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LAFOLIEDOUCÉ

ALPE D'HUEZ

L'ALPE D'HUEZ

OPENING DECEMBER 2013

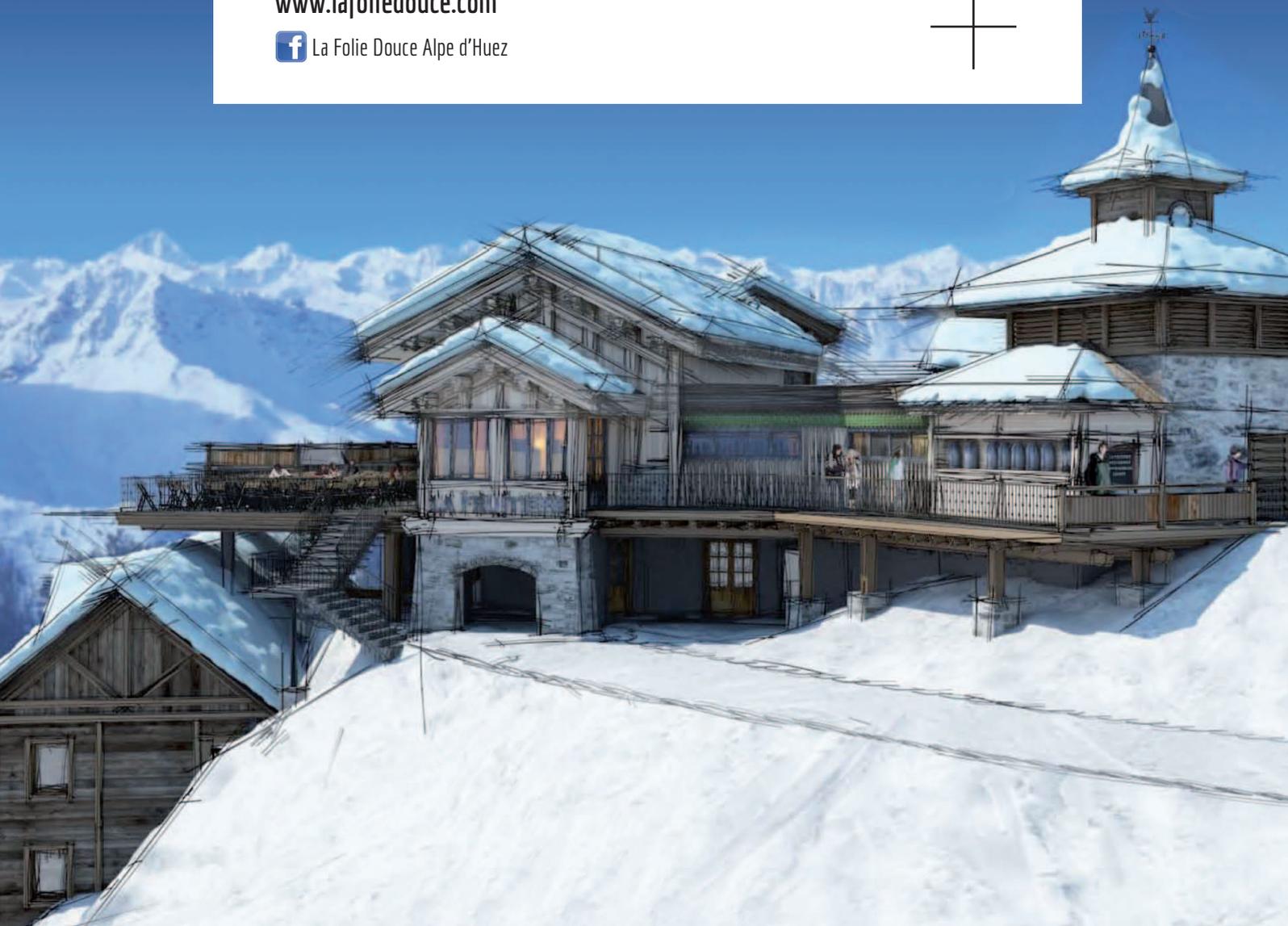
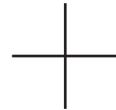
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www.lafoliedouce.com

 La Folie Douce Alpe d'Huez





SWEET MADNESS DESCENDS ON L'ALPE D'HUEZ

La Folie Douce (or "Sweet Madness") has already sprinkled its touch of magic to the peaks of Val d'Isère, Val Thorens and Méribel. Now, it is opening a new venue at L'Alpe d'Huez, in the heart of the Grandes Rousses mountain range.

