

TROUVILLE-SUR-MER

THE AUTHENTIC SEASIDE RESORT



PRESS BOOK



TROUVILLE-SUR-MER

THE PLACE TO BE !

A well-known seaside resort on the Côte Fleurie two hours from Paris, Trouville owes its reputation to the charm of the fishing port, the beautiful long beach of fine sand, and the rich architectural heritage dating from the 19th century.

A dream setting which delights tourists today, as it did during the 19th century when writers like Gustave Flaubert and Alexandre Dumas, and artists like Charles Mozin, Eugène Boudin and Claude Monet discovered a picturesque fishing village.

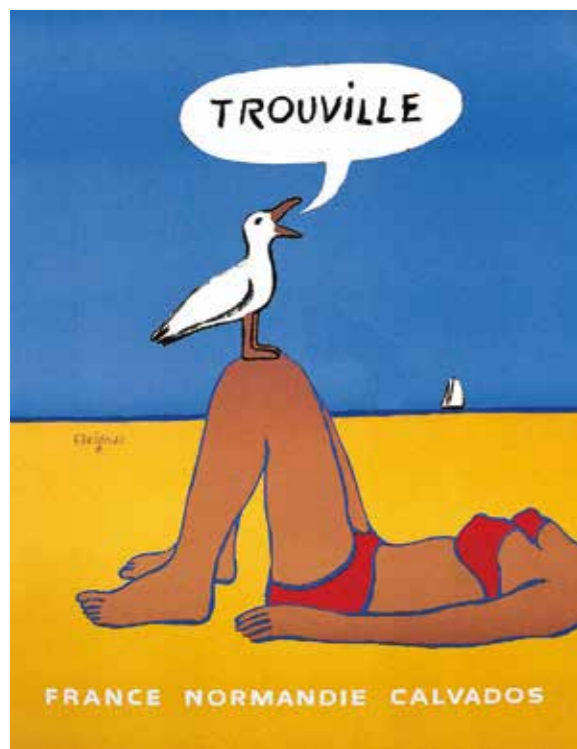
We love Trouville for the charm and authenticity of the town, the friendly, family atmosphere, the quality of the setting, cultural heritage and gastronomy.

The not-to-be-missed historic sites are the emblematic Fish Market in the heart of town, the Roches Noires Hotel, the Montebello Museum, the Town Hall, the Cures Marines Hotel and Thalassotherapy Spa, the Casino dating from 1912, the boardwalk lined with exceptional seaside villas, the picturesque little fishermen's houses, the pedestrian Rue des Bains, and the quay lined with fishing boats.

Awarded the label for family-friendly resorts, famille Plus, Trouville proposes a wide range of fun creative activities for children and teenagers all year round.



TROUVILLE, AN ARTIST'S HAVEN



It all began in 1825 when a young Parisian artist, Charles Mozin, fell in love with a picturesque little fishing port, admiring the unique light of the estuary and the variety of unspoilt natural scenery.

He soon made Trouville famous by exhibiting his paintings in the Salon Carré of the Louvre, and aroused the curiosity of artists like Monet, Corot, Isabey, Caillebotte, Boudin and Huet, who hastened to discover this new paradise.

Writers in search of inspiration on the coast of Normandy, like Alexandre Dumas and Gustave Flaubert, were also attracted by the peacefulness of Trouville. Two of Flaubert's well-known works "L'éducation sentimentale" and "Les mémoires d'un fou", were directly inspired by meeting the love of his life, Elisa Schlesinger, in Trouville. Marcel Proust was also a regular visitor to Trouville, and Marguerite Duras used to come every year to her apartment in the former Roches Noires Hotel.

A more recent example is the famous poster artist Savignac, who also fell in love with Trouville which became his home for the last 20 years of his life.

To this day Trouville's special atmosphere continues to attract artists in search of peace and inspiration.



SOME FAMOUS VILLAS

> **THE VILLA SIDONIA OU VILLA HONORÉ** is one of the only villas to belong to a single owner.

> **THE VILLA MONTEBELLO** became Trouville's museum in 1972. Built in 1866 for the Marquise de Montebello, the villa is typical of Second Empire seaside architecture.

> **THE TOUR MALAKOFF** was Charles Mozin's third residence. The tower is atypical, since it makes the villa look like a castle.

> **THE VILLA DES FLOTS** at the end of the beach was once owned by the Eiffel family.

> **THE VILLA PERSANE** recalls Islamic architecture. It was once owned by the eccentric Princesse de Sagan, who inspired Marcel Proust when he was writing "A la recherche du temps perdu".

> **THE HOTEL DES ROCHES NOIRES** was the most elegant hotel on the Normandy Coast during the second half of the 19th century. Hotel guests included the international aristocracy, and also Marcel Proust. It was built in 1865 and converted into private apartments in 1949. Marguerite DURAS owned an apartment there until her death in 1996.

