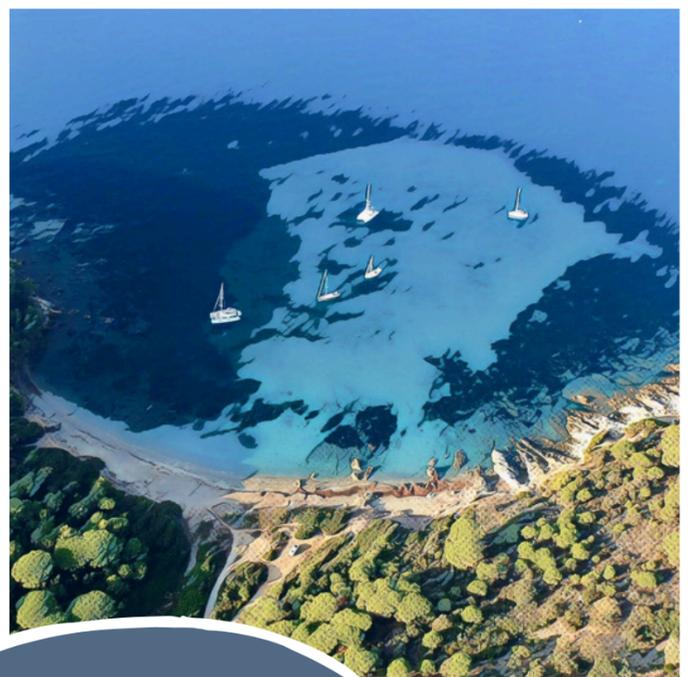


THIS YEAR, LA CROIX VALMER
CELEBRATES IT'S 90TH ANNIVERSARY!!!



HOW ABOUT
DISCOVERING THE
DIFFERENT FACETS OF
OUR VILLAGE THROUGH
IT'S HISTORY, ITS SITES,
IT'S OLD VILLAS, IT'S
ESTATES AND IT'S
COASTLINE?



LET'S GO



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ROMAN LEGIONNAIRES WERE REWARDED WITH LAND ON OUR COAST. THAT'S HOW NUMEROUS BUILDINGS, SUCH AS THE VILLA PARDIGON, CAME INTO BEING!



OLIVE-GROWING, VINE-GROWING AND LIVESTOCK-RAISING DEVELOPPED

BETWEEN 700 AND 500 B.C., THE PHOENICIANS, GREEKS AND ROMANS OCCUPIED OUR VILLAGE AND CONTRIBUTED TO IT'S DEVELOPMENT THROUGH BARTERING AND TRADING



IN 1882, AN INDUSTRIALIST FROM LYON, MR DE VREGILLE, DISCOVERED THE VILLAGE, WHICH WAS JUST A LOCALITY AT THE TIME ...

THERE WERE ONLY A FEW SCATTERED FARMS, BUT HE WAS SEDUCED BY THE NATURAL BEAUTY, THE VINEYARDS AND THE ADVANTAGES OF THE SITE.



HE THEN PURCHASED 600 ACRES OF LAND ...

ON FEBRUARY 18TH, 1890, HE FOUNDED "LA SOCIÉTÉ DES TERRAINS ET VIGNOBLES DE LA CROIX ET DE CAVALAIRE". AND LA CROIX VALMER WAS BORN



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THE DOMAINE SHAPES THE REGION, LES BOULEVARDS, THE TRAIN STATION AND PLACE DES PALMIERS. A COMMERCIAL AND CRAFT ZONE WAS ABOUT TO BE CREATED.



THE ESTATE'S LANDSCAPE GARDENER, MR LUIZET, LAID OUT THE VILLAGE'S MAIN BOULEVARDS AT THE END OF THE 19TH CENTURY.



WE CAN NOTICE THE AGRICULTURAL DEVELOPMENT, WITH VINES TAKING PRECEDENCE OVER CROPS SUCH AS WHEAT, OLIVES, MULBERRIES AND CEREALS.



THE ESTATE WAS GOING TO NEED A LOT OF MANPOWER, AND WAS RECRUITING A LARGE NUMBER OF EMPLOYEES, INCLUDING DOMESTIC AND HOTEL STAFF, SHOPKEEPERS, CRAFTSMEN, MASONS AND COMPANY WORKERS.

IN 1890, MR. DE VREGILLE INVESTED IN THE COASTAL RAILROADS SO THAT THE LINE WOULD STOP IN LA CROIX VALMER AND SERVE THE AREA.



SINCE 1945 THE "COMPAGNIE DES CHEMINS DE FER DE PROVENCE" HAS REPLACED TRAINS WITH BUSES THAT ARE STILL RUNNING TO THIS DAY.

THE LYONNAIS HAD A HALF-WOOD, HALF-STONE CHAPEL BUILT WHEN THE ESTATE WAS FOUNDED. IN THE EARLY 1900S, IT FELL INTO DISREPAIR AND BECAME TOO SMALL. MR CHEVALLET REBUILT IT IN 1909, AND IT WAS INAUGURATED IN 1911.



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THE TOWN CHOSE IT'S COAT OF ARMS IN 1970. IT REPRESENTS THE TOWN OF LA CROIX VALMER UNDER THE TRIPLE SIGN OF THE SEA, IT'S BEACHES, PINE FORESTS AND CONSTANTINE, SYMBOLIZING TOURISM, VACATIONS AND LEGEND...



LOOK AT THE TOWN HALL!!!
DO YOU NOTICE ANYTHING ???

AH YES, YOU CAN SEE THE COAT OF ARMS HAS THE CITY LOGO ON EACH SIDE !!!