It offers all the attractions that have made La Folie Douce's pioneering concept such a success : **gourmet cuisine** utilising local produce – with a bold new approach –, dynamic music with a universal appeal offering everyone an opportunity to taste **the exhilaration of open-air clubbing**, plus a host of artists staging **shows inspired by street performance and the world of cabaret** throughout the season.

All these attractions are available daily until the very last piste closes for another year. This means guests will return home with more than just a tan. They will carry with them a little Sweet Madness throughout the rest of their year as they venture out to explore life on or off the beaten track.

BEYOND THE PISTES, AND ON THE PLEASURE TRAIL

LA FOLIE DOUCE IS A DARING NEW CONCEPT COMBINING THE MOUNTAIN'S MOST PRECIOUS GIFTS: AN ENCHANTING SENSE OF FREEDOM AND A THIRST FOR THE AUTHENTIC, WHICH BUCKS THE STANDARD TOURIST EXPERIENCE.

The first Folie Douce venue was the result of a passion to provide a setting where guests could share simple but unforgettable delights: the pleasure of enjoying a drink together in a magical setting, succulent and daring cuisine, plus the rush of energy fuelled by a musical mix to enchant every guest and draw them irresistibly towards the dance floor. After a morning's skiing, meet up on the terrace – a modern-day version of a village square complete with bar and mountain bell-tower – for a drink with friends, and choose a table for a memorable lunch and opportunity to recount your exploits on the pistes.



A deliciously
harmonious culinary
experience that revels
in the full potential
of the local produce

Delighting in a memorable meal

La Fruitière's menu has been devised by Christophe Aribert, a double Michelin-starred chef, and Yann Tanneau, who presides over the kitchens. It presents a deliciously harmonious culinary experience that revels in the full potential of the local produce without adulterating it, with dishes served in a beautiful setting inspired by the region's dairy farming past.

Gourmet canteen **Le Nuvo Self** also focuses on local produce, but with a more informal approach. The wood décor gives a warmth to the eatery, with a sprinkling of subtle design touches underlining its contemporary nature.

You simply cannot go wrong here. There is no first or second class, but just different ways of sharing an excellent meal and enjoying yourselves in a stylish setting that is chic but never pretentious.



A session to remember

Just as in all villages, the town square is focal point bringing people together. But afternoons have a different feel at La Folie Douce. The tempo steadily rises as the music plays. Every day, DJs, vocalists, dancers and musicians provide an energy-filled mix with universal appeal, perfect for those who like to party. It forms the soundtrack for shows staged daily by different artists - productions inspired by street performance and cabaret. All in all, there is everything you need for an *après-ski* session to remember.

DJs, vocalists,
dancers and
musicians provide
an energy-filled mix
with universal appeal



GRAND AMBITIONS REALISED BY GREAT CHEFS

AT L'ALPE D'HUEZ, GIFTED CHEFS CHRISTOPHE ARIBERT AND YANN TANNEAU ARE WRITING A NEW CHAPTER IN THEIR SUCCESSFUL PARTNERSHIP.

From the very beginning, Luc Reversade, founder of La Folie Douce, opted for experienced chefs with a reputation for ingenuity and the ability to harness the quality of local produce.

Today, each Folie Douce establishment creates its own culinary identity, but with a firm eye to essential values: quality ingredients, attractiveness and richness of dishes, and a taste for innovation. At L'Alpe d'Huez, **Christophe Aribert** and **Yann Tanneau** are a crucial part of the experience, bringing their distinctive touch to every meal.

Christophe Aribert, combining passions

It was love of two things that drew Christophe Aribert to La Folie Douce's first project in the Southern Alps. He adored L'Alpe d'Huez, where the expert skier has long been a regular visitor, and he loved La Folie Douce's richness, taste for innovation and party spirit. So, Christophe said "yes". Yes, to running the kitchens alongside his talented team. Yes, to letting his imagination run wild to tantalise diners with new culinary creations and new variations on La Fruitière classics.

