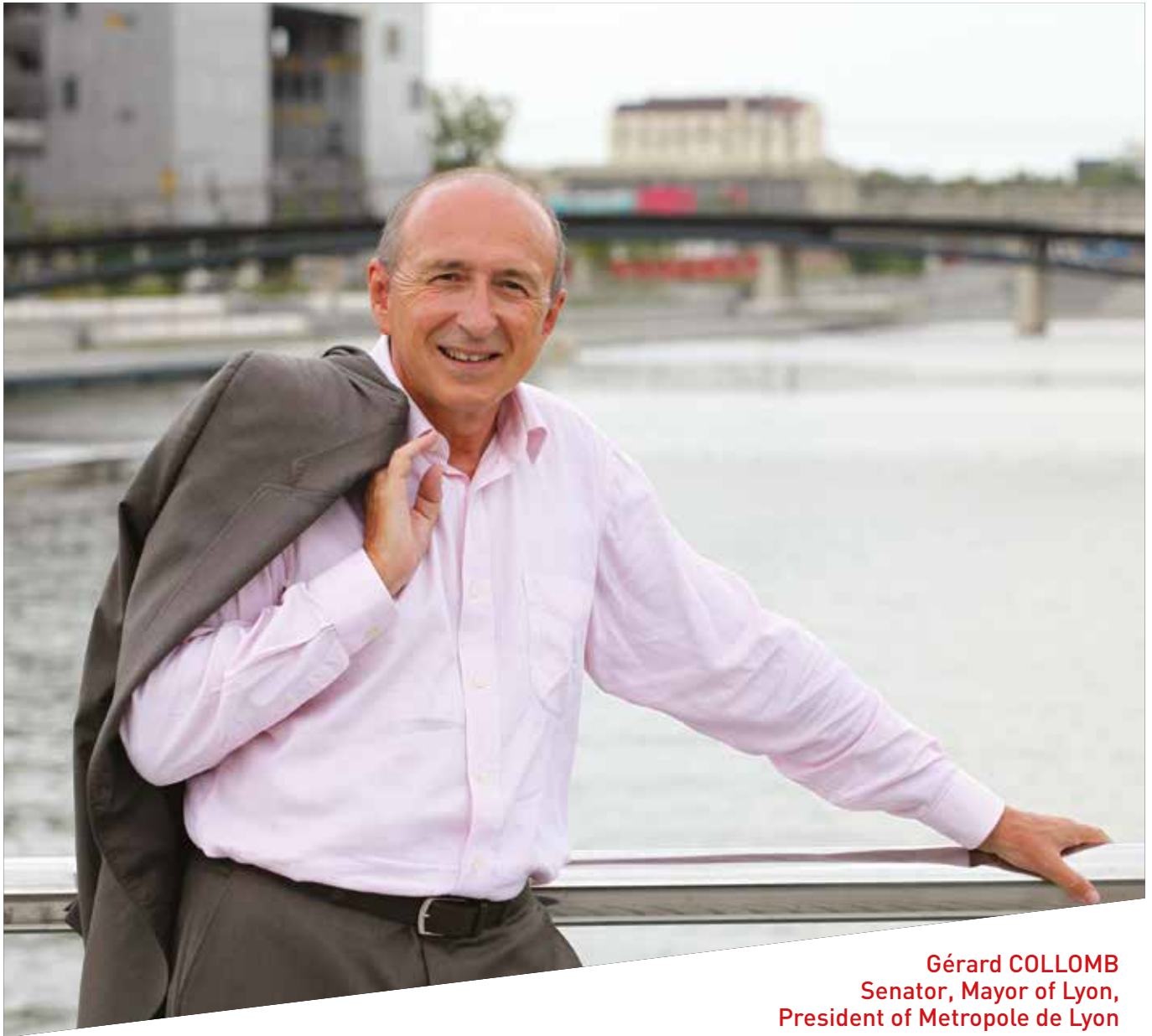
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"A metropolitan area reaching out to the world"



Gérard COLLOMB
Senator, Mayor of Lyon,
President of Metropole de Lyon

"With the Festival of Lights, The Biennales of Contemporary Art and Dance, the Lumière Film Festival and numerous other arts events, along with the world's greatest sports challenges, from the Tour de France to the Davis Cup, from the Rugby World Cup to the finals of the world equestrian championship, Lyon reaches out to the world in many ways.

It is also a leading sports city that today has six teams at the highest level of their

respective sports and a number of international champions in individual sports.

It is of course a great football city thanks to Olympique Lyonnais, the team that dominated the first decade of the new millennium and continues to shine, with both its men's and women's squads ranking high at the national and European levels.

The Lyon metropolitan area is thus very proud to welcome the UEFA Euro 2016 tournament and is mobilizing so that its

inhabitants, visitors to the city and football fans from other towns and countries can experience this unforgettable competition in the best possible conditions, while showcasing all of the assets that have given our city such a great reputation worldwide."



Lyon urban area

Key figures in 2016

2nd largest

*metropolitan area in France
with 1.3 million inhabitants.*

Capital

*of the Auvergne-Rhône-Alpes Region,
with 7.6 million inhabitants.*

Most attractive

City

in France.