THE COAT OF ARMS IS AN OFFICIAL SEAL REPRESENTING THE TOWN'S PAST AND THE PEOPLE WHO BUILT IT

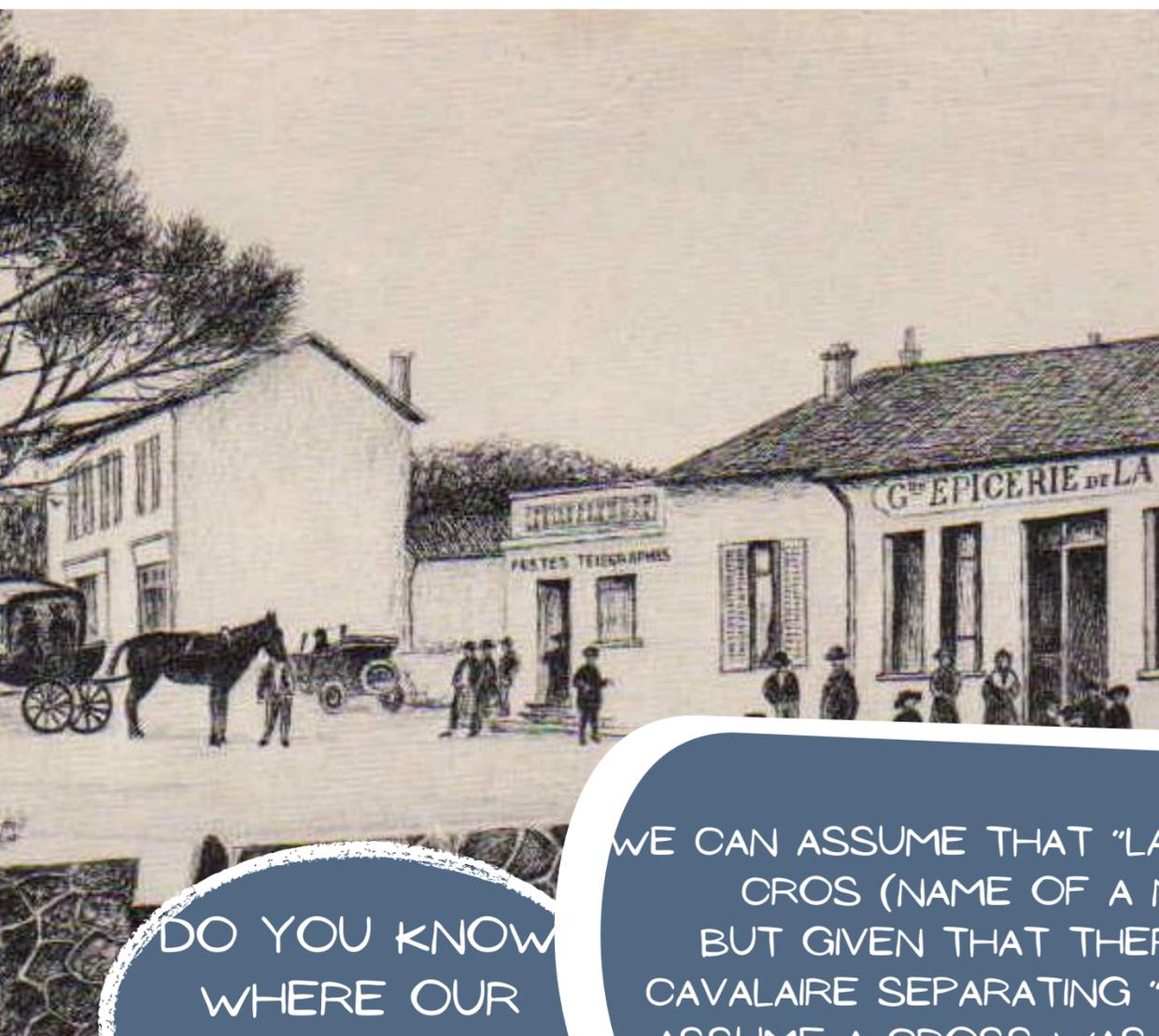
THE LOGO IS COMPOSED OF VISUAL ELEMENTS REPRESENTING TODAY'S VISION OF THE CITY



ON APRIL 06TH, 1934, THE TOWN, WHICH HAD BEEN PART OF GASSIN, OFFICIALY BECAME INDEPENDENT!



IN 1929, AN INITIAL REQUEST WAS MADE AND A PETITION WAS SENT TO PREFECT LOUIS MARTIN, WHO SUPPORTED THE INITIATIVE.



DO YOU KNOW WHERE OUR NAME COMES FROM?

WE CAN ASSUME THAT "LA CROIX" COMES FROM CROS (NAME OF A NEIGHBORHOOD) BUT GIVEN THAT THERE'S A TRAIL FROM CAVALAIRE SEPARATING "LA CROIX" IN A Y, WE ASSUME A CROSS WAS INSTALLED TO MARK THIS SPOT.



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DO YOU KNOW THE LEGEND THAT SURROUNDS OUR VILLAGE?

LET US TELL YOU ...

IN 313 AD, THE EMPEROR CONSTANTINE WAS ON HIS WAY TO ROME TO RECLAIM HIS THRONE.

HE STOPPED IN LA CROIX VALMER AND SAW A CROSS WITH THE WORDS "IN HOC SIGNO VINCES" (BY THIS SIGN YOU WILL CONQUER) IN THE SKY.

HE DECIDED TO PUT THIS SYMBOL ON HIS BANNER AND ON HIS SOLDIERS' SHIELDS.

BACK IN ROME, HE DEFEATED HIS ADVERSARY.



TO COMPLETE THE CREATION OF THE DOMAINE, THE SYMBOLIC CROIX DE CONSTANTIN WAS INAUGURATED ON APRIL 16TH, 1893. WITH ITS LAND, STAFF, ARCHITECTS, SCHOOL AND CHURCH, THE ESTATE NOW HAD IT'S OWN LEGEND.