Christophe Aribert threw his weight behind the project from the outset and helped shape the planning process. Long familiar with the region, he was adamant that a wind of change was blowing over the slopes of L'Alpe d'Huez, with customers demanding something more than just skiing. And who are we to doubt the word of a local - especially one who is also a veteran winter-sports enthusiast famed for demanding nothing less than the highest standards in his work?

Originally from the neighbouring Vercors region, Christophe Aribert began his career in 1993 as a commis chef at Les Terrasses, the restaurant of the Grand



An exhaustive
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mountains

Hôtel in Uriage-les-Bains, a spa resort near Grenoble. After leaving Les Terrasses he acquired invaluable experience in such world-famous gourmet eateries as Le Crillon and La Tour d'Argent. Here, he earned his chef's spurs and forged a culinary identity that befits his vivid imagination, before returning to Les Terrasses where he was later awarded two Michelin stars.

Utilising his exhaustive knowledge of the produce, scents and savours of the mountains, he brings out the local flavours in contemporary dishes, which he creates for both La Fruitière, a restaurant steeped in the culture of La Folie Douce, and Le Nuvo Self, a pioneering self-service venue that is quite simply a delight.

A globetrotter in whites

In order to ensure the meticulous attention to detail that the restaurants require on a daily basis, La Folie Douce has chosen Yann Tanneau, former chef at the Paris Opéra Garnier, where he honed his skills under the expert guidance of Christophe Aribert. Here, Yann won a Gault et Millau d'Or award - an honour, which heralded the start of a career which took an unconventional path.

No sooner had the Breton rock 'n' roller and Harley-Davidson aficionado begun his career, than he felt compelled to explore other cultures and influences. Combined with a wish to learn from the greatest culinary icons, this curiosity took him all over the world - from Brussels to New York via the Czech Republic, the UK and Lebanon. He returned with a record of achievements as colourful as his tattooed arms. Yann Tanneau has worked with Nicolas Adam, Alain Senderens, Bernard Leprince and Alain Ducasse.

After absorbing the wisdom and experience of these star chefs, he worked hard to forge his own style, with a focus on seafood – a key element of his Breton heritage – vegetables and Mediterranean flavours. The contrasting yet complementary backgrounds of the pair enable them to conjure up startling dishes which evolve and reflect their creators' respective cultures.



An unconventional path
rewarded with critical acclaim

A SEASON WITH SHADES OF ELECTRO SOUL

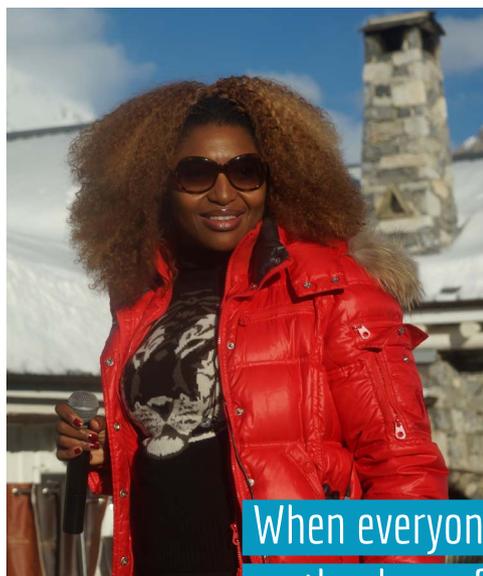
WITH HER UNIQUE AND POWERFUL VOICE, SINGER **ANGE FANDOH**, THE ARTISTIC DIRECTOR OF LA FOLIE DOUCE - L'ALPE D'HUEZ, IS COUNTING ON THE INTENSE, UNIVERSAL APPEAL OF SOUL-ELECTRO FUSION TO SET THE DANCE FLOOR ABLAZE.

Why have you decided to add a soul dimension to electro performances?

Electro is part of La Folie Douce's DNA, but each resort has its own take on the genre. At L'Alpe d'Huez, we've decided to combine the genre's best contemporary sounds with music that appeals to a very broad audience. Soul reflects a shared essence, a deep-rooted culture that everyone can identify with. There's a universal side to soul that fits in perfectly with La Folie Douce's ambitions.

