

1917

THE CENTENNIAL EVENT

2017



# THE BRIDGE

**NANTES**

3X3 BASKETBALL  
WORLD CUP  
JUNE 16-22



**SAINT  
NAZAIRE**

THE QUEEN  
MARY 2  
VS.  
ULTIMES  
JUNE 22-25

**NEW YORK**

100 YEARS OF AMERICAN

**MUSIC**  
JULY 1<sup>ST</sup>



PRESS KIT




REALITES

FINCANTIERI

RÉAUTÉ  
CHOCOLAT

Y. GUILLOTIN





“It took a year for a fanciful idea to become an irresistible dream, another year for this dream to begin to take shape as a concrete project (launched in October 2015 at the Hôtel de Brienne). It took a third year before we could proudly show you the majestic fruit of the tremendous labors of our teams, supporters, and partners, coordinated by the association The Bridge 2017, and above all by the organizer Profil Grand Large and its captain, Damien Grimont.

Today, the extraordinary diversity and incredible quality of the event – in France, on the Atlantic, and in America – has finally been unveiled. A celebration whose heart belongs to the sea and whose spirit will embrace all participants, giving them the joy of a wonderful event and commemorating a century of deep friendship between France and America.

This project, exceptional from start to finish, has been continuously growing on all fronts since the first day. The celebration of the arrival of American troops promises to be magnificent. It will be a true honor to share this unforgettable experience, as well as the excitement of sea voyages, culture, music, and sports that the event promises, with the public.”

Patrick BOISSIER,  
President of THE BRIDGE,  
Francis VALLAT,  
Vice President THE BRIDGE and Chairman of the Support Committee



“THE BRIDGE was born of the fanciful idea of having the Queen Mary 2 return to Saint-Nazaire, and of an intuition that only an event of historic significance was worthy of bringing this jewel of shipbuilding back to its home port. The power of an historical event and the collective memory of this ocean liner did the rest, nurturing the incredible momentum around this event, making this dream come true, and allowing this magic – that essential component – to work. Pitting the most prestigious transatlantic liner against the biggest multihulls is the stuff of dreams. So is hosting France’s first ever international basketball competition, or getting talented artists to take part in this homage to a hundred years of American music across the ocean. At the intersection of genres, THE BRIDGE brings together audiences from every horizon: sailors, artists, basketball players, entrepreneurs – all together, grounded in the past to build the future. Sailing craft and self-propelled ships, 3x3 basketball and sports accessible to all, companies that have embarked on an adventure to rethink the world of tomorrow: what makes these commemorations meaningful is how they turn toward the future, establishing bridges to the world of tomorrow.”

Damien GRIMONT,  
creator and organizer of THE BRIDGE



## 1917, THE AMERICANS LAND...

One hundred years ago, the United States officially entered the First World War and fought side by side with the Allied Powers to end one of the greatest conflicts in history.



At the center of THE BRIDGE, a Franco-American event celebrating a century of friendship between the two countries, is the Queen Mary 2.



Early in the morning on June 26, 1917, the first "Sammies" from New York disembarked and set foot in Saint-Nazaire. Soon followed by millions of men, these American soldiers brought to the Old World a whole culture and way of life that they were happy to share. With them, the stirrings of music, the first notes of jazz, as well as a taste for a new sport, basketball, crossed the Atlantic and landed on our shores before spreading throughout Europe.

In Saint-Nazaire, the number one transit point on our coast, 30,000 Americans lived for three years alongside the 35,000 inhabitants of this port town.





## ...2017, THE BRIDGE CHARTS OUR COURSE

Launched in October 2015 under the patronage of Jean-Yves Le Drian, the Minister of Defense, and certified by the French Commission for the Centenary of the Great War, and the *United States World War One Centennial Commission*, THE BRIDGE is taking the lead in commemorations in 2017 on the Atlantic side.

## QUEEN MARY 2 vs. ULTIME TRIMARANS

Imagined as a commemoration for the American landing in June 1917, THE BRIDGE celebrates 100 years of friendship between France and the US with festivities and events that reflect this shared past. The events culminate in the Centennial Transatlantic Race, which brings together the fastest

sailboats on the planet to challenge the Queen Mary 2, the prestigious ocean liner, on its home turf: the Atlantic. This novel match pits the steel giant against four Ultime trimarans piloted by the greatest ocean racing skippers (Thomas Coville, François Gabart, Francis Joyon, and Yves Le Blévec) on an East-West

course. From Saint-Nazaire to New York, it invites them to retrace the route of those first "Sammies" who came to defend freedom. It's a race with deep symbolism.



On July 1<sup>st</sup>, the ocean liner and the Ultime trimarans will follow the same course to New York Harbor, not far from the Statue of Liberty.





# 100 YEARS OF FRANCO-AMERICAN FRIENDSHIP

THE BRIDGE also has a place of honor for jazz and basketball, two symbols of US culture whose vitality illustrates today the social and cultural impact of that 1917 landing. Sponsored by Tony Parker, this event promises to be a great success, with an expected 300,000 attendees paying homage to one hundred years of friendship between France and the United States.

## KEY DATES

- the 4<sup>th</sup> FIBA 3x3 Basketball World Cup in Nantes (June 17-21),
- the return of the Queen Mary 2 to Saint-Nazaire, escorted by an international armada (June 24),
- the Centennial Transatlantic Race to New York (June 25 to July 3),
- an original homage on the ocean to a century of American music (June 23 to July 1<sup>st</sup>).



Natalie Dessay and Archie Shepp, two stars of classical and jazz music, will make a historic bridge between these two genres.

One hundred years after the sport's arrival from the United States, Nantes is hosting the 4<sup>th</sup> 3x3 Basketball World Cup, a first for France.



## A BRIDGE TO THE FUTURE

This event is part of the official commemorations in France and the United States, but it also benefits from the dynamism of 150 private companies that have embarked on this adventure. Fully-fledged stakeholders in THE BRIDGE, these dynamic, committed companies and their leaders have made it possible to charter the celebrated transatlantic liner and have it participate in the maritime and musical festivities included in the program.

### Charting a course to the world of tomorrow

The centerpiece of THE BRIDGE, the famous ocean liner will also be the setting for a unique experience for the 1,000 economic decision makers gathered together in the 100 CLUB, a network of businesses built around the event that draws on the dynamism of the Grand Ouest region.

Invited on board to take part in a novel multiday forum on business in the world of tomorrow, and to watch an ocean race live from the Atlantic, these leaders will bring a uniquely vital entrepreneurial passion to this event, driven by a bold economic mechanics.



From one shore of the Atlantic to the other, THE BRIDGE, rooted in history but turned toward the future, pays homage to the fraternity between two countries separated by the sea, but joined by enduring ties.



### THE BRIDGE IN NUMBERS...

- THE **4th** FIBA 3x3 Basketball World Cup, a first for France, with **40** men's and women's teams, for a total of **160** players from **36** countries
- **23** outstanding sailors on four ships on a journey of **3,152** nautical miles (5,837 km) between Saint-Nazaire and New York
- An armada of military vessels representing **5** countries
- **300,000** spectators projected
- **150** companies and **1,000** members attending the 100 CLUB Forum on board the Queen Mary 2

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The First World War and the arrival of Americans in June 1917 forever sealed a strong friendship between France and the United States. A century later, THE BRIDGE commemorates this grand page of history.



The multi-dimensional event THE BRIDGE honors 1917, the year that jazz and basketball arrived in Europe.

14 Mission 18  
CENTENNIAL



#### **"A BRIDGE BETWEEN THE TWO SHORES OF THE ATLANTIC"**

"Plenty of countries can celebrate their friendship, but the one between France and the United States of America is among the oldest and strongest ever.

Since La Fayette's expedition, a shared struggle unites our two nations, the struggle for freedom – the freedom we once brought to them, the freedom they twice gave us, in 1917 and in 1944 – the freedom that neither of us has ever ceased defending, in our shared military engagements in Asia, Africa, and the Middle East. On the eve of the hundredth anniversary of the arrival of the Americans in the First World War, it was therefore important once again to extend a bridge of history and culture, of memory and celebration, across the two shores of the Atlantic.

THE BRIDGE brings our two peoples together once again, and remembers, through major public events, the expression of a century-long solidarity that continues to resonate in the present." **JEAN-YVES LE DRIAN**, *Minister of Defense (Hôtel de Brienne, October 2015).*

## **THE FRENCH COMMISSION FOR THE CENTENARY OF THE GREAT WAR, A PARTNER IN THIS GRAND COMMEMORATION.**

The Commission for the Centenary of the Great War is a public interest group created in 2012 by the French government to plan and organize commemoration activities for the Centenary of the Great War. Its purpose is to organize the major events on the memorial calendar, to support pedagogical and cultural initiatives developed in France and abroad, and to spread historical knowledge about the Great War among the

general public, in particular through the website [centenaire.org](http://centenaire.org).

The year 2017 marks a new stage in the commemoration cycle of the Centenary of the Great War. One century after the United States entered the first global conflict and the first American soldier arrived in the Atlantic ports and Pas-de-Calais, France honors the memory of Americans'

contribution to the First World War by rediscovering an extraordinarily rich historical heritage. Part of the project THE BRIDGE 1917-2017, the crossing of the Queen Mary 2 is the centerpiece of the "France - United States" commemorative season, a novel challenge celebrating one hundred years of fraternity across the Atlantic.



## CULTURAL EVENTS FOR THE CENTENNIAL

A partner in THE BRIDGE 1917-2017 project, the French Commission for the Centenary of the Great War is helping organize a rich program of cultural events on the ship, celebrating one hundred years of transatlantic Franco-American friendship. On board the Queen Mary 2 and in New York, the cultural lineup will commemorate the influence of American culture with an exhibition, history lectures, and centennial concerts and films.

On the ocean liner, an exhibition will tell the story of the United States' entry into the war and its cultural contributions to the Old Continent.

Numerous archival images from the ECPAD (the Defense Ministry's image agency) will enrich this historic exhibition, which is available to all passengers.

