

# NICE<sup>®</sup>

## CARNIVAL KING OF ENERGY



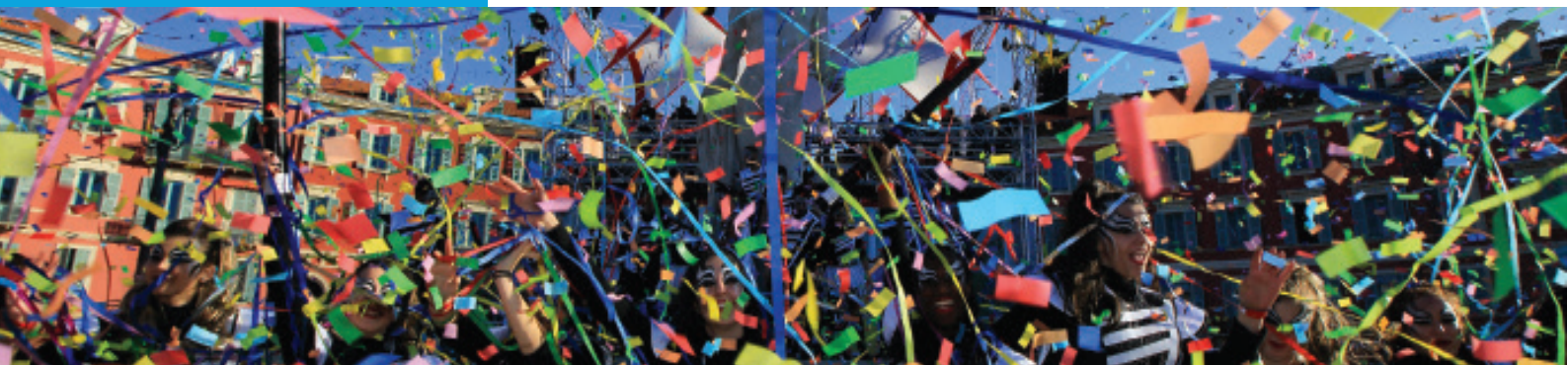
FROM **11<sup>TH</sup>** TO **25<sup>TH</sup>** FEBRUARY 2017



[NICECARNAVAL.COM](http://NICECARNAVAL.COM)  
#nicecarnaval







## FROM 11<sup>th</sup> to 25<sup>th</sup> FEBRUARY, LET'S MEET IN NICE, FOR THE «KING OF ENERGY»'S CARNIVAL

The Convention & Visitors Bureau of Nice is already preparing the next Carnival: his Majesty the King's Carnival of 2017 will be «the King of Energy». Different forms of energy : electric, fossil, wind, solar, hydraulic, renewable... aswell as the energy exercised by man. A vast subject which will allow the imagination of Carnival illustrators and craftsmen to reign freely.

For its 133rd edition, the King will invite us to have a look on our society mocked by a humoristic, sometimes satirical style which our society really needs.

The Carnival is made up of two distinct events: the carnival parades, both by day and by night and the flower parades.

On the "Place Massena", allegorical or burlesque floats parade with various entertainment elements, street performers and different international musical troupes. By night, lights will give the floats magical aspects.

The other highlights, the elegance of the flower parades that emphasizes the power of flowers by enhancing the floral heritage of the region. The Carnival theme is expressed by the unique costumes worn by the models who throw thousands of flowers to the audience. The second, more poetic, aspect of Carnival is an integral part of the event.

The Carnival remains loyal to the spirit of this large popular event, particularly with the increasing number of local (neighbouring) Carnivals, while at the same time remaining a major modern event.

Alongside the festivities, the carnival season offers an excellent opportunity to discover Nice in winter: the gentle climate, the brightness of the sky and the French Riviera way of life. Natural sites, a rich cultural and artistic life offer a wide range of emotions.

- Budget of 6 million euros for the Carnival

- 30 million euros knock-on economic impact

- 1,800 jobs created as a direct result of the event

- High media impact with around 340 press passes issued to nationals from twenty-odd countries

- 390,000 visitors on site in February, 40,640 Facebook fans with approximately 100 posts concerning the event for a total of 62,620 reactions.

# CARNIA

# HIGHLIGHTS

## THE CARNIVAL

### THE CARNIVAL PARADE : DAY AND BY NIGHT THE NEW ROUTE

On the **Place Masséna** and around the **Promenade du Paillon**, 17 allegorical and burlesque floats roll by, jazzed up with animated effects, street art and international music bands. These Carnival parade floats are a living invitation to embark on a journey of discovery. A whole universe in 90 minutes.

The fleet is part of a **fully secured enclosure** that will be the same for the corse and flower battles. The **circuit** will pass **around** the **Promenade du Paillon** (Place Masséna, bd Jean Jaurès, avenue Félix Faure and crosses Flandres-Dunkerque). The **Grandstands** will **only be Place Masséna**.