How are the music sets organised?

I appear on stage with artists I've chosen because of their soul and the richness of their music. For instance, Saxy Bullock, an incredibly charismatic singer and saxophonist from New York, or Luna Esperanza, who has developed an extremely distinctive performance style. In our sets and improvisations, we work on classics from the 70s and 80s and create our own interpretations.

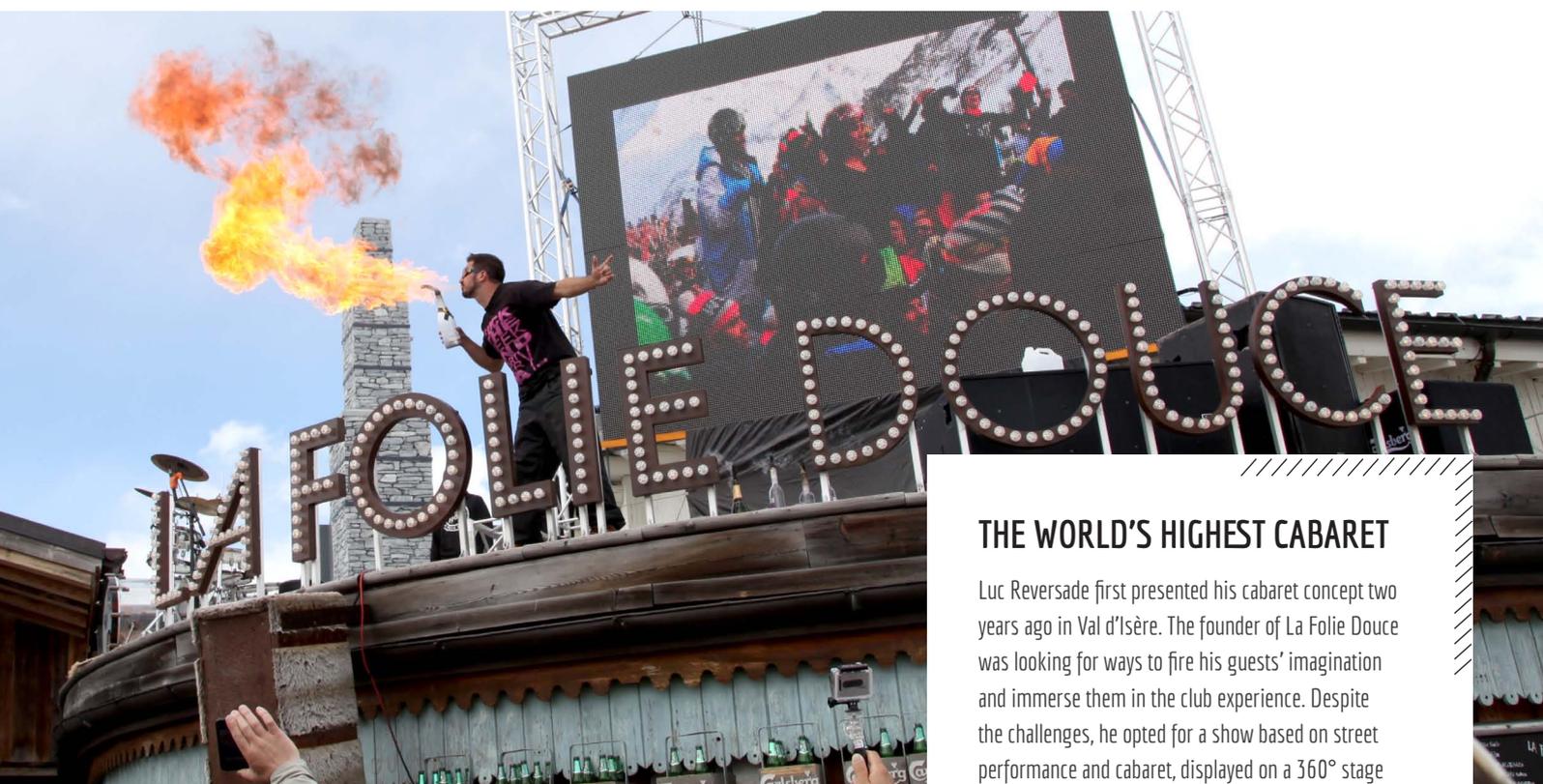


When everyone's on the dance floor, there's a feeling of interconnection, a kind of communion between people



