

Beat: Arts

## THE MINISTRY OF CULTURE SIGNS PARTNERSHIP WITH AIR FRANCE CALLED ESCALES CULTURE

### ENJOY FRENCH HERITAGE WHILE ON BOARD

Paris, Washington DC, 08.06.2015, 23:25 Time

**USPA NEWS** - Fleur Pellerin, Minister of Culture, Frédéric and Gagey, president and CEO of Air France, inaugurate ESCALES CULTURE a new partnership for the development of arts, heritage wealth of France. On a flight Air France board, the passenger may get rich French heritage, the time of a "cultural stopover".

FLEUR PELLERIN THE FRENCH MINISTER OF CULTURE SAYS "THE WHOLE WORLD LOVE FRANCE"

Every other month from June, Air France will air on 40,000 screens that equipping long haul aircraft in its fleet, a film produced by the Ministry of Culture, about 100 monuments and 40 french museums.

The whole world loves France and if the world loves France it's because France is a world! said Fleur Pellerin the French Minister of Culture. No other country can boast to reconcile the Mediterranean region and the Anglo-Saxon world, to "house the language of" oil and doc, to hold together the traditions, skills, architectures, cuisines ...

Here is how the minister Fleur Pellerin introduced in her speech the "French touch" to an audience of guests and the general president of Air France Frederic Gagey, and members of the French airline. This introduction might seem pretentious, but voluntarily rather chauvinistic to emphasise the cultural character of the partnership signed between the Ministry of Culture and Air France.

Frederic Gagey CEO of Air France is rather proud and pleased to sign this partnership with the Ministry of Culture to serve "183 destinations in 98 countries, and 50 million passengers per year, for a company that celebrates its 80th anniversary. It is a showcase of France offering passengers worldwide an artistic experiment, original and unique for a "France" that they are discovering and that they do not necessarily suspect; so the trip will be even richer emotions." as said the Air France CEO.

"ESCALES CULTURE" IS A SHOWCASE OF FRANCE VIA A CULINARY ART AND HISTORY TRIP

"ESCALES CULTURE" relies primarily on the strength of the image.

THE DESIGN OF THE SIMPLE LOGO

The logo "ESCALES CULTURE" was designed by Elise Muchir and Franklin Desclouds Signs studio. "We transcribed graphically the reducing to the essential: a circular or register event degrades a blue to white, recalling the movement of own radar detection. This form can also evoke a porthole or oculus through which the traveler has an overview of the heritage and cultural territory. Once animated, shape leaves appear the name "Stopovers Culture" by unveiling a game that invites the viewer discover the extent of the French cultural offer." (Source Air France).

As of June, articles, movies and photo galleries on the rich heritage of France will be broadcast in the communication networks of Air France, including Air France Magazine (over 400,000 copies) and on the screens of its long-haul aircraft.

The first film is dedicated to the twentieth century national museums of the Alpes-Maritimes dedicated to three artists of genius - Marc Chagall in Nice, Fernand Léger in Biot and Vallauris Picasso - whose works footprints of their political and spiritual commitment detonate colours Mediterranean.

The first image gallery presents the Cavois Villa, built in 1932 in Croix (North of France) by the architect Robert Mallet-Stevens. Masterpiece of modern architecture, Villa Cavois opens its doors to the public from 13 June, after several years of restoration. (Source Air France and French Ministry of Culture)

A CLIENTELE OF FOREIGN VISITORS TO FRANCE IS INCREASING

In 2014, the number of foreign visitors arriving in France reached almost 85 million. This very important attendance continues to be marked by a dramatic increase in new clienteles, including Chinese, and Middle East, as well as a return of clienteles Spanish, Italian and American. More than 6 out of 10 tourists come to France for personal reasons on 10 and 3 for professional reasons. Museums visits and monuments (76.5%) and shopping in stores (43%) are the main activities practiced by tourists during their

stay.------(Source Air France)

**AIR FRANCE KLM IS A GLOBAL AIRLINE LEADER WITH EUROPEAN FOUNDATIONS-----**

Air France KLM is a global leader with European foundation, aiming to welcome the rest of the world to Europe and export globally. The company is organised in portfolio of 7 complimentary brands, each a champion in their individual segments. These brands are : Air France, KLM Royal Dutch Airlines, Transavia, HOP!, Air France Industries KLM Engineering & Maintenance, Air France -KLM Martinair Cargo and Servair.

The French segment Air France is a global airline with the French Touch, focuses on unparalleled standards of personalised service to make travel a moment of pleasure and elegance. The quintessence of this French-style travel promise which is so appreciated by Air France customers worldwide is captured in the signature "FRANCE IS IN THE AIR"<sup>[2]</sup>.

**FRANCE IS IN THE AIR THE SIGNATURE OF AIR FRANCE BECOMES A FLAGSHIP-----**

On march 8, 2015, Air France launched its new "France is in the Air"<sup>[2]</sup> advertising film. Created by the BETC agency and directed by the French id "We are from L.A."<sup>[2]</sup>, the film has been broadcast on Tv channels, in cinemas, and on digital and social media. It showcases, and on digital and social media. It showcases the best of France : a nation which is positive and caring, and inspiring as it reaches out to the world. (Source Air France). In November 2014, Air France's new advertising campaign « France is in the air » won two awards for creativity. Since then, France is in the air becomes not only a signature but a flagship of France, via Air France.-----This partnership celebrates a plural heritage in which everyone can recognise: for the world, France is as varied as its heritage said the Minister of Culture, Fleur Pellerin. For more information see: [www.airfrance.fr](http://www.airfrance.fr), [www.culturecommunication.gouv.fr/](http://www.culturecommunication.gouv.fr/)

**Article online:**

<https://www.uspa24.com/bericht-4279/the-ministry-of-culture-signs-partnership-with-air-france-called-escales-culture.html>

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V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Rahma Sophia Rachdi

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