### THE FLOWER BATTLE

For the first time on **Place Masséna**, the grace and elegance of the many floats are reminiscent of the power of flowers and serve to highlight the region's floral heritage. Another more poetic side of the Carnival, to go hand-in-hand with its more ironic side.

A fleet of **17 floats** draped in freshly-cut flower arrangements, with young models bringing the set designs to life and tossing flowers to the crowds.





## VIRA LA RODA - 17 February

For the fourth consecutive year, a number of local talented chefs have joined forces with Nice's Visitors and Convention Bureau to bring you on an extraordinary culinary adventure: a gourmet lunch with a view, thanks to Vira la Roda, in the Big Wheel. 90€/person (Wine, water and coffee included). 4 max per pod

## THE PARADA NISSARDA - 19 February

A living symbol of local history, this year the parade will be joined on to the carnival procession on **Sunday 19**. Floats made and brought to life by local associations demonstrate just how attached Nice's neighbourhoods are to their carnival. 100% local for a complex interaction with participants.

## MOYA'S CARNIVAL

Since 2011, Nice's cyber carnival has been bringing together online visitors in a 3D version of the **Place Masséna** square through an interactive serious game designed by local artist Patrick Moya on Second Life.

This year, people who cannot travel to Nice due to a disability will be logging on from their computers and join us at the Carnival in an avatar form.



## USEFUL INFORMATION

The **Grandstands** (numbered seating) will still be located on **Place Masséna**.

The **Enclosures** (standing areas) will be located within two different **price zones**:

- **Zone A** on Place Masséna. Spectators can enjoy the atmosphere at its best (parade, sound system, presenter, big screens, Team of Performers) for a colourful, musical and dynamic show, up close with the celebration!
- **Zone B** around the Promenade du Paillon (Boulevard Jean Jaurès, Avenue Félix Faure and Traverse Flandres-Dunkerque). In a completely secure fenced-in precinct, spectators will be able to walk about freely and enjoy the parade. There will also be a **sound system** in this area.

This new organisation means access to the site is, **without exception, by ticket only**. To minimise queues, 11 entrances will enable the public access to the celebrations. **Customers must use the entrance indicated on their tickets.**

**Good to know:** Children under 5 must have a "**Free Child's Ticket**" to gain entry to the celebration.

**Systematic checks** will be carried out at the entrances to Carnival events, via security gates, bag checks and searches... **Be prepared to arrive at least 1 hour before the start of the show.**

**Objects that will be confiscated and destroyed:**

- Disguises which could lead to public confusion
- Blunt weapons, blades and pointy weapons
- Arms, even replica and fake
- Fireworks, firecrackers, flares
- Glass and metal containers
- Metal spray cans, sprays including **Carnaval silly string sprays...**

## NEIGHBOURHOODS ARE DOING IT THEMSELVES

The enthusiasm of a Carnival that takes over the entire city combined with a city that truly, deeply loves its Carnival is illustrated by the way in which the town comes alive with events, activities, local mini Carnivals, and sing-a-longs...

Associations, resident groups and locals alike all come together to do their bit and help keep tradition alive. For visitors, this is an opportunity to discover lesser-known areas and neighbourhoods.

These events will take place in schools or in associative spaces this year :

**From 2pm to 5 pm :**

**Sunday 12<sup>th</sup>** : Las Planas (in front of AnimaNice)

**Tuesday 14<sup>th</sup>** : square Wilson

**Friday 24<sup>th</sup>** : Lecuyer's garden

**Sunday 26<sup>th</sup>** : park Carol de Roumanie and Mouchan's garden

# FETE

# CARNIVAL TIPS

## LIVE BROADCASTING

On [nice.fr](http://nice.fr) & [nicecarnaval.com](http://nicecarnaval.com) - **11th, 18th, 19th, and 25th February**. Experience the light, and magic of the Parade Nissarda's procession and the Flower parade!

Each and every participant can get involved and follow preparations for the festivities on social networks such as Facebook, Twitter, Youtube, Instagram or the dedicated blog and newsletters.

## CARNIVAL TICKETS PACKAGE

Enjoy a grandstand ticket for **2 shows** (excluding Saturday) for **€40** and enjoy the illuminated Carnival parade and flower battle to the max.

## FRENCH RIVIERA PASS

The Nice Carnavil is also an opportunity to visit Nice, the French Riviera Pass offers the possibility to stop by and visit the most emblematic places and museums of Nice, follow a guide or taste the regional delicacy's. A true necessity to discover Nice and its surroundings.

Benefit from 10% reduction on the price of a pass when you buy a Carnival ticket.