In concerts on board, Natalie Dessay, accompanied by her pianist Philippe Cassard, will offer musical events that blend genres and alternate between different repertoires – classical and jazz – including songs from her latest album, *"Pictures of America."*

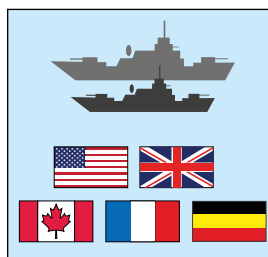
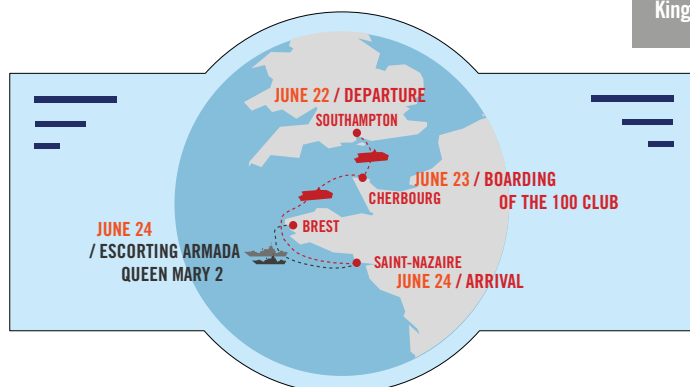
Co-produced by CC&C – Louis Vaudeville and INRAP, and directed by Stéphane Bégoïn and Thomas Marlier, the documentary *"Les Américains dans la Grande Guerre 1917-1918"* ("Americans in the Great War 1917-1918") will retrace the heroic and tragic story of American soldiers in this terrible conflict. The touching story of these "Sammies" will be told with previously unreleased archives and contemporary footage taken from archeological searches of the battlefields of the First World War. Finally, several specialists in the Great War and transatlantic relations, such as the historians Antoine Post, Jay Winter, and Robert Dalessandro, president of the *World War One Centennial Commission*, will offer history lectures to deepen our knowledge of the first global conflict.

1918" ("Americans in the Great War 1917-1918") will retrace the heroic and tragic story of American soldiers in this terrible conflict. The touching story of these "Sammies" will be told with previously unreleased archives and contemporary footage taken from archeological searches of the battlefields of the First World War. Finally, several specialists in the Great War and transatlantic relations, such as the historians Antoine Post, Jay Winter, and Robert Dalessandro, president of the *World War One Centennial Commission*, will offer history lectures to deepen our knowledge of the first global conflict.



After the festivities in Saint-Nazaire, a course will be set for New York, port of arrival of the Centennial Transatlantic Race.

COUNTRIES REPRESENTED IN THE ARMADA: The United States, the United Kingdom, Canada, France, Germany.



The Centennial Armada, an international fleet of military ships, will escort the Queen Mary 2 from Brest to Saint-Nazaire. It will be made up of the landing craft the Arlington (the United States), as well as the frigates the Primaguet (France), the Richmond (United Kingdom), the St. John's (Canada), and the Lubeck (Germany).

3

THE CENTENNIAL TRANSATLANTIC RACE



## FOUR ACES TO CHALLENGE THE QUEEN MARY 2



As attested by the 15 round-the-world trips displayed on the IDEC SPORT team's counter, the 23 sailors of THE BRIDGE have accumulated considerable experience, promising a competition at the highest level of ocean sailing.

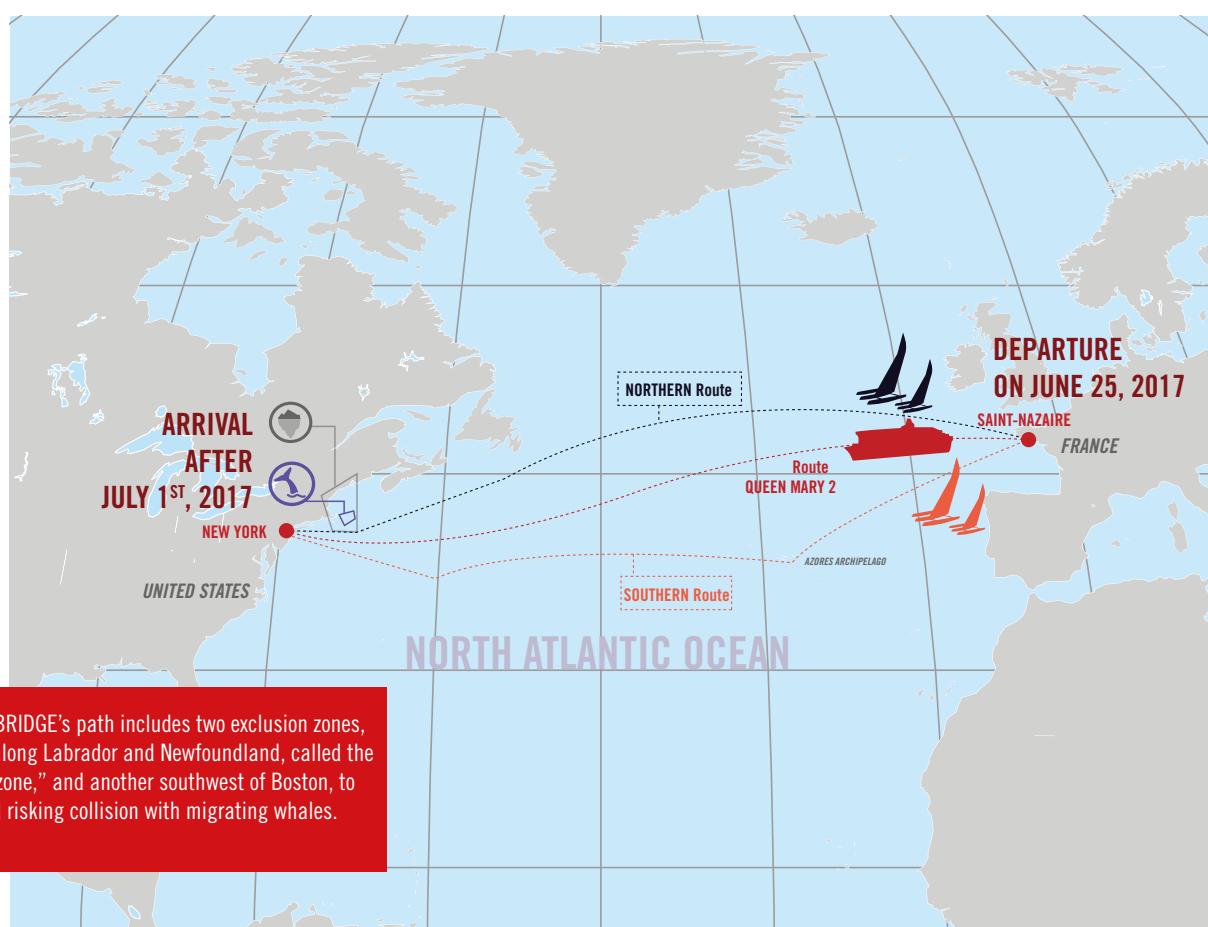
## AGAINST THE PREVAILING WINDS

With its novel trajectory from Saint-Nazaire to New York, THE BRIDGE will open a new route against the prevailing winds across the Atlantic and trace a new record path from Europe to North America. The 23 sailors gathered together for this deeply symbolic debut will have to give it their all in both tactics and speed to establish the first reference time. According to estimates, the first sailboats will arrive 24 to 30 hours after the Queen Mary 2, which crosses the Atlantic in a nearly straight line. Full steam ahead!



## A HISTORIC MATCH

A transatlantic crew race for Ultime trimarans measuring more than 81 feet (24.68 m), THE BRIDGE promises to be a thrilling competition. At 7:00 p.m. sharp on June 25, 2017, the waters of the estuary of the Loire will come alive with activity as this 3,152-nautical mile (5,837-km) race begins from under the Saint Nazaire Bridge. A fantastic show is guaranteed.



THE BRIDGE's path includes two exclusion zones, one along Labrador and Newfoundland, called the "ice zone," and another southwest of Boston, to avoid risking collision with migrating whales.

Early in the morning on July 1st, after six days at sea, the Queen Mary 2 will enter along Manhattan, greeted as tradition demands by the lights of the Statue of Liberty. The legendary liner, with 157,000 horsepower and a cruising speed of 28 knots, will cover the direct route at a clockwork pace. While the trimarans can reach dazzling speeds of over 40 knots, statistically speaking only exceptional weather, which appears once every ten years, would allow the Ultime trimarans to steal the spotlight from the steel giant in New York Harbor. The

race will nevertheless be thrilling, open, and engaged, between the crews invited to compete for the first time on this route between the Saint-Nazaire Bridge and the Verrazano Narrows Bridge.

### Weather or not?

At the beginning of the summer, the risk of a powerful storm is not as high as it is in traditional springtime transoceanic races on a similar course over the North Atlantic from east to west.

The weather systems are less frequent, as

well as less pronounced, less direct. Aside from the strategic options and the traditional choice between a northern route and a more southern route, the match will call for tactical decisions.

On board, the crews, and especially the skipper-navigator pair, will have to constantly refine their trajectory. Small differences can have a significant effect on arrival for reducing the gap with the Queen Mary 2, and above all on seizing victory.





## THOMAS COVILLE



### AWARDS IN BRIEF

8 trips around the world, 4 alone, 6 in multihulls and 2 in monohulls.

10 times around Cape Horn and more than 17 transatlantic crossings

16 solo records and 4 as part of a team.

4 Route du Rhums, with 1 monohull victory in 1998 and 2 third-place finishes in multihulls (2006 and 2010)

BORN MAY 10, 1968

LIVES IN LOCMARIAQUER (56)

In winter 2016, this passionate competitor stole the record held since 2008 by a certain François Joyon. His sailing performance was historic.



“The lineup is incredible, and this crossing will be outstanding athletically. The silhouette of the Queen Mary 2 will have an effect on me. The departure image will be beautiful with the four Ultimes. New York is a city of fantasies, and I have many memories of arriving under the Verrazano Narrows Bridge.”



