

SAINT ETIENNE HORS CADRE

Flâneries design et créatives

PRESS
PACK 2023



EDITORIAL

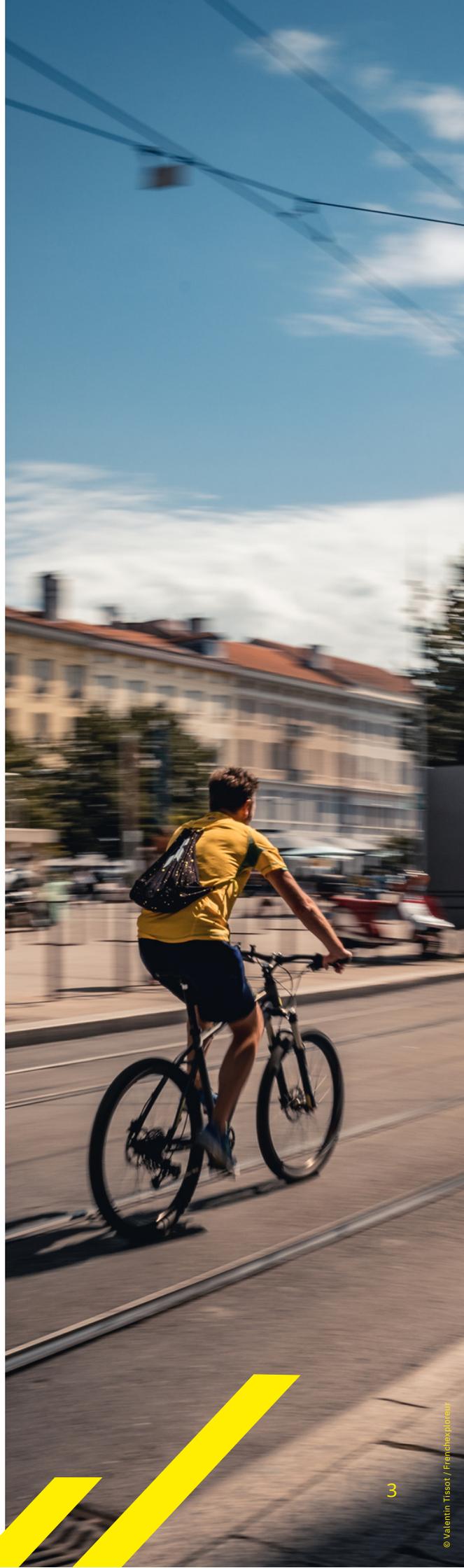
A true laboratory city, an incubator of new ideas, with its sights steadfastly set on the future, Saint-Étienne is a city in perpetual motion. Its actors never stop creating, testing, innovating to reveal to all the essence of a destination that has always been outside the box or Hors Cadre, as we put it.

A trip to Saint-Étienne means living the experience, being in the thick of an experiment with design. Design is at the heart of architecture and territorial development, but above all at the heart of local initiatives and collaborative projects that flourish and thrive in numerous places around the city.

As they stroll around the city enjoying the "design and creation walks", visitors open their minds and discover a collective dynamic and unfettered innovation they never even imagined. They return from a stay in city transformed and enthusiastic, totally won over by their experience of stepping outside the box in Saint-Étienne Hors Cadre!

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Saint-Étienne HORS CADRE: Step out of the box - why and how?

Saint-Étienne Hors Cadre is a collective of local people and organisations involved in an inspiring and creative movement, who are constantly producing gems to discover, experiences to engage in and times to share. All these people are united by a common passion, a desire to encourage others to apprehend daily life with a non-standard outlook, to take a step sideways so that they can re-discover all that is around us.

This dynamic can be found in all sorts of fields: designers, cooks, artists, museum staff, heritage sites, accommodation providers and more. Their aim is to offer a way of discovering Saint-Étienne and its district that is "Hors Cadre" - out of the box.

A STRONG MINDSET SHARED WITH THE PARTNERS

Saint-Étienne Hors Cadre is the essence of the Saint-Étienne experience, which encompasses design, creativity and innovation;

- THE ROOTS OF FRENCH DESIGN

The links between Saint-Étienne, dubbed the "city of a thousand patents", and design go back a long way, right to the roots of the city's industrial history.

- PERMANENT REINVENTION

A land of creators and inventors, Saint-Étienne is a city in perpetual motion driven by a dynamic that combines art with industry. Design was born of its industrial past. High tech industries have now replaced heavy industry. And the industrial draughtsman has become a designer.

- THE SAINT-ÉTIENNE SIDESTEP

Artists, designers, scientists, entrepreneurs: they all contribute to this special mindset that characterises this area: one that tests, experiments and thinks outside the box, with the aim of changing the everyday experience.

- A VISION

Saint-Étienne, capital of French design, carries an ambition, for itself and to address ways of changing daily life and inventing the future for the whole world.





The initiators

The Saint-Étienne Hors Cadre scheme was initiated by an inner circle of culture and tourism stakeholders in the Métropole.

These stakeholders, all of them representative of an inspiring, creative, cultural and design-focused approach, share the same values and vision for the city and surrounding area.

They have decided to pool their efforts and share the "Hors Cadre" approach with the wider world, inviting everyone to come and experience this alternative vision during a stay in the Saint-Étienne area.

**MUSÉE D'ART MODERNE ET CONTEMPORAIN
CITÉ DU DESIGN
MUSÉE D'ART ET D'INDUSTRIE
COURIOT – PARC MUSÉE DE LA MINE
FIRMINY LE CORBUSIER SITE
L'OPÉRA
LA COMÉDIE
LE FIL (SMAC)
LE ZÉNITH
BOOK FESTIVAL: LA FÊTE DU LIVRE
CLUB HÔTELIER STÉPHANOIS
SAINT-ÉTIENNE ÉVÉNEMENTS
CHOCOLATS WEISS**

Leading the Saint-Étienne Hors Cadre scheme

The Saint-Étienne Hors Cadre scheme is led by Saint-Étienne Tourisme & Congrès. This organisation is in charge of creating the momentum behind the scheme, facilitating synergies, coordinating initiatives, structuring the discovery packages and promoting it on the national and international tourism market.

Saint-Étienne's design, culture and creation network

Saint-Étienne Hors Cadre is also a multitude of stakeholders and contributors of all sizes, sometimes very small, which give the scheme its vitality and constitute the rich fabric of the destination. Their ambition is to help make it more visible and accessible, so that everyone can live their own customised Hors Cadre experience, where contact with real people is the heart of the matter.

Governance to increase synergies

Because everyone is convinced that raising the city and district as a tourist destination involves leveraging and orienting developments in a wide variety of areas (urban planning, the living environment, green spaces), a system of governance will be set up to provide a space for sharing ideas and taking the actions needed to efficiently reach the target set.

To sum up the, Saint-Étienne Hors Cadre is:

A COLLECTIVE AND A NETWORK

Saint-Étienne Hors Cadre brings together stakeholders from different backgrounds around a shared project: to propose a new way of discovering Saint-Étienne that is at once creative, innovative and design-focused.

THE COLLECTION

Saint-Étienne can be found in all sorts of places where you're not expecting it. This Hors Cadre-Out of the Box posture is embodied in a host of places, neighbourhoods and activities that are constantly evolving. The main ones are listed in the Collection. For more details, see page 8 of this document.

THE CITY WALK

This city walk is a concentrate of the most inspiring and creative places in Saint-Étienne. In the heart of the different neighbourhoods, you'll find a mix of cultural and heritage sites, meeting places and art works in the urban landscape. A walking tour that offers a overview of the essence of Saint-Étienne Hors Cadre. For more details, see page 15.

THE GRAND TOUR

An original way to discover the area surrounding Saint-Étienne with 11 outings designed for visitors with a bit more time who want to see more than just the city. For more details, see page 17.

THE PROGRAMME

The Hors Cadre programme features an abundance of festivals, events, live shows and pop-up artworks, all of them essential viewing. The programme will be launched at a big event, inviting inhabitants and visitors to discover the highlights to come. For more details, see page 23.



Saint-Étienne Hors Cadre: an ambition, a logo

Not everything that is "Hors cadre" is identifiable at first sight, but it's there and will arouse the curiosity. Saint-Étienne Hors Cadre is a city asserting its distinctiveness and wanting to be seen, visited, shown and regarded in unusual and original ways. Hors Cadre is also a reference to the idea of thinking "out of the box", in other words a form of "design thinking" that is perfectly in tune with the Métropole's personality.

To support this change, the publications are taking on a new, shared tone, the visuals are

changing with a new graphic environment, easily adaptable and usable by all the partners in the scheme.

Words are much more efficient than just a logo when it comes to identifying yourself with Saint-Étienne Hors Cadre, for tourism and culture operators.

The taglines provided below can be freely used by the initiative's partners, in any typographic form they wish.



BEING PART OF SAINT-ÉTIENNE HORS CADRE

Actor in] Saint-Étienne Hors Cadre [
 A] Saint-Étienne Hors Cadre [experience
 The] Saint-Étienne Hors Cadre [spirit

THE COLLECTION

ALL THE UNMISSABLE HORS CADRE PLACES!