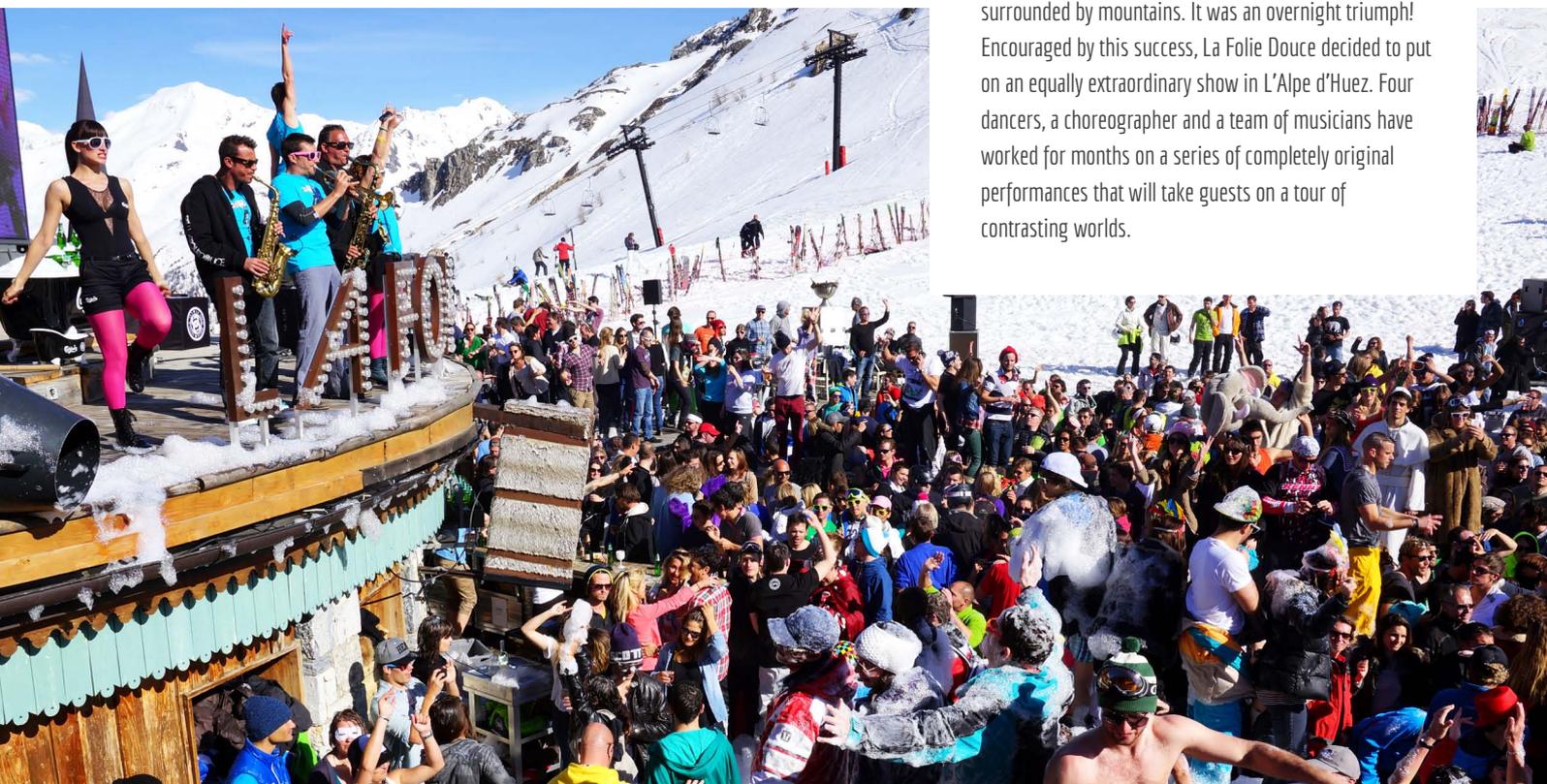
What's the secret to turning up the heat?

