ONLYLYON



What is ONLYLYON?

ONLYLYON was created in 2007 to manage the international promotion of Lyon. Enabled by the French system of regional economic governance, the initiative is coordinated by Aderly, otherwise known as Invest in Lyon, on behalf of 19 institutional and economic partners. In order to develop the city's image and reputation, ONLYLYON has used marketing campaigns across the main media channels and in international airports. The most recent campaign for 2013 emphasizes the city's cosmopolitan identity through portraits of influential business people who chose to set up businesses in Lyon.



Summary

BUILDING THE CITY OF TOMORROW



Pierre de Meuron: "THE CONFLUENCE
OF THE RHÔNE AND SAÔNE RIVERS
IS LYON'S 'RAISON D'ÊTRE'."5

Urban heritage in full t	transformation6
Lyon: a city of diverse r	mobility10

LYON, ECONOMIC CAPITAL



Florian Kemmerich: "LYON ATTRACTS PARTNERS FROM

ALL OVER THE WORLD"	15
Lyon in the rankings	16

Lyon and the spirit of enterprise 1
Global sectors of excellence 18
Innovation and imagination are the driving force of the city 20
Designing smart cities 22
Mixed-used urban districts 24

LYON, CITY OF ART AND CULTURE



Leonard Slatkin: "LYON STANDS WIT THE MAJOR CENTERS OF ARTS"	
Traditions reinvented	30
The transmission of knowledge to a wide audience	32
Institutions with international reach	34
International events that set the tone	36
Onlyl yon's nartners	<i>/</i> .n





Building the city of tomorrow

For the past twenty years the city of Lyon has been involved in a constant process of innovation in order to develop a unique urban model. The city preserves and enhances its heritage, registered as a Unesco world heritage site, whilst, at the same time, creating architecturally-daring new areas and promoting innovative, greener transport solutions. Examples of the city's transformation include the conversion of the historic Hotel Dieu hospital building and the modern Lyon-Confluence development.

Well-known architects, urban planners and international investors have been drawn to Lyon to design the city of tomorrow.

"The confluence of the Rhône and Saône rivers is Lyon's 'raison d'être'."



Architects Herzog & de Meuron are responsible for phase two of the Lyon-Confluence project.

"The confluence of the Rhône and Saône rivers is Lyon's 'raison d'être'. From the 1st century B.C, the Romans built fortifications at the exact spot where the Saône crosses the string of hills to the west of the city, subsequently flowing into the Rhône river. Lyon then began to develop in the east, firstly on the peninsula between the two rivers, and later the town grew out across the plain beyond the Rhône.

Not only is the city's urban development the logical consequence of the natural environment, but the type of construction responds to the topographical conditions of each site. The constructions on the hills are different from those that were built along the water and those alongside the Rhône differ from those along the banks of the Saône. Thus Lyon's identity is to be found in the direct relationship between architecture and nature. It was only in the 20th century that the city started to spread across the plain – where there were no natural constraints – and that urban construction started to resemble that of any other city.

One of Lyon's main characteristics is the dense urban construction along its river banks and the numerous bridges which link them together. Along the Saône, the alignment of buildings of varying heights creates an expressive river front which is enhanced by the curves of the river. On the banks of the Rhône, monumental structures dominate: huge solitary buildings, like the Hôtel Dieu or a more recent public swimming pool, which reflects the expanse of the river. Historical engravings show the importance of water in the life of the city.

The peninsula itself is very homogenous. Its single axis forms the spine along which the monuments and main squares from Hôtel de Ville to Place Bellecour are to be found. The green hills and hollows to the west overlook the city and the two rivers. These idyllic slopes are also part of Lyon's overall identity. Crowned by Fourvière Basilica, they make a picturesque backdrop and most of the panoramic scenes of the city painted by artists over the centuries were created from the vantage point of these hills."

The banks of Rhône

Urban heritage in full transformation

In just a few years, Lyon has changed considerably. It is now more modern, more sustainable, more attractive and more dynamic... Lyon has renewed itself by creating new places at the cutting-edge of innovation, but also by renovating neighbourhoods and historical monuments, which has made the city greener and more beautiful. It is simply a nicer place to live.



7 GIVING NATURE BACK ITS PLACE

To build a city that can evolve towards sustainability: that is the challenge for the Lyon metropolitan area. In the future the city should be well-connected, economical, and green. In Lyon, the first stage is to restore the river embankments.

After the success of the **Rhône embank-ment project**, Greater Lyon began work on the **banks of the Sâone** ③. Along the 50 km site, landscapers, architects and international artists will create a giant promenade which will be unique in Europe.

The project's uniqueness is its approach combining redevelopment, protection and nurturing of flora and fauna, landscaping of the river banks, and artistic projects. The redeveloped banks of the Saône enhance the beauty of these natural sites and their biodiversity while also encouraging water-based activities: fishing, rowing, travel by boat etc.

Artistic intervention will add its own special touch, allowing a different sort of connection to the site, a sensitive and sometimes playful approach. Jérôme Sans, co-founder of the Palais de Tokyo contemporary art center in Paris, is in charge of the artistic management of this large-scale project.

This is designed as a 'river movie', where 13 artists from all over the world will install more than 20 original art works in places revisited by urban planners and landscapers: a marble powder sculpture by Scandinavians Elmgreen and Dragset, aquatic fireflies by Erik Samakh, a belvedere made of glass pearls by Jean-Michel Othoniel, a baroque sculpture by Pablo Reinoso, a staircase by Lang/Bauman, and a playful meteorite by Gentil Garcon... Japanese artist Tadashi Kawamata was entrusted with the task of producing 6 individual works linked together by a common theme.



number of people who visit the banks of the Rhône every day since the redevelopment in 2006.

The site is divided into eight segments which cross 14 towns and 5 of Lyon's districts.

The first 15 kilometers of the Saône's riverbanks were opened during the summer of 2013. A second redevelopment phase will begin in 2016.

In order to connect the new-look Saône riverbanks to the city center, the old town and Fourvière hill, a new green area covering 5 hectares will be created. Known as 'Les Terrasses de la Presqu'île', this project has been undertaken by a group of companies and is managed by architect Jean-Michel Wilmotte. It is scheduled for completion in 2019.

DID YOU KNOW

By 2030, natural areas will make up 50% of the land in the Lyon urban area. Also noteworthy: 16,000 trees were planted over the space of 10 years in order to make the city more attractive.

The Hôtel Dieu after renovations

↗ HÔTEL DIEU, HERITAGE REVISITED

•••••

Once home to Rabelais, the Hôtel Dieu 🕙

is an architectural masterpiece of the Enlightenment and is classed as a historical monument. Located in the heart of Lyon, this building is set to be completely renovated by the Eiffage Group. The aim is to combine the prestigious past of the site while bringing it into the 21st century.

Throughout its history, the Hôtel Dieu has been a place of meeting and exchange. By opening its doors to the public, it will reclaim this aspect of its history. By 2017, the site will accommodate a hotel, offices and stores and in the center: the **Cité de la Gastronomie** (1), which will be devoted to culinary arts and the pleasures of tasting them (see page 31).

The aim is to make the Hôtel Dieu one of the city's hotspots for inhabitants and tourists alike. Moreover,



the 1500 sq. m. of interior courtyards and gardens will be transformed into calm places for people to relax and meet; it will be a sanctuary of green in the center of town. When the Hôtel-Dieu is complete it is expected to attract between 150,000 and 250,000 visitors per year.

७ THE RENEWAL OF LYON PART-DIEU, THE ECONOMIC POWERHOUSE OF THE CITY

The Lyon Part-Dieu district, one of Europe's most important business quarters, was designed in the 1960's by the architect Charles Delfante. With the arrival of the TGV railway station in 1983, this quarter became the motor for growth and economic development of the Lyon urban area. Greater Lyon is set to create a whole new dimension to this metropolitan hub. The aim is to strengthen its influence in Europe and around the world, while preserving

the quality of life the business district offers for the people who live and work there. This project has been entrusted to the team of architects and town planners at AUC. Their job will be to design the kind of public spaces, train station and buildings that users, inhabitants and visitors like and need. This urban planning project will reflect the heritage of the 1960s and 70s owing to its renovation and, in some cases, rehabilitation of existing





That's the number of people who visit the Part Dieu shopping center each year. With 130,000 sq. meters, Part Dieu is the largest urban shopping center in Western Europe.

buildings. However, it will also be modern and innovative in that it will juxtapose the old with the new and bold designs of key international architects (Dominique Perrault, Valode and Pistre, Chaix and Morel, Winy Maas and Christian de Portzamparc).

But this is more than an urban planning project, Lyon Part-Dieu is positioning itself as an urban laboratory integrating the numerous functions, uses and services of tomorrow's city. The first major project will be the transformation of Part-Dieu train station, which has reached saturation point (see page 12) with major renovation work required both in the hall, on the tracks and the surrounding areas.

The second major issue is to continue to encourage new businesses to set up in the area; today Part-Dieu has 1 million sq. meters of office space. The aim is to reach 1.5 million

quickly in order to ensure international visibility for Lyon and the surrounding area, by favoring high, dense urban development. Following on from the **Oxygen Tower**, located next door to Lyon's celebrated 'crayon' at Part-Dieu, a host of new towers will soon spring up including the Incity tower in 2015. This 200m skyscraper offering 40,000 sq. meters of office space will become the first French city-center tertiary tower to have the BBC (energy efficiency) label. A few years from now, Lyon's landscape will benefit from an impressive skyline.