## THE SOCCA PARTY

The Socca Party lets visitors try this cheap and tasty Nice speciality during the carnival. The Socca Party takes place on **12, 19 and 26 February** at the **Jardin Albert 1er** from **11:00am**.



PRO/ CHA R



## SEGWAY TRIPS

Special Nice Carnival 2017 on a segway.

Time : 45 minutes - price : 20 €

Your guide will bring you to the Promenade des Anglais. You will then continue on the place Masséna, heart of the event where you will find the King of the Carnival as well as the many floats.



## THELLO

For this occasion, you will find posters on the train lines Marseille-Milan.

## CASINO RUHL

### Show « So Ruhl »

100 % live singers, diner show at 20 h (59 €), champagne show at 22 h (24 €)

## HARD ROCK CAFÉ

### Friday 10th february at 18 h

This is Carnaval « Back to the 80's ! »

Before the opening of the Carnival, max out your energy with a night full of color and festivities ! On schedule music, dance, blind-test and much more.

*Hard Rock Café presents Back to the 80's with Nostalgie.*

### Thursday 16th february at 20 h

This is Carnaval « Comedy Pub by VYNIL with Romain Barreda »

The VYNIL team take le Hard Rock Café Nice by storm for an exceptional night mixing humor and music at the same time. Come and have a laugh as well as spending a great time with us in the prescence of Romain Barreda.

### Sunday 19th february from 14 h to 18 h

This is CARNAVAL His majesty the Queen's snack !

On plan : 100% Hard Rock snack, costumes available for your little rockers for an incredible moment immortalised by our photo booth, An initiation to the circus by professionals who will do an entire 30min show. All in a Carnavalesque environment ! Children 15€ Adults 19€ only by reservation.

## EXHIBITION AT LA TRINITÉ

«The Influence of Carnavaliers in the World» by Annie Sidro.

At the Médiathèque de la Trinité From **17 January** and until after the Carnival.

## PARKING NICE ÉTOILE AND PORT LYMPIA

Special price of **5 euros** for **5 heures** of parking by showing Carnival ticket (ticket to be presented at the till). Valid only on days of Carnival **from the 11th to the 25th of february 2017.**

## TRAVEL WIFI

Enjoy unlimited Wi-Fi wherever you go with the Travel Wifi key. This 4G dongle can be picked up from **Nice's Tourism and Convention Bureau** as soon as you arrive. It allows you to link up to **10 devices** and must be dropped back at the end of your stay.

## SKI DISCOUNT

Tickets holders get **10 % off** 1-day ski passes. From **6<sup>th</sup> to 26<sup>th</sup> february 2017**, offer valid in the **Auron** and **Isola 2000** resorts.

## NICE ÉTOILE

The shopping center is set in the colors of the Nice Carnival!

From 10 February 2017, exhibitions of posters, costumes and big heads of the Carnival, workshops for children ...



**DID YOU KNOW?** Isabel, daughter of Emperor Pedro I of Brazil, brought the concept of the parade back from Nice to include it in their own Carnival.

# A SPOT OF HISTORY

**1294:** Nice's Carnival is first mentioned

**1830:** First parade in honour of the sovereigns of Piedmont-Sardinia

**1873:** A first glimpse of the modern era with the founding of the festivities committee and the first corso parade

**1876:** First Flower Battle

**1882:** The 'Triboulet' mascot is created

**1889:** First Carnival poster

**1921:** First electrical illuminations

**1996:** Organisation of the carnival is entrusted to the Nice Tourism and Convention Bureau

**2000:** Carnival drawn by Le Monde's Sergueï

**2009:** The Carnival returns to the Place Masséna

The Carnival is the direct ancestor of pagan winter solstice festivities and is a celebration of renewal and rebirth. The Church appropriated this event in its bid to turn all pagan traditions into highlights of the Christian calendar.

The word 'Carnival' most probably comes from a contraction of the medieval term 'carne levare', meaning 'to remove flesh'. In Nice, the first record of these celebrations date back to 1294, when Charles of Anjou, Count of Provence, described his trip to the city for the «merry days of Carnival».

In the lead-up to Lent, balls, masquerades, dancing processions and other activities abound as revellers celebrate the concept of transgression. The idea is to mock everything and everyone, thanks to the masks and costumes. Some control measures have been established depending on the period.

The «Belle Époque» saw the international elite join in with festivities, and celebrations grew to form a veritable show. The founding pillars of the Carnival as we know it today were erected. In 1873, the Festivities Committee was set up and Nice's Carnival expanded to include float parades, the Ymagiers, ticketed grandstands and structured set designs. A jaw-dropping mishmash of current affairs, grotesque and fabulous fantastical.

Three years later, the Flower Battles were created. Originally a simple exchange of flowers, they became a symbol of the Carnival's more poetic and elegant side and an opportunity to display local production. They are still a main feature on the floats. A spectacle you won't find anywhere else.





