

Kids' summer workshops

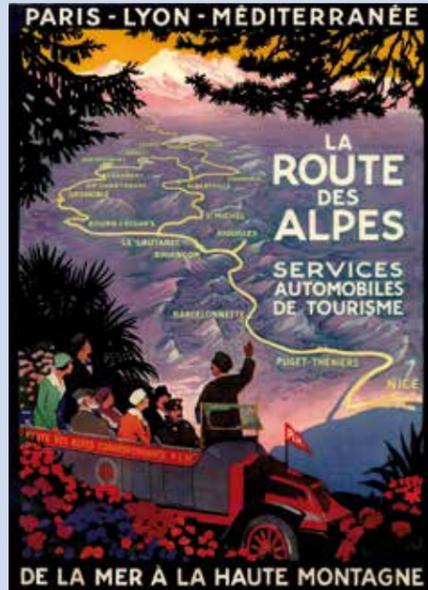
Tuesday 26 and Wednesday 27 July and
Tuesday 9 and Wednesday 10 August

• **Summer workshops** (for 6 to 12 year olds):
Understanding landscapes Gain an understanding of landscapes in this fun workshop by creating cards: the workshop will focus on transport, activities and landscapes. A giant map of the Route des Alpes will be made.

Maison Gribaldi, 14:00 – 16:00. Two-day workshop preceded by a short visit to the exhibition (30 minutes). Call +33 4 50 83 15 94 or come to reception to book. €8 per child for the two days.

Saturday 17 September

• **The long story of the Devil's Bridge Gorges** (for 6 to 12 year olds), as part of the European Heritage Days and in partnership with the Chablais Geopark. How were these impressive gorges formed? Come and experience the natural phenomenon of erosion! Workshop led



Roger Broders, P.-L.-M., *The Alpine Road. From the sea to the mountains*, 1920
Advertising poster, 118cm x 87cm. A.M. Thonon-les-Bains. PLM © & TM Wagons-Lits Diffusion, Paris / Adagp, Paris, 2016.

by Virginie Grenat (visitor coordinator and mediator at the Chablais UNESCO Geopark).

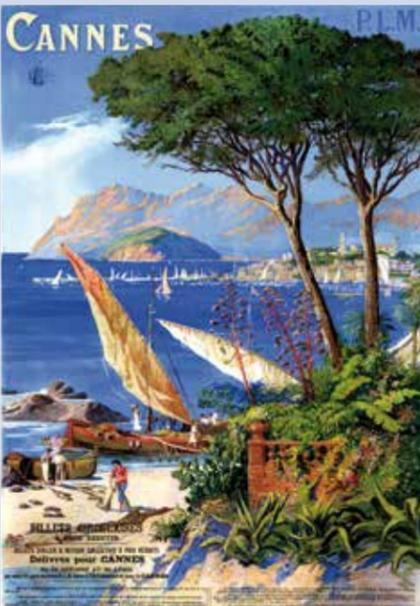
Maison Gribaldi, 10:00 – 12:00. Workshop preceded by a short visit to the exhibition (30 minutes). Call +33 4 50 83 15 94 or come to reception to book. €5 per child.

May, June, September and October

School workshop (for primary school pupils)

Maison Gribaldi, 09:00 – 10:30, please call +33 4 50 83 10 19 to book. €5 per child per workshop.

Educational resources available on
www.ville-evian.fr



Tanconville, PLM, Cannes. Round trip tickets, 1910
Advertising poster, 117cm x 81cm.
A.M. Cannes. PLM © & TM Wagons-Lits Diffusion, Paris.



Maison Gribaldi: archives and heritage

This Renaissance house was most probably a manor house outbuilding and is regarded as one of the last vestiges of old Evian. Maison Gribaldi stretches along Ruelle du Nant d'Enfer just behind the Palais Lumière and leans against a section of the ramparts which used to encircle the medieval town.

A modern-day knowledge hub

Maison Gribaldi is open from April to November and boasts an exhibition space, shop and computers used to access the digital archives. The Maison also has a programme of exhibition-related educational activities (lectures, screenings and workshops) aimed at schools and the general public.