You'll find the spirit of Saint-Étienne Hors Cadre in loads of places and neighbourhoods - here's a collection of colourful sites to get you started! From the centre of Saint-Étienne to outings into the surrounding area, things are fizzing and buzzing all over the place.



THE DEMEURE CHAMONCEL



A SQUARELY MODERN MUSEUM



DESIGN GETS THE FREEDOM OF THE CITÉ



AT MONSIEUR LE CORBUSIER'S



MUSÉE D'ART & D'INDUSTRIE DESIGN - LIKE RIDING A BIKE, ONCE YOU'VE LEARNT, YOU NEVER FORGET



HAPPY BUSINESS!



COURIOT - PARC MUSÉE DE LA MINE: THE DIGGING'S FINISHED, WE'RE COMING OUT!



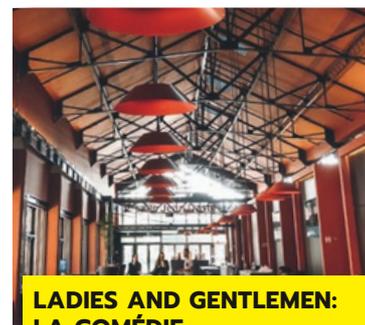
LA MANUFACTURE - A DISTRICT-FUL OF IDEAS



NOTHING QUIET ON THE EASTERN FRONT



NO LOSING THE THREAD AT LE FIL



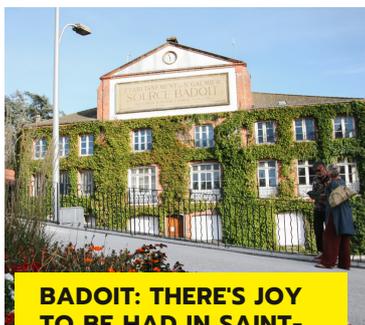
LADIES AND GENTLEMEN: LA COMÉDIE



SAINTÉ AND THE CHOCOLATE FACTORY



A VALLEY PACKED WITH IDEAS



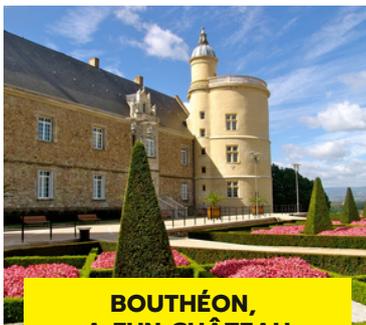
BADOIT: THERE'S JOY TO BE HAD IN SAINT-GALMIER



GRAFFITI HEAVEN



ALL ABOARD, WE'RE OFF!



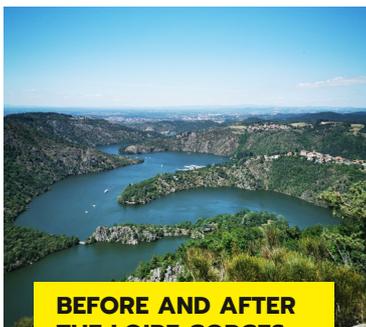
**BOUTHÉON,
A FUN CHÂTEAU**



**NOVACIÉRIES
RECONQUERS SAINT-
CHAMOND!**



**LE PILAT: WIDE OPEN
SPACES JUST BEYOND
THE CITY LIMITS**



**BEFORE AND AFTER
THE LOIRE GORGES**



**BANC D'ESSAI:
5 MINUTES ON A TEST
BENCH WITH YOU!**



**BRASSERIE STÉPHANOISE:
CHEERS SAINTÉ!**



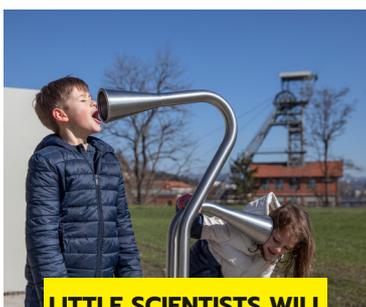
**THE BIENNALE
CELEBRATES SAINTÉ'S
CREATIVITY**



**OPENFACTORY, THE
FABULOUS FABLAB**



**COME AND SEE THE
COMETIANS**



**LITTLE SCIENTISTS WILL
GROW UP!**



**FOOTBALL...
AND MORE**



**SAINTE-CROIX-EN-JAREZ :
TYPICAL AND ATYPICAL**



**A CONCENTRATE OF
SAINT-ÉTIENNE
COFFEE**



CRAZY OPÉRA

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© Ateliers Weiss / Marion Dubanchet
© Magali Stora
© Max Coquard-Bestjobers

© Aventure du train / Ello Vidéo
© Château de Bouthéon / Hubert Genouilhac
© en.instantanes.au.carre
© Ville de Saint-Etienne / Pierre Grasset
© Les Pauline
© Laurence Barruel

A woman with blonde hair, wearing a red, form-fitting, spaghetti-strap dress, stands on a red balcony. She is looking down and touching the railing. The background is a modern building with a red facade and windows. The sky is blue with some clouds. There are yellow diagonal stripes at the top of the image. A white L-shaped graphic element is on the right side of the text.

THE COLLECTION

ALL THE UNMISSABLE HORS CADRE PLACES!

The Hors Cadre spirit can be found in numerous places and neighbourhoods, a taster of which follows. You can find all the Collection on saint-etienne-hors-cadre.fr

A town within a town, that was the idea harboured by Le Corbusier, the visionary architect who designed the Firminy site, just a stone's throw from Saint-Étienne. This site delights both connoisseurs and the curious: the multi-coloured Unité d'Habitation, a rather odd, cone-shaped church, a concave Maison de la Culture - a World Heritage site -, a stadium in the form of an amphitheatre and a swimming pool. You wanted Le Corbusier, well here it is, a place stuffed with anecdotes. Did you know that this site was his second largest complex in the world? And that the windows of the Maison de la Culture were musical windows? Guess which constellation appears in the concrete of Saint-Pierre's church? Head for the square, to find out and for a lesson in creativity!

www.sitelecorbusier.com



At Mr Le Corbusier's in Firminy



And to say they were making weapons here in the days of Louis XV. Two centuries and a few good ideas later, the Manufacture Royale has regenerated as the Cité du design and a Creative District. Horizontal, transparent and filled with light, La Platine certainly gets itself noticed: you can't deny that. This unusual box-like structure houses a library, a restaurant, an amphitheatre, a series of exhibition rooms and even a materials library. You can't imagine how many uses there are for translucent marble... All's well with the world. Outside, the Tour Observatoire can't help but show off - mind you, those 32 metres are enough to make you dizzy. No sign of a derelict industrial site now: the Manufacture quarter is now fairly buzzing with brainpower and hyperactivity.

www.citedudesign.com/

Design gets the freedom of the Cité



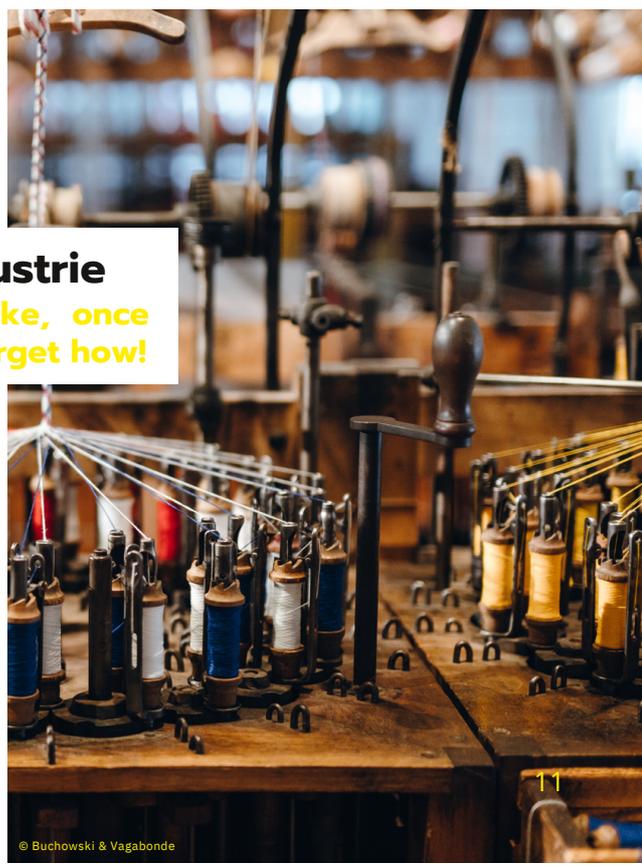
As part of the "Cité Design 2025" project, in 2024 Saint-Étienne, the only French UNESCO Design City, is due to become the home of the first Galerie nationale du design, no less!

Musée d'Art et d'Industrie

Design is like riding a bike, once you've learnt, you never forget how!