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Crew of Sodebo Ultimé  
Thomas Coville  
Jean-Luc Nélis  
Vincent Riou  
Billy Besson  
Loïc Le Mignon  
Thierry Briand



## FRANÇOIS GABART



BORN MARCH 23, 1983  
LIVES IN PORT-LA-FORÊT (29)

### AWARDS IN BRIEF

MACIF TRIMARAN: Winner of the Transat Bakerly in 2016, winner of the Transat Jacques Vabre in 2015, along with Pascal Bidégorry.  
MACIF MONOHULL: Winner of the Route du Rhum – Destination Guadeloupe 2014, Winner of the Vendée Globale in 2012-2013.  
MACIF FIGARO: French Single-handed Ocean Race Champion in 2010, Macif Skipper Team 2010.  
Young Tornado World Champion (2004) - France Optimist (1997).

“On THE BRIDGE, I’ll be the supervisor, in charge of navigation as well as coordination. I like this role, getting all the crews to work together effectively and in good spirits. It’s like conducting an orchestra. I’ve been doing it on land for several years now, and it will be interesting to transfer that to the sea.”



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Crew of MACIF  
François Gabart  
Pascal Bidégorry  
Guillaume Combescure  
Antoine Gautier  
Benoît Marie  
Yann Riou



## FRANCIS JOYON



BORN MAY 28, 1956  
LIVES IN LOCMARIAQUER (56)

### AWARDS IN BRIEF

A crew race record: the Jules Verne Trophy (2017)

Record single-handed lines: Route de l'Amitié, Bordeaux – Rio de Janeiro record (2014), North Atlantic record (2013 and still undefeated), as well as the 24-hour Route de la Découverte and round-the-world records (later bested). 2<sup>nd</sup> Place in the Route du Rhum (2010).

Winner of the Transat Bakerly (2000).

“We’re setting out without any particular pressure. It’s always interesting to do some contact sailing. We’re going to discover this clash of titans, against three other maxi-multihulls with different specific features, which will be interesting to compare on a North Atlantic route where the weather is always complicated.”



### CREW OF THE IDEC SPORT

Francis Joyon  
Alex Pella (ESP)  
Sébastien Audigane  
Gwénola Gahinet  
Clément Surtel  
Quentin Ponroy

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## YVES LE BLÉVEC

BORN JULY 15, 1965  
LIVES IN LA TRINITÉ-SUR-MER (56)



### AWARDS IN BRIEF

In Ultime trimaran: 3<sup>rd</sup> Place in the Transat Bakerly (2016).  
In Multi50: winner and then 2<sup>nd</sup> place in the Transat Jacques Vabre (2011-2013),  
winner of the Vendée-St. Petersburg (2010).  
In Mini 6.50: winner of the Transat 6.50 (2007).  
Two Jules Vernes Trophies (2005 and 2002).

“Departing from Saint-Nazaire and arriving in New York, it’s a mythical course that recalls the era of passenger ships and ocean liners. Ultime trimarans on THE BRIDGE, that’s fantastic! The crew gathered for the course is high-performing. It’s going to function on a very personal level, and above all, it’s going to be safe.”

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CREW OF THE ACTUAL  
Yves Le Blévec  
Samantha Davies  
Jean-Baptiste Le Vaillant  
Davy Beaudart  
Stanislas Thuret



## QUEEN MARY 2 THE OCEAN LINER THAT'S A THING OF BEAUTY...

The Queen Mary 2, the centerpiece of THE BRIDGE, has never been on so many lips. Portrait of a prestigious ocean liner that's never stopped making waves.

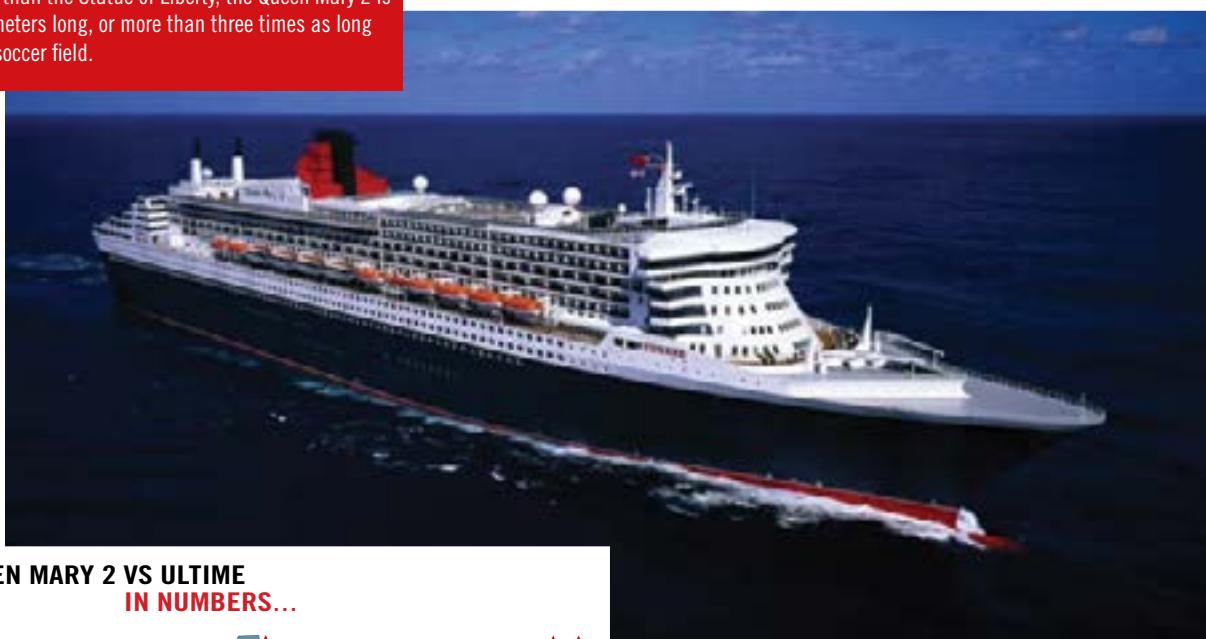
### Luxury, calm, and speed

With its thirteen passenger decks, the Queen Mary 2 is the largest, longest, tallest, widest, and most expensive passenger ship of all time. A veritable city on the sea, this steel giant combines speed (29 knots at top speed) with high comfort on board.

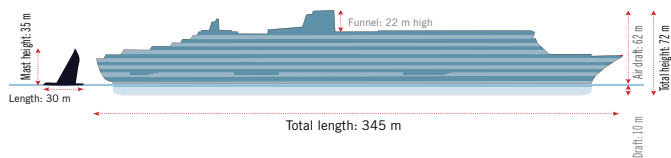
### Always the most attractive,

it guarantees an exceptional journey and a cruise on the ocean outside of time. In May 2016, this superlative-laden liner was surpassed in size, but only by a little, by the Harmony of the Seas. Yet, it remains the most beautiful.

Taller than the Statue of Liberty, the Queen Mary 2 is 345 meters long, or more than three times as long as a soccer field.



### QUEEN MARY 2 VS ULTIME IN NUMBERS...





One hundred years after this sport arrived from the United States, Nantes is hosting the FIBA 3x3 World Cup France 2017. A first in France.

On Friday, June 16, don't miss the opening ceremony of the FIBA 3x3 World Cup France 2017, open to the public, at THE BRIDGE village, in the Parc des Chantiers.



## SLAM DUNKS IN THE CITY OF DUKES

THE BRIDGE, sponsored by Tony Parker, is hosting the fourth FIBA 3x3 World Cup Three-on-three basketball is an urban sport, loved by young people in cities around the world. This competition, organized jointly by THE BRIDGE, Nantes Métropole, the FFBB (Fédération Française de Basket [The French Basketball Federation]) and FIBA (Fédération

Internationale de Basket [The International Basketball Federation]), will take place in Nantes from June 17 to 21, 2017.

Basketball is one of the most beautiful American legacies, and, more than ever, it unites and fascinates crowds. After Athens, Moscow, and Guangzhou, the City of Dukes

is the fourth city to host the world cup of this variety of basketball, which has every chance of becoming an Olympic sport in 2020. A wonderful way to echo the spirit of liberty and fraternity that's inseparable from basketball, a century after the sport's first demonstrations on European soil.





## 40 TEAMS, 36 COUNTRIES, LANDING IN NANTES

The game sheet is unveiled, and it promises four days of festivities full of beautiful promises for lovers of sports and spectacles. A large audience is expected on the bleachers of the Parc des Chantiers, transformed for this occasion into a giant playground, to share the contagious energy of this discipline and move in time with the hip-hop culture that is central to it. After the drawing, the 40 participating teams (20 men's and 20 women's) were divided into 8 groups of 5. They'll battle in a series of high-intensity games, making Nantes the world capital of basketball for a time.

FIBA 3x3 WORLD CUP 2017							
MEN				WOMEN			
POOL A		POOL B		POOL A		POOL B	
	Serbia		Slovenia		Hungary		France
	Russia		Romania		Russia		Switzerland
	Andorra		France		Germany		Spain
	Egypt		El Salvador		Kyrgyzstan		Turkmenistan
	Puerto Rico		Philippines		Kazakhstan		Venezuela
POOL C		POOL D		POOL C		POOL D	
	Poland		USA		Netherlands		Italy
	Ukraine		Netherlands		Ukraine		Czech Republic
	Estonia		New Zealand		China		Argentina
	Qatar		Indonesia		Japan		Bahrain
	Sri Lanka		South Korea		Australia		Cameroon
				#3x3WC			

### PARTICIPATING TEAMS

**Men's:** Serbia (SRB), Slovenia (SLO), Poland (POL), United States of America (USA), Netherlands (NED), Romania (ROU), Russia (RUS), Ukraine (UKR), France (FRA), Andorra (AND), Estonia (EST), Indonesia (INA), New Zealand (NZL), Qatar (QAT), Egypt (EGY), El Salvador (ESA), Philippines (PHI), Sri Lanka (SRI), South Korea, (KOR), Puerto Rico (PUR).