IT'S ONLY WITH THE BIRTH OF THE "DOMAINE DE LA CROIX" AND CAVALAIRE THAT THIS LEGEND APPEARS. NO MENTION IS MADE OF CONSTANTIN AND HIS APPARITIONS BEFORE 1893.



Édition spéciale

LOUIS MARTIN



1859-1944

1900-1909

DÉPUTÉ DU VAR

1909-1936

SÉNATEUR DU VAR

Son of the mayor of Puget-ville, he studied law in Aix-en-Provence and Paris.

A brilliant man, a sympathetic and modest figure, he was elected Var Deputy from 1900 to 1909, then Var Senator from 1909 to 1936.

Since 1929, he had been closely following the confrontations between Gassin and the La Croix section, which wanted its independence. He was very familiar with the issue, supported it and intervened in the Senate during the emergency vote on the bill to make La Croix a commune.

Louis Martin's help and involvement bore fruit, as the law of April 6th, 1934 finally established La Croix Valmer as a commune separate from Gassin.



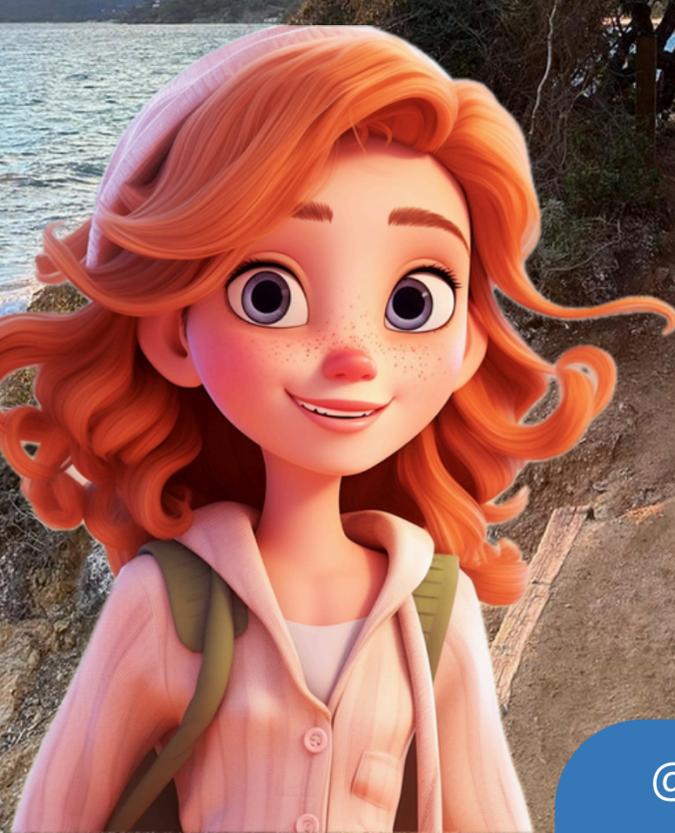
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THE "CONSERVATOIRE DU LITTORAL" OWNS THE 860+ ACRE DOMAINE DU CAP LARDIER SITE. TO PROTECT THE SITE, IT WAS RENDERED INCONSTRUCTIBLE IN 1978. SINCE 1984, AN AGREEMENT BETWEEN THE COMMUNE, THE CONSERVATOIRE DU LITTORAL AND THE PARC NATIONAL DE PORT-CROS HAS ENSURED JOINT MANAGEMENT OF THE SITE.



THE NATIONAL PARK, IN COLLABORATION WITH THE TOURISM OFFICE, OFFERS A WIDE RANGE OF ACTIVITIES THROUGHOUT THE YEAR, INCLUDING WALKS ACCOMPANIED BY PARK STAFF, STAR GAZING AND POSIDONIA DAYS.



La Croix Valmer
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Ilot du crocodile - Plage de Jovat

GET YOUR FINS, MASK AND SNORKEL READY
DO YOU KNOW ABOUT THE CROCODILE ISLET?
FROM MID-JUNE, DISCOVER THE UNDERWATER
FAUNA AND FLORA OF OUR UNDERWATER TRAIL.
ASK FOR MORE INFORMATION AT THE TOURIST
OFFICE.



IN 1905, WITH THE SEPARATION OF STATE AND CHURCH, THE TOURIST INDUSTRY REALLY TOOK OFF WITH THE CREATION OF MAJOR HOTELS. NOTABLY THE KENSINGTON HOTEL, WHICH FOR MANY YEARS REMAINED A MAJESTIC PLACE TO STAY IN LA CROIX VALMER.



TOURISM RE-ESTABLISHED ITSELF AFTER THE WAR, WITH THE CREATION OF THE FIRST CAMPSITE IN 1949 AT GIGARO (CAP MIMOSA AT THE ENTRANCE TO THE COAST), THEN IN 1952 WITH THE CREATION OF A CAMPSITE NEAR PARDIGON. STRUCTURES REOPEN. VACATION CAMPS BEGAN TO APPEAR, AND THE HOTEL SECTOR WAS TRANSFORMED AND EXPANDED.



LA CROIX VALMER IS A CHARMING DESTINATION, WHERE LIFE IS GOOD AND RESPECT FOR NATURE AND THE ENVIRONMENT ARE A PRIORITY. OUR VISITORS ARE AMAZED BY THE BEAUTY OF THE SITES, BEACHES, SEA BEDS AND FOOTPATHS, ... THERE'S A LOT TO DISCOVER!



IN LA CROIX VALMER, WE DO OUR UTMOST TO MAINTAIN AN EXCEPTIONAL QUALITY OF LIFE, RESPECTING AND PRESERVING THE NATURAL STATE OF OUR COMMUNE.



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DO YOU RECOGNIZE THESE OUTFITS?