Arms, ribbons and bikes. Put like that, it's hard to see the connection. And yet all it takes is a trip to the Musée d'Art et d'Industrie, whose unique collections will help you to understand why design is everywhere in Saint-Étienne. Saint-Étienne has always invented things. Firearms of course, but also weaving looms, textiles and bikes. It was actually here that the very first bicycle was invented. So head down in the handlebars, and three collections later, the links between Saint-Étienne's industrial past and its ambitions for the future will no longer hold any secrets for the visitor!

www.mai.saint-etienne.fr





Bouthéon

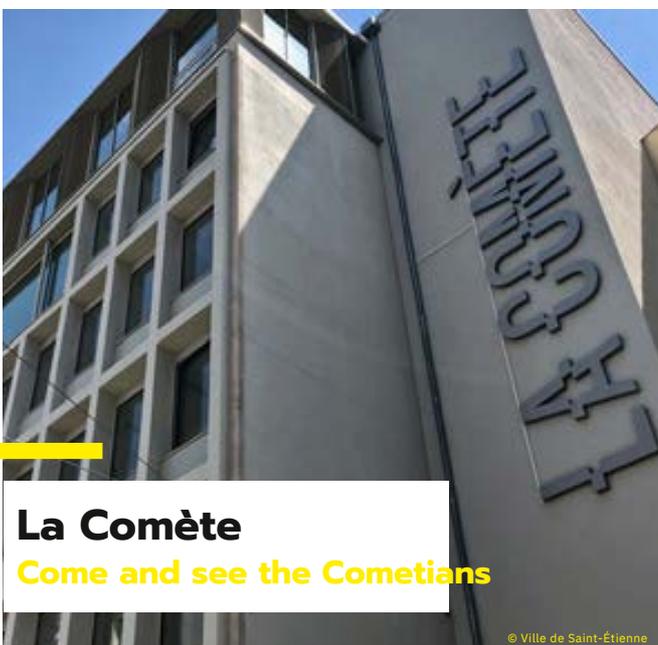
A fun château

If you think mining is something to do with big data, it is time to have a day out at the Puits Couriot. Before, it was here that miners went underground to dig coal. The site is now a listed Historic Monument and there's more fun to be had than in the old days. The museum tells the story of Saint-Étienne's adventure with coal. The museum pitches you right into the history of the mine with its display rooms and even offers a short trip underground. It's like being there for real, it shakes you up in every sense of the word. Outside, though, change of atmosphere: when summer comes, it's time to open the "ginguette". It gets off to a gentle start with a game of petanque and a local beer, then everyone takes to a deckchair to watch the concerts and other entertainments. Just opposite, all this agitation does not stop the slag heaps from continuing to slowly consume themselves.

www.musee-mine.saint-etienne.fr

Couriot - Parc Musée de la Mine

The digging's finished, we're coming out!



La Comète

Come and see the Cometians

The Loire is France's longest river, 1006 kilometres – that's a lot of banks to build castles on... Well, of course you can't compare Bouthéon with Chambord or Chenonceau: smaller, further south, but also more unusual. In this former medieval fortress, ghosts show you around, paintings talk, looms still weave and fish swim in the basement. Also in the basement, you can board a ramberte (a barge created here 300 years ago to haul coal) along with a sailor who will tell all about river navigation and the Marine de la Loire. And all at no risk of getting wet - the experience is immersive, but digital! Outside, farm animals wander the paths, the gardens grow useful everyday plants and all the lakes in grounds are eco-friendly. Not bad eh, life at the château?

www.chateau-bouthéon.com

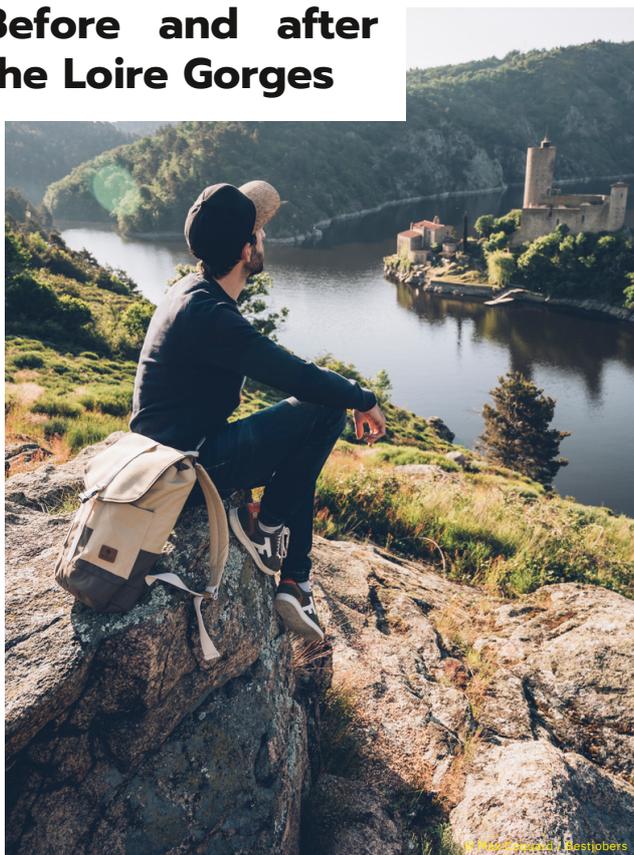
La Comète is the latest addition to Saint-Étienne' range of cultural venues. Once again, this is the story of a conversion typical of Saint-Étienne, that of the old La Comédie (now in the creative district), which has been turned into a creative centre for performers and an incubator of live performances. Five tenants share La Comète (we call them the Cometians) and, as in any house share, there are plenty of people coming and going and mingling. Everyone's welcome in the entirely renovated building: come for a jazz evening, to take part in a theatre discovery workshop, to have a music lesson, to rehearse in one of the studios, or to see any of the shows that are on throughout the year. Without building comets in the sky (OK, mixing metaphors there...), we are sure that this new centre for artistic exploration has great days ahead of it!

www.lacomete.saint-etienne.fr/la-comete/

New exhibition layout at the Musée des Verts!



Before and after the Loire Gorges



The Loire, deciduous forests, castles, islands, steep cliffs.

Guess where you are. In the Loire Gorges Nature Reserve, well done! 4,000 hectares of pure nature, 355 of which are in the Regional Nature Park – fresh air in abundance. And it isn't just oaks that have popped up along the river banks – there are castles too. Essalois stands proud up on its rock, but actually it's a cool one to visit. It's open to the public, for free. On the other side, there's Grangent. All alone on its island, it's hard to imagine it used to be perched at a height of 60 metres... Before the dam was built, the valley looked quite different. At Saint-Victor, they lost a railway line, but gained a water sports centre. And with it a beach, a marina, boat trips and some fantastic angling, all within throwing distance of the city centre... National newspaper Le Monde has got the measure of it - it has placed our Gorges among the 20 sites in the world to visit in 2023, no less!

Even if you don't like football, you will have heard of Saint-Étienne's mythical football club. Everybody knows the ASSE. After all, it is the club with the most French championship titles to its name... ten in all - even PSG hasn't achieved that (yet). The Greens even had their own museum before everyone else. In short, the Cauldron, Aimé Jacquet, Platini ... we all know them. But the ASSE is like the city of Saint-Étienne: out of the ordinary, creative and innovative. And not everybody knows that. A logo designed back in the 60s by a Fine Arts student, an interplanetary hit pop song sung by a former player - "Je te survivrai, d'un amour vivant... " - a 360° immersion headset to relive a game as if you were there, 2,600 sqm of solar panels on the stadium roof... So, as the chant goes, "Who's the best? The Greens, of course".

www.museedesverts.fr/

Le Pilat: nothing to do with the dune of the same name.



Our Le Pilat is 700 sq km of mountain and forest, a radical change of scenery just 10 minutes from Saint-Étienne city centre. The highest peak in the Regional Nature Park reaches an altitude of only 1,400 metres. Nothing too dizzying, so there's no excuse for not getting just a bit sporty. Whether by bike or in your trainers or on Shanks' pony, come and enjoy a ramble among the old stones of the medieval castle of Rochetaillée. At the Gouffre d'Enfer (the Abyss of Hell), one of the many dams in the area, you can join the locals on their favourite walk. But don't worry, there's nothing hellish about it, on the contrary it's a real paradise for Sunday outings!



"THE CITY WALK"

AN HORS CADRE TOUR OF SAINTÉ'S NEIGHBOURHOODS

We invite you on a walking tour of Saint-Étienne. Several even, in any order, in any direction. Start with the Cité du Design. No royal guns being made here these days, it's lofty ideas that queen it here now. Pick one up while you're there and hurry on to Opéra to kiss Sleeping Beauty. Then off to the famous Cauldron to soak up the sights and the sounds. What counts is to open your mind!



© Magali Stora

THE CITY WALK: SAINT-ÉTIENNE'S UNMISSABLES: THERE'S ONE AT EVERY TURN. FRESCOES, ARCHITECTURE, INTERESTING SITES - THERE ARE SO MANY WAYS TO ENJOY A MEANINGFUL VISIT. HERE'S A (NON-EXHAUSTIVE!) TASTER SOME OF THE HIGHLIGHTS FROM THE CITY WALK.