# THE CARNIVAL FLOATS

The carnival floats are a symbol of the event itself. They are the product of diverse influences. Illustrators create rough sketches of a concept, carnival craftsmen and artists bring the float and animated effects to life, and finally the artistic coordinator monitors its transformation into a 3D piece, ensuring it complies with the requirements that such a large-scale celebration demands. While traditional papier-mâché is still used, materials and techniques are thoroughly contemporary. Inventiveness is the order of the day!

The Flower Battle brings together fully made-over floats for a 360° experience. Florists work over 72 hours to create freshly-cut flower arrangements in an explosion of colours and heady fragrances. The costumes are created in the Carnival's very own pop-up workshop by international costume designers who mix and match original fabrics and materials, allowing their imaginations to run wild.

Street arts are the cornerstone of this new brand of Carnival. The BAT (Brigade d'Agitateurs de Tribunes: in charge of the animation of the fleets) was created especially for the event and is a company of 60 dancers, acrobats and circus performers. Alongside the BAT's work, twenty groups of artists and musicians, both amateurs and professionals, set the pace and lend their colours to each and every parade and Flower Battle.





## GOOD TO KNOW

### Corso Parade

> 17 floats measuring 12 m long by 3 m wide and 8 to 17 m high.

> 3 floats lead the way: the King, the Queen, and Carnival Kid, their son.

> 20 tons of confetti rain down over the floats and the flower battles.

> 4 to 5 tons of waste and other materials are collected by the cleaning unit in an hour and a half after the flower battle and in two hours after the parade.

### Animated Effects

> 150 pieces, including some traditional large heads.

> The huge heads made from «papier-mâché» weigh around 10 kg, while more modern creations weigh between 4 and 5 kg.

> The wearers of the heads complete the equivalent of a marathon throughout the duration of the carnival.

> Those wearing the traditional styles use up a mega joule of energy throughout the event.

### Flower Battle

> Around 3,000 individual flowers are used per float - almost 70% of local production.

> 20 tons of mimosas.

> 72 hours of flower arrangement work in just 2 and a half days.

> 400 foam bases, 10 kg of wire and 12.5 m of garden fencing

> 18 models throw 4 tons of mimosas to the public during every battle, as well as the flowers decorating the floats.



# IAPT

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# CARN

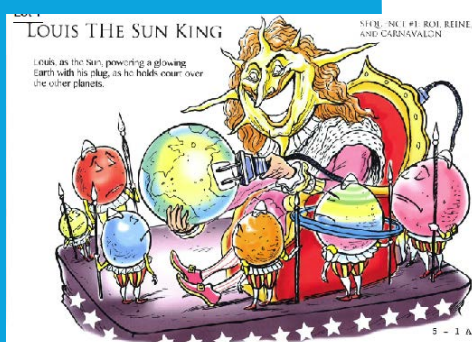
## THE KING OF ENERGY PARADE

### DID YOU KNOW ?

Nice Festivities received the EPV (Businesses of Living Heritage) label that recognizes french businesses as having the know-how in crafts as well as excelling in industry.

From personal energy to technological energy to economic and ecological energies, this monarch will have, of course, several facets to make you discover !

A topical theme in this electoral year, even visionary in phase with the implementation of the decisions of Cop 21, which leaves room for the imagination. This king will be no less burlesque and festive for all that ! For the 133rd edition of the Carnival, this king will be full of energy and will give a real live performance.



### The Sun King

King of the kings, he reigns over Planet Earth, illuminates it and feeds it energy under the watch of his supreme court.

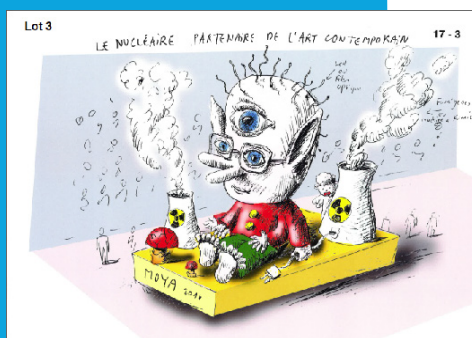
*Drawing by C. CROWE - Concept Événementiel*



### Green Queen

The feminine attitude opens the pathway to the future king of clean energy's. The queen is the future of the World with the assistance of her helpers of course.

*Drawing by C. PIGNATARO - Concept Événementiel*



### Mutarnavalon

Nuclear energy contributes indirectly to Modern Art through genetic mutations that it creates, more or less on purpose...