**Women's:** Netherlands (NED), Hungary (HUN), France (FRA), Czech Republic (CZE), Italy (ITA), Switzerland (SUI), Ukraine (UKR), Spain (ESP), Germany (GER), Russia (RUS), China (CHN), Argentina (ARG), Japan (JPN), Bahrain (BRN), Kazakhstan (KAZ), Kyrgyzstan (KGZ), Venezuela (VEN), Australia (AUS), Turkmenistan (TKM), Cameroon (CAM).



## FROM THE STREET TO CENTER STAGE



Which of the 20 women's teams and 20 men's teams will seize the international title at the end of the FIBA 3x3 World Cup France 2017? Come to Nantes on June 21 for the finals...



## TONY PARKER, SPONSOR AND AMBASSADOR



Internationally famous basketball player and high-level athlete, "TP" is also a dynamic entrepreneur. Attached to both his cultures, he's been THE BRIDGE's sponsor from day one.

Even after a final game against the Blues at the Rio de Janeiro Olympics, he's still not ready to leave behind the NBA courts so soon. Tony Parker is still very invested in his team, ASVEL (Lyon-Villeurbanne), and he continues to defend and promote the values of fraternity and tolerance that have always guided him in his exemplary trajectory through high-level sports.







A century ago, the first jazz recording was made in 1917; the first soldiers landed in France at the same time. In 2017, THE BRIDGE celebrates a century of American music. Events in Nantes, Saint-Nazaire, on the ocean, and then in New York.



Three weeks of American music with THE BRIDGE will kick off with the sound of the magic sax of Archie Shepp. A wonderful nod to Lieutenant James Reese Europe, one hundred years later, and to his musical and cultural heritage.

## FROM RAGTIME TO HIP HOP, A JAZZ BEAT

Jazz and its many variations will set the beat throughout THE BRIDGE. With the piece THE BRIDGE, composed by Paul Lay, the rising star of the French and European jazz scene, the hip hop beats punctuating the 3x3 Basketball World Cup, or the opening concert on board the Queen Mary 2, on June 23, with the exceptional participation of the giant of the sax, Archie Shepp, the event celebrates this culture that's constantly on the move, a vehicle for the freedom of expression, a symbol of unity and peace.

**One hundred years ago, on December 26, 1917**, jazz, a musical genre originating in the United States at the end of the nineteenth century, landed with the appropriately named James Reese Europe and his brass band. After arriving in France, the lieutenant and his musicians improvised a Marseillaise in Brest with a frantic rhythm, a lively anthem full of swing and jazz. In the wake of this impromptu concert, James Reese Europe and his men went on to play in France's biggest cities, starting with Nantes, where, on

February 12, 1918, the Place Graslin hosted the first ever open-air concert of what was then still called "jass."

### A stirring homage on the sea

One century later, from ragtime to today's jazz, this musical current whose history is still being written, spawned several subgenres, blending its Afro-American origins with its Euro-American variations. From swing to fusion, by way of bebop, free jazz, hip hop, electro jazz, this universal

language, open to improvisation, continues to gather together generations of music lovers from all four corners of the globe.

Throughout the festivities and all the way to New York, the world capital of jazz on the coast, where the closing concert will take place as part of the Central Park SummerStage Festival, THE BRIDGE involves several artists and musicians of all styles and genres. It invites them to celebrate a century of American music with sincerity, originality, and creativity.





## ON DISPLAY ON THE OCEAN: MUSICAL BRIDGES BETWEEN STYLES AND DISCIPLINES

From June 23 to July 1st, American music will have the wind at its back on board the Queen Mary 2, with an eclectic collaborative program that involves other art forms, like dance and interactive video.

During this voyage-homage on the great stage of the ocean, THE BRIDGE will navigate between genres and encourage encounters and multifaceted creations. Some fifty artists and musicians will celebrate the influence that jazz and its thousands of variations find even today.

### Beyond borders

A concert featuring Archie Shepp and Paul Lay, classics brought up to the era of 2.0, baroque music played in a rock and roll register, and an homage to the marvelous singer Billie Holiday on piano and in video will make up an original soundtrack, multiplying bridges and exchanges between genres and arts.

### With:

The singer **Natalie Dessay** and her pianist, The conductor **Jean-Christophe Spinozi** and the Matheus Ensemble, **Paul Lay** and his associates: Isabel Sörling (voice), Simon Tailleu (bass, contrabass), François Aghulon (drums), Eric Le Lann (trumpet), Geraldine Laurent (alto saxophone), Olivier Garouste (video), Lilou Fatoumata Niang (dance), Agathe Dumas (dance)...



The guest of honor, the singer Natalie Dessay, in collaboration with Jean-Christophe Spinozi and the other artists on board, will delve into numerous repertoires on board the Queen Mary 2.





## PIANIST PAUL LAY, YOUNG JAZZ TALENT, ON BOARD

A guest on the ship involved in the program, Paul Lay, winner of the 2016 Django Reinhardt Prize and composer of THE BRIDGE theme, is excited to mix the forms of expression around jazz.



At 32 years old, this pianist, who has just released a double album to acclaim in the press, *"The Party"* (piano, bass, drums) and *"Alcazar Memories"* (piano, voice, contrabass) is involved in the event and will join THE BRIDGE with his two trios. Jazz Ambassador on board the Queen Mary 2 from Cherbourg to New York, Paul Lay, *"the most brilliant jazz pianist of his generation,"* according to Francis Marmande of Le Monde, is also involved in planning the music for the crossing, which will render a stirring homage on the sea to a century of American music. This spirited, creative artist is the winner of the 2016 Django Reinhardt Prize, awarded to the best jazz artist of the year.

*"I love the idea of being immersed in the boundless ocean around us."*

Paul Lay

### THREE QUESTIONS FOR PAUL LAY What drew you to THE BRIDGE?

"Right away I loved the spirit. This event is made to bring people together, to have them collaborate. In these uncertain times, where unfortunately, among some people, we can see a temptation to close themselves off, THE BRIDGE, which mixes several forms of expression, distinguishes itself by its spirit of openness, and that's extremely enriching. We have a date with History, with a capital H, with science, technology, sports, music. There's a jazz spirit in this project that I identify with. Beyond that, crossing the Atlantic in a ship will be an exciting first for me, and I love the idea of being immersed with the boundless ocean around us."

### As a guest artist on board the Queen Mary 2, you're helping choose the music lineup. What plans do you have in mind for the trip?

"With the organizing team and the other invited artists – Natalie Dessay, the Matheus Ensemble, in particular – we're now working on a music lineup that's cohesive and varied, on the theme of one hundred years of American musical influence. Each one of the groups and artists will bring their own approach to jazz. In terms of creation, we seek to establish musical bridges between styles and eras to see how other musics revolve around this foundational element, famous in its different variations and periods. We'll also pay tribute to classical and baroque music, both in the form of recitals and orchestral shows. Folk and popular music won't be ignored, with pieces by Bob Dylan and from musical theater."

### You're the composer of the theme for THE BRIDGE. What type of piece do you hope to compose?

"This piece will have overtones of jazz and blues. It's going to be played in Nantes by local brass bands, and it should bring together as many people as possible: young people, children, as well as enthusiasts. It should catch your attention. It's going to have a lively rhythm with a playful touch, and a lot of joy. I want it to be simple and beautiful, with a melody that everyone can remember, like an insistent *ritornello*."



THE 100 CLUB is the idea within the idea:

Invite 100 companies on board the Queen Mary 2 to think about the business of tomorrow. In the end, there will be more than 150 on board, on June 23 in Cherbourg, taking part in the Centennial Seminar. After a stop in Saint-Nazaire, it's off to New York, the city where anything is possible, for over a thousand leaders and employees resolutely turned toward the future.



THE BRIDGE 2017 embarks hundreds of entrepreneurs on board a unique voyage to a magical city: New York.



## WHAT'S THE 100 CLUB?

### A UNIQUE BUSINESS RETREAT

THE BRIDGE is a new event concept. Designed to catalyze the creation of bridges of exchange between the different stakeholders in society, its goal is to anticipate change and set it in motion towards the world of tomorrow. Around this vision the 100 CLUB was born, the cornerstone of the project.

As part of this exceptional celebration of the centennial of the American landing in 1917, in at the center of an unprecedented ocean race, THE BRIDGE offers a unique experience for business thought. Over eight days, from June 23 to July 1st, more than 150 companies will set off on the Queen Mary 2 from Cherbourg to New York, stopping at

Saint-Nazaire, with one goal in mind: to build the business of tomorrow.

By reserving the first cabins on board, the members of the 100 CLUB have made it possible to face an audacious, even somewhat crazy challenge: to charter the Cunard Company's prestigious ocean liner and make THE BRIDGE 2017 possible!

These visionary, innovative entrepreneurs will bring a uniquely vital entrepreneurial passion. Grounded in the past to build the future, they'll be the main actors in an unprecedented adventure: a seminar in the form of an open forum, with the ocean as the backdrop.







## WHO'S IN THE 100 CLUB?

### A CIRCLE OF COMPANIES TURNED TOWARD THE FUTURE

Eight months after its official launch in Nantes on September 17, 2016, in the presence of Tony Parker, sponsor of THE BRIDGE 2017, more than 150 companies and nearly a thousand leaders and collaborators have embarked on the adventure: very small businesses (30%), small and medium-sized

businesses (50%), and large groups (20%), representing many different sectors: real estate, crafts, computing, food processing, communications, finance, etc. This network draws its dynamism and its vitality from the Grand Ouest region, mainly Loire-Atlantique, Vendée, and Mayenne.