Lyon Part-Dieu will remain a competitive business zone, but it will also become an easier and more pleasant place to live. The area already boasts 3,500 homes, and a further 2,500 are planned to cater for future residents. These new homes will be built in pleasant areas of high quality. In parallel, green areas will be created, entire streets will be redesigned to accommodate soft modes of transportation and pedestrian walkways linking the district's key areas.

In total, 30 hectares of public space will be upgraded. AUC has decided to make the 'easy ground' concept the heart of the project; it will even cover the roof of the Part-Dieu shopping mall, which is currently used as a car park. However, it will soon become a roof terrace with breathtaking views of the city.

DID YOU KNOW

Lyon Part-Dieu was chosen as the pilot site for the European **Transform** program, which aims to encourage large European cities to switch to renewable sources of energy.

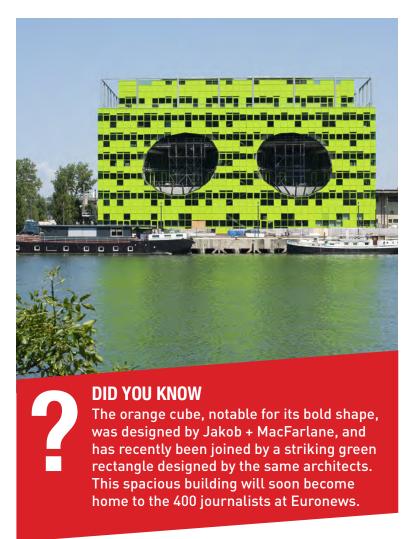
↗ LYON-CONFLUENCE, A DARING NEW DISTRICT

Formerly a run-down industrial area right in the heart of the city, Lyon-Confluence harbored great development potential. In 2002, Greater Lyon launched into a bold project: to use this zone to double the size of the city center by creating a contemporary, inventive and sustainable neighborhood. The brief was to imagine new ways of city life.

The second phase of the Lyon-Confluence project has just begun. The project has been entrusted to the Swiss agency Herzog & de Meuron, in cooperation with the landscaper Michel Desvigne. The plan: redevelopment of the old wholesale market to build a residential site, create green spaces, and will cater for over 420,000 sq. m. of new services and commercial businesses.

The Confluence development respects the four main principles that Lyon holds dear:

- Respect the past Cranes, rails and old port facilities have been conserved and embellished, as have the old industrial buildings: Les Salins du Midi (salt plant) has become a high-end gastronomic restaurant while the Sucrière (former sugar factory) is now a key venue for cultural events. Furthermore, the former Pavillon des Douanes (customs house) now houses apartments and a restaurant, as well as art galleries.
- Think ecology In Lyon-Confluence, nature is taking back its rightful place. The marina was designed to bring a stretch of water into the city, another beautiful symbol of the reclaiming the rivers. Close by, the Saône park offers a 2.5 km promenade of greenery featuring water gardens.
- Become an international model With Lyon-Confluence, Greater Lyon is showing its inventiveness and desire to move forward by employing the best international designers, architects and urban planners, such as Tania Concko, Massimiliano Fuksas, Winy Maas and Kengo Kuma to create a unique urban environment.
- Facilitating people's lives Leisure and shopping centers, car parks, river shuttles, eco residential buildings...Lyon-Confluence is an easygoing neighborhood, and since phase one of the project was launched, 4,000 people have moved into the neighborhood.





The Confluence Museum stands at the confluence of the Rhône and Saône rivers. Designed by the Austrian agency Coop Himmel (b), it takes the form of a cloud, with a steel structure that is heavier than that of the Eiffel Tower. The museum is due to open at the end of 2014 and will host exhibitions dedicated to earth, life and human sciences.

Lyon: a city of diverse mobility

The way to design smart cities is to make people the central starting point, that is to say, to make life easier and better connected with complementary and integrated services. It's about offering inhabitants effective and sustainable solutions, particularly in public transportation. Lyon has set itself a goal (towards which it has been working for many years already): to develop diverse forms of transportation, so the city is accessible to everyone.





Today, cities are facing a major challenge: to develop a model that deals with rising urban populations and its consequences (traffic congestion, energy supply, etc.).

With over 3 million inhabitants, Greater Lyon must invent the city of tomorrow and it must remain a pleasant place to live for its inhabitants. The principle: design the city in an alternative, sustainable way. Over a number of years Lyon has built up a lot of experience in this field. The launch of the Velo'v bike-sharing service is the perfect example. But the city is not resting on its laurels. It is finding more innovative solutions every day: car-pooling and car-sharing, automated shuttles... By utilizing new technologies to help users travel, communicate and get information more easily. Optimod and Onlymoov are real-time navigators for smartphones, and they apply to all forms of transport. This type of service is a great example of this dynamic and of the innovation made possible by strong public-private partnerships.

DID YOU KNOW Car-sharing once a week allows a 10% reduction in road traffic.

↗ A PIONEERING SPIRIT IN THE TRANSPORT SECTOR

In terms of mobility, the city of tomorrow must embrace creativity. Greater Lyon has been doing this for some years, making the area known and recognized for French, European, and even international experiments.

Vélo'v (a): Lyon was the first to do it! In 2005, with the support of Decaux, Lyon launched the famous bike-sharing system across the city. It was so successful that a number of French and European cities took inspiration from the idea. Today, Lyon has 4000 Velo'v bicycles at 347 stations and has served more than 7 million users. This system encouraged residents to change how they get around because, in eight years, Velo'v use has grown by 150% in Lyon.

Since then, other innovative systems have been put in place in Greater Lyon in order to facilitate getting around by car, whilst limiting their environmental impact. The aim was to encourage carsharing, rather than ownership. A perfect example is **Bluely** . Greater Lyon and Bolloré joined forces in October 2013 to introduce an electric vehicle (car) sharing system: 250 vehicles will be available in the metropolitan area by 2014.

Another alternative to car ownership is **Autolib'**, which has about 100 vehicles available 24/7 at various pick-up points. Not forgetting **Sunmoov**, launched in late 2013 at Lyon-Confluence. This project has made available 30 electric vehicles, powered by photovoltaic energy, to local companies and residents as part of the **Lyon Smart Community** project (*also see page 22*).

Based on the same principle, the car-sharing concept has won thousands of users since its launch in 2009. In fact, Greater Lyon is looking to see a 40% reduction in car traffic by 2020, with 50,000 people participating in car-sharing schemes. Carpooling, which was originally introduced for commuting purposes, has now been extended to nights out and weekend activities (www.covoiturage-grandlyon.com and www.covoiturage-pour-sortir.fr).

The renovation of the **Croix-Rousse Tunnel** ⓐ, a major traffic corridor that is

1.7-km long, connecting the Rhône to the



?

DID YOU KNOW

2,000 people a day during the week, and 5,000 on weekends, use the Croix-Rousse Tunnel for soft modes of transportation. To make the trip more pleasant and serene, Greater Lyon worked with a psychiatrist and the Skertzo artistic team, which created 12 animated works that are 150 meters long each, in the round space of the tube.

Saône, was a true challenge. In order to ensure user safety, Greater Lyon could have settled for a second tube parallel to the existing one, but the local authority decided to go far beyond that, by making this safety tunnel one also dedicated to soft modes of transportation and public transit.

Thus, since December 2013, bikes, clean buses and pedestrians have been sharing this fully secured space. And it all happens in a friendly, magical ambiance, thanks to the input of the Skertzo artistic team, known by visitors of the **Festival of Lights**. They project several sequences of image and sound onto the tube's curved walls. Users will be constantly surprised by the different projections which will change according to the day and time. This second tube is now the longest pedestrian / bicycle tunnel in Europe.

4% That's the percentage by which car use has been falling each year since 2008 in Lyon.

Lyon Saint-Exupéry airport



7 CONSTANT IMPROVEMENTS TO THE INFRASTRUCTURE



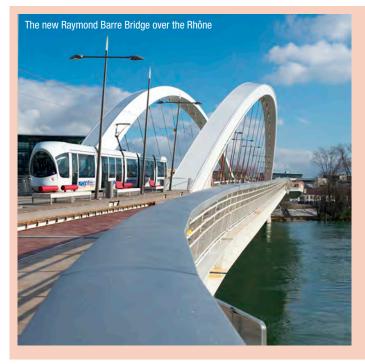
Lyon Part-Dieu Train Station and Lyon Saint-Exupéry airport connect the Lyon area to the rest of the world.

• The Lyon Part-Dieu TGV Station, opened in 1983, was designed to receive 35,000 travelers per day. Today, more than 120,000 passengers pass through each day and the station has become an important regional, national and European connecting station, redistributing passenger flows. The site has just about reached saturation, and the project to transform the neighborhood, designed by the urban planners of the AUC agency, imagines an open train station: the central focus of

the new Lyon Part-Dieu area, doubling the passenger concourse, creating a 12th track, expanding intermodal facilities and adding a new entrance.

• Lyon Saint-Exupéry Airport (1) develops every year and recently inaugurated a new terminal dedicated to low-cost flights. Lyon's airport today has about sixty companies serving 120 destinations, 11 of which are non-European.

In 2013, over 8.5 million passengers transited through Lyon. These passenger numbers should double within the next 20 years.



Public transport is gaining ground

Lyon has the second-largest public transit system in France after Paris, with 32 km of subway lines, 55 km of tramways, 160 km of bus lanes and 25 Park & Ride facilities. The passenger numbers have risen from 304 million in 2001 to 403 million, ten years later. Every day, 1.5 million trips are taken on the TCL public transit system of Lyon.