THESE ARE THE OUTFITS OF OUR TRAVEL CONSULTANTS, WHO ARE ON HAND ALL YEAR ROUND TO ADVISE YOU.



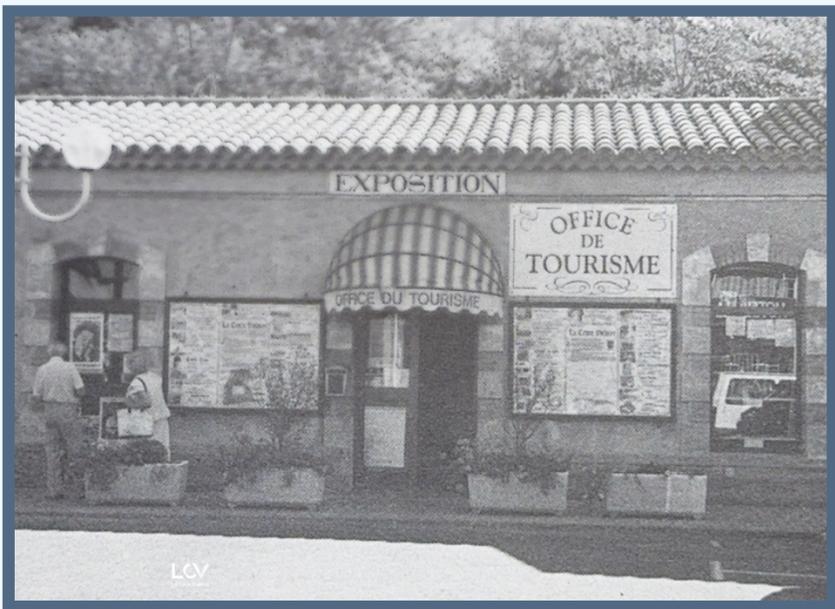
SAY, PIERRE, WHY DON'T WE TELL THEM A BIT ABOUT THE HISTORY OF THE TOURIST OFFICE?



VERY GOOD IDEA BRIGITTE !!!

THE HISTORY OF THE TOURIST OFFICE BEGAN IN 1968. AS A "COMITÉ DES FÊTES"

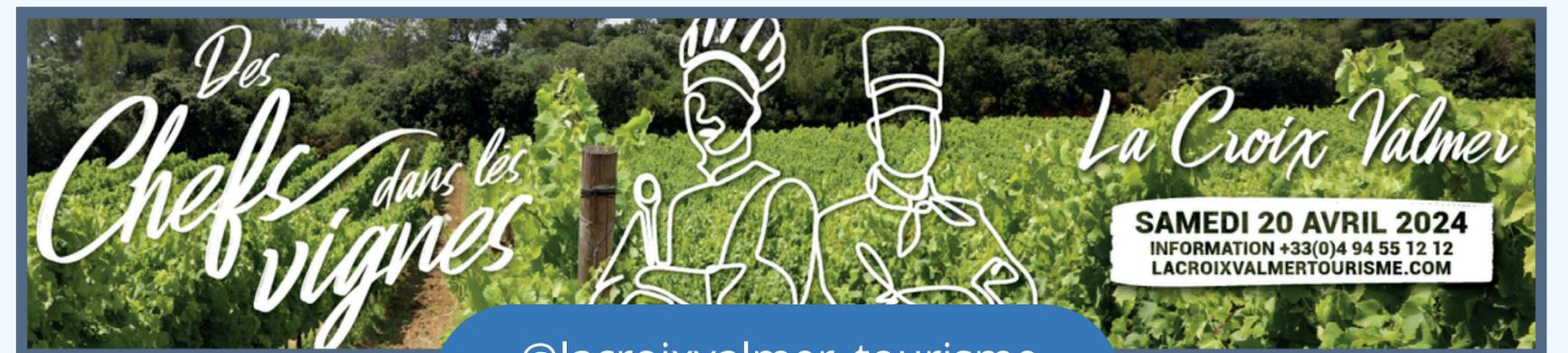
IN 1984, THE COMITÉ DES FÊTES CHANGED ITS NAME TO THE COMITÉ D'ANIMATION ET DE LOISIRS DE LA CROIX VALMER (CAL), OCCUPYING THE PREMISES OF THE FORMER RAILWAY STATION.



THIS WAS DISSOLVED IN 1996 TO BECOME THE OMACL (OFFICE MUNICIPAL D'ANIMATION ET DE LA CULTURE) AND OPERATED UNDER THE NAME OFFICE CULTUREL CROISIEN. A YEAR LATER, IN 1997, IT BECAME OTAC (OFFICE DE TOURISME ET D'ANIMATION CULTURELLE).



EVEN IF IT'S MAIN MISSION STILL REMAINS WELCOMING TOURISTS AND LOCALS, OTHER SERVICES ARE ALSO OFFERED, SUCH AS CLASSIFICATION PROPERTY RENTALS, PARTNERSHIPS, PROMOTION OF THE REGION ON SOCIAL NETWORKS, CREATION OF AUDIO GUIDES TO HELP PEOPLE DISCOVER THE TOWN AND IT'S HISTORY, AS WELL AS ONE OF THE FLAGSHIP EVENTS OF THE SEASON: THE FESTIVAL DES ANCHES D'AZUR!!!!



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This year we are celebrating
80 years of D-Day!!!

