



**Auvergne
Rhône-Alpes**
Tourisme

**PRESS PACK
2026**

**IN 2026,
DISCOVER CRAFT SKILLS
around Auvergne-Rhône-Alpes**

**CRAFT, TASTE, WOOL,
METAL, CRYSTAL...**

**IMMERSIVE WORKSHOPS
TO INSPIRE YOU**

THEMED PRESS PACK #1

**LA VIE
EN
RELIEF**

In Auvergne-Rhône-Alpes, crafts provide many experiences to enjoy.

Across the whole region, craftspeople, producers and creators open their doors to visitors to share their passion, their story... and their skilled gestures.



CRAFT SKILLS

See behind the scenes in the last workshop making Lyonnais
HAND-PRINTING ON SILK



The Maison Brochier Soieries boasts the last workshop in France where hand-printing using Lyon frames is carried out. Over 3,000 frames, some dating from the 1950s, help preserve a rare craft. Watch the precise skills involved in producing pieces that once made Lyon silk-making internationally renowned.
(69) <https://visites.brochiersoieries.com/>

**WOODWORKING, MARQUETRY AND MAGIC:
IMMERSE YOURSELF IN PHILIPPE ALLEMAND'S WORKSHOP**

Since 1985, the Atelier Philippe Allemand has been synonymous with excellence in cabinet-making. Specializing in furniture and woodwork restoration, he works hand in hand with prestigious institutions such as the French Senate and the Venice Simplon-Orient-Express. The 15-strong team of qualified craftspeople invites you to discover its unique know-how on an immersive guided tour. Follow each stage, from design in the research department to the finishing in the varnishing booth, via the marquetry department and the use of solid wood and rare wood for veneering. An exceptionally appealing experience for those passionate about heritage and luxury.

(63) www.atelierphilippeallemand.com



TRADITIONS IN ACTION

In Nyons, a workshop over 100 years old preserves
THE ART OF THE SCOURTIN

In Nyons, the region's olive capital, scourtins, fibrous discs long used for filtering the local olive oil, are now being produced as authentic decorative objects. Nyons boasts the last functioning scourtinerie in France, its machines rattling away since 1892. The discs are woven from coconut fibre.

Today, the scourtins are sold as carpets or mats, or simply for decoration. See them being made in this unique family-run workshop.
(26) www.scourtinerie.com

**A MASTER GLASSBLOWER'S
WORKSHOP
where crystal is created**



In Saint-Galmier, a town renowned for its spring water and its crafts, watch how glassblower Pierre Marion shapes unique pieces of glass. Each precise gesture of his reveals the magic of an ancestral skill, reflected in the fascinating transparency and brilliance of crystal.
(42) www.entrepriseetdecouverte.fr/visite/atelier-du-souffleur-de-verre-2/

**PACCARD FOUNDRY:
Bronze has been ringing out here
since 1796!**



Observe the casting of molten bronze to make bells. Beside Lac d'Annecy, discover the precise skills required and admire the powerful resonance of the iconic Paccard bells, including the Savoyarde, made for Paris's Sacré-Coeur. Technique and passion harmonize beautifully here.
(74) <https://paccard.com/>

**FONTENILLE PATAUD
makes glinting knives**



In the historic town of Thiers, the Maison Fontenille Pataud has been making high-quality knives since 1929. After a museum-style section, visitors discover how the knives are produced and can talk to Mme Dissay and Yann Delarboulas, passionate about their craft. (63) www.fontenille-pataud.com

**VANNERIE SAUVAGE
building up your links with nature**



In Saint-Paul-de-Salers, Monique Sulpis transforms local plant fibres (willow, alder buckthorn, even brambles) to create baskets and decorative objects. Learn how to weave a piece in a creative experience fully connecting you with nature. (15) www.vannerie-sauvage.com