And the local area's network is expanding, with extensions of Line B of the subway to Oullins in western Lyon and of Line T1 between Hôtel de Région - Montrochet and Debourg. This last project required the construction of a bridge: the Raymond Barre Bridge, to enable the tramway to cross the Rhône River. This expansion is accompanied by the development of Park & Ride facilities in strategic locations, adding nearly 10,000 new parking spaces in 2014.

ONLYLYON



Lyon, economic capital

Lyon was placed 9th on Ernst & Young's 2013 ranking of Europe's most attractive cities, confirming the city's appeal. Indeed, the city has placed its sectors of excellence at the heart of its strategy by making its competitiveness clusters a priority, without leaving its historically important skills behind. The tertiary sector has also been developed through large urban projects and opening up to technological, social and urban experiments. Its model? Economic management built on partnerships and focused on the future.

"Lyon attracts partners from all over the world"

Originally from
Germany, Florian
Kemmerich has been
Director of Olympus
Biotech International
since 2011. He explains
why the subsidiary of
the Japanese camera
manufacturer came to Lyon.

Why did you choose Lyon?

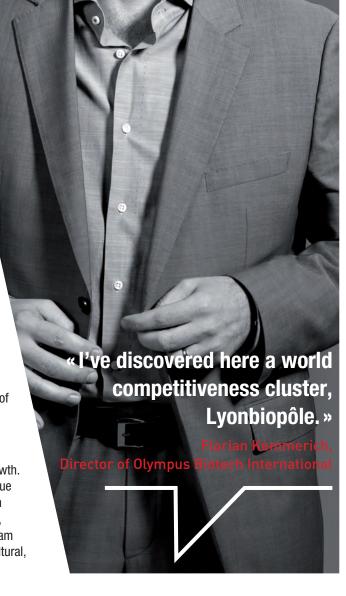
I was lucky enough to be able to choose where the business would set up. The easy solution would have been to choose a city where the group had other companies already set up... a number of cities therefore immediately sprang to mind, including Munich, Hamburg, London and Paris. But I quickly turned to Lyon because the city offered a number of advantages. I had to deal with a double challenge: to find an economic climate that would be favorable for the development of the company, but also to recruit and bring over the best employees from all over the world.

How did you convince the Olympus group?

France's disadvantages in terms of tax arrangements and employment laws were very quickly balanced out by Lyon's dynamic profile. The city has a world competitiveness cluster, Lyonbiopôle, which is a center of expertise in vaccines and diagnostics. So the area has a strong economic profile, particularly with regard to the biotechnology sector. We were also able to benefit from the precious help of Aderly, the economic development agency for the Lyon region. In terms of quality of life, Lyon clearly stands out in relation to the main European urban areas thanks to its reasonable cost of living and excellent geographical location.

Are you happy with your choice?

Yes, Olympus Biotech is currently experiencing strong growth. Within the company we communicate in four languages due to the different origins of our employees: some come from Canada, the United States, Japan, or Germany. For myself, having lived in Germany, the United States, and Mexico, I am happy to have settled in a diverse city with such a rich cultural, historical, and gastronomic heritage.



Lyon in the rankings

Lyon's performance has been rated in a number of international rankings:

most attractive European city in terms of international investment, according to Ernst & Young. (1)

ith its success in attracting new businesses, Lyon has moved into 9th place in Europe according to Ernst & Young's ranking, which also highlights Lyon's appeal in the eyes of the European decision-makers interviewed for the survey. In fact, 60% of those questioned consider Lyon an entrepreneurial city of the future capable of challenging Paris, compared with 49% in 2011, which is an 11 point gain in just one year.

Most attractive
European city according the Cushman and
Wakefield European
Cities Monitor This
survey has been
carried out annually
since 1990 and compares the 36 favorite
cities for investors,
with Lyon appearing
in the top 20.





Best student city in the world according to the British survey QS (Quacquarellu Symonds Ltd)

Lyon is one of the top 20 best university cities in the world alongside cities like London, Sydney and Berlin and ahead of San Francisco and Madrid. th

most innovative city in the world according to the 2thinknow Innovation Cities Global 256 Index.

In this Australian survey of the world's most innovative cities, Lyon has moved up to 17th place, sitting in the top 10 alongside cities like Boston, San Francisco and New York.

39

Best place to live according to the Mercer quality of life survey

In this survey, which analyses 221 cities across the world according to different criteria relating to lifestyle and cost of living, Lyon is in 39th place, ahead of bigger cities like London or Paris.

Lyon and the spirit of enterprise

From silk-weaving to eco-technologies, mechanics and chemicals, Lyon has managed to renew its industrial sector through the centuries to ensure its economic prosperity. This capacity for innovation is today strengthened by strong ties which support the research and business sectors.

The fact that Greater Lyon features in the top 10 favorite European cities for entrepreneurs is no coincidence: Lyon's position as an economic capital is based on several centuries of prosperous history and a combination of strategic location, industrial excellence and the ability to innovate. Situated at the cross-roads of Europe, the city has been at the heart of the flow of goods and capital since the Renaissance. From that period onwards Lyon was a key center of commerce and already had branches of many large Italian, German, and Swiss commercial companies. From the 16th century, built on growth in the printing and silk-weaving industries, Lyon

evolved into a center of manufacturing. In the last quarter of the 19th century, the city saw the arrival of the chemical and mechanical industries, and the production of the first car by the manufacturer Marius Berliet, in 1895. Today, these two sectors remain major components of the local economy, though it has diversified, with about 50% of services, 30% commerce, and 20% for industry.

By the beginning of the 21st century, Lyon had steered itself into pole position in the economic sectors of the future: biotechnology and health, clean-techs, creative industries, innovative materials, technical textiles and transport.



companies in the Lyon region, of which 90 company headquarters with over 1000 employees, and more than 1,500 decision centers, Lyon boasts a regional business density that is higher than other large European cities such as Manchester or Barcelona.

JUNIVERSITIES AND RESEARCH,AT THE HEART OF ECONOMIC DEVELOPMENT

To affirm its leadership, the metropolis can count on the excellence of its research and education sector. It is the second-largest in France after Paris, with 130,000 students, 10% of whom are international students, and areas of excellence in every major discipline. After Paris, Lyon is the second most important city in France for higher education, with 124,000 students, of whom more than 13% are foreigners, and the sector has a reputation for excellence in all major disciplines. This constitutes a strong pull-factor for businesses, who know they can find highly-qualified workers in Lyon and take advantage of links with academic institutions and applied research programs. It is this potential for innovation - a strong driver for economic development – that Lyon hopes to promote, notably though supporting competitiveness clusters and their industry-research partnerships.

Lyon's Higher Research and Teaching network brings together 20 institutions under the 'University of Lyon' banner. The objective is clear: to enter into the top 50 of Shanghai's world university rankings list, one of the key references on university performance. Amongst Lyon's institutions, some are already well-known internationally. That's the case with the business school EM Lyon, in 11th place in the 2013 Financial Times Masters in Management ranking. It attracts talent from far beyond France's borders and has opened branches in Geneva, Shanghai and soon in Dubai. As for the École Normale Supérieure, it moved from Paris to Lyon to be closer to the Gerland research cluster.

The support of incubators

The metropolis has eight business incubators, whose goal is to support local entrepreneurship and economic vitality. Thanks to these structures, innovative entrepreneurs can get support to formulate their business plans, refine their corporate strategy, obtain funding, and more.

Since 1999, the Crealys incubator has assisted more than 260 projects, and more than 160 of those resulted in an innovative start-up. The survival rate of these companies is 71% in 5 years, vs. a national average of roughly 50%.

Global sectors of excellence

Lyon has strengthened its expertise in life sciences, IT and digital, green technologies, creative industries, and technical textiles by building competitiveness clusters around these sectors which have now established a global reputation.

↗ A LARGE LIFE-SCIENCES SECTOR

The new Biodistrict Lyon-Gerland

5,000 jobs in health and biotech and 30 public laboratories employing 2,750 researchers on a 100 hectare site: this is the Biodistrict Lyon-Gerland, a zone in the south of Lyon which is a hive of innovation in human and animal health. It includes higher education and research institutions, high-level infrastructure, major industrial players and a growing number of SMEs.

Lyon has pioneered in industrial biology; indeed, the life sciences account for 600 firms and 60,000 jobs. The city highlights its expertise in infectious diseases through the creation of the Biodisrict Lyon-Gerland, which groups in the South of Lyon private and public world-class institutions, including the cluster Lyonbiopôle. Since it was founded in 2005, it has led 129 R&D projects, representing 611 million euros in investment.

Lyon is one of the leading vaccine production centers, with a dense network of scientific, clinical and industrial players. They form a stimulating fabric alongside the sector's leaders, such as Sanofi Pasteur (vaccines), Mérial (animal health) and bioMérieux (diagnostics).

The sector of the life sciences relies on unique

R&D infrastructure: the Infectious Diseases Center, opened in 2009, features 2,000 sq. m. of Bio-Safety Level 2 and 3 laboratories. The Jean Mérieux Bio-Safety Level 4 Laboratory, dedicated to infectious diseases, is going to double its capacity. Accinov, an innovation platform for pharmaceutical bio-production, opened in late 2013. The Bioaster Technology Research Institute (TRI) 🕒 , which has plans for the construction of a 40,000 sq. m. real-estate complex by 2017, is going to expand this center significantly. This TRI, a project worth 585 million euros and led by the Lyonbiopôle competitive cluster and the Pasteur Institute, is dedicated to infectious diseases and microbiology. It will employ 1000 researchers and staff within ten years.