DURING THE SECOND WORLD
WAR, TOURISM DISAPPEARED.
DURING THE OCCUPATION,
MOST OF THE LARGE VILLAS
AND HOTELS WERE
REQUISITIONED.
IN 1943, THE GERMANS BEGAN
TO ARRIVE



1939 - 1945

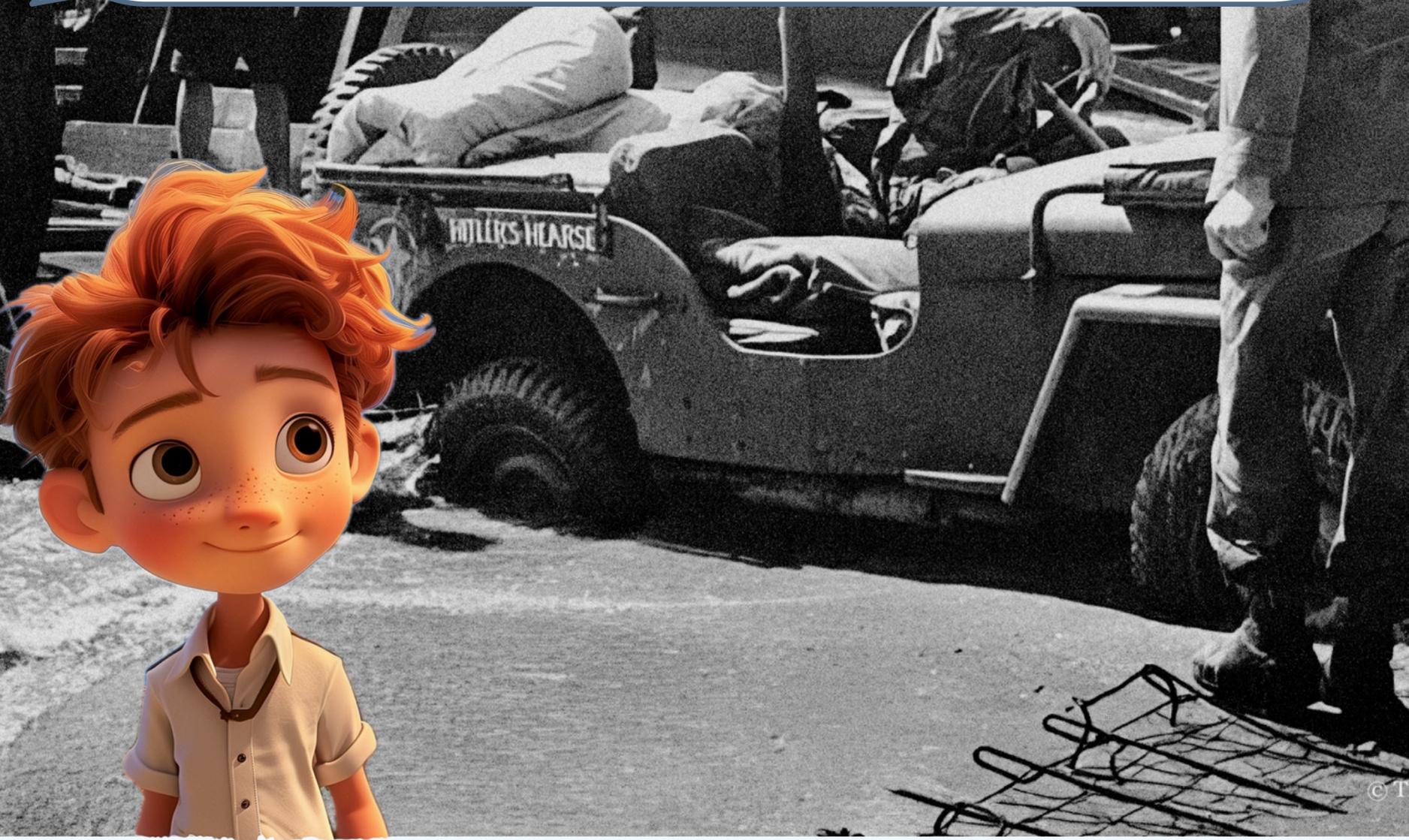


THE GRAND HÔTEL BECAME THE
"KOMMANDANTUR"
IN FEBRUARY 1944, ROMMEL HAD
SET UP A DEFENSE SYSTEM
FOR THE MEDITERRANEAN
COAST. THE COASTLINE WAS
RIDDLED WITH MINES, WITH THE
EXCEPTION OF SYLVABELLE
BEACH, WHICH THEY KEPT
INTACT FOR SWIMMING.

80 ANS DÉBARQUEMENT DE PROVENCE

ON AUGUST 14, AN AERIAL BOMBARDMENT TARGETED THE MINEFIELDS AND GERMAN CANONS IN THE HAMLET OF BROST. THE BOMBS HIT THE COASTLINE, IN PARTICULAR THE D-DAY AND GIGARO BEACHES.

TO PROTECT ALLIED TROOPS ARRIVING FROM THE SEA, MINESWEEPERS CRISS-CROSSED THE COAST AT NIGHT:



THESE WARSHIPS CREATE SAFE PASSAGES TO THE BEACH BY DESTROYING ENEMY MINES.



IN CROISIENS' MEMORY, AT DAWN ON AUGUST 15TH, THE BAY WAS BLACK WITH SHIPS, AND THE SEA WAS NOWHERE TO BE SEEN. HUNDREDS OF SHIPS APPROACHED THE SHORE, SOLDIERS OF GENERAL O'DANIEL'S 3RD AMERICAN DIVISION. BY MIDNIGHT, OVER 16,000 MEN HAD LANDED ON OUR BEACHES.



THE SEA AND BEACH ARE TRANSFORMED INTO A METALLIC LANDSCAPE ALIVE WITH EXPLOSIONS. DURING THE AFTERNOON, MACHINE GUNS, SHELLS, BOMBS AND BULLETS WHISTLED. ON THE EVENING OF AUGUST 16TH, GENERAL DE LATTRE DE TASSIGNY'S "B" ARMY LANDED ON GIGARO BEACH: THIS WAS THE PROVENCE LANDINGS, KNOWN AS OPERATION "AVRIL DRAGON". WITHIN TWO WEEKS, THE REGION WAS LIBERATED.



