

## THE CÔTE D'AZUR: THE ULTIMATE FILM DESTINATION

The Côte d'Azur invites visitors to follow in the footsteps of some of the greatest cinematic figures who have filmed in the region.

### FOR IMMEDIATE RELEASE

**NEW YORK, NY, February 3, 2014** — One of the world's most popular film locations, the Côte d'Azur has a rich cinematic history dating back to the era of silent film and continues to produce cutting-edge work today. With Nice as the technical capital of film-making from the 1920s for over 90 years coupled with the Cannes Film Festival inaugurated in 1946, the Côte d'Azur covers the full gamut of the film industry's history.

Wonderfully conducive to the film industry, the Côte d'Azur boasts an idyllic setting with its renowned villas and hotels, remarkable Mediterranean landscapes, mild winters and over 300 days of sunshine per year. The region continues to attract the leading luminaries of the international film scene and certainly merits its reputation as the Hollywood of France, with 133 feature length films, 201 television episodes and over 2,070 commercials shot in just the past thirteen years, thanks to the French Riviera Film Commission.

The Côte d'Azur welcomes visitors to explore the region and discover its wealth of stunning landscapes through the eyes of the great film directors and actors who have worked in the region.

### Film Tourism Highlights

- The city of Cannes, including its Palais des Festivals, the Promenade de la Croisette, and the Intercontinental Carlton Hotel with its Grace Kelly Suite.
- Guided tour : Visit "Villefranche, star of the seventh art"  
Visit of different film locations to show how each space was used, enhanced or transformed in accordance with the period, fashion or director. A digital tablet is provided to give additional information.
- Tour with **RENT A CLASSIC CAR**, offering a wide range of original classic cars popularized in films and available for rent, which are ideal for exploring the Côte d'Azur's cinematic history.

### The Cote d'Azur's Film Scene Today

The following films will be released in France in 2014 and in most countries. Dates are all still to be confirmed.

### Grace of Monaco – Opening Film for the Cannes Film Festival (May 14 – 25)

Directed by Olivier Dahan and starring Nicole Kidman as Grace Kelly.

When France's Charles De Gaulle issues an ultimatum to Prince Rainier to change Monaco's tax laws, Hollywood actress-turned Princess of Monaco, Grace Kelly, works behind the scenes to save the city-state from a coup.

Cannes and Antibes hosted Nicole Kidman and the film was mainly shot in Parvis St Michel, a small town square in the centre of Menton which doubles as a Monaco marketplace for the film. Monaco's famous Hotel de Paris will be seen in the film, as well as the village of Eze and the city of Nice.

### **Magic in the Moonlight**

- Woody Allen's latest film stars Colin Firth and Emma Stone and is set in 1920s France. The film was shot in Nice – at the Opéra de Nice, Cave Bianchi, the Observatoire de Nice, Plateau de la Justice and Bar de l'hôtel Negresco – at the Château Saint Martin in Vence and also Belles Rives Hotel and Villa Eileen Roc in Antibes.

### **L'homme que l'on aimait trop**

A film by André Téchiné with Catherine Deneuve, Guillaume Canet that is based on real life events. Based in Nice in 1976, Agnes Le Roux, daughter of the owner of the Palais de la Méditerranée, falls in love with Maurice Agnelet, a lawyer ten years her senior. Against a background of competing casinos, he connects with Fraton, who offers him three million francs to take control of the casino. Agnes accepts but resents his betrayal. After a suicide attempt, the young woman disappears...

### **The Price of Désiré (The Price of Desire)**

Directed by Mary McGuckian. Starring Orla Brady, Caitriona Balfe, Alanis Morissette and Vincent Perez.

The Price of Desire tells the controversial story of how architect Le Corbusier effaced fellow architect Eileen Gray's moral right to be recognized as the author of her work and as one of the most forceful and influential inspirations of a century of modern architecture and design.

The film was shot in Roquebrune Cap Martin (near the station and Villa E-1027) and the two protagonists, Le Corbusier and Eileen Gray, both lived in Roquebrune Cap Martin. Le Corbusier was devoted to Cap-Martin and he designed Le Cabanon, his pocket-sized "castle" (3.66 x 3.66 m) as a model of minimal accommodation based on the "modulor", a system of architectural proportions for which he obtained a patent.

### **Minuscule: Valley of the Lost Ants**

Hélène Giraud and Thomas Szabo's *Minuscule: Valley of the Lost Ants* follows the day-to-day existence of anthropomorphic insects. The characters are modeled on computer in 3D and are then set against real scenery, namely the Côte d'Azur's Mercantour National Park.

For more information, please consult the press kit presenting cinema and the Côte d'Azur, presented by the CRT Côte d'Azur and its Partners, in association with the Commission du Film Côte d'Azur:

**PRESS KIT: "Côte d'Azur, ultimate film location"**

[www.filmtravellercotedazur.com](http://www.filmtravellercotedazur.com)

+ French Riviera Film Commission [www.filmcotedazur.com/en](http://www.filmcotedazur.com/en)