The Lyon biocluster has also developed two other areas of focus:

- Oncology, with the Lyon Auvergne Rhône-Alpes (Clara) Cancéropôle, dedicated to innovative research projects, the Léon Bérard regional center for the fight against cancer, and the "Synergie Lyon cancer" thematic research and care network which aims to develop new treatment strategies. 1,700 researchers work in this field.
- Neurosciences, with the Neurodis thematic research and care network, which brings together more than 800 researchers and doctors, the Lyon Neuroscience Research Center and, unique in Europe, a hospital specializing in neurological diseases, the Pierre Wertheimer center for neurology and surgery.



IARC, International Agency for Research on Cancer

7 CLEANTECHS, THE CHALLENGE FOR THE FUTURE

Lyon has been considered the cradle of the French chemical industry for many vears and steered the transformation of its Chemical Valley, represented by companies such as Arkema, Phodia, Total, and Air Liquide, into a strategic sector for the future based on green technologies or "cleantechs". This transition is led in particular by **Axelera** (1), a world-class competitive cluster dedicated to chemicals and the environment. The only French cluster in this field, it has more than 266 members. 180 R&D programs have been certified and funded, for a total budget of 570 million euros since its creation in 2005.

The Lyon region is in the process of becoming the European reference in the eco-business field, thanks to a structured sector combining a dense network of clusters, large groups, SMEs, and R&D centers for leading businesses from a large range of fields. Focused on industry, transport, construction and urban

services, the fields of application for green technologies are many. Coupled with significant financial resources in public R&D, this promising model offers strong collaboration potential for developing new applications within specialized structures. Lyon has four collaborative innovation platforms in the cleantech field. Two institutes of excellence for carbon-neutral energies were also chosen in 2011 as part of the national Future investment program: Supergrid, which focuses on electrical transport networks, and Ideel.

DID YOU KNOW

Launched in 2012, Ideel (Lyon Institute for carbon-neutral energy and eco-technology) aims to imagine the factory of the future by developing solutions to make industrial processes cleaner.

The Jean Merieux bio-safety level 4 laboratory



750 known businesses of cleantechs in the Lyon area.

1.7 billion of sales

13,000 jobs

2,000 researchers

45 laboratories

5 economic clusters

3 Academic Research Communities (ARC)

Innovation and imagination are the driving force of the city

Lyon is distinguished by the vitality of its creative industries in the digital and software fields. Other sectors are full of promise for the future, such as robotics and technical textiles. What these activities have in common is unique know-how based on innovation.





7 THE CONNECTED CITY



LYON WANTS FRENCH TECH

To support Lyon's candidacy for the official "French Tech" certification, all the driving forces of the city's Internet ecosystem mobilized: companies, entrepreneurs, academics, researchers, etc.

A driver of competition and a force of innovation, the digital sector and the software industry are decisive for the development of the Greater Lyon area.

Indeed, in 2001 Lyon was the first French urban area (outside of Paris) to deploy a **Global Internet Exchange** (GIX). It now has four interconnected GIX points. What is the purpose of this type of infrastructure? Facilitating access for everyone to super-fast Internet connections. And that means staying a step ahead, with the newest services and uses offered by the community. After the success of the **International Web Conference**

(www2012) hosted in 2012, a new event was held in 2013: the Blend Web Mix set the objective of bringing together the talents that make the Web come to life.

The software sector represents nearly 1,000 economic stakeholders, 33,000 jobs, and € 3.5 billion in sales. This economic sector has been growing and creating jobs for several years (2,000 jobs created between 2006 and 2011, 80% of which were in Greater Lyon). Lyon has successfully generated a strong digital ecosystem, by supporting players such as the Edit Cluster and by building a facility devoted to digital companies (Lyon Vaise Digital Cluster).

?

DID YOU KNOW

The 400 internet companies making up the Lyon Web Community can all be reached with a click - and geolocalized - thanks to an interactive tool: http://www.district3d-projects.com/lwc/index.php

7 CREATIVE IMAGES AND INDUSTRIES

With 22,000 jobs in the metropolis and 650 companies in the region, Lyon represents the second-largest employment area in the creative industries sector ② after Paris, and 40% of all French businesses in the digital entertainment industry.

The dynamic in Lyon is driven by a major competitiveness cluster: **Imaginove** (a), which has more than 200 members. It is dedicated to the manufacture and distribution of multimedia content, and aims to be the European

benchmark in the field within five years. The wide variety of companies operating in the area fosters the development of cross-media projects between players in the digital entertainment industry, such as Electronic Arts and Namco Bandai, software and services, such as Cegid, Esker and Teamlog, or telecoms. Further evidence of just how anchored these new activities really are: trade fairs are booming. They go by names such as Cartoon Movie and Serious Game Expo, and have built up an international reputation for themselves.

↗ SECTORS OF THE FUTURE

Lyon also showcases its talent through other sectors full of promise, such as robotics and technical textiles. Like the digital sector, robotics is likely to revolutionize the way things are used and become a driver of growth for the community. The industry is still in its infancy: there are barely 10 companies in the region, totaling about a hundred jobs. But they are characterized by strong growth. For example, Robopolis, specializing in the creation and distribution of personal robots, had sales of € 100 million in 2012. The "Robot Populi" project was certified by Imaginove in 2012. It aims to offer the first consumer entertainment robot. For the past three years, Greater Lyon has also been hosting a trade fair dedicated to service robotics: InnoRobo. An extremely international event with 15,000 visitors from 38 countries in 2013, and 130 exhibitors from 14 countries.

Technical textiles, another area of innovation closely linked to Lyon's industrial past, feature among Lyon's most important specialties. Indeed, the region has become the leading European center in technical and functional



textiles. It represents 65% of French production and 12% of European production. About one hundred companies are members of the Techtera competitiveness cluster, which aims to develop increasingly smart textiles and remarkable applications. For example, Maison Brochier, which has been producing silk since 1890. But that's not all: in the 21st century, the sector created new market outlets for itself by weaving glass fibers for industrial applications and optical fiber for aeronautical applications.



An image factory

The exterior design of the building, a former flour mill, sets the stage: in Villeurbanne, the Pixel Cluster has devoted its 16,000 square meters to the image, sound and creative industries. It is home to three film studios, a business complex, production companies, technical service providers in the image and sound industry, together with video game developers, new media companies and even a film school. It all adds up to 50 companies and over 260 jobs.

Designing smart cities

Conserving resources, creating jobs: it is becoming urgent to anticipate the issues surrounding the fast-growing urbanization coming in the next few decades. In Lyon, the smart city will have to be innovative, attractive and a more pleasant place to live.





The challenge of the smart city is to use new technologies to enable its inhabitants to take a more active role in the city of the future and make their everyday life easier. The city is thus opening itself up to experimentation with some 30 projects concerning energy management, mobility and services. One-fourth of them also currently focus on energy transition and smart grids. Launched in 2011 in the Confluence district, Lyon Smart Community (1) is probably the most emblematic of all

these projects. It transposes the energy management experiment to the scale of an entire neighborhood (see box). Other demonstration have also emerged, such as the Greenlys and Smart Electric Lyon programs: these consumption data handling systems will enable consumers to take more responsibility and change their behavior. In the same spirit, 175,000 housing units have been equipped with the Linky communicating electricity meter.

DID YOU KNOW Hikari is the first positive-energy smart development in Europe.

7 FACILITATING THE CITY

Mobility is the other major challenge for the cities of the future. Optimod'Lyon is central to this issue. It is a partnership project that will make it possible to eliminate 200,000 tons of CO₂ emissions each year by 2020. Based on public/private collaboration (Greater Lyon and 12 partners), Optimod'Lyon consists in collecting information concerning all modes of transport and then experimenting with services offering high added value. For example, traffic forecasts can be used to regulate intersections to prevent traffic jams. This initiative will be the first of its kind in Europe. Another example is a real-time multimodal navigator (a world first) integrating traffic forecasts. With this tool installed on their smartphones, people will be able to instantly adapt how they use the various available modes of transportation.

Already, new services and uses are being tested with a view to "facilitating" the city. Since December 2012, the **GrizzLY** project has been testing a network of smart sensors



that take temperature and humidity readings. These parameters are analyzed to optimize winter road treatment.

Lyon has pushed the concept of open data further, by making use of the economic potential of the public data at the heart of the digital economy (**Greater Lyon Smartdata**). By making their data available, Greater Lyon and its partners are fostering experimentation, innovation and the creation of services for the local area. The goal: improving everyday life for the people of Lyon.



Lyon-Confluence: a model neighborhood when it comes to energy issues

The new district in Lyon (Lyon 2nd) has been chosen to host, until 2016, the Lyon Smart Community project. Led by Greater Lyon and NEDO (Japanese agency supporting innovation) with over 30 partners (including Bouygues immobilier, Toshiba, Greater Lyon Habitat, Transdev, etc.), the project (evaluated at €0 M) aims to apply the concept of energy efficiency to an entire local community. Already on the program for this year: the construction of 12,000 sq. m. of positive energy buildings designed by the Japanese architect Kengo Kuma, and the commissioning of a fleet of electric vehicles powered by photovoltaic stations. The installation of smart meters will also mean that the energy use of 275 households can be monitored. All the data generated by the experiment will be collected and analyzed by a community management system.

