FRANCE

Bringing France to the world

Brochure cover
A product of destiny

The grandson and son of ocean liner designers, I was deeply predestined to take over the baton of this grand, yet demanding profession; but events proved otherwise, until fate took a wonderful turn.

In 1988, having previously taken a detour in the world of communications, I began to design and oversee the construction of boats. A lover of New Orleans jazz and the grand paddle steamers of the Mississippi, I decided to recreate similar examples of French culture in America - but on the Seine.

So to the astonishment of the sceptics, the Tom Sawyer, the Mississipi, the Louisiana Belle and the Tennessee made their appearance on the Seine, soon to be followed by the New Orleans, in the art deco style and then the clipper Paris, a classic yacht, today still moored a few hundred yards from the Eiffel Tower.

I sold the Compagnie des Bateaux à Roue, my paddleboat company, after a 20-year long adventure. It was at this time that destiny beckoned me during the auction of items from the liner France, some areas of which had been designed by members of my family. One object in particular attracted me: the bow of the France.

Although I didn’t win the auction for it, one week later this fine oval piece weighing over 4 tonnes would finally take its position in front of the doors to my Paris offices and was set to become the inspiration for my latest entrepreneurial adventure.

Today, the "bows of the France" are still there and have witnessed the unfolding of an incredible story culminating in the rebirth of a new liner FRANCE, modern, ambitious and innovative. A whole team of cruise specialists was mobilised to create the concept of this impressive ship measuring some 340m in length with its imposing bow.

The new FRANCE seeks to be a new era of cruise travel in a booming market, one of human-scale liners which offer their passengers space, comfort and quality, thereby meeting the needs of a demanding, international clientele for whom the France is the very symbol of refinement.

France is once again at centre stage with this magnificently modern and innovative liner: our greatest French talents and a new generation of designers will be able to express themselves onboard this ship: decorative arts, gastronomy, sophistication... This new vessel, a symbol of our culture of taste and elegance, will be the ambassador of the "made in France" brand on all the world’s oceans.

Full speed ahead!

Michel Sauty
An energy-optimised ship

The highly aerodynamic design of the FRANCE, with its thin, slender hull and rounded superstructures, serves to reduce drag and increase fuel efficiency.

Less power is needed to the main propeller (less than 4000 kW) due to a lower cruising speed (15-14 knots); this makes the FRANCE highly fuel-efficient.

The FRANCE relies on diesel-electric generators powered by standard diesel and liquid natural gas, as opposed to the highly-polluting heavy diesel used by other cruise liners.
The FRANCE offers her guests a truly immersive experience: a spa and fitness center designed to provide a wide variety of innovative treatments, all housed in an architecturally unique 16,000 sq. ft. space. The FRANCE's architectural design promotes a sense of calm and relaxation. An aquatic course consisting of a seawater maze interspersed with hydrotherapy jets, fountains, hot springs, and numerous other delights offer a unique onboard experience for a cruise liner.

The FRANCE's open-ocean decks, reminiscent of the finest superyachts, enable guests to enjoy the sea up close and personal when at anchor or in port, with a spa, a beach club, and a range of recreational equipment including jet skis, scuba gear, and mini-submersibles.

The pool area on the FRANCE is a place of relaxation and tranquility, a small stream of water winds its way through hot and cool pools, simply melting relaxation in the verdant environment. Thanks to the retractable glass roof, the area can be used during all seasons and at all latitudes.
The FRANCE: a showcase of French talent

Just as in the heyday of the prestigious ocean liners, the biggest names in French design, Jean-Michel Wilmotte, Patrick Jouin, Jacques Garcia, Mathieu Lehanneur, Martial Cassard, Olivia Putman, Pierre Yovanovitch, Agnès Coeur, Françoise Zurletti, Stéphanie Couture, Bruno Moinard, Louis Benech... will be expressing their creativity to showcase France’s talents to the world.

“The New Liner FRANCE is a unique project, an incredible human adventure and an all-consuming technical challenge. It is the perfect opportunity to showcase French excellence, to enhance our reputation worldwide. So it will come as no surprise that I accepted the mission of defining the identity of the 8 restaurants on board, indeed, to create their story. A truly exceptional story.”

Alex Ducasse

Corner suite with 360-degree rotating bed, by Stéphanie Couture.

As with many of the other designers working on the France project, Mathieu Lehanneur is a rising name in the world of French design. Lehanneur has won the following awards: École de l’Observateur du Design 2011; Prix Dialogue, Fondation Bettencourt Schueller 2012; Premier Prix Biennale Internationale de la Céramique: Contemporain; Créateur de la Crème Noire / Molton & Obeyes 2010; Best Invention Award, Popular Science 2008; Vallet du Lune 2007.
The lounge on deck 55, inside the rear superstructure, as designed by Jean-Michel Wilmotte.

Lounge as designed by Dominique FOURNIER: young creators work alongside the most famous designers.

FRANCE, the only ship in the world on which no lifeboats are to be seen: they are hidden thanks to an innovative process that fully preserves their functionality while protecting them from spray and the sea air, which have a corrosive effect and can damage moving parts.

...And the list of innovations is far from over.
The “trademark” of the new FRANCE is its sense of difference, proudly displayed to the cruising world.

In a world of standardisation and uniformity, where individuality is frequently treated with suspicion, the very essence of this ship is its sense of difference; for us, variety and diversity are indispensable if we are to create and appreciate from a new perspective.

This difference is immediately visible in the design, and even more so from the yet-to-be-revealed interior layout. Not to forget the “passenger experience”, the quintessential element of a pleasurable cruise. The passengers of the FRANCE will enjoy a genuine exploration of the senses: the eight themed restaurants and the areas dedicated to sampling regional specialities will equally stimulate the senses; the immense theatre provides entry into a world of unaccustomed dimensional realities offering a deepened sense of understanding; the wellbeing centre with its thalassotherapy pools is an extension of the classic spa enhanced by an approach based on personal development – a different way of understanding who we are and what our bodies are able to offer us.

Creativity has no limits; it is the only remedy against stagnation.

Long live France, Long live the FRANCE.
The project of constructing the new FRANCE is managed by:

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