Source: PwC 2015

6th

*most attractive
European city
for international
investors.*

*Source:
EY, 2015*

3rd

*favourite
French city
for international
travelers according
to TripAdvisor.*

2nd

*largest
university
complex with
144,500
students,
including 10%
foreign students.*

#1

*smart city
in France.*

Source: M2ocity, 2014

#1

*city for the arts
in France
(outside Paris).*

*Source: Journal
des Arts, 2013*

Lyon, an attractive capital that puts people first

With numerous assets in the heritage, business and arts spheres, Lyon stands out as an international capital.



Vieux Lyon (Old Lyon)



The Lyon-Confluence neighbourhood

➤ ALWAYS SOMETHING NEW

Lyon, a UNESCO World Heritage Site, thanks to its remarkable historical landmarks, is a city that is constantly changing. From Santiago Calatrava's TGV railway station at Saint-Exupéry Airport to Jacob + MacFarlane's designs for the Euronews headquarters and the Orange Cube, to Coop Himmelb(l)au's bold Musée des Confluences, great architects are coming together in Lyon alongside town planners and international investors to dream up new cityscapes. In the space of a few years, the Lyon metropolitan area has indeed taken on a new look, becoming more modern, more sustainable, more attractive and more dynamic. By restyling and reclassifying its heritage, Lyon is constantly innovating to build a singular urban model.

The city's rivers have been re-conquered through developments on the Rhône and Saône embankments; the Lyon-Confluence project is a bold new flagship district in the city; the Grand Hôtel Dieu will find new life thanks to the metamorphosis of this historic edifice: a major urban development highlighting Lyon's know-how in the hospitality sphere and which will become the perfect showcase for the Cité Internationale de la Gastronomie, scheduled to open in late 2018.



DID YOU KNOW

Listed as part of UNESCO's World Heritage since 1998, Lyon ranks as Europe's 2nd-largest Renaissance site after Venice! Though it is constantly changing, the city indeed knows how to showcase its history and its neighborhoods, from Vieux Lyon (Old Lyon) to the slopes of Croix-Rousse to Fourvière Hill.

➤ A CULTURAL CAPITAL

Silk, fine cuisine and cinema have been the centrepieces of Lyon's cultural identity for decades. Thanks to a model that blends tradition and innovation, it now ranks as France's #2 city for the arts, after Paris.

While Paul Bocuse and Lyon's 93 Michelin-starred chefs carry on the city's culinary tradition, Institut Lumière upholds Lyon's prominence in cinema – after all, the movie camera and first films were invented here!

Lyon's many cultural institutions include the brand-new Musée des Confluences, an architectural gem whose exhibits focus on Natural Science and Anthropology; the Opéra National de Lyon, which also has one of the world's most prestigious ballet companies hosting top-name dancers, and the Musée des Beaux-Arts (Fine Arts Museum) whose rare collection makes it one of France's 10 most-visited museums.

This cultural energy is also seen in major events such as the Dance Biennale, Europe's leading event of its type, the Contemporary Art Biennale, the only one of its kind in France, the Lumière Film Festival, an event that is both popular and creative, the Nuits Sonores electronic music festival and many others. These international-scale events draw many thousands of people to the city every year.



Musée des Confluences



DID YOU KNOW

The Musée des Confluences is the newest of Lyon's museums. Opened in December 2014, this architectural gem is devoted to science and society, creating a veritable confluence of knowledge. The structure, designed by Coop Himmelb(l)au, symbolises this encounter in its materials and location at the merging point of the city's two rivers. With permanent collections and temporary exhibitions that change regularly, the Musée has already attracted more than 1.2 million visitors.

➤ LYON, AN ECONOMIC POWERHOUSE

Lyon has confirmed its international appeal by ranking among the Top 20 most attractive cities for international investment.¹ The city has indeed placed its sectors of excellence, namely the Life Sciences and Cleantech, at the heart of its strategy, making its international competitiveness clusters a priority.

By opening the area up to experimentation in technology, social organisation and urban planning, it plays a leading role in innovation and research, through the development of its clusters and through its support for universities and entrepreneurs,

strengthened by incubators and acceleration programs. Lyon is thus taking the lead in the industries of the future, where it showcases its talents, for example, in robotics and technical textiles.

Developing the service sector is also among the city's priorities, as illustrated by its major urban planning projects and epitomized by Lyon Part-Dieu. Indeed, this major European business district is France's #2 tertiary hub after Paris-La Défense and is thus a prestigious address for companies.

The Lyon Part-Dieu business district



¹ IBM Top global location trends

LYON'S PASSION FOR SPORTS

OL – AN ICONIC CLUB

Headed by Jean-Michel Aulas since 1987, OL has impassioned the people of Lyon and all football fans for the past several years. The club was voted best French team of the 2000s, and has racked up a number of titles: 1 League Cup, 5 French Cups, 7 straight titles as Champion of France, and regular participation in European competitions, including a Champions League semi-final.

The women's team, created by Jean-Michel Aulas, is a leader in France and Europe. The club's record speaks for itself: 10 titles as Champions of France, 5 French Cups and 3 Women's Champions League titles.