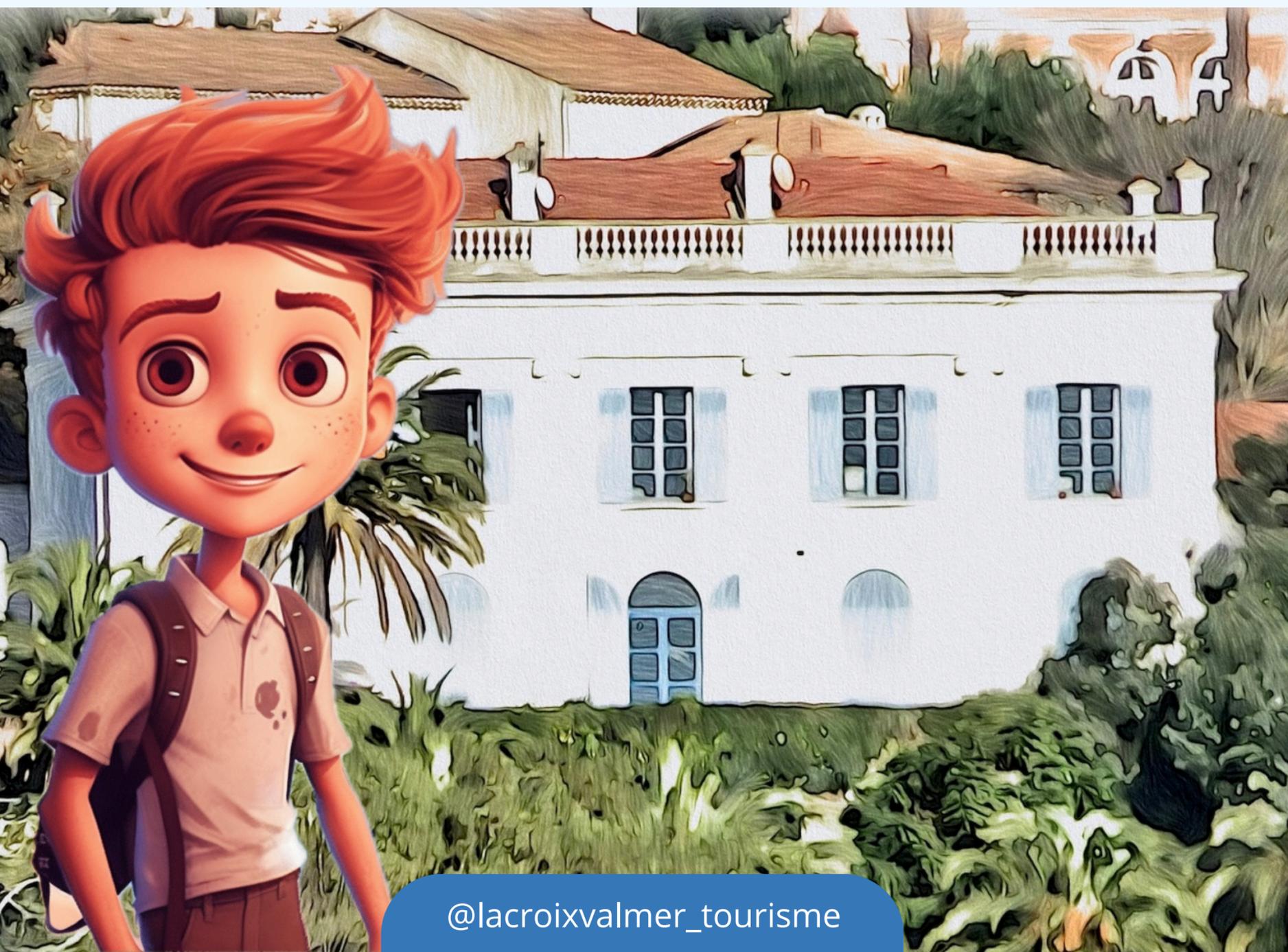
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DO YOU KNOW ABOUT THE "BOULEVARD DES VILLAS"?

IT'S CALLED LIKE THAT BECAUSE IT IS HOME TO A LARGE NUMBER OF OLD VILLAS BUILT BY THE ARCHITECTS OF THE DOMAINE DE LA CROIX, ONE EXAMPLE IS THE VILLA DES BRUYÈRES, THE FORMER LOCAL SCHOOL NOW HOME TO THE MAISON DES JEUNES ET DE LA CULTURE.