### THE 150 COMPANIES ON BOARD:

4 MOD - 727 SAILBAGS - AAERON FRANCE - ACT.ALARM - ACTUAL - ADENINE - ADRIEN STRATÉGIE  
AID - AIR FRANCE - ALAIN CHARTIER - AMP - APRIL MOTO - ARIES ALLIANCE - ARMETON -  
ATELIER DES TENDANCES - ATLANTIQUE EXPANSION ERB - ATLOC - ATOL - AVOLENS - AXO - BERJAC  
BIG SUCCESS - C3P - CDII - CABINET MOITIER ET CARRIÈRE - CANAPÉS DUVIVIER - CAPACITÉS  
CAPVISIO - CAZENOVE ARCHITECTURE - CELENCIA - CFLC GROUPE (CRLC - ATLANTIC SOL)  
CHÂTEAU DES TOURELLES - CIC - CLEAR CHANNEL - CLUB APM MAYENNE - CM-CIC INVESTISSEMENT  
C.M.R - COLBERT ASSURANCE - COLBERT PATRIMOINE ET FINANCE - CORNET VINCENT SEGREL AVOCATS  
CREATIC EMBALL SERVICES - DANTES YACHTS - DELOITTE - DOCUWORLD GROUP - DOLMEN  
DURET IMMOBILIER - ENVOLIIS - EUROPCAR - EXCELIUM - EY - FICAMEX - FINANCIÈRE CONSEIL  
GALÉO - GELENCSE - GÉNÉCADO - GESTAL - GIL TURPEAU ENTREPRISES - GOSSELIN DESIGN & DIGITAL  
GROUPE COUPECHOUX - GROUPE DUBREUIL - GROUPE GRUAU - GROUPE IDYL'AUTO - GROUPE LE DUFF  
GROUPE LEGENDRE - GROUPE LUCAS - GROUPE MOUSSET - GROUPE RIDEAU - GUESNEAU SERVICES  
GYMGLISH - HARMONIE MUTUELLE - HERIGE - HISI - HLP AUDIT - HOFIA - IDÉA - IJINUS  
INTERACTION INTERIM - INTUITI - KPMG - LA MAISON HEBEL - LAUDESCHER INDUSTRIE  
LAUDREN ATLANTIQUE - LE CONSERVATEUR - LEROY MERLIN - LINER COMMUNICATION - LOCARMOR  
LOGISTIC SOLUTIONS - LUCAS G - MAINDRON - MANHATTAN ASSOCIATES - MCDONALD'S OLLONNE-SUR-MER  
MÉTIER INTERIM & CD - MITIS - MNM CONSULTING - MSTREAM - MULTIPLAST  
NANTES SAINT-NAZAIRE DÉVELOPPEMENT - NAP - NEOVIVO - NOUVEL OUEST - OCF - ORATIO  
OUEST COUVERTURE ÉNERGIE - OUEST-FRANCE - PAEONIA - PATRICK GELENCSE  
PLAST'IC ENTREPRISES - PRÉFA TECHNICOF - PROTECT'HOMS - QUADRA CONSULTANTS - REALITES  
RÉAUTÉ CHOCOLAT - REGARD 9 - RH-INC - SÉCHÉ ENVIRONNEMENT - SEGASEL - SÉMÉNIA - SFCMM  
SIMAB - SIPAC ASSURANCES - SAS RABAS - SODEBO - SOFAGEM - STREGO - SUPER U VERTOU  
SYD CONSEILS - TEAM PLASTIQUE - TEGRALIS - TIBCO - TGS AUDIT - TGS AVOCATS - THÉÂTRE 100 NOMS  
THE LINKS - TRANSPORTS VÉZO - TRANSVERSALES - TRI OUEST - VALPG PÔLE GRAPHIQUE EPA  
VD COM - VERTICAL - VYP

"When I learned about THE BRIDGE, my heart leapt at once. I found the event to be outstanding, I saw the shooting star!

With my business, I wanted to take part in something we'd remember for the rest of our lives. I firmly believe in the impact of the event."

*Antoine Houdebine, CEO of Logistic Solutions, the first member to join the 100 CLUB*

### A STEERING COMMITTEE

Made up of the main leaders of the 100 CLUB (Yves Gillet - Keran, Patricia Brochard - Sodebo, Laurent Métral - CIC, Yoann Joubert - Réalités, Bruno Hug de Larauze - Idéa), the Steering Committee is in charge of setting the editorial line for this seminar on board. They're working with some twenty facilitator-moderators. To organize the forum, this oversight team can also make use of a tool developed specially for the occasion: a collaborative digital platform made available to all the members of the 100 CLUB.

#### Patricia Brochard, co-president of Sodebo and sponsor of the 100 CLUB:

*"We're living now in an incredibly innovative time defined by change. THE BRIDGE is very ambitious, especially in its entrepreneurial dimension. It gives leaders and deciders a chance to steal away for eight days – which is itself quite unusual – to think together about business's place in a world that's on the move and undergoing major changes. We have to write, in collaboration with experts, visionaries, and the young, the foundations of a common project on the place and role for the company of tomorrow."*

**Yves Gillet, pilot of the 100 CLUB, founding member of THE BRIDGE:** *"From the beginning, pleasure and meaning are the motivational engines driving this regional project. The seminar's goal is to prepare our companies for the world of tomorrow, to transform them and give them better assets. We're going to advance the entrepreneurial spirit by working collaboratively through several exchanges and by mobilizing thought, as well as emotion, which we feel is very important."*

### A SUPPORT COMMITTEE

Networks from the business world are on the 100 CLUB support committee: Réseau Entreprendre, Germe, HEC, the APM Clubs, Numa, Ashoka. Their involvement will enrich the program on board and boost the 100 CLUB influence beyond the "borders" of the seminar.

**1,000** company heads and collaborators embark on a week of thinking about the world of tomorrow.



## HOW DOES THE 100 CLUB WORK?

### COLLABORATIVE METHODS AND COLLECTIVE INTELLIGENCE

THE BRIDGE experience is a unique catalyst for moving towards the world of tomorrow, punctuated by events rooted in the values of change: creativity (artistic events), agility and speed (3x3 Basketball World Cup), history (the centennial of the American landing), tenacity and drive (challenge between the Queen Mary 2 and the Ultime multihulls), solidarity and fraternity (50 years of the SNSM (Société Nationale de Sauveteurs en Mer (French Search and Rescue Service)), military armada), foresight and pragmatism (seminar).

In the wake of these values, over 150 companies will invest to combine thinking, creation, and experimentation, and to make plans of action for building the business of tomorrow. Through specialist lectures and "coworking" workshops, in plenary assemblies or face-to-face meetings, the members of the 100 CLUB will be invited to decipher and analyze a rapidly changing world, and to work transversally on the

different prisms companies can use to develop responsibly and sustainably, whether these are digital, organizational, environmental, economic, or societal. There's one guiding principle: each participant is the agent of their own success!

#### Maximilien Rouer, co-pilot of the 100 CLUB:

*"We've identified four overarching elements of change, which fifty experts on board will address: technology, first of all, and everything it includes, such as connected devices, artificial intelligence, robotics; one's relationship to oneself and to others, with the idea that you have to lead yourself to know how to lead others. Of course, all the environmental issues and the challenges they underlie will also be a major area of the seminar. The last topic concerns globalization and geopolitics, given that since 2008 the world has been rocked by increasingly frequent crises. But, at the same time, technologies and consciousness are increasing and providing us with more*

*solutions to identify and experiment with for the growing problems we face. The challenge of the seminar is to offer the tools and keys to understanding to enable businesses prepare for the world of tomorrow."*

#### Seminar topics:

##### NBIC AND TECHNOLOGY:

NBIC (Nanotech, Biotech, Information Technology, Cognitive Science), Social Networks, Uberization, Artificial Intelligence, Paperless Offices, Connected Devices, etc.

##### RELATING TO OURSELVES AND OTHERS:

Performance, Teaching, Management, Conflicts, Hierarchies, etc.

##### ENVIRONMENT:

Resources, Energy, Climate, Health, Ecology, etc.

##### GLOBALIZATION AND GEOPOLITICS:

Europe, Oil, Interest Rates, Financialization, Terrorism, etc.

### A TYPICAL DAY ON BOARD THE QUEEN MARY 2:

**7:00 a.m. - 8:00 a.m. Inspirational awakening:** finding harmony with yourself to get the most out of the day (yoga, meditation, muscle awakening, etc.)

**9:00 a.m. - 10:00 a.m. Organizer's talk:** launch the day, explaining the choice and meaning of the subject for the world of tomorrow

**10:30 a.m. - 12:00 p.m. Subject lecture:** understanding a key issue of the world of tomorrow

**12:30 p.m. - 2:00 p.m. Subject lunch:** discussions with members of the 100 CLUB around a topic, moderated by an expert

**2:00 p.m. - 4:00 p.m. "Speed dating":** face-to-face meetings between experts and entrepreneurs

**4:00 p.m. - 6:00 p.m. In-depth workshop:** work session organized around collaborative methods

**6:00 p.m. - 7:00 p.m. News on board:** report on the Centennial Transatlantic Race

**8:00 p.m. - 10:00 p.m. Show:** casting a glance at the world of the arts

Up to twelve hours of 100 CLUB programming each day!





## HOW DOES THE 100 CLUB WORK?

### HIGH-LEVEL EXPERTS

Economists, historians, philosophers, artists, and professors will be on board the ocean liner to lead this extended ocean-going seminar. Among them will be Erik Orsenna, writer and academic; Patrick Lagadec, investigator researcher at the École Polytechnique and specialist in crisis management; Jean Jouzel, climatologist and vice chairman of the IPCC (Intergovernmental Panel on Climate Change), and Patricia Ricard, president of the Paul Ricard Oceanographic Institute. Their participation guarantees a high-quality program whose content and objectives have been designed entirely according to the model of co-construction that has driven the 100 CLUB since the first day.

### INTERNATIONALLY KNOWN ARTISTS

The renowned singer **Natalie Dessay**, the brilliant young pianist **Paul Lay**, the celebrated American saxophonist and singer **Archie Shepp**, as well as the **Matheus Ensemble**, with a bold artistic approach, will be the guests of honor on THE BRIDGE 2017.

Every evening they'll perform on stage on the Queen Mary 2, inviting the members of the 100 CLUB to take a look at the world of the arts, generator of excitement. A source of inspiration, above all, one that will nourish thinking about the world of tomorrow and the place of business within it.