A HIGH-LEVEL TRAINING CENTRE

Olympique Lyonnais is also renowned for its training centre, which scouts and trains tomorrow's stars. Today, more than 70 players from the OL training programme are playing professionally in France or elsewhere in Europe, including 33 for the Top 5 clubs in Europe. The OL Academy ranks 1st in France and 2nd in Europe behind FC Barcelona.

LYON MOVES TO THE RHYTHM OF ITS SPORTS EVENTS

Professional clubs

Lyon's professional sports teams are a major asset for the city's image. The victories of its teams and its high-level athletes in individual sports are a source of pride and identification for the population. Metropole de Lyon supports Olympique Lyonnais in its growth strategy, approving the new stadium funded by the club, an indispensable tool to guarantee the men's and women's squads remain among Europe's elite. It also supports LOU Rugby in the team's quest to remain in France's first division, as well as Tony Parker's ASVEL in the training of young players and building of a leading European basketball team. Metropole de Lyon is developing programs to help train athletes who could potentially be selected for the French Olympic and Paralympic teams.



DID YOU KNOW

Several renowned stars have worn the OL jersey, including Sonny Anderson, Juninho, Grégory Coupet and Bernard Lacombe who got his start here in the early 1970s.

Events

Hosting world-renowned sports events with broad media coverage is part of the Lyon metropolitan area's strategy to raise awareness of the region's advantages. For example, Lyon will host the FIFA Women's World Cup in 2019 and is a candidate to host the European Club Football Final, after hosting the Rugby Final in 2016.

The 100th edition of the Tour de France



Sports for everyone

Lyon has an exceptional heritage, a unique topography, two rivers, and an abundance of high-quality public spaces, parks and playgrounds. The City of Lyon has restored the magnificent Rhône and Saone embankments and a host of other areas where Lyon athletes of all levels can practice their favourite sports in the open air.

This booming trend reflects an urban culture that appeals to people of all ages who wish to enjoy sports and physical activity in an informal way. In recent years, this has been illustrated by the increase in cycling, walking, running, rollerblading and skateboarding, as well as by the hosting of original sports events, some of which capitalise on Lyon's unique cityscape (e.g. Lyon Urban Trail, Lugdunum Rollerskating Contest, Lyon Free VTT mountain-biking, the SaintéLyon run and Lyon Kayak).

The emergence of new informal sports is developing alongside the vitality of the metropolitan area's many athletic associations and teams that make a powerful contribution to the city's social cohesion.

In their many facets, athletic activities play a vital role in helping to build a sense of community in the Lyon metropolitan area.

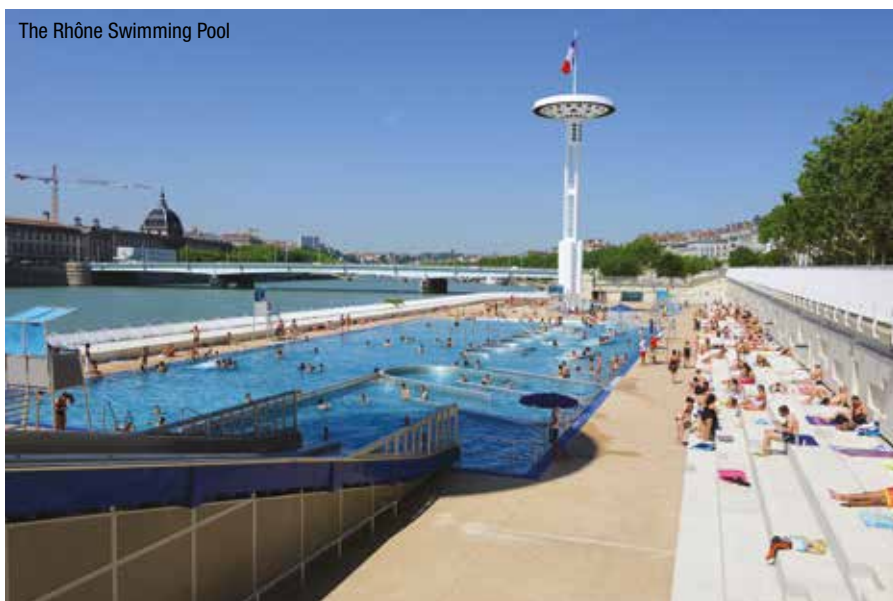
Lyon Kayak



Annivelo'v 2015



The Rhône Swimming Pool



The UEFA Euro 2016 in Lyon

From 10 June to 10 July 2016, Lyon will be hosting six matches of the UEFA Euro 2016 competition. An opportunity for the city to showcase all it has to offer and give residents and visitors alike a one-of-a-kind experience.



➤ MATCHES

France's 2nd-largest metropolitan area, Lyon is hosting six matches of the Euro 2016 competition at its new stadium, Parc Olympique Lyonnais. Four Group Stage matches, 1 Round of 16 match and one Semi-Final will be played in the stadium, with no fewer than 300,000 fans – including 125,000 foreigners – expected from 10 June to 10 July 2016.