CRAFT SKILLS OF TODAY CREATION, INNOVATION AND DESIGN

Mother and daughter cultivating FRENCH SPIRULINA



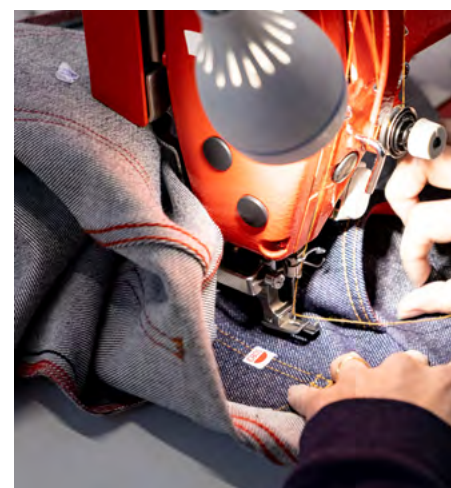
In Vourles, near Lyon, Adeline and Perrine Fillot produce 100% natural spirulina, without using GMOs or pesticides. Grown in their greenhouses, these microalgae are considered an ethical, ecological superfood. On guided tours, learn about the process of production and enjoy an inspiring local experience! (69) www.spiraline.fr

SAINT-HILAIRE: Immerse yourself in ORGANIC AROMATHERAPY



In the Parc Naturel Régional du Livradois-Forez, the Distillerie Saint-Hilaire cultivates over 100 plants and controls the whole process, from cultivation to distillation. For over 35 years, the company's organic know-how has ensured the quality of the essential oils, floral waters and macerations it produces. On a tour, learn about the ancestral knowledge used and discover the secrets of aromatherapy. (43) <https://sainthilairebio.com>

1083 Experience the world of French-made jeans!



In Romans-sur-Isère, 1083 opens to visitors to reveal a unique know-how, in jeans designed and made in France, from thread to laser fading, in ethical and environmentally-friendly way. A tour here proves fascinating, watching the innovations, precise gestures and machines on display, all creating high-quality local products. (26) www.1083.fr

SAVONNERIE FERRONE the art of soap-making in the Monts Jura



In Chézery-Forens, Emmanuelle creates scented soaps using organic oils and butters, employing cold-process soap-making. On a guided tour, learn about the hand-craft, textures and scents required to make craft soap that respects nature. (01) www.savonnerieferrone.bio/visite-guidee

D'ENNERY CONFECTION THE WORKSHOP FOR FRENCH QUILTED FABRIC



In Saint-Germain-Laprade, there's a family company that's been making high-quality quilted fabrics since 1946. On the tour, watch couturières demonstrating precision and passion as they transform textiles into exceptional pieces. (43) www.denneryconfection.com

TOURS TO GET GET THE TASTEBUDS TINGLING



BEHIND THE SCENES AT LA PASTILLERIE DE VICHY

Since 1825, the pastille de Vichy has been a success, a unique sweet, made using local thermal water! To celebrate its 200th anniversary, the Pastillerie is opening its doors to visitors. Watch an immersive film, see behind the scenes of the production line and workshops, and complete your tour with a tasting. Enjoy this traditional, living heritage, 100% made in Vichy! (03) <https://vichymonamour.fr>

Plunging into the sparkling water produced by BADOIT



Since 1778, the Source Badoit springing up in the heart of the town of Saint-Galmier has been renowned. Discover the history of this spring, following the watery trail up to bottling. Finish with a tasting of the sparkling water, in the heart of this unique heritage spot. (42) www.saint-galmier.fr



EYGUEBELLE THE ESSENCE OF ORCHARDS IN EACH CORDIAL

In the midst of the village of Valaurie's orchards, the Domaine Eyguebelle transforms local fruit and plants into refined cordials and apéritifs. Enjoy the fun trail through the workshops, learning about the estate's history before the tasting. Scent and savour the skills used here, making quality products. (26) www.eyguebelle.com

Into the heart of a distillery making the famed YELLOW FAIRY (ABSINTHE)



The Distillerie Couderc opens its doors to visitors! Wild Cantal plants, craft distilling, liqueurs of gentian, verbena and chestnut... how they're produced is revealed on a tour. There's a film, the workshop and a tasting to experience a craft skill that's over 100 years old. (15) www.visite.distillerie-couderc.com



ENTREPRISE ET DÉCOUVERTE

Entreprise et Découverte and the Agence Régionale du Tourisme have committed to organizing the craft tourism sector in Auvergne-Rhône-Alpes, developing and promoting tours of companies, now receiving some two million visitors a year, across 460 sites.