There's only one rule at La Folie Douce: the guests must have fun. The season's two resident DJs, Nox Brockly and Stéphane S, have a gift for feeling the crowd and drawing in their audience. That's the other magical thing about electro. Like jazz, it's a genre that offers endless opportunities for improvisation. And when everyone's on the dance floor, there's a feeling of interconnection, a harmony, a kind of communion between people. We intend to provide that all-too-brief but intense experience every day throughout the season.



THE WORLD'S HIGHEST CABARET

Luc Reversade first presented his cabaret concept two years ago in Val d'Isère. The founder of La Folie Douce was looking for ways to fire his guests' imagination and immerse them in the club experience. Despite the challenges, he opted for a show based on street performance and cabaret, displayed on a 360° stage surrounded by mountains. It was an overnight triumph! Encouraged by this success, La Folie Douce decided to put on an equally extraordinary show in L'Alpe d'Huez. Four dancers, a choreographer and a team of musicians have worked for months on a series of completely original performances that will take guests on a tour of contrasting worlds.



L'ALPE D'HUEZ, A BENCHMARK RESORT

To further consolidate its success, La Folie Douce has chosen to open its new venue in a resort often considered a benchmark of hospitality in the Southern Alps. L'Alpe d'Huez is a popular choice with families, due to its **facilities and services** such as child care and ski school, and with french and international winter-sports connoisseurs, who long ago fell in love with its **wide variety of ski runs** - more than 250 kilometres of pistes - and **easy access to legendary off-piste slopes**.

La Folie Douce is eager to share its culinary philosophy, taste for cabaret and remarkable sounds with visitors to L'Alpe d'Huez, providing them with season-round opportunities to enjoy memorable meals and party till they drop on the south-facing terrace overlooking the resort, which has been a home to skiers since 1936! As a result of its long experience, **the resort is expert in the art of living**. It ensures a warm welcome for visitors through the **many shops, bars, clubs and restaurants** that make up the vibrant town centre, and the **leisure facilities**, such as the ice skating rink, indoor and outdoor swimming pools and conference centre, which match any of those found in the highest-profile resorts.



LA FOLIE DOUCE



La Folie Douce village is located at a height of 2,300 metres (7,500 feet) on the **PLAT DES MARMOTTES**, in the heart of the great ski slopes of L'Alpe d'Huez, and linked to the resorts of Oz en Oisans, Auris, Vaujany and Villard Reculas.

- // Reached by the MARMOTTES I high-speed chairlift (departure from the LES BERGERS snow front)
- // Pedestrian access and departure

LA FRUITIERE

- // Mountain restaurant
- // Dining room with 110 places
- // South-facing terrace with 220 places
- // Cuisine by Christophe ARIBERT and Yann TANNEAU in partnership with Franck MISCHLER (Chief Executive of the La Folie Douce group).

LE NUVO SELF

- // Self-service canteen and snack bar
- // Bar and indoor facilities from the opening to the closing of the pistes
- // Dining room with 120 places
- // Southwest terrace with 250 places for lunch

LA TERRASSE

- // 14-metre bar open until the pistes are closed
- // Lounge and VIP area
- // Live clubbing with resident DJ and performers every day

EVENTS

La Folie Douce-L'Alpe d'Huez can be booked for private parties and corporate events

CONTACTS

Reservations + 33 (0)6 69 10 64 47

VIP Folie Douce service + 33 (0)4 76 80 32 36

Press + 33 (0) 6 13 92 15 00

EASY ACCESS TO THE RESORT

L'Alpe d'Huez is just 4 hours from Paris and less than 2 hours from the main cities in the Rhône-Alpes Region (Lyon, Grenoble)

By road : any motorway to Grenoble, then follow "Sisteron/Gap" on the A480 and exit at junction 8 ("Vizille - Stations de l'Oisans") to take the RD1091 to Bourg d'Oisans and then the D211 to L'Alpe d'Huez

By train : TGV high-speed train to Grenoble (less than 3 hours from Paris) and then a daily coach service (1½ hours)

By plane : Lyon-Saint Exupéry Airport (150 km from the resort), Geneva (220 km), Grenoble (99 km) and Chambéry (125 km)

By helicopter or light aircraft : Henri Giraud resort airfield

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