Each of these matches promises great suspense and throngs of passionate fans: Belgium/Italy is one of the highlights of the Group Stage, the Northern Ireland/ Ukraine

matchup is a first for the two teams that surprised everyone by qualifying for this Euro, Romania /Albania, a match between two squads in France's group, and Hungary/ Portugal, a duel between a team that has just worked its way back into Europe's elite and a line-up featuring worldwide phenomenon Cristiano Ronaldo and the goalkeeper of local favourites Olympique Lyonnais, Anthony Lopes.

Finally, Lyon will be the stage for a Round of 16 match and a Semi-Final that promise to be particularly vibrant.



Parc Olympique Lyonnais Stadium indoors



PARC OLYMPIQUE LYONNAIS KEY FIGURES

59,186 seats
6,000 VIP seats
€405 million invested
105 boxes
8,000 sq. m.
of reception areas

➤ THE STADIUM

Olympique Lyonnais, a great French football team of the 2000s whose men's and women's teams have won a string of titles, decided to take on a new dimension by building a private stadium of exceptional quality, at the heart of a business park and recreation area. The quality of Lyon's stadium was a major asset for France's Euro 2016 candidacy, and this candidacy helped the Parc OL project become a reality.

Designed by Populous, the world-renowned architecture firm that gave the world London's Wembley Stadium, the Parc Olympique Lyonnais is France's only private stadium, with a capacity of 59,186 spectators.

Located in the eastern part of the metropolitan area, a strategic, rapidly growing sector near both the Eurexpo exhibition centre, which hosts major trade shows and general public events, and Lyon Saint-Exupéry airport, the Parc Olympique Lyonnais can be reached from the heart of the central Presqu'île district in just 20 minutes by tramway or car. This major facility features a vast dynamic infrastructure that can accommodate a large number of visitors and activities.

• AN EXPERIENCE 2.0

To enhance the experience of Parc OL's visitors, the space was designed as a technological platform. Thanks to 20,000 simultaneous Wi-Fi connections, 500 Wi-Fi terminals and 370 IPTV screens, the Parc offers a host of smart services

that can meet the needs of businesspeople and spectators alike. These systems, designed and set up in partnership with Orange Business Services, make Parc OL Europe's most connected stadium. By using the "Parc OL" mobile app developed in partnership with Microsoft France's Cloud division and French start-up Exakis, spectators can better experience their favourite events and share their impressions directly with their social network.

• PARC OLYMPIQUE LYONNAIS: MUCH MORE THAN A STADIUM

The space at Parc OL has been designed for activities all year long, even during the off-season. In addition to the football club's facilities and the infrastructures related to the stadium itself, Parc OL will soon offer areas for recreation, relaxation and shopping. Alongside the 730-sq. m. OL gift shop, the Parc will be home to 150 hotel rooms and a Paul Bocuse brasserie scheduled to open in September 2016.

At the same time, Parc OL has created an offer for businesspeople, providing its B-to-B target a 290-seat auditorium, 8,000 sq. m. of reception areas, 105 boxes, four Event Boxes and six private lounges for rental. The OL Voyages travel agency handles all travel for the teams and partners. OL Images, whose technical staff and journalists produce content for OL TV, the Club's official television channel, can also organise televised events or simulations on its studio set.

THE FAN ZONE

Because the Euro is experienced not only inside stadiums, a Fan Zone for the general public has been created in the heart of Lyon's central Presqu'île district, on iconic Place Bellecour. Open on match days throughout the competition, from 10 June to 10 July 2016, it will welcome the general public for fun events and broadcasts of matches on giant screens. Some 20,000 visitors are expected every day.

The aim is both to provide fans with a place to enjoy the event and to centralise a wide range of activities so that as many people as possible can take part in Euro 2016. The Fan Zone has thus been divided into three areas:

- **The "Pure Fan" area** opens every day 90 minutes before kickoff of the first match and closes 1 hour after the final whistle of the last match.
- **The "Eat & Play" area**, with a number of free events open to all starting at noon on match days.
- **The VIP Village**, with "hospitality" booths and a media centre, will be accessible to those with media accreditation.

The Fan Zone at Place Bellecour



The Fan Zone at Place Bellecour



The Media Centre, located at the heart of the village, is reserved for national and international journalists. They will find a 30 sq. m. workroom with air conditioning and Internet connections, and a 30 sq. m. deck that can be used as a platform for shooting photos and videos.

The highest level of security

Local authorities have naturally made security a priority at Euro 2016 and implemented every possible means to guarantee the highest level of security in Lyon. The program set up in cooperation with the Prefecture calls for the mobilisation of 100 to 120 private security agents in the field, in addition to the municipal and national police forces patrolling the perimeter of the Fan Zone.

Entrance to the Fan Zone is controlled via four main entrances and waiting lines, walk-through metal detectors, 11 emergency exits and no large bags allowed.

Traffic will be rerouted around the Fan Zone, certain bus stops will be relocated, and certain entrances to metro stations and the underground parking garage at Place Bellecour square will be closed. Traffic will also be cut off on some streets depending on crowd size, and a parking area will be reserved to the east of the square to protect the entrance and allow for security and service vehicles.