**60** experts, **150** companies and **1000** members,  
**20** animators and **50** amateur

all on board the Queen Mary 2  
as part of an unique business retreat

### THE 60 EXPERTS ON BOARD:

**Alain Supiot**, professor at the COLLEGE DE FRANCE - **Alex Taylor**, journalist - **Alexandre Scher**, HEC speaker - **Alexis Botaya**, co-founder of the company SOONSOONSOON - **Anne de Béthencourt**, co-founder of the firm INTEGRAL VISION - **Anne-Flore Couronné**, partnership manager for the NGO ASHOKA - **Antoine Brachet**, co-founder of the BARBARES movement - **Arnaud Chaigneau**, foreign relations director for NUMA - **Arnaud Meunier**, acceleration program director for NUMA - **Arnaud Mourot**, vice-president for Europe for the NGO ASHOKA - **Bénédicte Faivre-Tavignot**, HEC professor - **Bertrand Robert**, founder of the company ARGILLOS - **Carleen Binet**, founder of the ECOLE FRANCAISE DE MORPHOPSYCHO-LOGIE - **Caroline Failliet**, co-founder of the company BOLERO - **Cécile Deletré**, vice president of the CHAMBER OF FOREIGN COMMERCE - **Chantal Mainguéné**, founder of the network MOM'ARTRE - **Charles Lafaye**, director of development at the company STARTUP PALACE - **Christian de Boisredon**, founder of the company SPARKNEWS - **Christine Guine-Brière**, co-founder of the firm INTEGRAL VISION - **Dominique Desjeux**, professor at the SORBONNE - **Eric Allodi**, founder of the firm EPEA PARIS - **Erik Orsenna**,

writer - **François Bellanger**, founder of the think tank TRANSIT CITY - **Franck Louesdon**, facilitator at the company STARTUP PALACE - **Frédéric Encel**, professor at the PARIS SCHOOL OF BUSINESS - **Isabelle Decoopman**, professor at SKEMA BUSINESS SCHOOL - **Jacques Priol**, founder of the firm CIVITEO - **Jean Jouzel**, vice president of GIEC - **Jean-Pierre Dupuy**, professor at the École POLYTECHNIQUE and STANFORD UNIVERSITY - **Jean-Rémi Gratadour**, executive director of the HEC digital center - **Jérémy Ghez**, professor at the HEC - **Jérôme Deconinck**, founder of the organization TERRE DE LIENS - **Julien Noé**, founder of the cooperative ENERCOOP - **Laetitia Vitaud**, speaker at IEP PARIS - **Luc Jacquet**, director - **Marguerite Grandjean**, director of research at the collective OUI SHARE - **Mathieu Baudin**, founder of the INSTITUT DES FUTURS SOUHAITABLES - **Maxime Basset**, designer at NUMA - **Nicolas Colin**, associate founder of THE FAMILY - **Nicolas Rousseaux**, founder of the firm MEDIATION CONSULTING - **O. Kenneth Johnson**, diplomat - **Patricia Ricard**, president of the INSTITUT OCEANOGRAPHIQUE PAUL RICARD - **Patrick Lagadec**, researcher at the ÉCOLE POLYTECHNIQUE - **Patrick Mathieu**, founder

of PATRICKMATHIEU RECHERCHE & CONSEIL - **Philippe d'Iribarne**, researcher at the think tank GESTION & SOCIÉTÉ - **Philippe de Roux**, co-founder of the firm EAU ET VIE - **Pierre Musso**, researcher at the INSTITUT DES ETUDES AVANCEES - **Pierre Papéron**, explorer - **Patrick Provenzano**, professor at HEC - **Roman Navalpotro**, new services developer, NUMA - **Sarah Ertel**, partnership manager at the NGO ASHOKA - **Serge Papin**, president of SYSTÈME U - **Thierry Lorho**, founder of the firm IA GLOBE EXPERT - **Tristan Lecomte**, founder of PURPROJET - **Valérie Fert**, president of the research group GMAP - **Virginie Raison**, director of LEPAC - **Vincent Cespedes**, philosopher - **Walter Bouvais**, founder of the magazine TERRA ECO - **Wan-Sheng Tchang**, president of WST CONSEIL

## THE SNSM, 50 YEARS ON MULTI50s

2017 is an anniversary year for the Société Nationale de Sauvetage en Mer. The organization, which has 8,000 volunteers, is celebrating its fiftieth year. To fittingly celebrate its half-century of life, the sailing race Record SNSM is saving its thirteen edition for Saint Nazaire: a fiftieth anniversary trophy reserved for 50-foot multihulls, on June 23 and 24, just before the kickoff of the Centennial Transatlantic Race THE BRIDGE 2017. Two events in one, and a great show for a great cause.



Each year, in the Record SNSM, the biggest stars of ocean racing pay homage to the Société Nationale de Sauveteurs en Mer.

For a dozen years, Saint-Nazaire consistently shown its solidarity with the SNSM by hosting the Record SNSM race, a veritable publicity platform for the organization, every summer solstice. In the center of THE BRIDGE village, marine safety will be highlighted and the jobs of the volunteer rescuers will be honored.

### Triumphal departure on June 23.

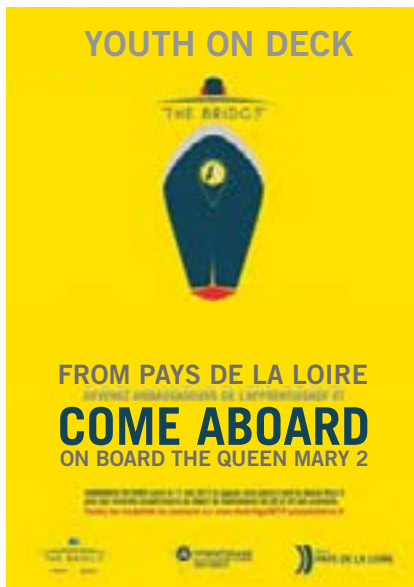
#### Prestigious return with the Queen Mary 2!

On Wednesday, June 21, one day before the four Ultime trimarans competing in THE BRIDGE arrive in the port of Saint-Nazaire, the Multi50s will come moor along the Quai du Commerce, after crossing the southern lock in the afternoon. Two days later, at 5:00 p.m. on June 23, they'll depart for the Fiftieth Anniversary Trophy.

With four crew members (minimum) on board, the multihulls are going to start off on a route of several hundred miles. Around 24 hours of racing await them before they return, escorted by the Queen Mary 2! A legendary ship to forge the link, in the City of Ocean Liners, between the Centennial of the American Landing and the Fiftieth Anniversary of the "sailor angels."

[www.snsn.org](http://www.snsn.org)  
[www.recordsnsn.com](http://www.recordsnsn.com)





## AN APPRENTICESHIP IN ADVENTURE

### 100 YOUNG PEOPLE FROM PAYS DE LA LOIRE ON DECK

Looking toward tomorrow, THE BRIDGE 2017 also puts young people at the center of its program. With support from the Pays de la Loire region, apprenticeship will also get top billing in the events, in order to encourage skills and know-how as part of a campaign to promote work-study training courses, which are chosen today by over 28,000 young people in the Loire region. Alongside students, budding athletes, and young entrepreneurs, 35 apprentices,

“apprenticeship ambassadors” will be invited to spend 24 hours on board the Queen Mary 2 and experience the magic of THE BRIDGE. A crossing whose purpose is to create moment of sharing and co-construction around an idea: the entrepreneurial spirit. This initiative will be one of the beacon activities putting the spotlights on this path to the future and to excellence.

**28323** apprentices in Pays de la Loire 2016-2017

#### Apprenticeship village in Saint-Nazaire:

- A dedicated space in the center of the event
- A presentation of training programs and jobs accessible through apprenticeships
- A space open to businesses that want to promote their jobs and recruitment policies

More information on the Pays de la Loire apprenticeship site: [www.apprentissage-paysdelaloire.fr](http://www.apprentissage-paysdelaloire.fr)

## HUNDREDS OF STUDENTS DISCOVER THE BRIDGE

This spirit of building bridges to the world of tomorrow, THE BRIDGE 2017 is also turning to the students of today, who are the entrepreneurs of tomorrow. The event organizers, supported by several instructors from the Nantes Academy, have rolled out an ambitious educational program whose outlines we reveal here.



Over 1,000 high school students have been mobilized since September 2016 around the project THE BRIDGE. Through practical interdisciplinary instruction, they've been able to work transversally on subjects closely tied to the event: history, music, sports, English, etc.

#### Over 1,000 middle school students and 700 primary school students

Since last March, primary school students have been able to immerse themselves in the different worlds of THE BRIDGE with an educational kit designed in collaboration with the newspaper Ouest-France, a partner in the operation. It's a way to send them on a learning adventure, to let them discover

racing, boats, jazz, basketball, the Sammies, Saint-Nazaire and New York.

#### June 19 and 20, Schoolchildren's Day in Nantes

At the center of this program, all these students will be able to experience the event THE BRIDGE from inside, on Monday, June 19, and Tuesday, 20, in Nantes. On the program: jazz concert, meeting with the skippers and their crew, subject-specific visits (Belem, Memorial to the Abolition of Slavery, The Machines of the Isle of Nantes, etc.), and the 3x3 Basketball World Cup. Unforgettable, no doubt about it.

Get the educational kit:

[www.thebridge2017.com/fr/pedagogie](http://www.thebridge2017.com/fr/pedagogie)



## AN ASSOCIATION DEDICATED TO THE EVENT



Cornerstone of THE BRIDGE, this organization brings together a support committee made of all the experts who first made it possible to charter the Queen Mary 2. These actors, who make up a big family of faithful partners, made it possible for an idea that seemed mad to grow, and made it possible for this multifaceted event to come to fruition.

**Patrick Boissier, Président :**

« It's an honour for me to participate in THE BRIDGE. Every step taken and each step forward - from the agreement reached with Cunard to the commitment of many

participants from Grand Quest, through all the major events now put in place - has been hugely satisfying. Since the first day, this project, exceptional from start to finish, has been steadily growing on all fronts: sporting, cultural, historical and of course human, while cooperation multiplies under the auspices of Profil Grand Large. The celebration of the centenary of the arrival of American troops will be magical! »

**Francis Vallat, Vice-Président :**

« The maritime world is right about the exceptional importance and influence of

THE BRIDGE. From the beginning, sailors wanted to believe in it, dreaming that this crazy project could come true. It is in homage to those « boys » who crossed the Atlantic to fight with us in our struggle for liberty, but also to unfurl an adventure with its heart in the sea. It is for this reason that almost all the maritime institutions of France have shown their support from the start, followed by the local authorities, and also, the decisive support of all the key players in the business world. »



## SUPPORT COMMITTEE



### PROFIL GRAND LARGE, COMPOSITE EVENT CREATOR

An essential actor in the world of ocean racing, Profil Grand Large brings together public institutions, businesses, associations, high schools, and the general public around unifying sports events. So many projects

that combine artistic creation, solidarity, and technological challenges. In particular, the agency organizes the Record SNSM, a publicity platform that, ever year since 2005, faithfully highlights the Sauveteurs en Mer

and La Solidaire du Chocolat, a transatlantic organization that has made it possible to raise funds for the nonprofit world in France and Mexico.