Mixed-used urban districts

Reasonable real estate prices and renewed infrastructure: this is what enabled Lyon to rank as the 19th most attractive European city. The metropolis has made the development of the service sector a top priority. At the core of its strategy, two major urban projects: Lyon-Confluence and Lyon Part Dieu.



7 LYON PART-DIEU, THE METROPOLITAN HUB RE-INVENTED

IN FIGURES

135 hectares

- + **650,000** sq. m. of office space
- + **2,500** new housing units

200,000 sq. m. of facilities

+ 30 hectares of public spaces and roads created or renewed

At the center of the city of Lyon, Part-Dieu

is one of Europe's foremost tertiary zones. The area is home to 2,200 businesses providing 45,000 jobs. Firms offering engineering or project management services in the fields of urban planning, energy, IT, industry or transport represent 20,000 jobs, i.e., the equivalent of the business sector (banks, insurance, and B2B), which has always been the core activity and has been driving the evolution of the area for the past 10 years. One consequence of the area's appeal is the fact that the occupancy rate for Part-Dieu tertiary real estate is above 97%. The urban planning project which is underway aims to enable this major economic hub to continue growing, whilst also favoring quality of life and innovation.

The renewal of the tertiary real estate

offering is key, and will encourage new economic players to set up in the area. Eventually, 650,000 square meters of office space will be added to the existing 1 million square meters, with 230,000 square meters of the new space ready within the next 5 years.

Another of Part-Dieu's strong points is its transport connections, with 500,000 journeys through the metropolitan hub each day. To ensure its continued development, the area will benefit from improved accessibility as part of the "Open Station" redevelopment program and a new multi-modal transport hub: the transit area will doubled in size, and facilities devoted to business gatherings and international connections will be developed. The general environment is also evolving:

the Two Lyon project, connected to the

station, will be aimed at business clients. This complex, combining hotels and offices, will be completed in 2020. This redesigned environment will offer an ideal setting to deploy new tools and new uses: thanks to its centrality and density, Lyon Part-Dieu is playing a key role in the new "smart city" experiments being carried out by the Greater Lyon authorities. Users will have high-tech, intuitive tools at their disposal: interactive signs, mobile applications, multimedia terminals and innovative equipment.



The "Life Wide Open" rehabilitation project



↗ LYON-CONFLUENCE

It is one of the most ambitious urban projects in Europe, involving the expansion of the city center. Designed within 150 hectares, Lyon-Confluence will double the size of the city center by 2025, in compliance with the Climate Plan. The first phase, begun in 2003, has been completed. Covering 41 hectares at a cost of € 1,165 billion, it features 400,000 square

meters of buildable surface area including 250,000 square meters reserved for the service sector and facilities.

Both a business district and a place to live, Lyon-Confluence has already drawn a large number of investors attracted by its location (between the Saône and Rhône). The quarter's attractiveness is enhanced

The future Catholic University of Lyon



IN FIGURES

150 hectares 1,000,000

square meters of buildable surface area

600,000 sq. m. of office space, 400,000 of which have already been completed

25,000 jobs

by an exemplary approach to sustainable development (first district certified WWF in France), its living environment and its architectural creativity (many buildings were designed by renowned architects).

Companies already present include Cardinal and Eiffage (construction), Le Progrès (media), GDF Suez, the Rhône-Alpes Regional Council and the Regional Directorate of the Bank of France, along with about 100 brand name shops at the Leisure and Shopping Center managed by Unibail-Rodamco, inaugurated in April 2012.

Other companies, including some of the most dynamic of Lyon's economy, have decided to build remarkable facilities there. For example, GL Events, a giant of event planning, which employs over 3,000 people at 80 locations around the world. Its flagship building, designed by the architect Odile Decq, will be a shimmering steel structure. Likewise, the

world headquarters of the international news channel Euronews (a green domino designed by Jakob + MacFarlane) was inaugurated in 2014 (see page 9).

Driving the development of the service sector in the Lyon urban area, the new district will eventually be home to 16,000 residents and provide 25,000 jobs. Since 2014, 13,000 employees and 11,000 residents have moved into the buildings of phase one.

The Lyon-Confluence project entered its second phase in 2012. This will last until 2025 and will include the development of 35 more hectares. The mixed-use aspect of the district will be reinforced: housing, offices, shops and community-based amenities will cohabit in a buildable surface area of 420,000 square meters, 50% of which will be taken up by the service sector. Further north, near the Perrache TGV station, another important worksite will complete the junction with the city center. The sites of the Saint-Paul and Saint-Joseph prisons are going to be rehabilitated. Named "Life Wide Open", the project extends across an area of 126,000 sq. m. Starting in 2015, it will be home to the Catholic University of Lyon and its 5,000 students. Housing, offices, shops and leisure spaces will cohabit with the university.

DID YOU KNOW

900 million of euros were invested in corporate real estate in Lyon in 2013, including 75% in office space.

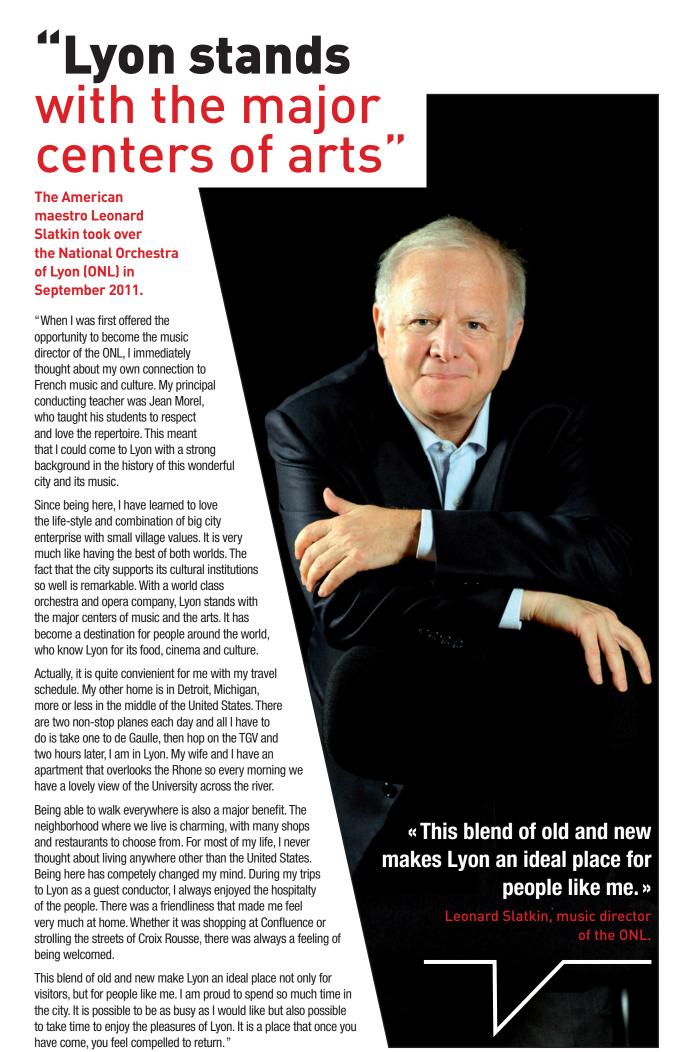




Lyon, city of art and culture

With its savvy mix of tradition and innovation, major institutions and small associations, Lyon has become a capital of culture envied across Europe. A true city of the arts, Lyon has a rich heritage – ranging from gastronomy to silk-making and cinema – which remains vibrant and contemporary. These historic assets are an integral part of local identity and are kept very much alive thanks to the work of young artists, new technologies and a melting pot of disciplines that attract a wide audience.

Lyon's real strength also lies in the diversity of its cultural fabric, where we find side by side prestigious institutions (Opera House, Fine Arts Museum, National Orchestra...), major international events (Biennial Festivals of Dance and Contemporary Art, Lumière Film Festival, Nuits Sonores electronic music festival...) and a multitude of art schools and small theaters for new generations.

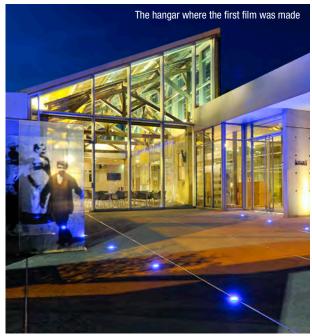


Traditions reinvented

Lyon is a UNESCO World Heritage site where the past, from the Roman era to modern day, has been preserved and remains very present in the daily life of the city. This rich heritage can also be seen in local culture: gastronomy, cinema, silk-making... Proud of its traditions, the city boldly reinvents them, garnering international acclaim.







↗ LYON'S GASTRONOMY REINTERPRETED

16: That's the number of Michelin starred restaurants in Lyon in 2014, including one 3-star, two 2-star and thirteen 1-star restaurants.

Gastronomy is one of Lyon's best-known traditions. Thanks, first of all, to a leading figure, Paul Bocuse, named the Chef of the Century by the Gault-Millau Guide and by The Culinary Institute of America. But it is also thanks to places which have become genuine institutions, where Lyon residents and tourists from all over the world come to enjoy the food: the "bouchon" bistros, the restaurants of the legendary "Mères Lyonnaises", the Paul Bocuse Food Hall, and others. Today, a new generation of talented chefs is emerging. Philippe Gauvreau, Christian Têtedoie, Davy Tissot... All of them uphold the heritage of Lyon-style cuisine, while adding their own personal flair. One perfect example is Mathieu Vianney who, in 2008, took over the famed restaurant La Mère Brazier, located in the heart of town. The young chef has made the kitchens of this grand institution his very own

by reinterpreting traditional dishes with talent and creativity, giving the restaurant renewed fame.