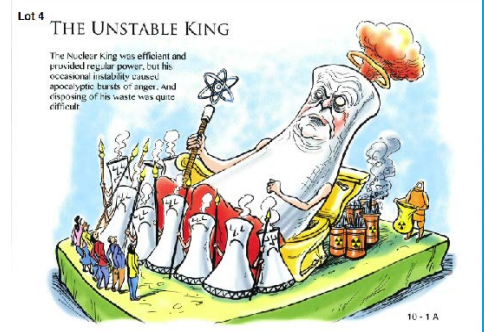
*Drawing by MOYA - Concept Événementiel*



## The Unstable King

As strong as he is unstable, this controversial Nuclear King has caused many planetary apocalypses, all the while efficiently supplying the necessary energy as well as bulks of waste....

*Drawing by C. CROWE - France Festivités*



## Wind of change

The worlds petrol consumption boat has changed captain, petrol that governs the actions of our planets leader. A wind of change blows over the starry galaxy... and our world.

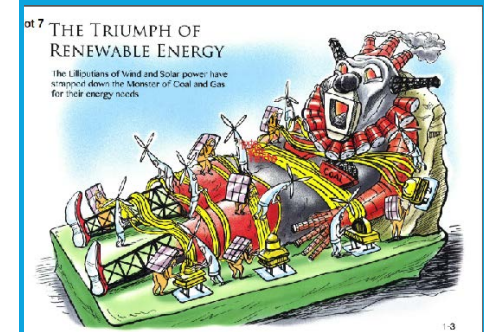
*Drawing by ARTUFEL - France Festivités*



## Revenge of the wind

Confronted with the giants of fossil-fuel, Wind regains territory. Present since the dawn of time, it recovers space through giant gusts and its legions of wind turbines..

*Drawing by C. CROWE - France Festivités*



## The Black Sea

The dark side of our fuelled-world... for decades, it has expanded over the coasts of the entire world, causing big impacts to the heart of nature without a care given by the big petrol groups...

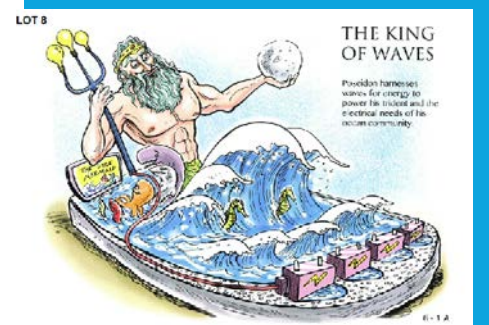
*Drawing by C. PIGNATARO - Concept Événementiel*



## Waves and Power

The colossal strength of waves and sea currents, the force of the ocean under the reign of Neptune and his subjects... Another hope for humanity...? Waves create such power yet to be contained.

*Drawing by C. CROWE - Concept Événementiel*

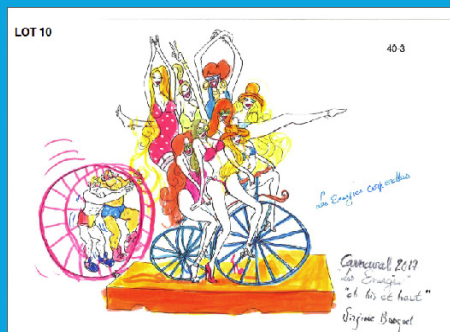




## The Sad Feast

The two giants of consumption, China and the United States of America eat up all the worlds natural resources. Leaving very few leftovers to the rest of the planet without a care given for the future.

*Drawing by ARTUFEL - Concept Événementiel*



## Body Power

Natural attraction, fuels the carnal desire, the curbs of power with the bodies of active and sluggish since the dawn of time ... And the cult of perfect bodies through sport to seduce the many people.

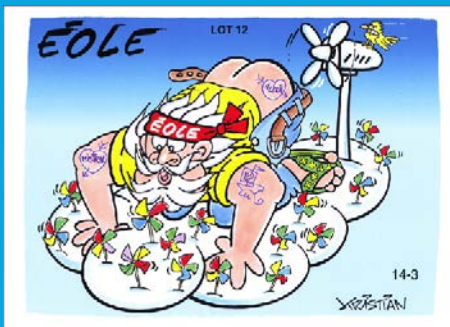
*Drawing by V. BROQUET - Nice Festivités*



## The raft of ecology

They have rowed for decades, to reach the summit of the governments pyramid but the insincerity of their fight is faked by their addiction to power instead of the real values of ecology. Fake preachers, they find themselves without church and rowing on the raft of greens.

*Drawing by ARTUFEL - Concept Événementiel*



## Windy

Wind is the future of man, long live economical energy's!

*Drawing by KRISTIAN - France Festivités*



## The Energy Tree

Source of energy, roots well anchored in the nourishing soil, the symbol of a tree and it's lit canopy, illustrate the perfect chain of a planetary ecosystem with the main energy: Life.

*Drawing by Concept Événementiel*



## Sea, sex and KWH

Where better than Nice, under the shining sun of the Côte d'Azur on the Mediterranean Coast, could you bave in this solar energy of many colours, taste, beauty and the good whilst supplying the planets energy ?