## PAYS DE LA LOIRE RÉGION

« Sporting challenges, cultural events, economic ties: this is far more than a commemoration, it is a celebration of the ties that bind our territories to the United States. THE BRIDGE wants to highlight all of these on the centenary of the landing of Troops on the Atlantic coast.

Of course, there are links between projects, which we naturally wish to reinforce during this event. But there are also links woven into our shared values. These values bring the American East and the French West together in the same community: audacity, ambition, the desire for freedom, the sense of responsibility and the collaboration... Values of the future that we must share on both sides of the Atlantic, as well as with all the participants involved in THE BRIDGE.

I would like to thank the organizers of this great international event. The Region is pleased and proud to embark on this beautiful Franco-American adventure that highlights our region by reaffirming the strong ties between our two nations and all those who are part of it: entrepreneurs in the 100 Club, sportsmen and adventurers, tourism, economic and cultural players, and all those who will gather to learn together. I wish you a wonderful commemoration!»

BRUNO RETAILLEAU,  
President of the Pays de la Loire Regional Council



## BRITTANY RÉGION

«To create an event combining the celebration of one hundred years of friendship between France and the United States, a yacht race between a liner and powerful racing sailboats, together with sporting and musical entertainment on shore. The organisers of THE BRIDGE and its partners have set themselves a truly ambitious and unprecedented challenge.

Through its support for this event, the Regional Council of Brittany wishes to strongly highlight its very strong ties with the sea. With an exceptional coastline and a history shaped by the exploits of illustrious seamen, Brittany is the region of choice for many sailors. The permanent collaboration between competitors and marine companies allows French skippers to sail on the most efficient yachts in the world. Breton companies in the nautical sector, often leaders in their market, are now recognised internationally for their expertise and know-how. The challenges of state-of-the-art technologies developed by the sailing and offshore racing world are used far beyond the original scope, on cruising boats and even further afield in areas such as renewable marine energies, defence and aeronautics.

Beyond the regional institution, the whole of the Brittany region is supporting THE BRIDGE project, whose roots and resources are so tightly bound to our region.»

LOÏG CHESNAIS-GIRARD,  
First Vice President Brittany Region





## MORBIHAN COUNTY COUNCIL

«THE BRIDGE celebrates the anniversary of a global event : The US entered the First World War and the American troops landed on the European continent in 1917, marking an important moment in the history of the twentieth century. Constantly fluctuating between interventionism and isolationism, America chose at that moment to play a major international role.

For France, it represented not only the arrival on the scene of a powerful ally, but also the confirmation of a powerful historical link going back to the War of Independence. To commemorate 1917, the creators of THE BRIDGE have made symbolic choices that are attractive to Brittany and Morbihan. The Queen Mary 2 was built in Saint-Nazaire and many people from Morbihan participated in its construction. We also take a great interest in the race between this fine liner and the fastest multihulls of our times: many of them are a result of the work of local shipyards and architects, and many have their training bases on our coasts. 1917 was also the year jazz came to Europe, and the jazz festival of Vannes is a reminder of this.

For many good reasons, the department of Morbihan is pleased to join forces with THE BRIDGE and wishes it the best success.»

FRANÇOIS GOULARD,  
Former minister, president of Morbihan County Council.



## LOIRE-ATLANTIQUE COUNTY COUNCIL

«It is here in Loire-Atlantique that the crazy idea of a transatlantic race celebrating the centenary of the landing of 1917 became 'THE BRIDGE'. It is not a coincidence. Our territory is full of great talent in all areas, from high-level sport to cutting-edge industry. We thrive on combining our expertise to innovate together. We are inspired by the Loire and the Atlantic to always set our sights far and high, beyond the riverbanks and the horizon.

The choice of the Pont de Saint-Nazaire and the Verrazano-Narrows of the New York Bay as the emblems of this event goes beyond a photo opportunity for tourists. Firstly, because this magnificent work of art suspended on the estuary belongs to the Department's road heritage. Secondly, and above all, because it is a very beautiful symbol of the commitment that underpins our daily action: to build bridges between territories and their inhabitants, to fight against inequalities, to bring meaning to all our shared values.

Bridges between peoples are also bonds that unite our memories to continue building the future without forgetting the things of the past. Since the dawn of humanity, our history is entirely determined by encounters between both sides the Atlantic. Too often, they are accompanied by fear, mistrust, enslavement or war. Even in current times. But this strong impulse, constantly renewed, stirs us all to rise in solidarity across the globe.

It was this ambition that inspired our vision to support THE BRIDGE. We share the same desire as the organisers to make this event a celebration for everyone. Also, over the past few months, we have been offering 1000 students and young people ongoing support until June 2017. Because, in the future it will be their turn to foster and mobilise for more fraternity between peoples - all peoples. Our hope is that they become the best ambassadors of the Loire-Atlantique for all the "THE BRIDGES" of the world.»

PHILIPPE GROSVALET,  
President of the Loire-Atlantique Department



## NANTES METROPOLE

«THE BRIDGE is completely in line with the ambitions the towns of Nantes Saint-Nazaire have to promote the region internationally. The event is a new demonstration of the capacity the regional economic players have to engage, to build collectively, to organise themselves, to structure a network of Entrepreneurs and local decision-makers on the theme of «meeting tomorrow's challenges». This initiative will give international visibility to many companies from the French region.

The creation of the 100 Club represents the emergence and rapid growth of a network of exchanges and meetings between innovative entrepreneurs. This initiative is fully in line with French values: public-private partnership, agility and efficiency. It will serve to make the region more attractive, motivated by the presence of public figures.

This event goes beyond the economic dimension: it also celebrates the arrival of the Allied soldiers in France. Cultural and sporting events, notably the Basketball 3x3 World Cup, will be held in parallel and a team from Nantes will compete.»

JOHANNA ROLLAND,  
Mayor of Nantes and President of Nantes Métropole



## TOWN OF SAINT-NAZAIRE

«It will be an extraordinary moment for Saint-Nazaire to see the Queen Mary return to the shores where she was built, thanks to the ingenious creators of THE BRIDGE. The people of Saint-Nazaire will, naturally, be there at the start of the highlight of a year packed with activities dedicated to the commemoration of the landing of American troops.

This cruise ship obviously holds a special place in our hearts. Its beautiful lines are a tribute to the great ocean liners that have marked the history of our city. The anniversary we have recently celebrated has been a moment of encounter between that historical moment and all that is engraved in the memories of our people: the creation of a new harbour in the waters of the Estuary in Donges for the wharves and docks in Montoir, the creation of the vast lake in Joalland Forest to secure the supply of drinking water and which is, today, a prime attraction for sportsmen and hikers, business facilities, and family get-togethers...

Alongside a great sense of pride, there will undoubtedly also be some surprise, as it is extremely unusual for a steamer to return to its port of origin. It will also be an emotional time because we will all have in our thoughts the victims of the accident that occurred when the access bridge fell, which claimed the life of sixteen of our fellow townspeople.

All this has been a reminder, and it is all part of our shared history. All this will make for a wonderful celebration thanks to so many working together to make happen. I can't praise it highly enough. Bring on June 2017!»

DAVID SAMZUN,  
Mayor of Saint-Nazaire



## LE CIC, PARTENAIRE FONDATEUR DE THE BRIDGE 2017

«True to its policy of supporting heritage and cultural events, the CIC is joining THE BRIDGE project, which will see sport, music and history promote a major sailing event.

CIC gets close to its clients because of its basis in local society, and is a major player in banking, insurance, telephony and technology services, focused on economic development in the regions. CIC and, in particular, the regional bank CIC Ouest, joins and supports this project with the objective of bringing distant regions closer together to better build the future.

Beyond the commemoration of the centenary of the American landing in 1917 in Brest and Saint-Nazaire, THE BRIDGE is the example of a faithful and secular friendship that unites France and the United States. It is also the opportunity for two countries that have always been close to come together for the same cause to celebrate shared values with the population, including all generations, pieces of history and life. CIC West will contribute to the celebrations.»

NICOLAS THÉRY, President of the Confédération Nationale du Crédit  
ALAIN FRADIN, President of the CIC Alain FRADIN, Director General of the CIC

“THE BRIDGE 2017, the CIC Group and all its all the regional banks share the same fundamental value of fraternity. We are also very keen to highlight the iconic events that make up the richness and attractiveness of our regions. CIC Group wants to be an important partner for the development and success of THE BRIDGE 2017, which will contribute to the influence of the Pays de la Loire and Brittany, the operating regions of the Banque CIC Ouest. We are therefore pleased to see you “come aboard» with us, to show all the aspects of the collaborative project bringing together History, Music, Sport and Business!”

LAURENT MÉTRAL, President and CEO of CIC Ouest

“The Transatlantic Bank is pleased to embark on the Centennial Cruise. This multi-faceted historical event brings us together around common values of international openness. It will make it possible to highlight the expertise of our services and our businesses by bringing customers our knowledge in private management.”

BRUNO JULIEN-LAFERRIÈRE, Chairman of the Management Board of Banque Transatlantique



Building a world on the move.



BANQUE TRANSATLANTIQUE

| A MEMBER OF CIC PRIVATE BANKING |

## RÉALITÉS, OFFICIAL PARTNER

One of our first partners, the Nantes-based property developer RÉALITÉS Group, which operates in the Greater Western region of France as well as in Paris, shares the same values as The Bridge: audacity, performance, entrepreneurial spirit and an openness to the world.