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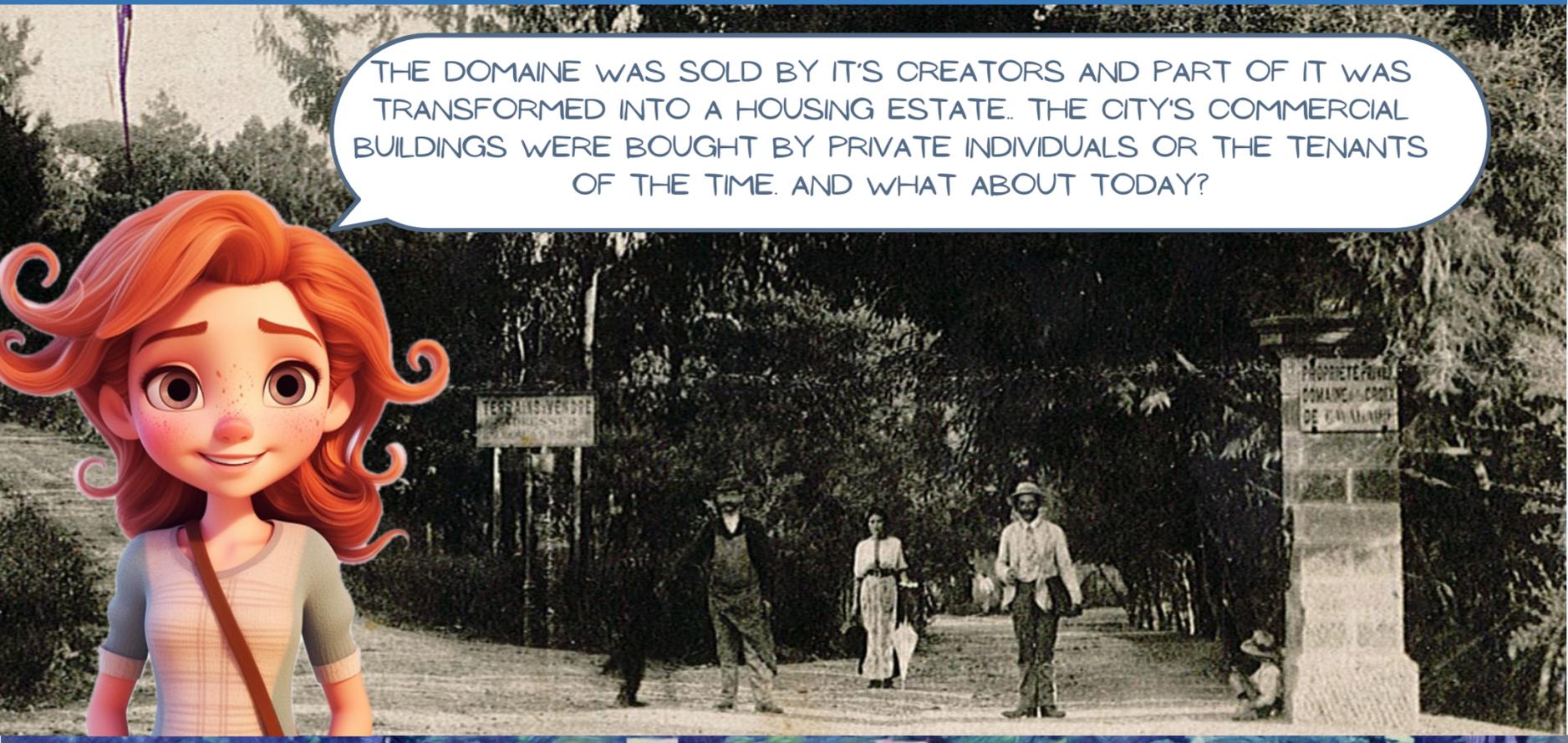
AFTER THE WAR, THE PRISONERS WERE GIVEN THE TASK OF CLEARING MINES FROM THE COAST. THEY TOOK PART IN VARIOUS TASKS, SUCH AS THE RESTORATION OF THE BOULEVARD DE LA PLAGES WITH THE PLANTING OF PLANE TREES.



IN MEMORY OF THE ALLIES WHO FELL DURING D-DAY, THEY BUILT A MONUMENT ON D-DAY BEACH, LATER MOVED TO REMEMBRANCE SQUARE.

SUR CETTE PLAGES
LE 15 AOUT 1944 A 6H05
DEBARQUERENT LES ARMEES
ALLIEES LIBERATRICES QUI
DELIVRERENT CROIX VALMER

AFTER THE LANDINGS, THE DOMAINE DE LA CROIX INVESTED HEAVILY IN REBUILDING THE VINEYARDS. IT WAS HE WHO INSTIGATED THE TRANSFORMATION OF A DISTRICT OF GASSIN INTO THE VILLAGE OF LA CROIX.



THE DOMAINE WAS SOLD BY IT'S CREATORS AND PART OF IT WAS TRANSFORMED INTO A HOUSING ESTATE. THE CITY'S COMMERCIAL BUILDINGS WERE BOUGHT BY PRIVATE INDIVIDUALS OR THE TENANTS OF THE TIME. AND WHAT ABOUT TODAY?



WELL, BRIGITTE, TODAY THE DOMAINE DE LA CROIX COVERS MORE THAN 540 ACRES (INCLUDING MORE THAN 247 ACRES OF VINES). THE DOMAINE DE LA CROIX HAS UNDERGONE A NUMBER OF CHANGES OF OWNERSHIP, BUT NONE OF THEM HAS BEEN ABLE TO RESTORE IT TO ITS FORMER GLORY. SOCIÉTÉ BOLLORÉ BOUGHT THE VINEYARD IN 2000 AND GAVE THE COMPANY NEW LIFE LEASE OF LIFE.

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FROM THE 5TH CENTURY ONWARDS, MONKS, AND THEN NOBLES, CONTINUED AND IMPROVED ON THE WORK OF THE ROMANS. IT WAS THANKS TO ELEONORA DE PROVENCE, WIFE OF HENRY III, KING OF ENGLAND, THAT THE WINES OF PROVENCE BECAME SO WELL KNOWN.

THE FOLLOWING CENTURIES WERE DISASTROUS AND CAUSED THE VINEYARDS TO SUFFER : DISTANCE FROM MAJOR COMMUNICATION ROUTES, PHYLLOXERA CRISIS IN 1880

BUT ALSO AN OVERPRODUCTION THAT FAVORED QUANTITY OVER QUALITY IN THE EARLY 20TH CENTURY.



THE FIRST AOC'S APPEARED IN THE 1930S. THESE EFFORTS AND THE DEVELOPMENT OF TOURISM HAVE PUT PROVENÇAL WINES BACK IN THE SPOTLIGHT, WITH ROSÉS AT THE TOP OF THE LIST, ACCOUNTING FOR 38% OF NATIONAL PRODUCTION.