*"As soon as I leave Trouville
I have the impression that I'm losing light"*

Marguerite Duras

TROUVILLE, THE QUEEN OF BEACHES

In the prosperous period of the Second Empire, sea bathing was a fashionable novelty which attracted crowds of tourists and artists every year, and caused Trouville's beach to become known as "the Queen of Beaches".

This period witnessed a spectacular development of the resort, with the building of seaside villas, grand hotels and casinos. Together they form a splendid mix of architectural styles, like a theater set, which has fortunately been spared by time.

Entirely covered with fine sand and shells, the beach stretches over 1200m. It is one of the only beaches on the "Côte Fleurie" to be lined with magnificent villas, built between 1840 and 1900, each in a different architectural style, ranging from Louis XIII to Neo-Classical, side by side with Neo-Italian, Neo-Moorish and Normandy regional style.

The 19th century was a period of architectural eclecticism. Architects travelled, finding inspiration in foreign styles which they adapted, as they did the architecture of the past.



TROUVILLE'S LISTED HISTORIC MONUMENTS

- >> The Château d'Aguesseau
- >> The Hôtel des Roches Noires
- >> The Villa Montebello
- >> The Fish Market
- >> The Post Office
- >> The building containing the Casino and Cures Marines

TROUVILLE, A HISTORIC FISHING PORT

In 1825 Trouville was a modest fishing port of ancient foundation on the spot where a stream from the Callenville valley flows into the River Touques.

The port was organized around 5 oyster beds. Hennequeville was a hamlet facing the sea on a site called "La Chapelle".

In 1847 Trouville annexed Hennequeville and Trouville-sur-Mer was born.

To this day Trouville has over 2kms of short, winding passages and blind alleys. This maze of streets contains some typical narrow 3 or 4 storey fishermen's houses (with 1 room on each floor). Some families have kept fishing boats in the port for over 4 generations, and continue to earn their living from fishing.

Trouville-sur-Mer is known above all as a picturesque fishing port. 28 trawlers fish for scallops and shrimps, as well as various seawater fish (sea bass, mackerel, sole, plaice, turbot), which brighten the 9 stalls of the famous Fish Market, open 7 days a week, all year round.

In 1991 Trouville's Fish Market was added to the list of Historic Monuments, which means that the whole quayside is now protected as a national heritage site.



TROUVILLE, FOR GASTRONOMY

Trouville has a reputation for gastronomy, with about 70 good restaurants on the quay, in town and along the beach.

These include some famous brasseries, like Le Central and Les Vapeurs, as well as many tapas bars, wine bars, tea and coffee shops, boutiques full of regional specialities, and an elegant restaurant, "Le 1912", with a star in the Michelin Guide.

For almost a century the twice weekly market (Wednesday and Sunday) has given a rhythm to town life. The market stretches from the Belgian Bridge to the Fish Market, making a natural walkway about 800m long. Greengrocers, cheese makers, butchers, florists, craftsworkers... all the stallholders offer their best produce. This is one of the most famous markets on the "Côte Fleurie".

The Fish Market on the bank of the River Touques is open every day all year round. It displays a dizzying variety of seafood: crabs, prawns, shrimps, lobster, oysters, bouchot mussels, whelks and fish caught in the Channel (plaice, mackerel, turbot, sea bass, sole...).

Visitors are welcome to take a seat for a seafood tasting.



THE CASINO

Designed by the Parisian architect Alexandre Durville, and opened in 1912, the Casino Barrière has slot machines, board games, a poker room, as well as restaurants, bars and rooms for concerts and shows.

Gambling was authorized in Trouville from 1808 so as to provide another leisure activity for rich Parisian families who came to Trouville for the benefits of sea bathing. Trouville has had 3 casinos:

> THE « SALON DES BAINS »

opened in 1838 on the site now occupied by the Trouville Palace.

> THE « CASINO SALON »

opened in 1845, on the site now occupied by the Hôtel Flaubert.

> THE PRESENT CASINO

was designed by the architect Durville, and opened in 1912. At the time, it was the largest casino in France. In 1992 it became the "Casino Barrière de Trouville".



THE MACKEREL WITH THE TROUVILLE LABEL

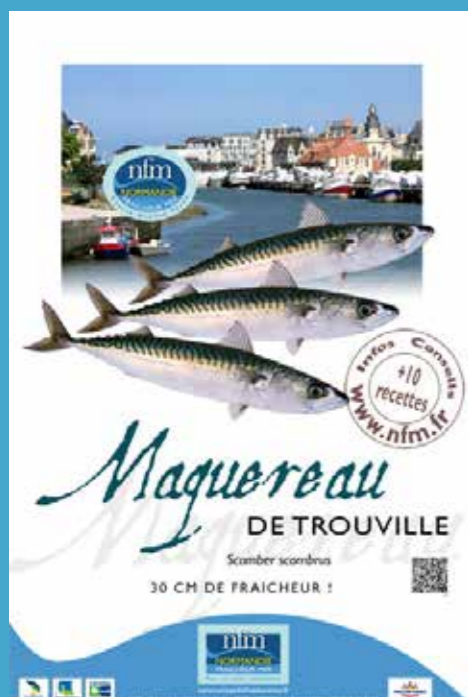
Trouville-sur-Mer is also the first port in the Seine Bay for mackerel fishing. About 1 300 tons are caught per year (that is 40% of the seafood brought into port).