**FIND OUT ABOUT FURTHER
VISITS AND TOURS:**
www.entrepriseetdecouverte.fr

LA VALLÉE DE LA GASTRONOMIE®

VALLÉE DE LA
GASTRONOMIE
FRANCE



La Vallée de la Gastronomie® encourages visitors to explore a living culinary heritage. This major route links together three regions, Auvergne-Rhône-Alpes, Bourgogne-Franche-Comté and Sud Provence-Alpes Côte d'Azur, focusing attention on their varied terroirs and gastronomic know-how to provide a very tasty adventure!

Forming the central part of this trail, Auvergne-Rhône-Alpes boasts extraordinarily diverse food-producing areas, culinary traditions and creative chefs boldly reinventing local flavours. La Vallée de la Gastronomie® gets you to sample authentic food and traditions, as well as the French art de vivre.

A REMARKABLE NEW EXPERIENCE TAKING YOU FROM FARM TO FORK AROUND LYON



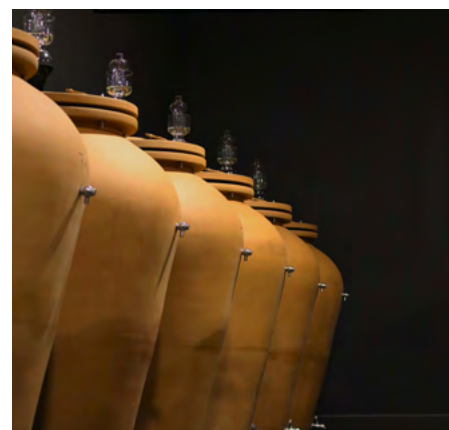
This day is devoted to discovering the Beaujolais area from farm to fork. Spend the morning shopping at a typical market and enjoying tastings by local producers. Relish a picnic lunch in the splendid Beaujolais des Pierres Dorées area. Return to Lyon for a culinary workshop with a chef. Round off the day with a food- and wine-pairing dinner. (69) www.beaujolaisinsiders.com

LA FERME INTÉGRALE PRODUCING VEG AND FISH SYMBIOTICALLY



Here, the veg grows in water and the fish provide nutrients for the plants. Welcome to the Ferme Intégrale near Romans-sur-Isère. This aquaponics farm is dedicated to the production of pike-perch, herbs and veg in an avant-garde, circular ecosystem. Learn about its innovative methods and the local terroir. (26) <http://ferme-integrale.org/>

Amphoras AT THE DOMAINE DES AMOUREUSES !



In this winery in southern Ardèche, the wines are aged in part in barrels, but most remarkably, in amphoras too! That's this estate's original angle, using this ages-old technique to produce batches of wine with unique aromas and textures. On a tour, experience the distinctive results and learn about this reinvented skill. (07) www.lesamoureuses.wine

IN THE HEART OF HISTORIC VIEUX LYON twin restaurants get the tastebuds tingling LA COUR DES LOGES



Chef Anthony Bonnet has created bold twin restaurants. Les Loges takes Lyon gastronomy to the highest heights, each dish providing diners with a daring culinary journey through local terroirs. A few steps away, Le Comptoir provides a gastro-pub experience, with seasonal dishes and local produce, including surprising wines. Two contrasting atmospheres, one aim – to get your tastebuds tingling with pleasure! (69) <https://courdesloges.com/fr>

Lyon relishes a meal at MONSIEUR P



Monsieur P is opening its doors in a Lyon bourgeois home, chef Florent Poulard focusing both on Mediterranean flavours, seafood and inspiration from nearby Ardèche. (69) www.monsieurp.fr