➤ LYON'S CANDIDACY: BLENDING SPORTS AND CULTURE

As France's #1 city for the arts after Paris, Lyon naturally chose to base its candidacy on a blend of culture and sports. This combination is illustrated through the City's entire arts programme: since June 2015, every event on the agenda has included a nod to Euro 2016, a practice that will continue until the end of the competition.

This blend of culture and sports is embodied by the two ambassadors Lyon has chosen for Euro 2016: Thierry Frémaux, Director of Institut Lumière and Managing Director of the Cannes Film Festival, and Wendie Renard, captain of the Olympique Lyonnais women's team and a key player on the French National Women's squad and international figure in women's football.

Thierry Frémaux



Wendie Renard



Around the EURO

Since June 2015, Lyon has been gearing up for EURO 2016 and this is echoed in the cultural programme.

➤ EXHIBITIONS AND EVENTS RELATED TO EURO 2016

Euro 2016 gives Lyon the opportunity to showcase its “culture and sports” theme through many events and places around the city.

• MAJOR EXHIBITIONS

Democracy through football: a temporary exhibit

Part-Dieu Municipal Library

From 24 May to 3 September 2016

This exhibition showcases the role football has played and the history of the Lyon area, through four main themes:

- Local history of football
- Football and regional planning, from Gerland Stadium to Parc Olympique Lyonnais
- The social dimension
- The rules of the game: between referees and fans

European sports faced with Nazism: temporary exhibition

**Resistance and Deportation History
Centre of Lyon (CHRD)**

From 22 June 2016 to 29 January 2017

What role do sports play in times of war? The CHRD explores this fascinating topic through an exhibition designed by the Shoah Memorial Holocaust Museum in Paris and supplemented by Lyon collections. It is also an opportunity to discover Anatole “Tola” Vologe, an athlete, member of the French resistance and Lyonnais by adoption, born 28 May 1909 in Vilnius, and assassinated on 28 May 1944 in Lyon by the Gestapo.

• RELATED ARTS EVENTS AND FESTIVALS

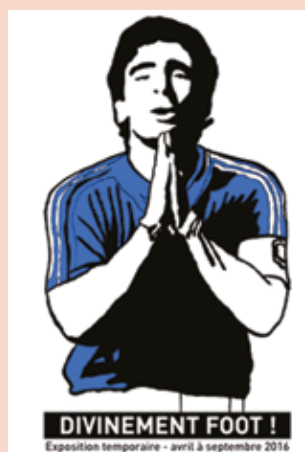
Lyon Comics Festival 4 and 5 June 2016

Various events have been organised as part of the Lyon Comics Festival:

- Presentation and release of the book

“Un maillot pour l’Algérie” (A Jersey for Algeria) by Kris, Bertrand Galic and Javi Rey.

- The authors of the album look back on an incredible story that saw the birth of Algeria’s first national football team.
- A meeting with Nicolas Otéro, comic strip writer, and Xavier de la Selle, Director of Musées Gadagne.



Divinely Football! Temporary exhibit Musées Gadagne

From 21 April to 4 September 2016

With their vocation of recounting the history of Lyon, Musées Gadagne and the Lyon History Museum will explore football as an aspect of Lyon’s heritage to be preserved and passed on to future generations.

Visitors will enjoy the large-scale interactive exhibition devoted to football, co-produced by a European network of urban history museums: here, the sport is seen as a great passion, a new religion with its revered figures, its rites, its temples and its values.

The travelling exhibition, presented in Amsterdam,

Basel, Luxembourg, Bremen, Barcelona, Moscow and Lyon, is illustrated by a number of examples taken from world football history and customised with images and objects related to the club of the city that is hosting the show. In Lyon, Olympique Lyonnais will take centre stage thanks to the collaboration of Vincent Duluc, football expert and senior reporter at French sports daily L’Equipe.

Olympique Lyonnais is represented through photographs and other pieces including models of the old and new stadiums (Gerland Stadium and Parc Olympique Lyonnais) as well as jerseys, shoes, pennants and other relics contributed by collectors and fans.

People are invited to get involved with the theme of “Football and the People of Lyon” to round out the visitor experience:

- collection of testimonials and calls for selfies from Lyon fans
- collection of video testimonials as part of specific survey, in which ten people from Lyon will describe their memories of football matches they have watched at stadiums, at home or at cafés.

From June to early September, the Lyon History Museum will present new comic book works drawn by Nicolas Otero. This exhibition on the theme Foot dans les rues de Lyon (Football in the Streets of Lyon) is produced in partnership with the Lyon Comics Festival, L’Épicerie Séquentielle and Les Rues de Lyon magazine.



LE SUCRE

**From 10 June
to 10 July 2016**

Le Sucre will explore the ways in which football influences culture. The history of music, for instance, crosses paths with that of "The Beautiful Game" again and again: from the musical passions of Éric Cantona, to memories of Bob Marley playing football, to the match The Cure played before a concert, to the World Cup hymn written and performed by New Order. From music and literature to cinema and video games, the exhibition shows how football pervades the cultural sphere.