THE ARCHI HIGHLIGHT



HÔTEL DES INGÉNIEURS

Built for the École Nationale des Mines de Saint-Étienne's alumni society, the building has recently had a facelift. Its imposing façade has regained all its splendour, born of the desire to spread the reputation of Mines engineers far and wide.

THE ARTY HIGHLIGHT



GALERIE CEYSSON & BÉNÉTIÈRE



In Saint-Étienne we have one of France's largest art galleries! Founded in Saint-Étienne by François Ceysson and Loïc Bénétière in 2006, the Ceysson & Bénétière gallery now has branches in Luxembourg, Paris, Geneva, New York and, most recently, Lyon. Galerie Ceysson & Bénétière represents national and international artists, and in particular members of the Supports/Surfaces MOVEMENT.

THE CREATIVE HIGHLIGHT



LA SOUCOUBE



Here, it's all about curiosity: asking questions, searching, testing, discovering, exchanging, marvelling and having fun. Here experiments are conducted by La Rotonde, the cultural, scientific, technical and industrial centre at the École des Mines engineering school in Saint-Étienne.

THE MUSICAL HIGHLIGHT



LE ZÉNITH



This modern Saint-Étienne monument was designed by Sir Norman Foster. Doesn't the name ring a bell? He's a British architect, a genius known the world over. His projects include the Millau viaduct, London's City Hall, Hong Kong airport. But here what you can admire is the concert hall's astonishing roof, shaped to capture the flow of the winds coming in from the valley, to ventilate and cool the inside of the building. There's never a dull moment at Saint-Étienne Zénith: from rock to comedians to reggae to sports events, there really is something for every taste.

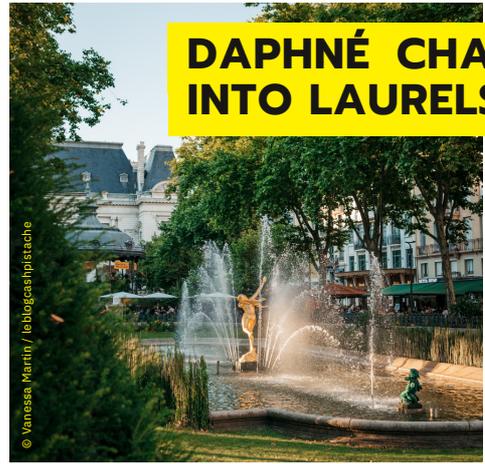
THE LIFESTYLE HIGHLIGHT



**DAME D4 CAFÉ
AT THE HALLES
MAZERAT-BILTOKI**



THE HISTORICAL HIGHLIGHT

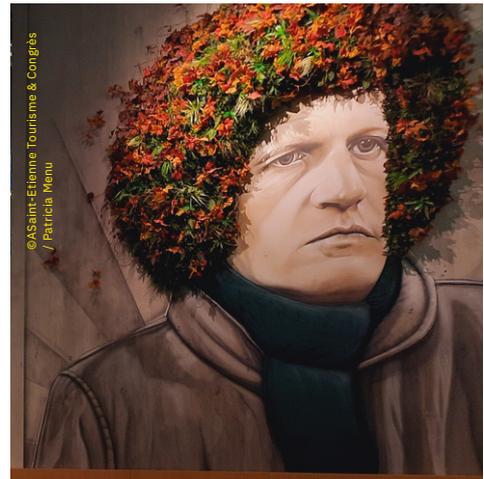


**DAPHNÉ CHANGED
INTO LAURELS**



"Daphné changed into laurels" is a sculpture by Jules Dercheu (1864-1912). In 1942 Daphné suffered the fate of many a bronze statue in our city - she was removed and then disappeared without trace. It's likely she was melted down in Germany. It took until 2022 for a copy to be made and become the centrepiece of the fountains on Place Jean Jaurès.

THE DESIGN HIGHLIGHT



**GEOFFROY-GUICHARD
STADIUM BRASSERIE**



Inside it's not a decoration that you can see, it's an entire tribute to Roger Rocher (former club chairman) and Robert Herbin (former player and coach). And to continue the theme, the bar is a reproduction in miniature of the stadium's first stand.

The Dd4 is a special place adjoining the Halles Mazerat-Biltoki which serves a generous cuisine and good beer, with something for every taste. This is no run-of-the-mill restaurant or bar - it's a café where culture meets conviviality, just the way we like it round here!



"THE GRAND TOUR" SAINT-ÉTIENNE'S SURROUNDING COUNTRYSIDE AS YOU HAVE NEVER VISITED IT BEFORE

With a name like that, you'll have guessed that this time we are venturing beyond Saint-Étienne itself. The Grand Tour is an invitation to step over the city line and explore some of the highways and byways around Saint-Étienne that are really worth the effort! It's just 15 kilometres from the city to the second largest Le Corbusier masterpiece in the world: the Firminy site. You could almost walk there, but we need to save some time and energy for the Gier valley, the Loire gorges, and the Château de Bouthéon.

WHO SAID YOU MUSTN'T GO OVER THE LINES? THESE ELEVEN LITTLE TRIPS OUT PAST THE CITY LINE ARE WELL WORTH THE EFFORT. HERE ARE SOME OF THE HIGHLIGHTS...

Outing

Long and winding roads



© Laurence Martuel

Have you ever seen a village that moved into an old Carthusian monastery? No? Well, that's normal enough, but we have one: **Sainte-Croix-en-Jarez**, a Loire **Village de Caractère** and listed as one of the **most beautiful villages in France**, which boasts a truly unique historic and natural heritage. In the Jarez area, you will need to climb up high to see this unusual site. We are a long way from monastic austerity, though. Here, they welcome the inquisitive of all ilks, for creative visits with a variety of activities and events. The year is punctuated by a whole series of festivals, exhibitions, orienteering courses, games, etc. If your thing is walks and big rocks, we've got just what you need too: a great one-hour walk out to the Roches de Marlin megalithic site. But the Jarez region also has another trick up its sleeve over in La Terrasse-sur-Dorlay. The town is home to one of the most unusual museums in Loire: the **Maison des Tresses et Lacets**. This magical place is taking care to preserve the know-how of a whole region, whose braiding machines made a huge contribution to fashion until the middle of the 20th century. So tie your laces and set off for the Jarez, a region full of surprises!

Would you like to know what the future looks like? Well, it's at Saint-Chamond that it's happening! The most telling example is the **Novaciéries neighbourhood**. This derelict industrial site has certainly changed, you can see that. Converted into an immense leisure area, with its brand new Véo Grand Lumière cinema, its restaurants, its shops and skatepark, the great hall has become the new favourite icon of the Couramiaux ("chasers of cats") – that's another name for Saint-Chamond's inhabitants, which came about because it was said that they spent their time chasing after cats. But in Saint-Cham', you can also find some impressive architectural symbols. You can visit the old Hôtel-Dieu, the churches of Saint-Pierre, Saint-Ennemond and Notre Dame or the Hôtel de Ville and its inner courtyard overlooking Nelson Mandela park. The town dear to Antoine Pinay and Alain Prost is constantly changing. Be warned, in Saint-Chamond, they live life to the full. And if want to take a souvenir of your stay home, we suggest you pop into the **brand new Saint-Étienne Hors Cadre store in Saint-Chamond** - like its big brother in the city it has all the local goods you need!

Outing

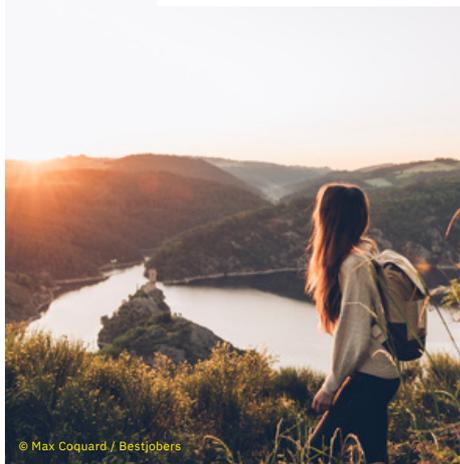
Novaciéries turns a



© Magali Stora

Outing

The Saint-Étienne Reserve



© Max Coquard / Bestjobs

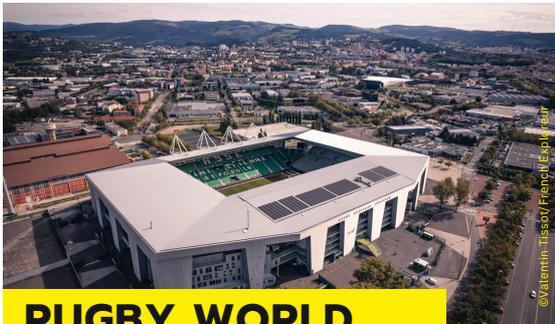
Believe it or not, Saint-Étienne has its very own **fine sandy beach**, over by the picturesque village of **Saint-Victor-sur-Loire**. Ideal for a dose of farniente on the beach at the water's edge or to take a cruise on the river. And to admire the treasures of the Loire Gorges nature reserve, which this year features in the lists of sights to see published by newspaper Le Monde. You will also be able to climb up to the medieval village of Saint-Victor with its **breath-taking views over the Loire**. A chance to take a trip back in time by visiting the castle and the church. Once you come back down again, you can head back towards Saint-Étienne, stopping off for a stroll through the Le Berland rose garden. From Les Condamines, a little bit further along, the **hiking trails** begin, lots of them. They lead you into the secrets of the nature reserve, a magical experience.