More recently, the young Brazilian chef Tabata Bonardi, discovered by the Top Chef show, took over the helm at the Margueritte Restaurant, the new eatery of the NordSud Brasseries firm of Paul Bocuse. She revisits classic cuisine with her feminine touch.

The masters of Lyonnais cuisine continue to innovate and to amaze food-lovers by striving to keep their art alive and modern. This is also the mission of **Paul Bocuse Institute** which trains chefs from every continent who then go put their skills to work in the most prestigious restaurants of the world.

• **SIRHA trade show**. In 30 years, the World Hospitality and Food Service Event, has become the top global event for professionals. The concept has even been exported to

Shanghai, Geneva, Istanbul and Moscow. The aim of the trade show is to offer solutions and inspiration to professionals in the food business. SIRHA is a showcase for trends, attracting more than 185,000 pros, including 18,000 chefs from all over the world to the Lyon edition of the event. The highlights of the show are the Bocuse d'Or Prize and the World Pastry Competition, with some 60 countries competing.

• City of Gastronomy. Lyon recently joined the network of "Cities of Gastronomy," alongside Dijon, Paris-Rungis and Tours. Lyon thus continues to write its modern history,

closely tied to the culinary arts. The Lyon City of Gastronomy center will have its home in the redevelopment project of Hôtel Dieu, an architectural treasure which was originally a hospital (see page 7). The new complex will include 15,000 square meters devoted to gastronomy, with a special focus on the theme of nutrition and health, in homage to the history of this monument. Exhibitions, performances, cooking classes for the public, conferences by experts, events and educational activities for children will be part of the program. 150,000 to 250,000 visitors are expected annually. It is scheduled to open in early 2017.

THIERRY FREMAUX,

director of Lumière
Institute and the
Lumière Film
Festival, was
appointed director
of the Cannes Film
Festival in 2007.

↗ LYON, CITY OF THE 7TH ART



Lyon and cinema have a long history together, going back to the 19th century. In 1895, the brilliant duo Louis and Auguste Lumière invented the first movie camera. Their first public screening before an enthralled audience was scenes of workers leaving the Lumière factory. And thus, cinema was born, making Lyon the capital of the 7th Art.

In tribute to this illustrious heritage, Lumière Institute (housed in the former factory) created a film festival in 2009 devoted to the history of cinema. Its president, Bertrand Tavernier, and director, Thierry Frémaux, proposed the idea to the City of Lyon, which immediately decided to back the new festival. The first four editions of **Lumière Festival** ① proved a great success, with more than 100,000 people coming each year to discover or rediscover films of the past restored to their former glory. The highlight of the week-long festival is the ceremony of

the Lumière Award given to filmmakers or actors for their body of work. Clint Eastwood was the first to receive a prize, followed by Milos Forman, Gérard Depardieu, Ken Loach, Quentin Tarantino and for October 2014, Pedro Almodovar. The festival now regularly attracts many leading figures of the cinema world.

DID YOU KNOW

The building where the world's first movie was shot was left abandoned when the rest of the factory was demolished in the 1970s. But, in 1995, the Ministry of Culture registered it as a historic monument. Completely renovated in 1998, the building now has a 270-seat theater. Spectators can enjoy a movie in the very place it was invented. Quite a privilege!

The transmission of knowledge to a wide audience

Since the Renaissance, Lyon has been positioned as a city of knowledge and learning. The city has the largest network of municipal libraries in France, with 15 libraries welcoming over 2.5 million people every year. The largest one, the Part-Dieu Municipal Library (BML), founded in the 16th century, is the secondlargest heritage library in France, with a collection of 3 million works, half of which are extremely rare documents.

In order to enable as many people as possible to have access to these documents, while conserving them, the BML initiated a major campaign in 1995 to digitize art prints, posters and illuminations, followed by Carolingian and Merovingian manuscripts. To go even farther, Lyon signed a contract with Google in 2008 to digitize 500,000 copyright-free works, from old collections. The city was a pioneer since the Lyon library was the first one in France to entrust Google with its works, after the libraries of Oxford and Catalonia.

To sustain this momentum, at the end of 2012, Lyon launched **Numelyo**, a digital library that provides access to almost all of the printed matter from the old collections of the municipal library. A first in Europe. By the end of 2013, over 60,000 books will be available on numelyo.bm-lyon. fr, as well as 340,000 newspaper and magazine articles, 60,000 images, 50 handwritten volumes, and more. To share this knowledge, the site also offers a unique service: "The Knowledge Office", where librarians answer all online questions from the general public, from the most unusual to the most scholarly.

19,5 MILLION
That's the budget that the City of Lyon dedicates to libraries.



DID YOU KNOW
Prognostication I

Prognostication Nouvelle et Prediction Portenteuse by Nostradamus. This is the first book of the Lyon Municipal Library to be digitized by Google. It is the only existing copy, dated 1554.

↗ SILK: UNIQUE KNOW-HOW, UPDATED

Silk is one of Lyon's best-known heritage assets. For several centuries, Lyon and its Canuts silk-weavers were the very best in this field. And it was on the slopes of the Croix-Rousse that the famous Jacquard loom was invented in 1801.

The **Textile Museum** pays homage to this Lyon know-how, by tracing 2,000 years of the history of textiles and silks. At present, the Textile Museum has one of the richest collections in the world, with over 2 million items!

Since then, Lyon has continued to keep this heritage alive, with a modern twist. Since 2011, the three-week **Label Soie Festival** has been highlighting silk work, with tours of the old weaving workshops, exhibitions, conferences featuring prestigious brands, such as LVMH and others. Much attention is also paid to young designers.

Lyon in fact has several schools offering training opportunities in weaving that are unique in France. This is the case, in particular, at La Martinière-Diderot High School, where students explore technical fibers, or in the Textile Department of the National School of Fine Arts of Lyon and ESMOD. These three schools continue the heritage of the Canuts while updating their techniques.

This modern expertise is also sought by the numerous silk factories in the area: Cheval, Denis et Fils, Pouton-Renaud, Tassinari et Chatel, and others. These firms are real living treasures

embodying the know-how of Lyon. The greatest decorators and fashion designers, such as Gucci and Jean-Paul Gaultier, come to these workshops for their supplies.



?

DID YOU KNOW

The silk tapestry in the bedroom of Louis XIV at the Palace of Versailles was made in Lyon by Tassinari et Chatel.

7 PAINTED MURALS: A SPECIALTY OF LYON EXPORTED AROUND THE WORLD

Founded in 1978 in Greater Lyon, CitéCréation has become the global leader in painted murals and trompe l'œil, with more than 600 projects completed around the world, in places such as Barcelona, Mexico City, Yokohama, Moscow, Shanghai etc.

Lyon has about 15 painted murals that pay tribute to its heritage: the cinema, famous Lyon natives, the Tony Garnier Urban Museum, and more.

The Canuts mural, recently renovated, is the largest mural in Europe (1,200 sq. meters).

LE POT BEAUJOLAIS VACHON

The mural of Lyon's historic figures

'La fresque des Lyonnais'
is located in the 1st district.

Institutions with international reach

Every year, Lyon's main cultural institutions welcome nearly one million spectators. Each of these institutions, in its own way, contributes to the international reach of the metropolis, and to its economic development. Let's take a closer look at three of them.





71 THE OPERA OF LYON TOURS THE GLOBE

The Opera of Lyon (1) is the leading opera house in France after Paris, thanks to audacious, diverse programming, some of the most inventive directors of the moment, a virtuoso conductor (Kazushi Ono) and remarkable new productions.

Rebuilt in 1993 by the famous architect Jean Nouvel, the Lyon Opera House perfectly blends tradition and innovation: the original walls are topped with an ultramodern glass dome. Featuring both opera and dance performances, each season, the Opera of Lyon offers classics, rare works and new productions on a theme that resonates with current affairs. Since Serge Dorny was appointed as Director in 2003, the Opera of Lyon has taken a step forward by opening up to new audiences, thanks to very affordable ticket priced, starting at 5 euros. Result: attendance is up, with more than 85,000 spectators a year.

The Opera of Lyon also engages in numerous international co-productions with the Metropolitan Opera of New York, the English National Opera of London and others. At the beginning of 2014, the Opera of Lyon and the Scala of Milan thus joined forces to offer a revisited version of the *Comte d'Ory* by Rossini. And over the summer, the orchestra gave three performances of *The Tales of Hoffmann* in Tokyo.

The Opera of Lyon also features a ballet company directed by Yorgos Loukos. The 30 dancers have both a solid classical background and openness to all the contemporary choreographic languages. The Ballet of Lyon tours the world and has carved out an excellent reputation for itself by including in its repertory works by major choreographers, poised to be the classics of the future. From Trisha Brown to William Forsythe and Maguy Marin, they all entrust the Ballet of Lyon with their masterpieces.

✓ I LYON MUSEUM OF FINE ARTS ENRICHES ITS COLLECTION THANKS TO SPONSORSHIP

With 270,000 admissions per year, the Lyon Museum of Fine Arts is the cultural institution that welcomes the most visitors to the metropolis. This museum is unique, in terms of the architectural quality of the Palais Saint-Pierre where it is located, and in terms of the size of its collections, which are some of the finest in Europe.

Created in 1803 and completely renovated in 1998, the Museum of Fine Arts features exhibitions every year that receive international media coverage. One of the latest, focusing on modern artists such as Picasso, Matisse, Dubuffet and Bacon, attracted over 120,000 visitors.