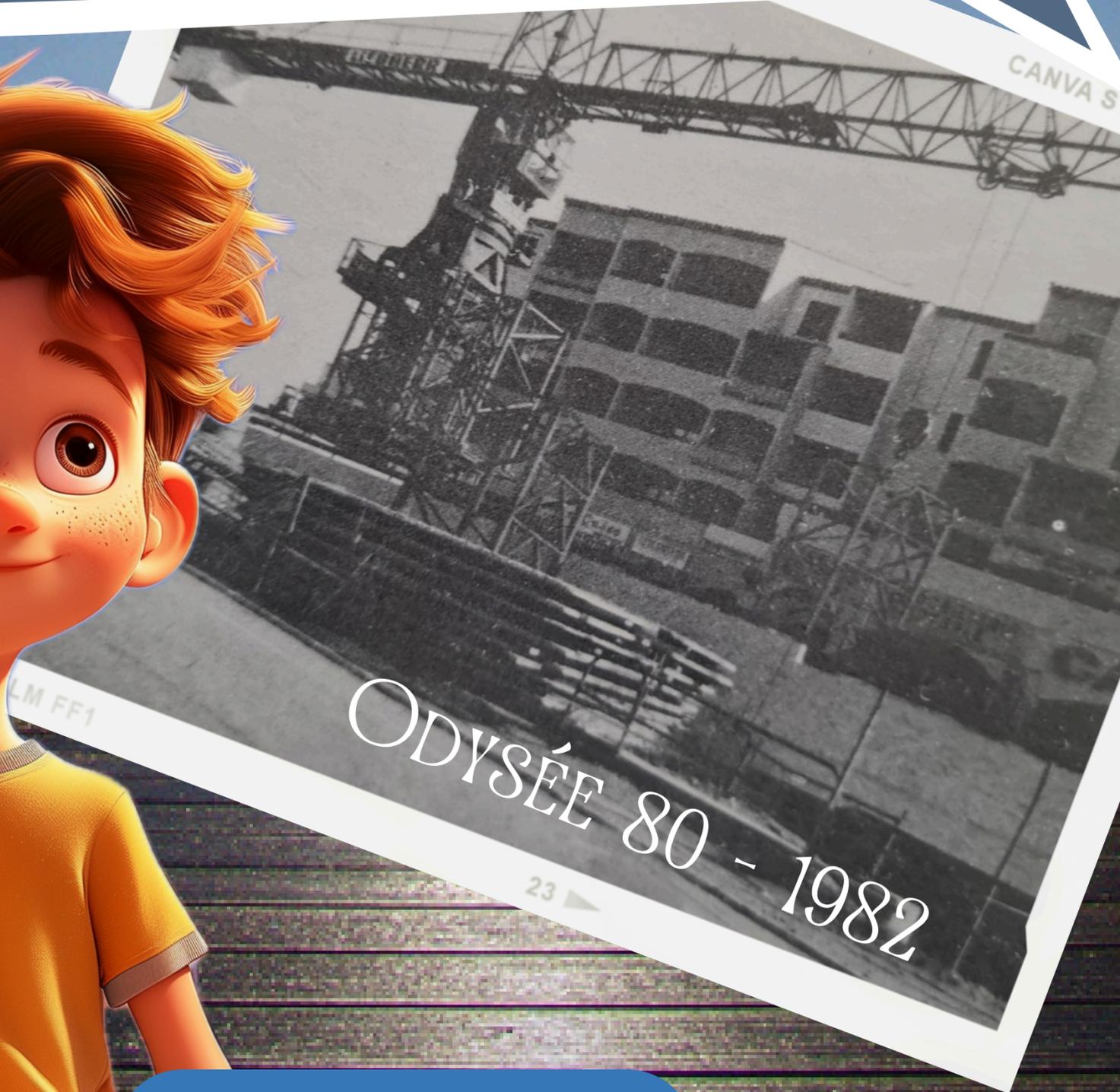
DID YOU KNOW THAT THIS YEAR, FOR THE 90TH ANNIVERSARY OF LA CROIX VALMER, OUR THREE ESTATES HAVE CREATED A SPECIAL "90TH ANNIVERSARY" VINTAGE?

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OUR VISITORS, WHETHER THEY'RE JUST PASSING THROUGH OR ARE REGULARS, THEY ARE ALWAYS AMAZED BY THE BEAUTY OF THE SITES, BEACHES, SEA BEDS, FOOTPATHS... THERE'S SO MUCH TO DISCOVER!

IN THE 80'S, THE OLD RAILROAD LINE WAS FILLED IN AND THE ODYSÉE 80 WAS BUILT, WHERE YOU'LL FIND NUMEROUS SHOPS AND RESTAURANTS IN THE CENTER OF THE VILLAGE.





AT THE END OF WWI, SYLVABELLE BECAME A PREVENTORIUM-AERIUM FOR 200 CHILDREN, ALL AGED BETWEEN 2 AND 14. ALL THESE LITTLE PATIENTS WERE UNDERPRIVILEGED CHILDREN FROM THE REGION OF LYON . IN 1969, THE BUILDING UNDERWENT A FURTHER TRANSFORMATION, BECOMING AN INSTITUT MÉDICO ÉDUCATIF FOR YOUNG PEOPLE WITH INTELLECTUAL DISABILITIES, AGED 12 TO 18.



DIE DOMAINE LOUISE ENTSTAND AUS EINEM FAMILIENBESITZ VON TEXTILKAUFLEUTEN IN REIMS.



IN 1925, THEY DECIDED TO DONATE THE PROPERTY TO CIVILS HOSPICES , FOR THE CREATION OF AN AIR HOSPITAL FOR CHILDREN FROM LYONNAIS AND RÉMOIS. THE ESTATE THEN BECAME THE "ROUYER-WARNIER FOUNDATION" AFTER A HIATUS DURING THE SECOND WORLD WAR, IT RESUMED ITS ACTIVITIES UNTIL 1972.