SAINT-ÉTIENNE, RUGBY WORLD CUP 2023 HOST CITY

SAINT-ÉTIENNE TERRE DE JEUX

THERE'S GONNA BE SOME SPORT!

FROM 12 AUGUST TO 2 OCTOBER 2023



RUGBY WORLD CUP 2023

Geoffroy-Guichard stadium has been selected to host some of the matches for this global event! Saint-Étienne is used to hosting major sporting events, and this year it will be one of the 9 French cities to host the Rugby World Cup, otherwise known as RWC 2023. Saint-Étienne will be the base camp for the Australian team and looks forward to welcoming the Wallabies and their Australian supporters! Don't miss the activities and concerts organised in the Fan Zone in Parc François Mitterrand. There'll also be big screens to watch some of the other matches. 5 matches are scheduled to be played at Geoffroy-Guichard stadium during the pool stage:

- . warm-up: 12 August: France v Scotland
- . Saturday 9 September: Italy v Namibia
- . Sunday 17 September: Australia v Fiji
- . Friday 22 September: Argentina v Samoa
- . Sunday 1 October: Australia v Portugal

APRIL 2024



PARIS 2024 OLYMPIC AND PARALYMPIC GAMES

Saint-Étienne Métropole is one of 8 Métropoles outside the Paris region that will be hosting events during the Paris 2024 Olympic and Paralympic Games, and in particular 6 men's and women's football matches during summer 2024! A Fan Zone will be set up on Place Jean-Jaurès, a lively square in the heart of the city. And the Olympic Flame will be doing us the honour of passing through Saint-Étienne in April 2024. Put it in your diary - it'll definitely be worth a trip!

THERE'S GONNA BE SOME **SPORT!**

FROM 5 APRIL 2023 TO 14 JANUARY 2024



SPORT AND ARCHITECTURE EXHIBITION

In response to the "Terre de Jeux 2024" (Land of Games) label awarded to the town of Firminy, the Le Corbusier site presents its new exhibition "Ça bouge en ville ! Sport et architecture pour demain" (Things are moving in town - Sport and Architecture for tomorrow) focusing on sport and its place and role in the towns of the future. The exhibition illustrates how the questions raised in the 1950s by the Modernist architects, and Le Corbusier in particular, on the place sport holds in society and how it links to architecture and urban planning are still relevant issues today.

12 TO 14 MAY 2023



MAD JACQUES TREK RACE

An epic three-day expedition into the wonderful massif of Le Pilat Regional Nature Park. And at the end of the road, dear participant, a huge party to celebrate the joys of spring, the sweat on your forehead, roaming free and to taste cheeses you never knew existed!



CLIMB UP

Climb Up is a new indoor climbing and bouldering gym that has just opened in an old industrial building (the old Compagnie des Ateliers et Forges de la Loire or CAFL), just behind Geoffroy-Guichard stadium. The added bonus: a sauna and a cosy bar for the adults and an adventure course for children aged 4 and over. With the other bouldering gym in Saint-Étienne, Blocabrac, and this new gym, climbers are spoiled for choice!

UNTIL 1 MAY 2023



"BICYCLETTE(S), FAIRE DES VÉLOS" EXHIBITION

The choice of Saint-Étienne for an exhibition on the revival of the bicycle in Europe owes nothing to chance, since it is in the heart of the historical bicycle capital of France and the country's only UNESCO Creative Design City that the "Bicyclette(s), faire des vélos" exhibition is taking place, curated by a great contemporary French designer, Jean-Louis Fréchin. The Cité du design invites all bicycle lovers to come and see a selection of over 70 pieces that are revolutionising our cycling practices, transforming our lives and our cities and giving us a glimpse of the cycles of the future.

JUN 2023

LOIRE PADDLE TROPHY



The Loire Paddle Trophy is a race (6 to 18 km) open to all fans of stand-up and prone paddleboarding and outrigger canoeing in an amazing natural setting in the Loire Gorges! This now unmissable event is the ideal opportunity to enjoy a weekend of sport and fun - and try out the equipment. Suitable for all levels and all ages, sporty atmosphere guaranteed!

THE WORKSHOPS, AN OPEN-AIR FABLAB, TO PLAY AN ACTIVE ROLE IN CITY LIFE

In Saint-Étienne, you'll find innovation virtually on every street corner. But here designing isn't the prerogative of designers, but something everyone can get involved in. Collaboration is part of the city's DNA. Co-working, FabLabs and workshops are springing up all over the place, offering locals and visitors the chance to build a little bit of their future.

© Atelier scientifique La Soucoupe / La Rotonde



ROBOTICS WORKSHOP GARAGE 404

8 rue Tarentaize - 42000 Saint-Étienne
www.garage404.com

Garage404 is a company in the Tarentaize neighbourhood of Saint-Étienne offering a new educational activity to get the brain cogs whirring: robotics workshops for children. Not only can they make their own robot with little bricks, but above all they can learn to code. Fun and excitement guaranteed for our little ones at sessions that run every Wednesday and during the school holidays!

Watchwords: handmade, beautiful, local. A poetic place of the kind we particularly favour round here, with a creative café, a shop selling decorative objects and accessories made in the workshop in the veranda. It's not for nothing that it was one of the winners in the 2022 Commerce Design competition, it blows you away as soon as you walk in! Away into a world that is graphic, colourful and sparky. This inspirational place also offers creative workshops all through the year: linocut printing, printing block carving, etc.

52 rue Charles de Gaulle - 42000 Saint-Étienne
www.dobrylab.net



DOBRY LAB DIY WORKSHOP

© Boutique atelier café créatif / Dobry Lab

MAKE YOUR OWN WINE LA VINIFACTURE

No vines here, but 3 winemaker friends! Between their passion for wine and the love of their city, they couldn't choose. So, with no land, but plenty of imagination and ambition, they set up their tanks and barrels in town to create an urban winery, right next to the Zénith. Here they mature, assemble and bottle their wines, but that's not all! There's also a wine bar and an events area, and you can even try your hand as a "winemaker" for a few hours and make your own wine. They give lessons (tasting included!), help you choose the grapes, control the blending and help you to create a personalised label. And then a few months later, you'll be able to taste your much awaited potion.

46 rue Barrouin - 42000 Saint-Étienne
www.lavinifactory.fr



© Les Pauline

PLAY AT MASTER CHOCOLATE MAKERS LES ATELIERS WEISS

In Sainté, chocolate reigns supreme. Not only can you taste it and see how it's made at the workshops of Weiss, a historic local name in quality chocolate making, but you can also have a go yourself! Les Chocolatiers Weiss offer different workshops and events throughout the year. A chance to get creative and play at Master Chocolate Makers.

1-hour workshop, from age 7. Book in advance.
Adults: €20/Children: €15

1 rue Eugène Weiss - 42000 Saint-Étienne
www.chocolat-weiss.fr/fr/



The Brasserie Stéphanoise, situated in the centre of the Bellevue neighbourhood offers introductory workshops for the layman/woman, beer-lover and outright beer geek in a specially adapted dedicated space. Learn how beer is made, brew your own beer or just enjoy a peek behind the scenes... Any reason is a good one to discover the stages involved in making a craft beer during a visit led by a professional brewer and to try your hand at making your own brew.

From €150 for an adult (visitors must be over 18) for a day's brewing, an educational booklet, a guided tour of the brewery, a snack, a tasting session and carton of your own beer (12 x 75 cl bottles).

15 rue Buffon - 42100 Saint-Étienne
www.labrasseriestephanoise.com



BREW YOUR OWN BEER BRASSERIE STÉPHANOISE

THE HORS CADRE PROGRAMME



The Hors Cadre programme represents the very cultural and creative essence of this area. Diaries at the ready: here are some dates not to be missed.

FROM 3 TO 6 MARCH 2023



HOME AND DESIGN FAIR

See the latest trends in decoration, furniture, gardens and design. Stroll through the aisles at the new Parc Expo towards the shopping area and design centre, and take advantage of the exhibitions, activities and workshops on offer.

FROM 17 TO 19 MARCH 2023



CURIEUX VOYAGEURS FESTIVAL

For its 44th edition, the film festival is putting the spotlight on travel and discovering new places. And for our greater pleasure, we even get to meet the directors, writers, photographers and exhibitors "in person" to chat with them and share something of their passion for travel and bringing back images of their travels.

FROM 22 TO 28 MAY 2023



PAROLES & MUSIQUES FESTIVAL

To celebrate its anniversary, the Paroles & Musiques Festival has put together a festive programme, with dozens of musical events that are sure to make this 30th edition one that really stands out! Paroles & Musiques, an event you definitely won't want to miss.