The Lyon Museum of Fine Arts is also unique for its ability to mobilize sponsors, be they corporate or individual. In 2008, the museum was thus able to acquire the famous painting



"The Flight to Egypt" by Nicolas Poussin, thanks to an exceptional sponsorship campaign that raised €17 million. The museum has just used this method again, in order to purchase a painting by Ingres, "L'arétin et l'envoyé de Charles Quint" by offering the general public the opportunity to participate in this acquisition by chipping in just 1 euro!

Culture policy: the Lyon model inspires Europe

Since the beginning of the 2000s, Lyon has been implementing a cultural cooperation charter. The objective is to involve cultural structures in the social cohesion of the metropolis. Twenty-two institutions have signed an agreement with the city, undertaking to enlarge their audiences by attracting more disadvantaged segments of the population. This culture policy has served as an example to several European cities. For example, Helsinki, the capital of Finland, has drawn inspiration from the Lyon model, which is recognized on the international cultural scene.

▶ THE GREATEST INTERNATIONAL CONDUCTORS AT THE ONL



The National Orchestra of Lyon (ONL) is considered to be one of the best European orchestras. With the arrival of the globally renowned maestro Leonard Slatkin in 2011, the ONL marked another milestone. Leonard Slatkin also conducts the Detroit Symphony Orchestra in the United States. He has also recorded more than 100 albums, seven of which have won a Grammy Award.

Inaugurated in 1975 at the heart of the Part-Dieu business district, the auditorium features a concert hall with 2,100 seats which hosts prestigious conductors every year, such as Charles Munch, Marek Janowski, Neeme Järvi and others. The ONL also plays regularly alongside globally-renowned soloists, including Yo-Yo Ma, Vadim

Repin, Jean-Yves Thibaudet, Radu Lupu and others.

The institution is also well known internationally. The musicians of the ONL tour the world regularly. Two tours in China and Japan are currently under preparation. After travelling to China last January, the orchestra went on its grand tour of Japan in July.

2

DID YOU KNOW

The National Orchestra of Lyon was the first European orchestra to perform in China, back in 1979.

International events that set the tone

All year long, Greater Lyon lives to the beat of cultural events that get the city hopping, while building up an international reputation. These performances, renowned for the artistic excellence of their programming, always give pride of place to young artists, who can use these major events as a launching pad for their careers.



7I DANCE BIENNIAL: THE LARGEST PARADE IN EUROPE

When he founded the Maison de la Danse and then the Biennial Festival of Dance, Guy Darmet transformed Lyon into a land of dance. Every even year, in September, the city comes alive with world-first productions and performances in the urban space: free

?

DID YOU KNOW

The Maison de la Danse will be moving into new premises in the Confluence district within a few years. The objectives are to offer purpose-built rooms for all types of dance, from classical ballet to contemporary solos, and favor residences, which foster creation.

balls and dance lessons for all.

One of the highlights of the biennial: its parade through the streets of Lyon. Inspired by the Carnival of Rio, it is the largest choreographed parade in Europe. More than 4,000 amateurs rehearse for long months with professionals, to put on an original show. A popular event that attracts more than 200,000 spectators every time. Mourad Merzouki, the creator of the hip-hop company Kafig, shares the artistic co-direction of this parade with Dominique Hervieu, the former director of Chaillot (Paris) and the director of the Maison de la Danse since 2011.

For more than 30 years, the **Maison de la Danse** has been a unique place dedicated to all types of dance. A truly popular success with 170,000 spectators enjoying performances of works by famed choreographers such as Carolyn Carlson, Philippe Decouflé, Saburo Teshigawara, Dada Masilo and others.

7 NUITS SONORES: A LABORATORY OF GLOBAL EXPERIMENTS

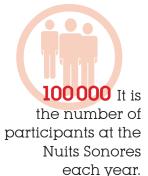
The Nuits Sonores Festival has become one of Europe's major events dedicated to urban music, with 100,000 participants every year.

Launched in 2003 by the Arty Farty association, this festival hosts musicians from around the world and takes place in a wide variety of venues: streets, abandoned industrial sites, cultural institutions and more. With original concerts, party nights, Musical Drinks, mini Sundays for families, and more.

The Director of the Nuits Sonores, Vincent Carry, also launched a **European Lab** in 2011. This platform for cultural innovation brings together leading cultural, political, economic and media figures. The annual conference has become a think tank of European and international scope.



Les Nuits Sonores investissent les friches industrielles



71 THE ONLY BIENNIAL OF CONTEMPORARY ART IN FRANCE



The Biennial of Contemporary Art , initiated in the 1990's, is now one of the five most important biennials in the world, with over 200,000 visitors in the space of four months.

Every odd year, an internationally renowned curator is invited to direct this event. After the Argentinean Victoria Noorthoorn in 2011, the Icelander Gunnar B. Kvaran is curating in 2013, bringing artists from around the world to Lyon.

Two other events take place at the same time: "Rendez-Vous", in partnership with the Museum of Contemporary Art of Lyon (MAC), the Institute of Contemporary Art of Villeurbanne (IAC), and the National School of Fine Art, presents work by young regional and international artists. And the Docks Art Fair, an international fair

devoted to the sale of artworks, is a major event.

An iconic landmark of contemporary art in Lyon: the **Museum of Contemporary Art**, designed by the architect Renzo Piano at the heart of the Cité Internationale.
Every year, this institution hosts original temporary exhibitions, which attract nearly 170,000 visitors: Ben, Andy Warhol, Keith Haring and others.

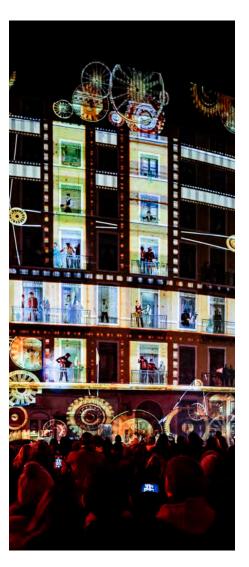
Finally, contemporary art can be found in the most surprising places during the Biennial Festival: a disused factory, a church, a boiler house, and other locations. The largest exhibition is held at the Sucrière, a former warehouse with a surface area of 7,000 square meters located in the Confluence district. This atypical site was completely revamped to become a key venue for this biennial.

OVER
300 WORKS
OF ART are
installed all over
Greater Lyon, on
squares, in the
subway, in parking
lots... The most
emblematic is the
"Flower Tree" by
the Korean Choi
Jeong-Hwa, on the
Peninsula.









→ FESTIVAL OF LIGHTS: THE ULTIMATE POPULAR AND CREATIVE EVENT

Originally a religious celebration paying homage to the Virgin Mary, the Festival of Lights has become one of the largest festive events in the world, attracting over 3 million visitors in four days. A chance to discover hundreds of lighting installations in every nook and cranny of the city, or projected onto

the facades of the most emblematic buildings, that transform the city.

Every year, renowned designers participate in the event. And the Festival of Lights is a true showcase for new artists. Since 2008, some 30 works created for the Festival of Lights have been featured at 20 other festivals around the world. This catalyst role has led to the creation of the first international lighting design conference: the **Lyon Light Festival Forum**, which takes place during the festivities, enabling cities and event organizers to meet on an official basis with artists and lighting designers.

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DID YOU KNOW

Since 2002, the Festival of Lights has been 50% funded by the City of Lyon and 50% funded by a club of private partners. This financing model is unique for an event of this magnitude. In 2013, 58 private partners participated in financing this major popular celebration.

7 WHEN LITERATURE INVADES LYON

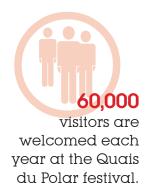


Three major literary events mark the city's cultural calendar and contribute to enhancing its reputation.

• 'Quais du Polar' Crime Fiction Festival. Long considered a minor genre, crime fiction is now one of the most popular forms in France. Launched in 2005 in Lyon, the Quais du Polar Festival welcomes 60,000 visitors every year. Many international authors have already participated in this event: Michael Connelly, Harlan Coben, Patricia Cornwell, Camilla Läckberg, James Ellroy and others. For four days in April, the general public can meet these renowned authors, free of charge.

- Comic Book Festival. Created in 2006, this festival pays homage to comics through meetings, signings, exhibitions, and more. For one month, the writers and their heroes take over the streets and cultural institutions of Lyon.
- International Forum on the Novel.

Launched seven years ago, the International Forum on the Novel is held jointly by the daily newspaper Le Monde, La Villa Gillet and Les Subsistances. In springtime, many events take place on the theme of literature, in the presence of writers from the world over: readings, meetings, round tables and more. The objective is to open up the debate about societal issues with input from writers, as well as from philosophers, scientists and actors. The debates are covered in particular by Arte and France Inter.



7 OLYMPIQUE LYONNAIS: INTERNATIONAL FAME

All over the world, when people think of Lyon, they think of OL! It's true that the success of the Olympique Lyonnais football club has made its mark and has become part of the city's image well beyond its borders. Considered one of the best football clubs in Europe, the Olympique Lyonnais has thrilled the people of Lyon and all its fans for several years, by emerging as the best French team of the 2000s and by winning seven straight titles, one League Cup, and two French Cups for the men's team, and seven French championships in a row, two Champions League titles and one World Cup for the women's team.