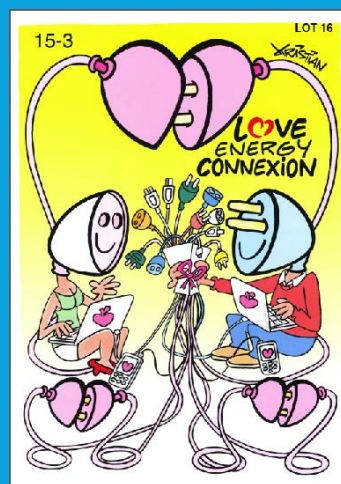
*Drawing by KRISTIAN - France Festivités*



## Love Energy Connection

Renewable and renewed since man exists, Love is the motor of humanity, it has also intruded the electronical industry where it is as strong as the real world. Powerful, unstoppable and still very hard to control !

*Drawing by KRISTIAN - Carnaval Story*



## Five-year energy

They spend a long time running the elections campaign to access the throne; every five years, they run, jump and tire themselves to finally recover during their time on the throne before starting again after four years of reign...

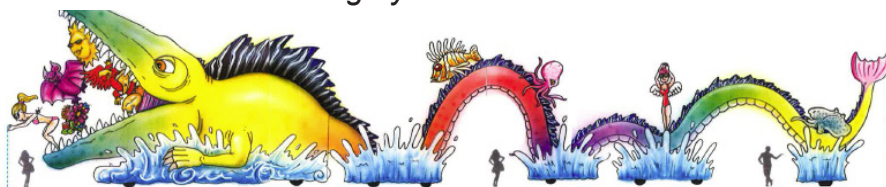
*Drawing by ARTUFEL - Nice Festivités*



## Energia Nissarda

The babaou symbolises Nice, it's strength, identity, history, torments, tragedies but also its resilience, determination, vitality and its invincibility. This town and its inhabitants are all energy. Issa Nissa!!

*Drawing by Nice Festivités*





# CARNIVAL

## FLOWER PARADE

In 1876, Andriot Saëtone created the 1<sup>st</sup> Flower Parade on the Promenade des Anglais. They kept this prestigious surrounding. At the beginning, they were simple exchanges of flowers, then, became a real show.

This event represents a unique show in the world, it is one of the most renowned celebrations of the Côte d'Azur. Nice exports all around the world the know-how of the elegance, of the beauty and the charm of the Flower Parade.

These battles are in unison with the Carnival chariots, a fleet of greens stagings on the same theme. Their realization represents a meticulous and long work, carried out in a very short time by masters of the art of quilting who are florists. The costumes are born in a workshop of creation entirely devoted to them. These are the unique designs made as for the theater.

The Queen's election announces the beginning of the festivities. Nine young women, among the models of the Flower Parade, compete to represent Nice and its Carnival during a year. The Queen is offered a book by a professional photographer and a one year contract with the agency Enjoy Models.





# AVA

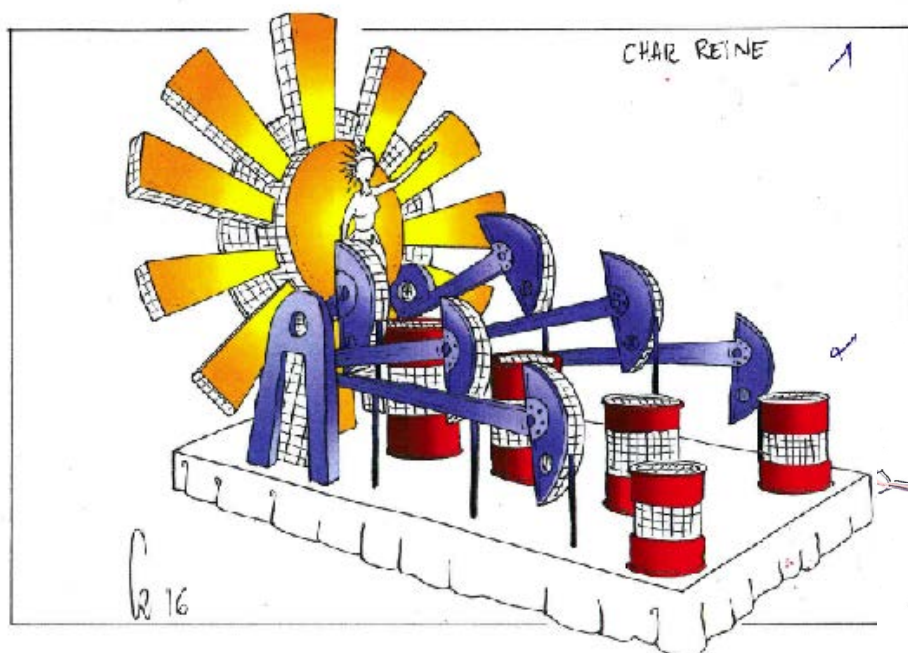
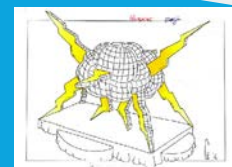
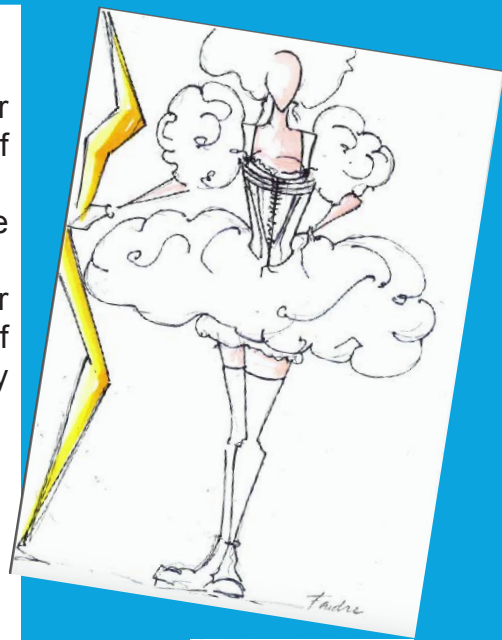
## THE COSTUMES OF THE FLOWER PARADE