FROM 2 TO 22 OCTOBER 2023



RHINO JAZZ

Ever since it was created in 1979, the Rhino Jazz Festival has never stopped causing a sensation in the jazz world(s). The Rhino encompasses all kinds of jazz, blues, soul and even a touch of rock: so there's something for every taste. From Lyon to Firminy, taking in Vienne and Saint-Étienne, every year the festival offers over fifty concerts.

NOVEMBER 2023



PLÉIADES FESTIVAL OF DIGITAL ARTS

A total of nearly thirty local, regional, national and international artists will be showing their work at nearly forty different venues for an in-depth insight into all the forms of digital creation. See poetic, minimalist works in the town centre shops and more monumental installations in public spaces around Saint-Étienne, but also in the different cultural buildings and institutions taking part in the event.

FROM 6 TO 11 NOVEMBER 2023



POSITIVE EDUCATION

The best French techno festival takes place in Saint-Étienne - it's *Vice* who say so. Now an absolute institution on the electronic scene, the Positive Education Festival will be back in November 2023 for its 6th edition. The kick-ass line-up and the high-octane atmosphere of the festival crowd will be more than enough to make sure you forget about your dirty post-festival trainers.

DECEMBER 2023

FÊTE DE LA SAINTE-BARBE



Sainte Barbe, now she's first and foremost the patron saint of miners. And Sainte Barbe's day - 4 December - used to be a high point in the Saint-Étienne festive calendar before it dropped off when the mines closed and there were no more miners. Since December 2020, though, all the bars in Saint-Étienne have got together to revive the tradition and celebrate Sainté, with over a hundred venues taking part, over 80 events, forty concerts and DJ sets, exhibitions and debates. And, of course, the traditional procession and fireworks just above the headframe at the Musée de la Mine.

LITTLE (OR BIG) NEW THINGS TO TRY!

Geoffroy-Guichard Stadium Brasserie

How about a meal with a view of the iconic Geoffroy-Guichard stadium? You can now do just that, at the new 450 sqm stadium brasserie, with its terrace on the roof of the new Musée des Verts and a huge panoramic window overlooking the stadium - enough to delight any supporter!



The Marcon wine cellar



You're probably familiar with a wine cellar and Michelin-starred restaurant of the same name?

Not surprising since this events venue in Saint-Étienne belongs to the same family as the one in Haute-Loire! And it offers a cocktail that is guaranteed to make for a great evening out: a bar with a homely feel, a delicatessen and a terrace! We recommend trying one of the over 800 wines they have in stock: you won't be disappointed as the bottles they serve here are well worth the trip!

The Arena in Saint-Chamond

A new sports venue has broken ground: the new Saint-Étienne Métropole sports arena, named the Arena. This time, no football, no green, but basketball and red. Surrounded by 4,199 other fans, you will be able to cheer on the SCBVG - Saint-Chamond Basket Vallée du Gier - the local professional club that plays in the France Pro B league (plenty of slam dunking here).



The Saint-Chamond Hors Cadre store



To use our local specialities to spread the word about the area is what the Saint-Chamond Hors Cadre Store is trying to do: to create an all-encompassing experience around what makes us different: the "Saint-Étienne step sideways". Here we are re-inventing the visitor experience. The products inspire visitors to go out and discover the tourist gems and the craftspeople, artists and shopkeepers behind them that make us the special tourist destination that we are.

Designer boutiques in Saint-Jacques

In a busy street in the historic city centre, you'll find a group of little designer boutiques: Chez Les voisines, Les Cafines, La Poudrière and Maison Chaize. Discreet though they may be, these designers are as numerous as they are talented, and you can discover them one after the other as you wander through this history-packed part of town.



Boutique atelier Maison Chaize / Saint-Jacques

The Sainté Balades app The Chartreuse de Sainte-Croix



© Saint-Etienne Tourisme & Congrès / Buchowski + Vagabondo

What treasures can you see in the church? What did archaeologists discover during their dig? What did the monks eat? The Saint-Étienne Balades app proposes a new trail through the La Chartreuse site at Sainte-Croix-en-Jarez. With this app available for free from the Apple store and Google play, you can access videos, anecdotes, interviews and quizzes to learn more about this jewel in the Métropole's heritage crown. Try it now!

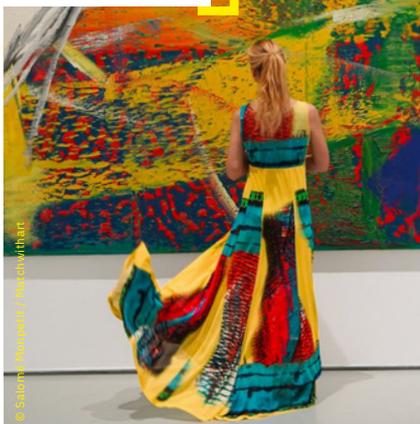
L'écho lieu



© Magali Stora

Forget the frenetic pace of everyday life and press pause... that's the Écho-lieu effect. Spend a night in a gypsy caravan, try a "back to nature" workshop, rent an electric mountain bike... And above all, be blown away by the sheer natural beauty of Le Pilat Regional Nature Park, just 30 minutes from Saint-Étienne city centre!

MAMC+



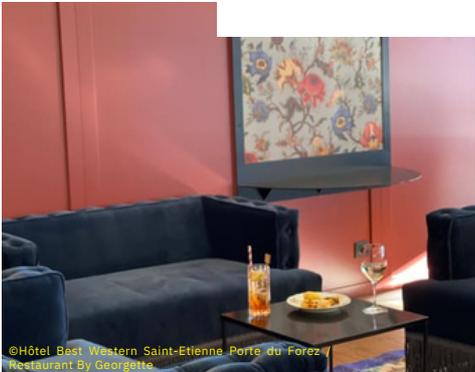
© MAMC+ / Pompidou / Regis Arthant

For those who didn't know, after the Pompidou Centre, it's in Saint-Étienne that you will find the largest collection of contemporary art in France. On 23 April 2023, the MAMC is closing for a year for renovation! In the first quarter of 2023, there are still three exhibitions to see: Marcelle Cahn, Marc Camille Chaimowicz and our collections with The House of Dust. And while the workmen are busy giving the exhibition rooms a new lease of life, the MAMC+ team will be carrying on the good work off-site, with a nomadic outreach service that will be touring the 53 municipalities in the Métropole and a temporary show in the La Platine building at the Cité du design to keep the artistic and cultural programme going. The bookshop will also be relocated there. We're impatient to see the museum after its makeover - aren't you?

A GOOD NIGHT'S SLEEP..

This way if you want to see our selection of accommodation:
www.saint-etienne-hors-cadre.fr/sorganiser/dormir/

Hôtel Best Western Portes du Forez****



Andrézieux-Bouthéon

A 4-star hotel just 10 minutes from Saint-Étienne city centre? Remember Andrézieux Bouthéon?

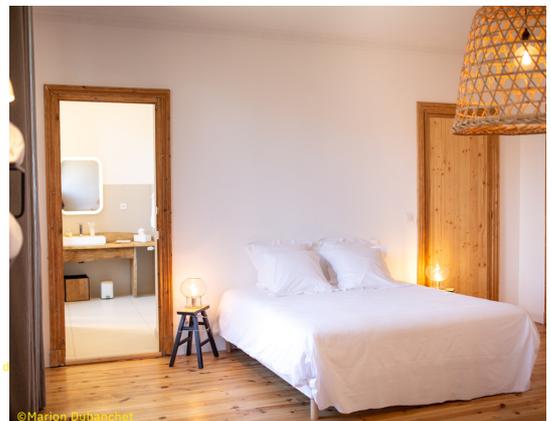
Yes, you do! The Château, the banks of the Loire, the airport, the sports centres and even a Jean Prouvé building classed as a "20th century Heritage" site.

Well, it's here that you'll find the 4-star Hôtel Best Western Saint-Étienne Porte du Forez and its restaurant "by Georgette", which serves local produce in a "guinguette"-style setting just the way we like.

L'Écllosion Château Hôtel & Restaurant

Saint-Paul-en-Jarez

At the Hôtel-Restaurant L'Écllosion, the man in charge is chef Pierre Carducci, a graduate and star pupil of the Institut Bocuse. The chef and his brigade concoct dishes that are daring, delicious and look great on a plate. The added bonus here is the window onto what's happening in the kitchen. And because everything is perfectly thought out, the natural approach is carried through to the château. What's more, we heard it on the grapevine recently that the Michelin Guide and Gault & Millau were taking a close interest... So don't waste any time making your booking, you've been warned!



Hôtel Kyriad *** Saint-Étienne



Looking for a hotel near Châteaureux station? We recommend the Hôtel Kyriad and, believe us, you won't be disappointed! The interior designers haven't done things by halves. You'll get the feel of the place as soon as you walk into the foyer, and then when you venture the restaurant and bar... No doubt about it, you're in Saint-Étienne, city of design! And that's before we get onto the welcome - also typical of Saint-Étienne: courtesy tray in the room, reception open 24/7, friendly advice and recommendations from the reception staff...