AU P'TIT AMPUISAIS in AMPUIS

This vintage food truck provides home-made cooking along the famed Condrieu and Côte Rôtie wine routes. Le P'tit Ampuisais turns each stop into an exciting culinary opportunity! Run by a former chef at the restaurant Le Pré de Meyssiez, savour the experience relishing his simple yet creative dishes. (38) <https://au-ptit-ampuisais.eatbu.com>

**VIEW ALL THE TOURIST POSSIBILITIES
ALONG LA VALLÉE DE LA GASTRONOMIE:**

www.valleedelagastonomie.com

ART DE VIVRE



IMMERSE YOURSELF IN LA DOMBES'S LAKES

Between November and February, see how the fresh-water fish producers of La Dombes empty their lakes. Add to the experience by tasting the local produce, as well as discovering the craft of making objects out of carp skin, a unique regional tradition. (01) <https://poissonsdedombes.fr/>



MEET BEAUJOLAIS PRODUCERS

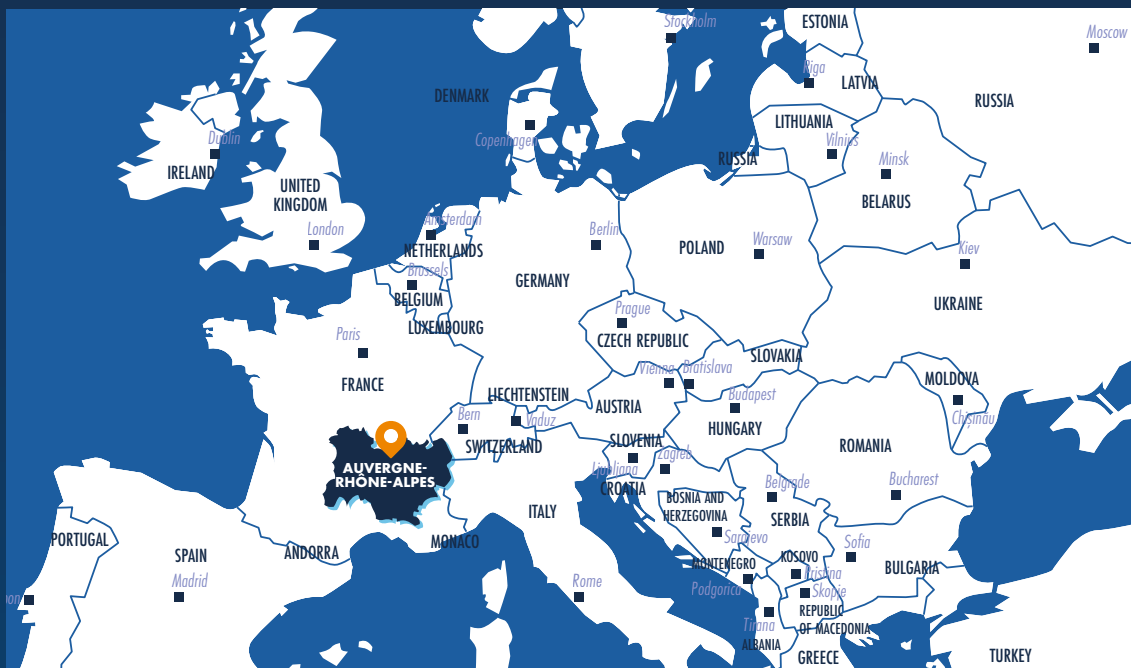
Plants, cheeses, honey, meats... a variety of local producers open their doors, revealing their secrets, for an authentic experience enabling you to understand the origins of these products and to taste them at source. (69) www.valleedelagastonomie.com

REMARKABLE APÉRITIFS IN THE BEAUJOLAIS AREA

You're invited to visit places not normally open to the public, such as private gardens, châteaux or chapels, to meet local producers and taste their wines over a typical mûchon – regional snacks! It's a friendly way to encounter local people and flavours. (69) www.valleedelagastonomie.com



**Auvergne
Rhône-Alpes**
Tourisme



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AIRFRANCE



**BANQUE des
TERRITOIRES**



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