A tribute to Archbishop Vespasien de Gribaldi

Vespasien de Gribaldi is a famous local figure and is thought to have been born in the first half of the 16th century. He was the archbishop of Vienne in the former French province of Dauphiné in 1567 but he relinquished his Episcopal seat in 1572 when Calvinism was on

the rise and settled in Evian. He became friends with François de Sales who he co-consecrated as a bishop on 8 December 1602 in Thorens Church. He died in 1623 in Evian and is buried in the church's sanctuary.

A showcase for Evian's heritage

The municipal archives are regularly enhanced by new acquisitions, bequests and donations. These new artefacts are prepared for digitization. The archives ran an initiative to photograph the collection of engravings deposited by the Evian Mineral Water Company this summer. The town also received a donation of several thousand slides of Evian and the region (Georges Hyvernat collection) and an oil on wood *La Dent d'Oche* à Evian from 1917 (24.5x31 cm) painted by Léon Printemps (1871-1945), a pupil of Gustave Moreau.

Computer archive searches: free entry every day from 14:00 to 18:00 at Maison Gribaldi and the multimedia centre in the C.F. Ramuz Multimedia Library (during opening hours).



Practical information

Maison Gribaldi (Rue du Port) Open daily from 14:00 – 18:00. Open on public holidays.

Tel. +33(0)4.50 83 15 94 / courrier@ville-evian.fr / www.ville-evian.fr

Maison Gribaldi is also on [facebook](#)

ADMISSION PRICES

- €3,50 / €2,50 (concession).
 - Free admission for children (under-10s) and school groups.
 - Combined visit with the Palais Lumière: €1 off the admission price.
 - Guided tour for individuals every day at 16:00, €2 in addition to the admission price.
 - Guided tour for children (under-10s) accompanied by a parent every Wednesday at 14:30.
 - Guided tours for groups – booking required: €20 in addition to the admission fee (free for school parties).
- Exhibition catalogue: Joint publication by Somogy éditions d'art / Ville d'Evian: €19 on sale in the shop.

