



“CITIES”: going further than simply promoting tourism in Bordeaux, this short video offers a taste of the city’s true character and its thriving music and arts scene.

After a preview at the ITB Berlin World Travel Fair on 9 March, the “CITIES” Bordeaux tourism video was officially released on 23 March by Bordeaux Metropole’s Tourism and Conventions Office in the presence of Alain Juppé.

It presents the city through the eyes of local artists, highlighting the region’s capacity to inspire artistic creation.

- **Bordeaux, city of the arts: Act 1**

Acclaimed for its vineyards and unique architectural heritage, Bordeaux is also a **contemporary city with a lively artistic scene** comparable to major destinations such as Liverpool, Berlin and Seattle. Home to numerous national and international artists, Bordeaux has become a veritable melting pot for new bands, with an eclectic mixture of pop, hip hop, folk, rock and electro.

With a view to **presenting this artistic effervescence as yet another attractive side of Bordeaux's character**, Bordeaux Metropole's Tourist Office gave *carte blanche* to Bordeaux artist **I Am Stramgram** and graphic design studio **Hotu** to produce its 2017 promotional video, who took up the challenge to offer their vision of a **city with a thousand faces**.

The starting point was the creation of a **new song**, entitled "*CITIES*". Vincent Jouffroy of I Am Stramgram's original idea was for, "*a song that evokes a day travelling around the Bordeaux region, absorbing the sights and sounds, and this special something that seems to permeate the air*".

Responsible for producing the video, the **Hotu** studio described the concept for the project as follows: "*Rather than presenting a traditional celebration of the city's heritage, we wanted to offer a more sensitive, more human vision, through the eyes of people immersed in the experience. And so we follow the intersecting paths of three different groups as the day progresses. We begin with some young surfers who drive out to the Dune du Pilat for an early morning taste of the sea, and then return to the city; next we join a family taking a walk along the quays and discovering the water mirror, with some images of the city's architectural heritage; finally, a photographer joins his friends for a drink, and then to enjoy the delights of Bordeaux by night... All of these threads are brought together in an intuitive, sensitive production, that begins with the quiet of the early morning and the pastel colours of the sea shore, to finish at night with vibrant colours and a more frenzied pace!*"

"*CITIES*" is the first in a series of works to be produced in the context of the **Bordeaux Vibes project**: each year the city will be presented through the eyes of a local artist (music, street art etc.).

- **The artists**

I AM STRAMGRAM

Vincent Jouffroy never completely left the world of Peter Pan. Joyous and melancholy, the Bordeaux musician's whimsical pop style is often inspired by a childhood world. Solo or accompanied by a "Vélocibatteur" on stage, with guitar, effect pedals, loop sets and various samples in his toolbox, Vincent creates powerful melodies.

Winner of the Ricard SA Live Music 2016 prize, Winner of Inouïs Aquitaine du Printemps de Bourges 2016, Sélection des Francofolies 2016, and supported by Krakatoa and Rock & Chanson, Vincent has played with Puggy, London Grammar, Lou Doillon, I'm From Barcelona, Jain, and Jeanne Added, among others. The band is produced by **Equipe A**, a major discoverer of local and national talent.

<p>Site officiel : www.iamstramgram.com Facebook : www.facebook.com/iamstramgrammusic Twitter: www.twitter.com/lamstramgram1</p>

HOTU Collective

Hotu is a young collective of film-makers and artists based in Bordeaux, born of a shared passion for graphic arts, animation and film. Inspired by the cinema, surreal humour and Internet culture, the collective's six members aim to blend their influences and develop their own style.

They have recently achieved acclaim with their humorous political videos made for the French channel Canal+, some of which have received more than 10 million views!

Site officiel : www.hotu.fr/

Youtube : www.youtube.com/user/collectifHOTU

See the "CITIES" video:
www.bordeaux-vibes.com



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