Who wouldn't be tempted by a weekend in a flat designed by famous architect Le Corbusier? It's to the 7th floor of the Le Corbusier Unité d'Habitation in Firminy that we're taking you, to a cosy hideaway restored with loving care by its owner, an architect himself - a light-filled 125 sqm in Le Corbusier's colours! A highly unusual accommodation option and one not to miss if you're interested in architecture or just on the lookout for something that bit different!



Furnished flat in the Le Corbusier Unité d'Habitation Firminy

... FOOD TO TRY

RESTAURANTS

BISTROT DU GRAND HÔTEL Saint-Étienne



Fancy a dip into the world of the 1950s café? Then this is the place for you - the soul of yesteryear wraps itself around you for your greater pleasure. This retro-style café was one of the winners of the Commerce Design competition in 2022.

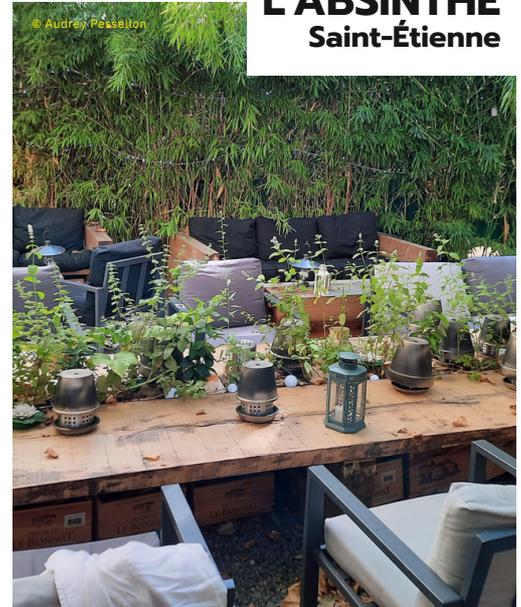
BARS

SIX NATIONS Saint-Étienne



The ideal pub to watch rugby matches on a giant screen during the Rugby World Cup 2023! Taste beers from all six countries that take part in the Six Nations tournament!

L'ABSINTHE Saint-Étienne



Enjoy refined, aromatic cuisine on a terrace swathed in greenery, in a "guinguette"-style atmosphere. And why not complete your dining experience with one of the house spirits: hippocras, absinthe or rosé/tomato/basil.

L'ENTRE POT À BIÈRE Andrézieux-Bouthéon



A truly unique place combining a beer cellar and beer bar. Over 450 sorts of beer to take away, 160 to try at the bar and snacks made with local produce, cheese and sausages, all rounded off with a menu of concerts and themed evenings.

ECO-RESPONSIBLE CUISINE

LA FABULEUSE CANTINE

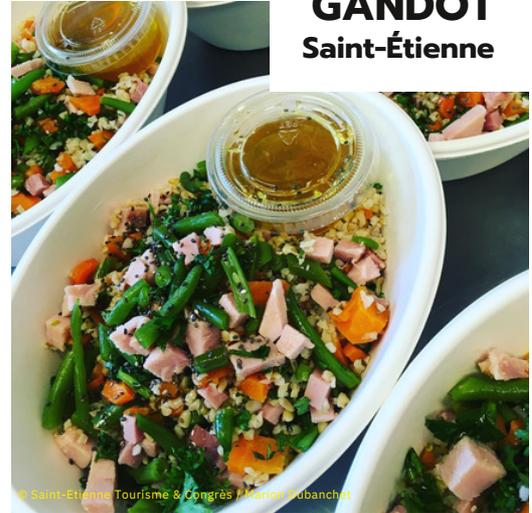
Saint-Étienne



Located in the old Manufacture d'armes in Saint-Étienne, a stone's throw from the Cité du design, La Fabuleuse Cantine, with its anti-waste and socially responsible culture, serves creative, delicious, local organic fare.

GANDOT

Saint-Étienne



"Gandot" was the name for the lunchbox used by Saint-Étienne's miners and factors workers, but there's no need to bring your own to Gandot's. Here they serve simple, nourishing food in cute, eco-friendly packaging. And on top, the home-made dishes are made with local produce.

ECO-FRIENDLY TEA ROOMS

L'AUTHENTIQUE

Saint-Étienne



This charming tea room serves delicious home-made cakes made with produce from the neighbouring farms. Our absolute favourite treat is a hot chocolate and a slice of Neapolitan cake - home-made of course!

LE P'TEA CAFÉ

Saint-Étienne



This tea room/coffee shop is a great place for a tasty tea break, but it also offers much more! You can also try bagels and open sandwiches, pancakes, waffles and cookies, all home-made by Nancy, who is banking on a local concept and comfort food to win you over! And the added bonus is that all her recipes are 100% plant-based and zero waste.

WHERE TO GET SOME AIR

This way if you want to see our selection of activities to get some fresh air and clear your mind:

www.saint-etienne-hors-cadre.fr/envies/se-depenser/

CAP OXYGÈNE

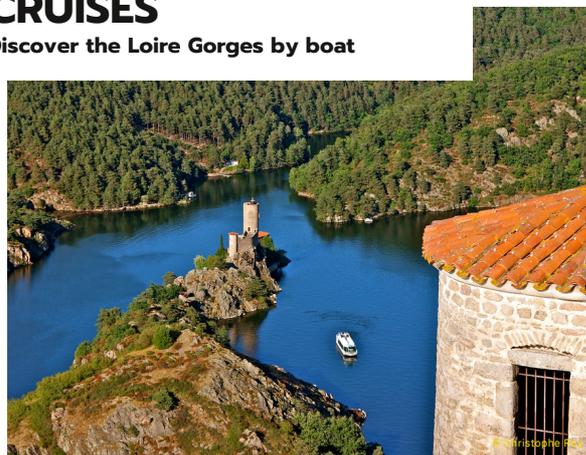
Get your fill of outdoor activities in Le Pilat Regional Nature Park



Outdoor activities for all, in every season, led by qualified medium altitude mountain guides: Nordic walking, cross-country skiing, snow shoe outings, tobogganing, electric mountain-biking and more! You can also relax in a Balnéo Bois outdoor tub - the only one of its kind in France - or enjoy a well-being massage.

LOIRE GORGES CRUISES

Discover the Loire Gorges by boat

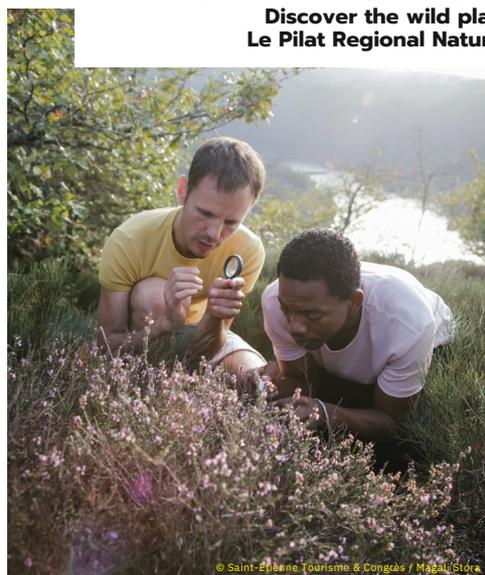


All aboard for a discovery cruise through the Loire Gorges on the good ship "Le Grangent", whose electric motors guarantee a smooth and soothing voyage. The perfect way to discover the very special landscape of the meanders and medieval castles of the Loire Gorges.

© Clos des Muriers

LA TULIPE AU VISAGE

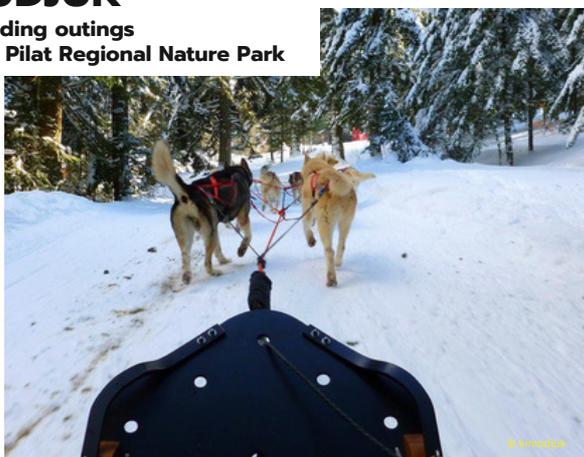
Discover the wild plants of Le Pilat Regional Nature Park



Head out to meet the plants with enthusiastic nature instructor Guillaume Thiollière, a botanist and performer with a passion for wild plants. Nature walks, foraging and wild cooking.

KIMUDJUK

Dog sledding outings in the Le Pilat Regional Nature Park



Follow your guide Jean-Jacques and his pack of Nordic dogs for a hike with sled dogs or a sled ride. Enjoy the feeling of immediate complicity with Angoon, Nanook and the other huskies during various activities, with or without snow.

TOOLS FOR VISITORS

To make it all the easier to get around the area and discover its treasures, Saint-Étienne Tourisme & Congrès has developed a range of practical tools for its visitors.