Geek & Foot
Ninkasi Café Gerland
22 May 2016 (11am to 11 pm)

This 2nd edition of the "geek's garage sale" is an opportunity for all fans of this culture to bargain-hunt for their favourite items. This event, which has already spawned copycats in Nancy, Bordeaux and Paris, also hosts special events for football enthusiasts. On tap: a robot football tournament, giant foosball, a bubble-football tournament, screening of geek culture films related to football and much more.

Nuits de Fourvière Festival
From 1 June to 30 July 2016

Les Nuits de Fourvière performing arts festival has, since 1946, brought together a wide range of disciplines: theatre, music, dance, opera, circus and more. Every year in June and July, the festival presents nearly 60 performances for over 130,000 spectators in a magical setting: the Roman Amphitheatre of Fourvière. As part of the "culture and sports" theme of the UEFA Euro 2016, Serge Vialetti, Patrick Pineau and Eric Elmosnino will present Monsieur Armand dit Garrincha from 16 to 30 June 2016. This play, first performed in 2001 in Paris, won critical acclaim and will be brought back to the stage to the delight of Lyon audiences. It is the story of Manoel dos Santos, nicknamed Garincha, a great footballer whose entire life was shaped by the Beautiful Game.

Tout l'monde dehors (Everyone Outside!)

From June to August 2016

This annual series of summertime events invites the people of Lyon to get out and take part in a number of happenings throughout the city: music, theatre, cinema, dance, circus, readings, fun, festive activities and much more. This year, the celebration takes on a football dimension, incorporating the theme of the UEFA Euro 2016 with several football-related events, in particular open-air screenings of feature-length films, documentaries and video archives.

Fête de la Musique (Music Day)
21 June 2016

For this very special edition, the Fête de la Musique pays tribute to the UEFA Euro 2016 and the world of football.

• SPORTS EVENTS

Trophy tour
From 3 to 5 June 2016

The Euro 2016 Trophy Tour is a unique event. It is a gathering of the people of France, visitors from Europe and fans from around the world in the 25 selected cities.

From 1 April to 9 June, the Trophy Tour will invite people of all ages to board a train specially decorated for the event for a one-of-a-kind adventure. It is an opportunity to discover the Trophy, an object that has gained increasing cult status with every European Championship. It is also a chance to share the tournament's festive atmosphere through a number of special events.

Re Lyon Nous
5 June 2016

This event gives participants the chance to discover Lyon throughout a fun, sports-filled day, without any competitive objectives. Re Lyon Nous invites participants to solve a mystery that is a nod to the UEFA Euro. A fun, festive time to share with friends or family, in teams of four. Registration required at the www.lyon.fr website.

Eu'Rhône
25 June 2016

This carnival-like race of floating artworks takes place on the Rhône, between Cité Internationale and the Guillotière Terraces. Spectators can catch the river parade from the embankments, where they will see a diverse array of watercraft decked out in the colours of countries competing in the Euro 2016 tournament.



Deck of Le Sucre, at Lyon-Confluence



➤ GETTING OUT IN LYON

• DAYTIME

The Lyon metropolitan area offers a wide range of cultural events at its many top-flight institutions and museums unlike any others in France.

Musée des Confluences

Renowned for its architecture, Lyon's newest museum sheds light on the Earth and its origins, as well as on humankind through its history and geography.

Its three current exhibitions are: "Modern Earthen Houses" until 17 July 2016, "Treasures of Émile Guimet," particularly his Japanese collection, until 26 July 2016, and "House of Wonders," with Artificialia (ingenious man-made objects) and Naturalia (prodigious creations of nature), until 31 July 2016.

<http://www.museedesconfluences.fr/>

Contemporary Art Museum (MAC)

The museum located between the Rhône and Tête d'Or Park hosts collections and

exhibitions whose works and artists are renowned worldwide.

From 9 March to 10 July 2016, the MAC is hosting the "Yoko Ono. Lumière de l'aube" exhibition, which invites visitors to explore more than 60 years of the artist's work, with a special emphasis on large installations.

<http://www.mac-lyon.com/mac/>

Musée des Beaux-Arts

The Fine Arts Museum is home to rare collections spanning from Antiquity to modern art. It also holds temporary exhibitions and is one of the biggest museums in France and Europe.

Until 26 June 2016, the museum presents the "Self-Portraits, from Rembrandt to the Selfie" exhibition. This display explores the various approaches to self-portraits from the 16th to 21st centuries through a selection of 150 works from three major European museums.

<http://www.mba-lyon.fr/mba/>



The MAC Lyon welcomes the 1st French retrospective, entitled YOKO ONO Lumière de l'Aube.



Théâtre des Célestins



Musées Gadagne

Part of the UNESCO World Heritage site, the Gadagne complex is home to two of the city's premiere museums: the Lyon History Museum and the World Puppets Museum.

From 21 April to 4 September 2016, they will host the Divinely Football! exhibition, which portrays this sport as a great passion and a new religion.

<http://www.gadagne.musees.lyon.fr/>

Musée Lumière

This iconic location witnessed the birth of cinema thanks to the genius of the Lumière Brothers in the 19th century. Today, still devoted to the Seventh Art, Musée Lumière works to preserve and disseminate the world's cinematographic heritage.