En 2015, the mackerel caught by Trouville's fishermen obtained the label "Maquereau de Trouville". This label distinguishes Trouville's artisan fishing from industrial or semi-industrial fishing using large trawlers and much larger ports.

Trouville's mackerel are caught in the traditional way, at low tide, and stored in small 8 to 10kg crates, which are the best way to preserve this delicate fish. All the work is done by hand, and the fish are iced immediately by the wholesaler. Finally, the mackerel have to each retail outlets as fast as possible – at the most, 24 hours after they are caught.

THE MERITS OF MACKEREL!

Mackerel are cheap** - Rich in Oméga 3** - Versatile and easy to prepare (grilled, in rillettes or fillets, marinated, hot or cold).





TROUVILLE, FOR WELL-BEING

A seaside resort and fishing port on the Côte Fleurie, Trouville-sur-Mer is the ideal place to come and recharge your batteries! Sea air, sophrology and yoga on the beach, boat trips, sports in the open air, walking tours and nature walks, sailing, kayaks, canoes and stand-up paddle, two swimming pools, beauty treatments and massages... Everything you need to unwind and relax.

« LES CURES MARINES » THALASSA SEA & SPA

In 2015 Trouville revived the tradition of sea cures which made the resort famous in the 19th century. The opening of the Cures Marines Hôtel and Thalassotherapy Spa gave Trouville not only a 5 star MGallery hotel, but also, and above all, a thalassotherapy institute to make the most of the benefits of sea water.

As before, the hotel is set in the west wing of the casino in the heart of Trouville-sur-Mer, which remains a constant source of inspiration. As soon as you enter the hotel, the glowing colours and soft light create an atmosphere of serenity and well-being, reminiscent of the grand palace hotels of the past.

The institute proposes top-quality beauty treatments, as well as overall healthcare and age-defying programs. The benefits of sea water are combined with innovative approaches to well-being and the latest cosmetic procedures: respirology, oxygenation, detoxification, rejuvenation, massages, fitness and relaxation exercises, cryotherapy, nutritional assessments, beauty treatments, etc.



TROUVILLE, FOR FAMILY HOLIDAYS



Trouville has been awarded the label "Famille Plus – Mer". This label recognizes the family-friendly character of our resort, committed to giving children a warm welcome and providing all the necessary facilities: a vibrant, welcoming town center, a long gently sloping beach, a host of entertainments and games for children, as well as sports and leisure activities to suit all ages.

Children rule the beach, where they have merry-go-rounds, swimming pools, a mini-golf course, pony rides, opportunities to learn or improve their performance in tennis, surfing, sailing, kayaking...

In town, they can rent karts, cycles and pedal cars. The Tourist Office has a network of Famille Plus partners, in charge of leisure activities, hotels and restaurants.

LEISURE ACTIVITIES IN TROUVILLE-SUR-MER

- The Sailing Club
- The Tennis Club
- The Surf School
- Stand-up Paddle Outings
- Swimming pools
- The Kayak Club
- Mini-golf course on the beach
- Kids and Teenagers' Clubs
- Pony Rides
- Merry-go-rounds
- Karting Track
- Horse Riding
- Rental of cycles, karts and pedal cars
- Library
- Trouville Museum
- Museum Gallery
- Thalassotherapy
- Creative Workshops
- Casino
- Sightseeing train
- Boat Trips
- zoos, golf courses, hippodromes, distilleries, museums...

THE GREAT EVENTS

> FEBRUARY

ICE-SKATING RINK

> APRIL

EASTER FESTIVAL

> MAY

MUSEUM OPEN-NIGHT
CHILDREN'S BOOK FAIR
ROCK MUSIC FESTIVAL

> JUNE

INTERNATIONAL CULT FILM FESTIVAL

> JULY-AUGUST

THEATRE AND LITERARY FESTIVAL
SEA FESTIVAL
SUMMER CONCERTS

> SEPTEMBER

SHORT FILMS FESTIVAL

> OCTOBER

MARGUERITE DURAS FESTIVAL
LA TROUVILLAISE WOMEN'S RACE
THE BLACK ROCKS OBSTACLE RACE

> NOVEMBER

BOOK FAIR

> DECEMBER

SCALLOP FESTIVAL



GEOGRAPHIC LOCATION



> BY ROAD

200 km from Paris
by the A13 highway

> BY TRAIN

SNCF line
from Saint-Lazare station
to Trouville-Deauville (2 hours)

> BY FLIGHT

Deauville-Normandie Airport
at 7 km
Air connection Ryanair
Deauville-London (50 mns)

> BY BOAT

Ferries to/from England
Ouistreham (40 km)
Le Havre (40 km)



TRUVILLE

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