Each costume of the Flower Parade is made in a workshop created for the Carnival. The models are made upstream and respect the theme of the Carnival.

It takes between 40 hours for the simplest and 200 hours for the costume of the queen.

New methods are experimented each year, for costumes as for headdresses. A great diversity of materials finds its place in this den of the costume of art and show where creativity and originality are the key words.

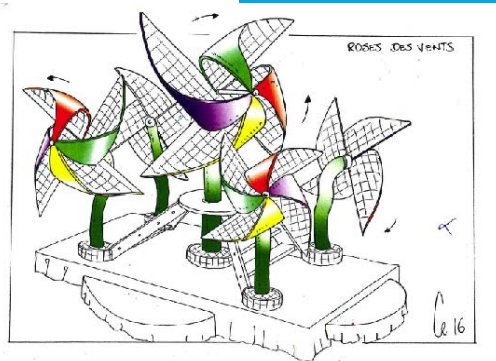
A real ephemeral art orchestrated by Caroline Roux.



## THE CHARIOTS OF THE FLOWER PARADE

Specially designed for the Flower Parade, the chariots are shaped according to the theme of the Carnival by the carnivaliers. They will then be stitched with fresh flowers 72 hours before each Battle by some twenty florists.

A work of goldsmith and creation accomplished by these craftsmen who use almost 75% of flowers that are from regional production.



# RO



## GENERAL PUBLIC INFO

Tél. : 00 33 (0) 4 92 14 46 14  
[nicedcarnaval.com](http://nicedcarnaval.com)  
[nicetourisme.com](http://nicetourisme.com)  
[info@otcnice.com](mailto:info@otcnice.com)

## TICKETS

Discounts are granted to journalists when purchasing tickets upon presentation of a press card.

## PRECONISATIONS

Because the Emergency State is still active, it is recommended to journalists to arrive earlier at the venue, and have their accreditation pass and an ID card ready. Visual control of bags will occur at the metal detector, even palpation could happen each entrance.

Are forbidden within the enclosure: knives, sharp objects, cans, fake arms ... Any confiscated items will be destroyed.

## PRESS INFO

[presse@otcnice.com](mailto:presse@otcnice.com)  
Tél. : 00 33 (0) 4 92 14 46 15

## FILMING

Many of the carnival's preparatory stages, behind-the-scenes activity and the event itself may be filmed. Authorisations and appointments are managed by the **Press Department of Nice's Tourism and Convention Bureau.**

## ILLUSTRATIONS

To use a photo of Nice or the Carnival, simply log on to [nicetourisme.com](http://nicetourisme.com) from **1st February**. Head to the 'Press' section and visit the media library to access the photo library. Register to create your access code made up of letters and numbers. This code will give you access to a selection of royalty-free high-resolution images.