For Yoann Joubert, founder and chairman of the RÉALITÉS Group, this project was self-evident:

“Right from the start, we found The Bridge’s extremely daring idea alluring because it reflects the history and the values of the company. We saw ourselves in the project and the desire to take part in it came naturally.

It initially seemed to us that the goal of The Bridge was to enable our territory to continue its quest for notoriety and to reveal an audacious and modern side.

RÉALITÉS itself has a strong desire to partner with the communities in its perimeter and to accompany them beyond its mission as property developer.

We would like to share this corporate strategy with the 120 companies in the 100 Club, but also with the many guests who are attracted by a rich program conducted by extremely qualified experts. We are on track and so are they, for more than 15 days of events from Nantes and Saint Nazaire to New York! We are really looking forward to it!

Finally, The Bridge is about ‘co-construction’. This project enables us to move ahead with this more modern vision with respect to the way in which collective projects are managed. We have tested this approach with the entire team. Like in a family, there are agreements, disagreements and opposing points of view, but it is always a great pleasure to hear each other’s ideas and find solutions together.

This project should make us proud and ambitious, especially in the light of the high quality of the experience The Bridge 2017 will provide.”

Yoann JOUBERT, CEO of the RÉALITÉS Group

## RÉAUTE CHOCOLAT, OFFICIAL PARTNER

RÉAUTE CHOCOLAT is proud to be an official partner of The Bridge, an exceptional event which will celebrate, in June, the 100th anniversary of Franco-American friendship. Based in the French department of Mayenne, the company, known for its renowned chocolates and its department stores, is ready for the festivities kickoff on June 16 and the departure of the Queen Mary 2 from Cherbourg with the Centennial Armada on June 23. This date will also mark the launch of the entrepreneurial experiment of the 100 Club.

Being a partner of The Bridge is part of our intention to reinforce the position and visibility of our brand, our products, our collaborators and our franchises.

The values conveyed by this extraordinary project: the enthusiasm, the taste for adventure and the shared experience, are those which we also advocate. It is for these reasons that we also created TEAM RÉAUTE CHOCOLAT with our skipper Armel Tripon – in fact, our Multi50 class boat has just been christened!

Christian BUTON, President of RÉAUTE CHOCOLAT

**R É A U T É**  
**C H O C O L A T**





## FINCANTIERI, , OFFICIAL PARTNER

Italy and France have always been tied, as history teaches, by industrial bounds. Two great countries which have worked together in close cooperation in many different fields.

'The Bridge' project not only commemorates a historical moment, a century of friendship between France and the United States - which entered WW1 exactly one hundred years ago - but it also celebrates the sea, heart of the event, and the excitement of what sea voyages can bring along with.

Our Company decided to support this project for all these reasons. Fincantieri is one of the world's largest shipbuilding groups, the sea is our mission, the very soul where everything begins, as we build all kinds of ships. Our history dates back to more than 230 years ago and one of our shipyards - the one in Castellammare di Stabia near Naples - was built before the French Revolution.

Past, present, and future, the same essence underlying the 'Bridge' project.

No future does without the past. Which "bridges" can we build for the future and for the world of tomorrow?

I'm firmly convinced that in today's world we need a common European industrial strategy. At a political level this is a recognized need. Europe has to play a leading role, carrying out its integration part: without aggregations and strong partnerships the national industries will not be able to compete with the rest of the world.

Consolidation in the main industrial sectors, among which the shipbuilding industry. We have to be united, act together, and build "bridges", notably to promote this common industrial strategy.

We want to be part of this process, as a leader in the industry sector in which we operate and we would warmly welcome all those who would like to share our vision with us as a partner.

This would allow the industries to reach greater critical mass and better negotiation power, mainly at export level. In this way, Europe would be able to stand on a par with the other competitors and take advantage of the great opportunities which lie ahead of us, maintaining employment levels and ensuring fair and constantly increasing standard of living to the European workers.

Giuseppe Bono, Chief Executive Officer FINCANTIERI

**FINCANTIERI**

## THREE WEEKS OF EVENTS

The FIBA Basketball World Cup 3x3 in Nantes, the commemorative festivities in Saint Nazaire and the Centennial Transat's deeply symbolic arrival in New York punctuate an eclectic three-week long program designed to commemorate a major page in History, cementing for all time a strong friendship between France and the United States.

### NANTES VILLAGE

#### >PARC DES CHANTIERS

FRIDAY, JUNE 16 TO WEDNESDAY, JUNE 21

Village opening hours:

10:00 a.m. - 7:00 p.m.

except Friday: 2:00 p.m. - 7:00 p.m.

Free and open to the public

Restaurants on site

#### FRIDAY, JUNE 16

7:30 p.m. - 9:00 p.m. FIBA 3x3 World France 2017 opening ceremony

9:30 p.m. Arrival of the Ultime multihulls on parade.

#### SATURDAY, JUNE 17

10:00 a.m. - 6:00 p.m. The Bridge Basket Contest.

10:00 a.m. - 6:00 p.m. Free visit to the ship Le Belem.

2:00 p.m. - 10:00 p.m. 4th FIBA 3x3 World Cup France 2017.

5:00 p.m. - 8:00 p.m. The Bridge Brass Band. Walk from Place Graslin to the Machines of the Isle site.

10:00 p.m. Presentation of skippers of the Ultime multihulls.

10:00 p.m. - 11:00 p.m. The Bridge Brass Band.

11:45 p.m. Illumination of Anne de Bretagne Bridge.

#### SUNDAY, JUNE 18

2:00 p.m. - 6:00 p.m. The Bridge Basketball Contest.

11:00 a.m. - 6:00 p.m. Free visit to the ship Le Belem.

2:00 p.m. - 10:00 p.m. 4th FIBA 3x3 Basketball World Cup.

#### MONDAY, JUNE 19

09:00 a.m. - 7:00 p.m. The Bridge Basketball Contest.

2:00 p.m. - 10:00 p.m. 4th FIBA 3x3 World Cup France 2017.

#### TUESDAY, JUNE 20

09:00 a.m. - 4:00 p.m. The Bridge Basketball Contest.

2:00 p.m. - 10:00 p.m. 4th FIBA 3x3 World Cup France 2017.

#### WEDNESDAY, JUNE 21

09:00 a.m. - 6:00 p.m. The Bridge Basketball Contest.

2:00 p.m. - 10:00 p.m. 4<sup>th</sup> FIBA 3x3 World Cup France 2017 (finals).

Awarding of prizes in the presence of the skippers.

### SAINT-NAZAIRE VILLAGE

#### > PORT

THURSDAY, JUNE 22, TO SUNDAY, JUNE 25

Village opening hours:

9:00 a.m. - midnight

except Sunday: 10:00 a.m. - 8:00 p.m.

Free and open to the public

Restaurants on site

#### THURSDAY, JUNE 22

Opening of the village for the 50th Anniversary of the SNSM.

9:30 a.m. - 5:00 p.m. School activities at the village.

5:00 p.m. - 10:00 p.m. The four Ultime trimarans and the Belem sail down the river Loire.

11:30 p.m. Expected arrival of the trimarans

#### FRIDAY, JUNE 23

9:00 a.m. - 3:15 p.m. School activities.

2:00 p.m. - 4:00 p.m. Technology Industries Flyzone: giant-screen rebroadcast of the Salon du Bourget airshows.

5:00 p.m. Departure of the Multi50 race of the 13th edition of the Record SNSM

7:00 p.m. Giant barbecue organized by the Saint-Nazaire organizations in the Halle Sud.

8:30 p.m. - 12:30 a.m.: Musical soiree: "One Hundred Years of American Music" in the Halle Sud.

#### SATURDAY, JUNE 24

All day and evening, several activities will be held in the Saint-Nazaire city center: around the port, in Place de l'Amérique Latine, on Boulevard de la Légion d'Honneur, and in Place du Commerce.

11:00 a.m. - 4:30 p.m. Nautical baptisms, initiations into nautical activities, various activities around the pool.

11:00 a.m. - 6:00 p.m. Free visit to the ship Le Belem.

2:00 p.m. - 4:00 p.m. Technology Industries Flyzone: giant-screen rebroadcast of the Salon du Bourget air shows.

After 4:00 p.m. Arrival of the Multi50s from the 13th edition of the Record SNSM.

5:00 p.m. Arrival of the Queen Mary 2 to the Louis Joubert Lock, escorted by an international military Armada.

7:00 p.m. - 8:30 p.m. Commemorative ceremony.

8:30 p.m. - 11:45 p.m. Shows by the Théâtre Scène Nationale and Les Escapes.

8:30 p.m. - 9:15 p.m. Les girafes

(Compagnie Off), street theater show.

Departure from the roof of the submarine base.

9:15 p.m. - 10:35 p.m. Mobile Homme (Compagnie Transe Express), street theater show.

Departure from the building, then show at Place de l'Amérique Latine.

10:45 p.m. - 11:45 p.m. Place des Anges (Compagnie Gratte-Ciel), air show. Quai du Commerce.

11:50 p.m. - 12:10 a.m. Pyrotechnics show (by Jacques Couturier Organisation), with fireworks from the roof of the submarine base.

Wacky musical fanfares (Fabulostinoff and the Parade Impériale du Kikiristan) will also be roaming throughout the evening.

#### SUNDAY, JUNE 25

9:30 a.m. Ceremony in remembrance and moment of silence in memory of victims of the Queen Mary 2 gangway in the Jardin des Plantes.

12:00 p.m. Prize Ceremony for the 13th Record SNSM in the south market.

12:00 p.m. - 8:30 p.m. Waterfront activities (recreational area, dj set, brass band).

2:00 p.m. - 3:00 p.m. Concert by the Garde Républicaine Orchestra in the south market.

3:00 p.m. The first boats exit the lock.

4:30 p.m. The Ultime trimarans exit the lock.

6:30 p.m. The Queen Mary 2 exits the Louis Joubert Lock.

7:00 p.m. The Centennial Transatlantic Race begins with the illumination of the bridge.



# THE BRIDGE



REALITES



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FOLLOW THE BRIDGE



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