<http://www.institut-lumiere.org/>

Opéra National de Lyon

The opera house and ballet company is one of the world's most prestigious, with an orchestra specializing in opera and ballet music.

<http://www.opera-lyon.com/>

Maison de la Danse

Unique in Europe, it plays host to the world's most renowned contemporary dance companies and originated the city's Dance Biennale, one of the biggest of its kind.

Maison de la Danse is truly the home of all styles of dance, welcoming a diverse range of companies. The current season runs from 15 September 2015 to 11 June 2016.

<http://www.maisondeladanse.com/programmation-2015-2016>

Théâtre des Célestins

The Célestins Theatre works to promote the arts and theatre through an ambitious program of plays at one of Europe's most fabulous Italianate theatres.

<http://www.celestins-lyon.org/>

And more:

- **Textile and Decorative Arts Museum (MTMAD):** Conserving, enriching, studying and handing down traditions are the missions of this museum, which compiles the history of textiles and decorative arts for the general public and specialists alike.
- **Museum of Printing and graphic communication:** Illustrating the revolutions that have taken place in printing from its invention until today, it features rare collections and temporary exhibits through international collaborative projects.
- **Gallo-Roman Museum:** This museum looks back on the history of Lugdunum, the ancient city of Lyon, chronologically from the end of Prehistory and running up until the 12th century AD.
- **Tony Garnier Urban Museum:** This museum looks back on the work of Tony Garnier, an avant-garde town planner and leading figure in Lyon's architectural and social history during the 1930s.
- **Museum of Miniatures & Cinema:** Showing 100 ultra-realistic reproductions of our everyday living spaces, this museum gives visitors a glimpse of the magic of movie sets through a number of temporary exhibits.
- **Café-Théâtre:** An offshoot of the Guignol puppet theatre and its satirical tradition, café-théâtre has become a great Lyon tradition. The city is full of stages where French comedians including Florence Foresti, Anne Roumanoff, Daniel Prévost and Gad Elmaleh learned the tricks of their trade. A few renowned venues are l'Espace Gerson – Lyon 5th district, le Complexe du Rire – Lyon 1st district and Comédie Odéon – Lyon 2nd district.



TIP

A must-have culture pass, the Lyon City Card gives access to the city's museums, temporary exhibits, a Guignol puppet show, public transport, guided tour and river cruise tour. It also entitles holders to discounts on shows at the Opera House, Célestins Theatre, Maison de La Danse and Théâtre Nouvelle Génération.

www.lyoncitycard.com

● NIGHTLIFE

The city of Lyon caters to all your desires whether day or night. Lyon's neighbourhoods each have a unique atmosphere and everyone is sure to find a bar or restaurant to their liking simply by strolling through the streets.

CHIC CLUBBING

Brotteaux and Confluence areas

The hip Brotteaux neighbourhood has become one of Lyon's prime nightspots: built around the train station in the 19th century, it has a great selection of bars, restaurants and nightclubs.

At the other end of the city, on the southern tip of the Presqu'île, the Confluence district also welcomes chic clubbers in the heart of a recently renovated zone with a number of trendy hangouts.

UNDERGROUND

The Slopes of Croix-Rousse Hill

"Les pentes" ('the slopes'), as the people of Lyon say, is a more laid-back place to spend the evening. This bohemian neighbourhood offers an eclectic selection of nightspots, but always keeps things simple. The lower part of the hill is a popular hangout for younger partyers.

FUN

The Rhône embankments

Redeveloped and constantly enhanced, the area stretching along the left bank of the Rhône draws crowds of people whenever the weather is nice, in both summer and winter. The people of Lyon and visitors alike gather at the end of the afternoon and enjoy the festive setting all night long, with a selection of bars and nightclubs on the many barges moored at the river's edge.

FESTIVE

Vieux Lyon (Old Lyon)

As the city's historical district, this area is a big hit with tourists and anyone who loves watching sports in pubs. It is also a meeting place for students who come together to relax in a friendly, festive setting.

ELECTRO

Confluence neighbourhood

With its hip, uniquely stylish nightspots, the the Confluence district also appeals to lovers of electronic music: the popular spot Le Sucre, with its bustling rooftop terrace, is surrounded by a number of other clubs that regularly feature leading DJs and other performers. In May, the district becomes the Mecca of the French and European electro scene, hosting a part of Lyon's Nuits Sonores music festival.



Vieux Lyon (Old Lyon)



The Rhône Embankments

Lyon – a city and its people mobilised together

Lyon is proud to host an event that whole world will be watching, and looks forward to the opportunity to welcome visitors from many countries. Many groups are already playing an active role to make the event a success and will continue to do so until the end of the competition.

➤ VOLUNTEERS

Metropole de Lyon has recruited over 350 volunteers to assist in hosting and organising Euro 2016 in Lyon and contribute to the event's success.

True ambassadors of the city, these volunteers are mobilised during various sports and cultural events held in the metropolitan area throughout the competition. Their mission is to greet, inform and guide tourists and fans, mainly in the Fan Zone but also in other lively areas of the city. They can be recognised thanks to their uniforms decorated in the colours of the event.