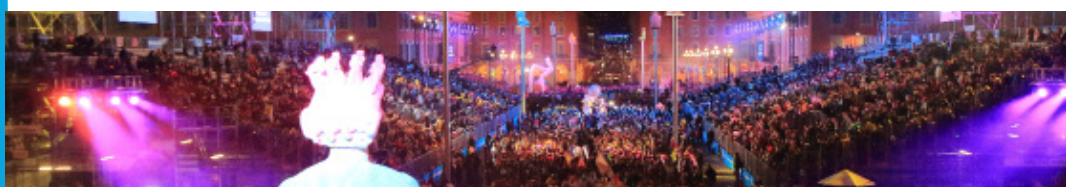
Use of these images must be accompanied by the following text: **OTCN and the name of the photographer.**

## PRESS ACCREDITATIONS

Request your press pass [online](http://nicedcarnaval.com) from **January** on [nicedcarnaval.com](http://nicedcarnaval.com). Passes must be collected from the Carnival's press office located at the Tourism and Convention Bureau at 5 Promenade des Anglais from **8<sup>th</sup> February**. From this date on, the office will be open every day from **9:30am to 5:30pm** except on the days of the event itself, when it will close at **1:00pm**. Journalists are advised to arrive a little earlier and to ensure they bring their press passes with them.

## WARNING

The accreditation is strictly personal, nominative with a [photo](#) and delivered only on presentation of a [press card](#) or a letter mending you to cover the event and an [identity card](#).







# PROGRAM



## **SATURDAY 11 FEBRUARY**

**2:30pm** - Flower Parade  
**9:00pm** - Carnival Parade of lights

## **SUNDAY 12 FEBRUARY**

**11:00am** - Socca Party

## **TUESDAY 14 FEBRUARY**

**9:00pm** - Carnival Parade of lights

## **WEDNESDAY 15 FEBRUARY**

**2:30pm** - Flower Parade

## **FRIDAY 17 FEBRUARY**

**11:00am** - Naval flower battle of VilleFranche

## **SATURDAY 18 FEBRUARY**

**2:30pm** - Flower Parade  
**9:00pm** - Carnival Parade of lights

## **SUNDAY 19 FEBRUARY**

**11:00am** - Socca Party  
**2:30pm** - Carnival Parade  
Parada nissarda

## **TUESDAY 21 FEBRUARY**

**9:00pm** - Carnival Parade of lights

## **WEDNESDAY 22 FEBRUARY**

**2:30pm** - Flower Parade

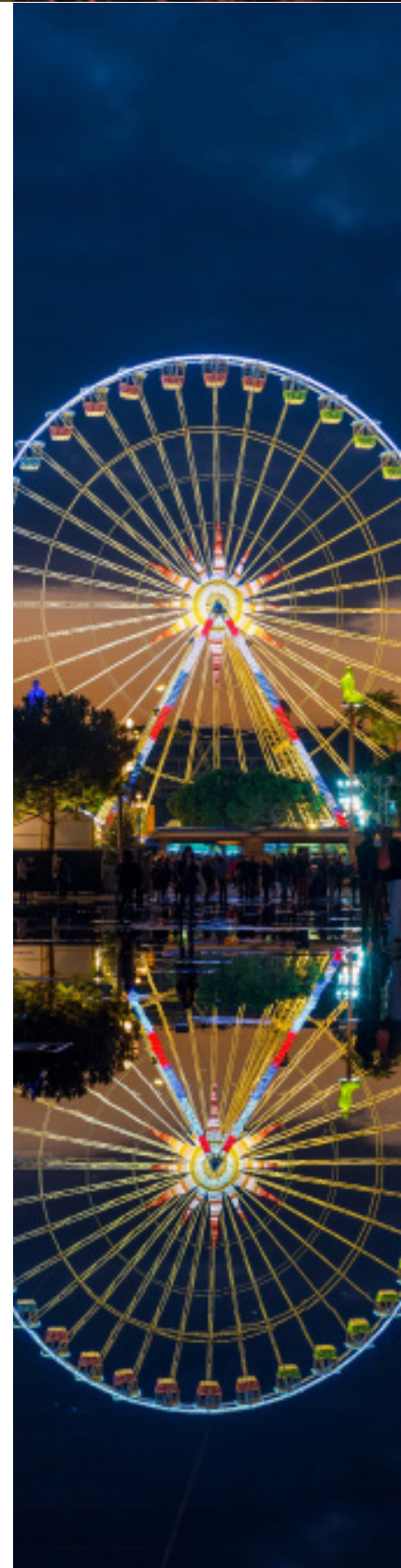
## **SATURDAY 25 FEBRUARY**

**2:30pm** - Flower Parade  
**9:00pm** - Carnival Parade of lights  
& Closing festivities

## **SUNDAY 26 FEBRUARY**

**11:00am** - Socca Party

Programme subject to changes



# ACCESS

## TRACKS

Over the centuries, the parade's route has taken many different shapes, from Nice's old town to the Avenue Jean Médecin. Over ten different circuits have been drawn up for the fleet over the years.

This year, in the circumstances, the parade's route of the corso carnavalesque and of the bataille de fleurs have been redesigned. Both events will take place over the same route: Place Masséna, Boulevard Jean Jaurès, Traverse Flandres-Dunkerque and Avenue Félix Faure.







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