The team's success is now guiding them towards the Euro 2016, for which Lyon will be one of the host cities. For this occasion, the OL will set up in a new stadium that meets international standards. In addition



The future Olympique Lyonnais Stadium, the 'Stade des Lumières'

to its 58,000 seats, it will offer two hotels, a leisure center, a fitness center and offices. The stadium will be the headquarters of the Olympique Lyonnais, as well as its training center. This sports complex will be designed by the architectural firm Hellmuth, Obata and Kassabaum (KOH).

ONLY LYON's partners

For the past three years, ONLYLYON has opened up its dynamics to the corporate world. The 13 founding members of the organization, uniting the local government authorities and the major economic institutions of the urban area, have extended their governance to include major companies that embody the vitality of Lyon's economy. They help legitimize the actions of ONLYLYON, thanks to their economic backgrounds and by associating their names, resources and driving forces with the international ambitions of ONLYLYON.



World leader in the health sector, Sanofi researches, develops and commercialises therapeutic solutions based on clients' needs and has fundamental assets in the field of health, with seven growth platforms: managing diabetes, human vaccines, innovative products, public health, emerging markets, animal health and the new subsidiary, Genzyme. Sanofi is a listed company in Paris (EURONEXT: SAN) and New York (NYSE: SNY). In Lyon, Sanofi is building part of its own future and the health of future generations based on its longstanding connections to the region, as well as the region's competitiveness in the life sciences field. With 6.500 employees across 11 sites, including 1250 in R&D, Sanofi is the region's number one private employer, operating in the fields of vaccines, animal health and biotechnologies. A founding partner of Lyonbiopôle, IRT Bioaster (certified "Future investment" in 2011) and the University of Lyon Foundation, Sanofi supports the development of research against infectious diseases.







 MAT'ELECTRIQUE is the show-room and business centre of Sonepar Rhône-Alpes, market leader in the distribution of electric materials to professionals. This is the only place of its kind in Europe and it offers electric materials which combine ease of use, security and top energy performance. Equipment, heating, air-conditioning, robotic systems, alarms, decorative and technical lighting ...MAT' offers every innovative solution and a team of experts. The MAT'ELECTRIQUE business centre allows electricity professionals to follow training courses and keep up to date with innovations from manufacturers who are all world leaders in their sector and give previews of their new products at MAT'. Conferences, training courses, demonstrations and inaugurations take place every week in the show-room. Also a founding partner of the Festival of Lights and the Lumière competitiveness cluster, MAT'ELECTRIQUE is a key player in Lyon's lighting sector know-how and its international reputation.

www.lematelectrique.fr



• With a presence in more than 100 countries through its commercial network, Renault Trucks is one of the leading brands of the Volvo group and a key player in the truck industry. Renault Trucks offers a wide range of vehicles (from 2.8 to 120 tonnes) and services tailored to a wide selection of goods transportation activities: distribution, construction and long distance haulage. Present in Lyon since 1894 under the name Berliet, Renault Trucks employs 5,800 people in its study & research centre, manufacturing workshops (motors, chassis parts and body work) and activities at their commercial and administrative headquarters.

www.renault-trucks.com

 Created on the 1st January 2008. ERDF (Électricité Réseau Distribution France) manages the electricity distribution network across 95% of mainland France. In Rhône-Alpes, ERDF employs 4000 employees and runs 120 sites which allow it to ensure the operation, development and maintenance of 122,000 km of electricity lines serving 3.5 million customers. ERDF is both a local player and a major player of the smart grid sector which is experiencing strong growth. With their experiments involving Linky smart meters for example, ERDF and the Lyon urban area have become pioneers in the development of intelligent networks at a European level. An ambitious industrial project, Linky will be installed across France in the second half of 2015 and will generate the creation of almost 10.000 jobs over six years. including 500 in the Rhône-Alpes region.

www.erdfdistribution.fr

Europe's premier producer of electricity, the EDF group owns production centres which are mostly nuclear or hydraulic in France - 96.5% of the electricity they produce has no CO2 emissions. In the Rhône-Alpes region, the EDF group has more than 17,000 employees at the service of almost 3 million clients, with a range of job types and activities: hydro-electricity production (130 barrages and 120 hydroelectric centres) and nuclear plants (14 on 4 sites), representing almost 20% of national production, a hub for engineering excellence and transport, distribution and sale of energies. For more than 60 years, EDF has been carrying out local projects in the spirit of public service and support for local economic development. Energy efficiency is at the heart of EDF's current challenges and it is channelling a significant part of its R&D into this field. EDF is already the number one employer in the Greater Lyon area and its focus on energy efficiency should enable the company to continue its dynamic recruitment policy.

www.edf.com







Since their launch in 1985, Emirates Airlines has experienced the fastest growth rate of any airline in the world! It has received more than 500 international awards for the excellence of their services. Based in Dubai, the company currently serves 140 destinations across 80 countries in Europe, North and South America, the Middle East, Africa and Asia-Pacific, as well as the Indian sub-continent. Emirates airlines operates more than 210 Airbus and Boeing jumbo jets and currently has the largest fleet of A380 aircraft in the world. The company is planning to double in size between now and 2020. Since December 2012. Emirates has been operating a direct line between Lyon and Dubai, which has already carried more than 120,000 passengers between these two cities, as well as setting up a connection between Lyon, Asia and Oceania via the Dubai hub.

www.emirates.com



 France's premier auditing, accounting and consultancy group, with an annual sales turnover of €894 million in 2013 and 8,300 employees, KPMG France is a member of KPMG international, an independent network of firms operating in 155 countries. KPMG has 40 entities in the Rhône-Alpes Auvergne and Bourgogne Franche- Comté regions and employs 800 staff members, almost 200 of whom are based at the regional headquarters in the Vaise area of Lyon. The regional staff take care of almost 13,000 clients, whether international groups, ETIs, family groups, TPEs or social organisations from the public sector. KPMG also offers a service devoted to innovative companies as well as support for businesses that are looking to set up within the region or internationally.

www.kpmg.fr



GFC Construction is a subsidiary of

Bouygues Construction and has a presence across the south- eastern quarter of France. With 1,100 employees and headquarters based in Lyon, the company carried out the design, construction and renovation in the fields of residential, functional and tertiary buildings, multiproduct operations, energy and environment, industry and logistics. GFC Construction also has a subsidiary which specialises in real estate development: CIRMAD. On the Côte d'Azur it operates in Monaco under the Miraglia brand alongside its subsidiary Richelmi. Together with the Group's other subsidiaries the company offers clients complete know-how in project design and development through to operations and maintenance. With a presence in the Rhône-Alpes region since its creation at the beginning of the 1950s, GFC Construction is very committed to the development of the economic, social and cultural sectors in Lyon. The company ensures that 70% of its sub-contracted services go to local companies whilst also training and offering work experience to young people, and it has established a long term partnership with the Lyon Opera to promote culture.

www.gfc-construction.fr

THE 13 FOUNDING MEMBERS OF ONLYLYON:

 ADERLY - Invest in Lyon ● Aéroports de Lyon ● Lyon Chamber of Commerce and Industry ● CGPME Rhône - Confederation of SMEs ● Rhône Chamber of Skilled Trades ● Lyon convention Center ● Rhône County ● Eurexpo Exhibition Centre ● Greater Lyon ● Lyon Tourism and Conventions ● MEDEF Lyon - Rhône employer's confederation ● University of Lyon ● City of Lyon

JCDecaux, the number one outdoor

advertising company worldwide, is present in more than 60 countries and 3,700 cities with over 10,000 inhabitants. It all started in 1964 in Lyon with a simple idea: to provide cities with street furniture free of charge in exchange for exclusive advertising rights in premium locations. JCDecaux products have been the benchmark in quality, aesthetics and functionality for 50 years. Thanks to the expertise of its employees, the quality of the Group's services, notably in terms of upkeep and maintenance, is recognised by cities, airport and transport authorities and advertisers around the world.

JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture and transport and billboard advertising.

A pioneer in street furniture and shared services, Lyon was the first city to place its trust in JCDecaux 50 years ago and again in 2005 with the launch of the Vélo'v bicycle hire scheme. JCDecaux has 320 employees in the Rhone-Alps region and holds the street furniture concessions in the region's largest towns and cities: Lyon, Grenoble, St Etienne, Annecy, Chambéry, Valence, Annemasse and Chalon sur Saône, etc.

www.jcdecaux.com

• The Veolia Group is the global reference in optimised resource management. It is present in all five continents with over 187,000 employees. The Group designs and implements solutions for managing water, waste and energy, contributing to the sustainable development of cities and industries. Through these three complementary activities, Veolia is helping to develop access to resources. to conserve existing resources and to renew them. In 2013, the Veolia Group ensured the supply of drinking water to 94 million people and provided waste management to 62 million people; it produced 54 million megawatt hours and recovered 38 million tons of waste. Founded in Lyon in 1853, Veolia is present in the Rhône-Alpes region with 2930 employees. It provides Greater Lyon's water service management as well as selective collection waste sorting at its sorting centre in Rillieux-la-Pape.

www.veolia.fr



JCDecaux



CRÉATION / CONSEIL ÉDITORIAL / RÉDACTION: ULTRAMEDIA www.agence-ultramedia.com CRÉDITS: www.b-rob.com, Jacques Léone, Martyniak, Tinstock, Balloïde, Phillipe Bastie, Nicolas Robin, Jean-Luc Mège, Vincent, Loison, Elina Sirparanta, Niko Rodamel, Corentin Mossière, Muriel Chaulet, Franchella Stofleth, RAC, Gérard Michel-Duthel, Tobias Madörin, Orchestre National de Lyon, Asylum, Tanuki, Maxime Brochier, Le Fotographe et DR.