➤ ASSOCIATIONS

In order to give the UEFA Euro 2016 a social dimension and solidarity that enables everyone to take part, including young people from underprivileged neighbourhoods, the local authorities have worked with several non-profit associations, in particular on two operations:

- Thanks to collaboration with the UEFA Foundation for Children, Secours Populaire and Hospices Civils de Lyon, more than 2,000 children from the metropolitan area with health problems or from low-income families (400 children per match) will have the opportunity to attend the Euro 2016 in Lyon. The UEFA will give tickets to Secours Populaire, which is responsible for selecting and supervising the children, while Hospices Civils de Lyon will be supervising 250 young hospitalised children.
- The International Solidarity Football Tournament, organized by the Sport dans la Ville non-profit organization, brings together more than 500 young people from low-income families in 80 countries worldwide from 30 June to 8 July 2016 on the association's Vaise campus.

Georges KEPENEKIAN, a leader active in the Host Cities Club



First Deputy Mayor of Lyon and Councillor at Metropole de Lyon, Georges Kepenekian, along with his colleagues Yann Cucherat, Deputy Mayor of Lyon in Charge of Sports, and Guy Barral, Vice President of Metropole de Lyon in Charge of Sports, led the Lyon delegation that worked with teams from other Euro 2016 host cities to discuss their experiences with organising the competition and to

set up joint actions designed to obtain additional resources in order to better finance the cost of hosting the competition. In this way, €2 million was invested to help build or renovate sports facilities for amateur football, including six small stadiums in Lyon. This is the first time that the Championship has granted funding to host cities, under the impetus of the Host Cities Club.

The Host Cities Club has now become a major partner of the UEFA and the company mandated to organise the event, SAS Euro 2016.



The UEFA Euro 2016 mascot



The head office of GL Events

➤ LYON COMPANIES

Like the volunteers and non-profits, several Lyon companies have decided to contribute to the success of this event and were awarded contracts for the UEFA Euro 2016 tournament.

• ZEBRAND

This Lyon design agency, which does 55% of its business in the sports sector, worked on the visual identity for the UEFA Euro 2016, namely creating its mascot. A big change from the typical French rooster, this modern mascot goes by the name of Super Victor and will be present throughout the competition and on materials distributed by UEFA Euro partners.

• MEDICIS

This company, based in Lyon and Paris, has specialised in signage for institutions, urban areas, museums, expos and special events for over 20 years.

It was selected to build 3D structures for the UEFA Euro 2016 that can be seen in all of the host cities.

• GL EVENTS

GL Events, a global company based in Lyon specialising in events through the management and rental of spaces, event engineering and organisation, and equipment rentals, was awarded several contracts with UEFA.

• ATC

As part of the *Fier d'être bleus* movement that aims to promote the upcoming UEFA Euro 2016 tournament, the Fédération Française de Football (FFF) selected ATC to set up one of its communication programmes. The company decorated the façade of the FFF headquarters with 160 sq. m. of micro-perforated adhesive ribbons in the colours of the French team, and also decorated official busses.

➤ ECONOMIC BENEFITS

Estimates of the economic benefits for the Lyon metropolitan area resulting from the UEFA Euro 2016 are significant in several areas:

First of all, in terms of awareness and media coverage, hosting the UEFA Euro 2016 tournament is a golden opportunity to promote the Lyon area internationally. With a television audience estimated by UEFA at 150 million viewers per match, nearly 1.5 billion people in 230 countries worldwide will have their eyes on the Rhône-Alpes region for the matches played in Saint-Etienne and Lyon, not counting other media coverage.

In terms of tourism, Euro 2016 is forecast to bring over 625,000 fans – including 125,000 foreigners – to Lyon during the month of June, giving them the opportunity to discover the city during their stay. This will provide a further boost for Lyon, which already ranks among the Top 3 most popular destinations in France among international travellers, and the city can capitalise on this opportunity to win over new visitors.

From an economic standpoint, a study by the Centre for the Law and Economics of Sport (CDES) estimates that the benefits for the Lyon metropolitan area could total €66 million, 80% of which is expected to come from spending by fans during their stay in Lyon. In addition to these benefits, the construction of Parc OL has led to new employment opportunities: more than 4,000 jobs were created to build the stadium and its transport infrastructures, as well as 2,000 jobs for every match.

The worldwide media exposure that the event will generate is a prime opportunity for the Lyon area to showcase its positive image and modern appeal.



DID YOU KNOW

The economic benefits of Euro 2016 in the Lyon metropolitan area are expected to reach €166 million.



The ONLYLYON sculpture in front of Musée des Confluences

What is ONLYLYON ?

Created in 2007 at the initiative of 13 institutions in the metropolitan area active on the international scene, this pioneering programme is today driven by 30 public and private sector partners.

It aims to build awareness of the Lyon area and promote its appeal worldwide through communication campaigns, public relations and media drives, a social media strategy and a network of over 22,000 ambassadors.

More than just an anagram, ONLYLYON embodies Lyon's success and unique expertise in various fields (business, culture, tourism, universities, urban planning and others) and the active commitment to international development that unites all of the area's key stakeholders.

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ONLYLYON

International Promotion,

Economic and Cultural Development

Matches on 22 and 26 June and 6 July

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