Coming up in 2016-2017

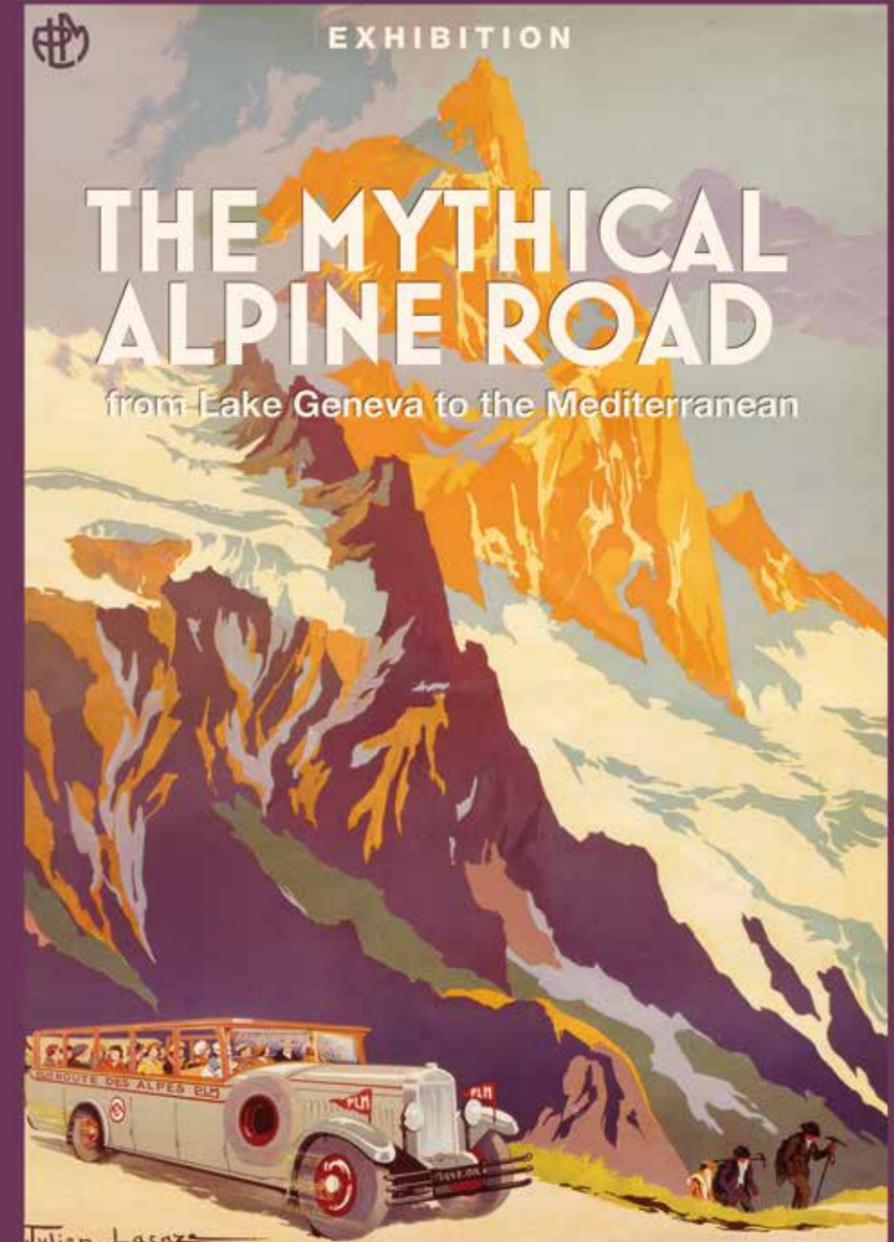
At the Palais Lumière

• **Until 29 May**
Belles de jour, depictions of women in the collections of Nantes Museum of Fine Art, 1860 - 1930

• **2 July – 2 October**
« Albert Besnard (1849-1934)
End of century modernity »

At La Maison Gribaldi

• **April - November 2017**
Water cures – Evian's golden age



Maison Gribaldi Evian 9 April-13 November 2016



The region's mountain ranges opened up to motoring at the start of the 20th century. The French Touring Club took the suggestion made by Savoie General Council at this time and developed the ambitious project of creating a road linking Lake Geneva to the Mediterranean following the ridge line of the Alps. The road became the *Route des Alpes*, a "true triumphal way" taking the wonderstruck tourist from Evian to Nice, "from the elegant shores of Lake Geneva to the sun-kissed French Riviera."

The mythical road, opened in 1911, is over 600km long. It crosses five French départements (Haute-Savoie, Savoie, Hautes-Alpes, Basses-Alpes, now known as Alpes de Haute-Provence, and Alpes-Maritimes), wends its way up nine legendary mountain passes, five of which are over 2,000m above sea level, and positions itself as the world's most stunning mountain roads. The *Route des Alpes* offers stunning sweeping views along the length of its route, "crossing the most varied and striking landscapes, going

Alpine Road coach run by P.-L.-M., and manufactured by Berliet, with its passengers, 1923. Postcard 9cm x 14cm. Berliet Foundation, Lyon.



Julien Lacaze, *Paris-Lyon-Méditerranée. Évian-les-Bains*, c. 1930. Advertising poster, 106 x 78 cm. Archives municipales © PLM/Wagons-Lits Diffusion.



Jean Giletta, *The New Alpine Road. Col de la Cayolle mountain pass. Cirque des Sanguinaires mountain basin (2,350m above sea level)*, 1913. Postcard 9cm x 14cm. Berliet Foundation, Lyon. © Editions Giletta – Nice.

through the high mountain plateaux where Edelweiss grows and leading to the verdant shores of Lake Geneva at one end and the sunny coastline and palm groves of the French Riviera at the other." The Var Valley, Col de la Cayolle mountain pass, the Queyras mountain range, Vars mountain pass and Ubaye Valley, the Izoard, Galibier and Lautaret mountain passes, and finally Chamonix Valley, are some of the most remarkable sites along the route.

The *Route des Alpes* was designed to link two major holiday destinations, Evian and Nice, and right from the outset it has been used by thousands of motorists to explore the mountains. The Paris-Lyon-Méditerranée (PLM) railway company's coaches operate along the road in five and then six stages lasting one day. There were two daily departures, one from Nice and

Col du Lautaret mountain pass. Coaches leaving the PLM chalet in 1922. Glass plate negative, 13 x 18cm. BnF/Agence Rol.



the other from Evian, in the high season. These luxurious and comfortable tourist trips were the forerunners of the package tours of the second half of the 20th century.