WEBSITE



WWW.SAINT-ETIENNE-HORS-CADRE.FR

Of course, here we love to innovate, design, invent - that's in Saint-Étienne's Hors Cadre DNA. But we also like to share and exchange and we love having guests. So to enable everyone to discover the world of Saint-Étienne, we've invented www.saint-etienne-hors-cadre.fr. From the very first page, you can feel the city's pulse - it will have your retinas throbbing! Out with the classic website! In with something new that plunges you right into the life of the district - and not by halves! We've created something with zing, colour and design - so that as soon as you set eyes on it, you are totally immersed in the world of Saint-Étienne. It's just like being there, and it comes at you from all directions: the Unmissables collection, the must-sees in the city, the outings, all the best addresses, ideas for weekends out and about, exciting events, and much, much more. So see you on saint-etienne-hors-cadre.fr? We're ready and waiting to welcome you.

PRESS SPACE AND LIBRARY

You can also find all our latest press releases and information on the dedicated page on our website: www.saint-etienne-hors-cadre.fr

We love a good photo here, so we're sure you'll find something you like in our photo library: www.media.saint-etienne-hors-cadre.fr/bienvenue/

CITY GUIDE

So that you can read Saint-Étienne Hors Cadre like an open book, we have put together the City Guide. A veritable digest of this collective initiative, it sets out our stall for this year. But it also contains the highlights of the City Walk, the Grand Tour outings and the calendar of events, large and small, that you really shouldn't miss. Add into the mix a few colourful anecdotes and some amazing nuggets of information, and you have at your fingertips everything you need to master the art of getting the most out of Saint-Étienne Hors Cadre. We'll bet our bottom dollar you won't be without our guide from on.



CITY CARD

The City Card is the visitor's pass for the Saint-Étienne public transport system and all the must-see cultural sites and other attractions.

The City Card is available for:

- 1 day: €16
- 2 consecutive days: €26
- 3 consecutive days: €36
- 4 consecutive days: €46

Numerous partners offer reductions on presentation of the City Card: shops, restaurants, coffee shops, leisure amenities, etc. Card available from the Saint-Étienne Métropole Tourist Office, as well as at certain tourist sites and online.

More information on www.saint-etienne-hors-cadre.fr/sorganiser/city-card-passtouristique

Key facts about Saint-Étienne Métropole

Saint-Étienne Métropole is:



723.5 sq km
in area



400,000
inhabitants



53
suburbs/villages

SÉM
SAINT-ÉTIENNE
la métropole



just
2 hr 40 from Paris
by direct TGV

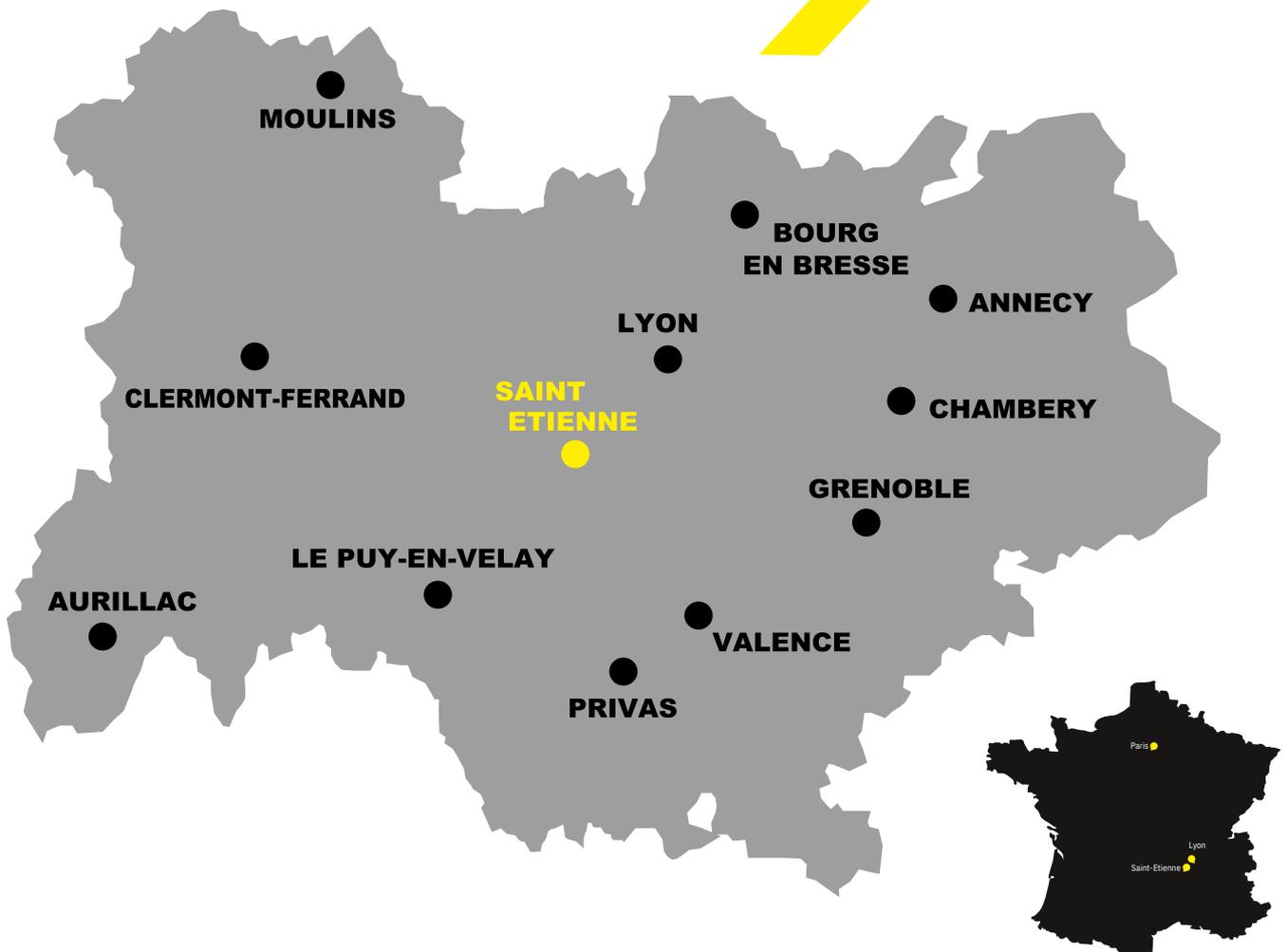


Linked by 1 airport
(Lyon Saint-Exupéry) to over 100
European cities in less than 2
hours.



saint**étienne**
Ville UNESCO
de design

The only French city
that is a member of the
UNESCO Creative Cities of
Design network



BUSINESS TOURISM

6 GOOD REASONS TO CHOOSE SAINT-ÉTIENNE FOR BUSINESS TOURISM

1. Responsible business tourism: Yes, in Sainté we and our partners are committed to hosting your events in the most responsible and sustainable way ever. And to prove it, in January 2023, we were certified to the ISO 20121 standard!

2. Easy to get here

From Paris, 2 hr 40 by direct TGV. From Lyon, 45 minutes by regional train.
To get to Saint-Étienne, no need to set off the day before!

3. A warm, sincere welcome

4. Productive days working and memorable evenings

5. Restful nights

The city boasts 40 hotels, almost 2,100 rooms, thousands of bars of soap - and we fill up with croissants every morning!

6. That little something extra that makes all the difference: the Saint-Étienne experience

Because we like to do things properly and because we have a strong community spirit (we learned to stand shoulder to shoulder in the days of the workers' struggle), we are ready to welcome you with open arms, a friendly word and a smile.

NE PARC EXPO
RHÔNE-ALPES

With its central location in **Auvergne Rhône-Alpes**, just **2 hr 40** from **Paris** by **direct TGV** and its numerous original **MICE** venues, Saint-Étienne has plenty of arguments to win over events organisers.

CONFERENCES & SEMINARS

CONVENTION BUREAU



Saint-Étienne Tourisme & Congrès has a Convention Bureau providing free, neutral business tourism services.

The team works to raise Saint-Étienne's profile as a destination on the national MICE market and provides organisers with support all the way through their event (conferences, colloquia, seminars, etc.). Their winning cards: careful attention to needs, advice, expertise in the MICE field, an intimate knowledge of all the venues and service providers in the Saint-Étienne metropolitan area.

Working in synergy with all the actors on the local scene, the Convention Bureau's aim is to increase the number of events taking place in the area. A painstaking job: prospecting, promotion, studies and follow-up of projects, custom offers for different services, etc.



EVENTS INCUBATOR

Because in Saint-Étienne, we aim to encourage every kind of interesting initiative, the Convention Bureau supports project initiators with an events incubator.

This is a system for developing and creating new events tied in with the metropolitan area's sectors of excellence: design, new manufacturing (engineering and industry of the future technologies), MedTech as well as all the events promoting innovation in general.

Two new events have already been developed in the area thanks to this scheme: "Click&Shop" and "Manufacture des Surfaces".



THE BUSINESS COLLECTION

With over **50 events venues** including **8 major amenities**, Saint-Étienne ranks among the **top 15 Congress cities** in France.



ENDLESS POSSIBILITIES AT THE PARC DES EXPOS



GO PRO AT THE ARENA



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