The titanic construction project was finally completed in July 1937 when President Albert Lebrun opened the road over the Iseran Pass. Several alternative routes were also created at the time, including the *winter Route des Alpes* via Grenoble and the *Route Napoléon*. The *Route des Alpes* has also become famous thanks to sport and particularly the Tour de France, as the road is the setting for the Tour's most stunning mountain stages.

The exhibition takes an in-depth look at the road's history via over 200 artefacts and documents from the town's own collections and from a large number of external loans. It focuses on topics such as the building of the road and its route, the project's movers and shakers, the early days of motoring and bicycle tourism, the first coach trips, the beauty and diversity of the landscapes along the route, and the links between sport and the *Route des Alpes*, notably with a local slant. The displays include advertising posters, including 30 stunning PLM posters, roadmaps, tourist leaflets, photographs, postcards and artefacts that evoke a journey along the road. All of these artefacts bear witness to the epic of the *Route des Alpes*. A video compi-

Chemins de fer Paris-Lyon-Méditerranée, *La Route des Alpes et du Jura*, 1914. Internal page of the brochure Archives départementales de la Haute-Savoie, Annecy.



lation of Gaumont-Pathé cinema newsreels rounds off the visitor experience. The exhibition will most definitely make visitors want to discover or rediscover this extraordinary mountain road.

The exhibition has been loaned artefacts by the Archives départementales de la Haute-Savoie, the Berliet Foundation from Lyon, conservatoire d'Art et d'Histoire d'Annecy, Musée Dauphinois county museum, Musée Savoisien (Savoie Local Culture and History Museum), the Thonon-les-Bains municipal archives, the Cannes municipal archives, and the Académie chablaisienne learned society and several private collectors. Bibliothèque nationale de France, Lyon and Grenoble municipal libraries, the Archives départementales des Hautes-Alpes and the Chablais Geopark also contributed.

Curator: Françoise Breuillaud-Sottas, the holder of a PhD in contemporary history and a research fellow at LAHRHA (Rhône-Alpes historical research unit).



Leather motorist's coat, 1920-1930. Musée savoisien, Département de la Savoie, cl. Solenne Paul.



A. Avril / R. Michaud, *Morzine, The jewel of the Alps – Winter and summer resort – The resort's cable car and ski lifts*, 1935. Advertising poster, 100cm x 67cm. Conseil départemental de la Haute-Savoie, Annecy.

Chamonix. *Trip to the Mer de Glace glacier*, 1922. Glass plate negative, 13 x 18cm. BnF/Agence Rol.



EXHIBITION-RELATED ACTIVITIES

Archive discovery events

Saturday 30 April

• **Lecture: The Mythical Route des Alpes: from Lake Geneva to the Mediterranean** delivered by the exhibition's curator, Françoise Breuillaud-Sottas, exhibition curator.

Saturday 11 June

• **Lecture: The Berliet adventure** delivered by Monique Chapelle, vice-chair of the Marius Berliet Automobile Foundation and chair of the Friends of the Marius Berliet Automobile Foundation Association.

Saturday 3 September

• **Lecture: From Thonon to Les Gets, the Route des Alpes begins in Chablais: heading back up the Alps Valley**, delivered by Chablais Geopark.

Salle des Templiers in the Palais Lumière. 16:00 (duration: 75 minutes). Ticket sales at the Maison Gribaldi: €8 (including admission to the exhibition, valid throughout the duration of the exhibition).

Events

Thursday 9 June

• **International Archives Day:** learn how to do electronic archive searches. 14:00 – 18:00. Free computer access.

Saturday 17 and Sunday 18 September

• **European Heritage Days**, 14:00 – 18:00, free entry

Saturday 17 September

• **Lecture: The Chablais UNESCO Geopark:** a unique area, delivered by Sophie Justice, the Chablais Geopark coordinator.

Salle des Templiers in the Palais Lumière. 16:00 (duration 75 minutes), free entry.

Sunday 18 September

• **Jazz concert**

Maison Gribaldi square, 15:00 – 17:00, free entry.

Henri Le Riche, *The flexible solid Sider rubber tyre*, c. 1900. Advertising poster, 100 x 70,5 cm. Département de l'Isère, musée Dauphinois, Grenoble.



The start of the *Route des Alpes* in Thonon-les-Bains. A bronze plaque symbolizing the Route des grandes Alpes starting point installed in 2012 in the square in front of Thonon-les-Bains town hall, Thonon-Les-Bains tourist office photography.

