

Authentic
NORMANDY
TOURISM LISIEUX AGGLOMERATION

destination

THE TOURISM MAGAZINE



Norman
Wonders **P.6**

Parks, Forests and
Gardens Route **P.7**

Talents **P.8**

A man and a woman are sitting at a dark wooden table. The man is on the left, shirtless, with his hands clasped on the table. The woman is on the right, wearing a light-colored top, also with her hands on the table. A single red apple sits on the table between them. The background is a plain, light-colored wall.

Romantic
GETAWAY

WEEKEND FOR TWO BACK TO THE ROOTS

For a romantic weekend away, whether your choice is an upscale hotel combining a trendy decor and quality cuisine, or you want to spend the night in an unusual setting, you can rest assured—it's all doable. A cosy hotel in the city centre, a bed and breakfast in the countryside, an elegant farmhouse, a caravan, safari tents to watch wild animals, or even a tree house... There really is something for everyone. No romantic getaway is complete without a spell of well-being. There is now a large selection of spas and relaxation areas on offer by most hotels, when they are not fully devoted to personal fitness.


Authentic
NORMANDY
TOURISM LISIEUX AGGLOMERATION

YOUR LIFE
★ This is where ★
BEGINS TO MAKE SENSE

WELCOME | BIENVENUE

*authentic***normandy.fr**

Editorial

Dear Sir, dear Madam,

A warm welcome to you all!

Welcome to the land of authentic Normandy, a land of distinction and excellence, a true holiday destination, which opens its arms to you to discover its authenticity. Our land is there for some living, breathing and tasting.

As for our geographical position, in the heart of the Normandy, a few hours away from major cities- Paris and London, for example, half an hour or so away from Deauville, Trouville and Cabourg, Authentic Normandy wants to show you that living here is a life choice, and share our true art of living with you.

As you browse this magazine, we invite you to discover the diversity and quality of our sites, in the heart of the Pays d'Auge.

All providers in this brochure share our spirit of excellence and look forward to offering you a most kind and warm welcome.

Our entire team remains at your service, with a desire to offer you the best solutions for your stay, whether you are travelling alone, with friends or as a family.

See you very soon!

The Authentic Normandy Tourism Department.

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The Timber Frame Route

Dwellings with character

IT'S IMPOSSIBLE NOT TO FALL UNDER THE SPELL OF THE MANY DWELLINGS WITH CHARACTER THAT ADORN THE DISCOVERY, WHETHER IT'S A WALK IN THE CITY OR DEEP IN THE COUNTRYSIDE, THEIR NOBLE STANDING ADDS TO NATURE'S BEAUTY IN THE SOUTHERN PAYS D'AUGE.

Timber-framed buildings are the most famous brand of traditional Norman architecture. Beams and wooden sections make up the structure of the townhouse's facades, as well as farmhouses. They are then filled with brick, plaster or of the cob, and possibly combining these different materials.

The most beautiful timber-framed houses (also the oldest, some dating back to the Middle Ages) can be found in the historic heart of Lisieux: the *Manoir Desmares* with its chocolate shop, or the *manoir Saint-Laurent* (14th century), as well as the *maison canoniale Sainte-Catherine* (15th century). In the same vein, stroll along the alleys of Orbec, an authentic small Pays d'Auge village, before taking a break at the place of Moyaux, lined with timber-framed houses, the ideal position to observe *l'église Saint-Germain* and its intriguing crooked steeple. No matter where from you look at it, the spire stays bent, which is as much a mystery as it is the pride of the village.

From the side of Mézidon Vallée d'Auge and Saint-Pierre-en-Auge, to the west of the territory, to the where the plain of Caen starts, timber-framed buildings gradually give way to stone facades. Whether as facing or carved, the stone gives farmhouses, as well as, dwellings their opulent appearance.

In the Livarot region, this type of construction is commonplace. The stone therefore tells of the success of the farmers of these soils, whose excellence sets a worldwide standard in the milk and cheese department.

From the beginning of the 19th century, the growth in textile industries, as well as the success of Normandy's seaside resorts, explain the construction of many stylish manors. They can be found along the promenades, as pretty little castles in the heart of town, imposing townhouses in the smaller towns, or elegant seaside villas built in the middle of the countryside.

THEY CAN BE FOUND ALONG
THE PROMENADES, AS
PRETTY LITTLE CASTLES IN
THE HEART OF TOWN

TAKE NOTE

- Orbec town and its timber-framed houses
- Pays d'Auge farms, e.g. *Ferme Fort Marnel*
- *Manoir Desmares* in Lisieux (Chocolaterie Méricée)
- Museum of Art and History in Lisieux
- *Manoir de l'Isle* in Livarot
- The village of Moyaux
- A few historic houses in Lisieux (rue du Dr Degrenne, rue Henry Chéron)

Norman Wonders



His Majesty, the Horse

The village of Lessard-et-le-Chêne has 152 inhabitants (known as 'Chênessar-tais'). And 1000 horses. The big names of horse breeding indeed value these rich pastures. Here, they nurture and grow the future racecourse aces. The Aga Khan's stables are the most famous. The "Stud Farm Route" reveals the elegance of a world whose hottest horses are set to soon compete on the Lisieux Norman-dy racecourse. Place your bets!

UNFORGETTABLE
MEMORIES
GUARANTEED!

The sea trout gets the prize

Each year, between April and September 5,000 to 7,000 sea trout return to Touques. Fishermen call this period the "run". The largest may exceed 80 cm, with an average weight above one kilogram. As a result, the Touques is a river known throughout Europe by fly fishing aces. Practising this sporting challenge is of course open to all amateurs.



Head in the stars

Head to the *Domaine du Coq enchanté* (the Enchanted Rooster) in Cambremer. This guesthouse, which banks on the calm and the serenity of its gardens, offers you a stay in a glass-capped bubble. Unless you prefer to dream away in Europe's highest treehouse, perched 22 meters above the ground. Room for starry dreams!



The wild life . Cows in Normandy?

Yes, sure enough, they graze freely throughout the region. But surprise! The region also houses the *Parc zoologique de Cerza*, spanning nearly 80 hectares and home to 1,500 wild animals in semi-freedom. Tigers, rhinos, lemurs, alligators, wolves, giraffes, bears, lions... they're all there. Unforgettable safaris for adults and children alike! It is possible to extend the immersion by spending the night on site, in the safety of an eco-lodge, a 'zoo' observatory, or a Safari tent. Unforgettable memories guaranteed!



Parks, Forests, and Gardens Route

OUTSTANDING GARDENS. AMATEURS OF ANGLO-SAXON ROMANTICISM LOVE THE JARDINS DE CANON IN MÉZIDON.

As for supporters of French-style gardens, their choice is *les Jardins de Boutemont* in Ouilley-le-Vicomte, where the geometry and views work wonders. For an eclectic discovery, check out the Pays d'Auge gardens in Cambremer for its plant installations: over 4 hectares, you will find floral paths, ponds lined with aquatic perennial, rose beds, plants collections, and the list goes on.



Other plant environments are revealed through the seasons. An illustration is the *Jardin de l'abbé Marie* in Saint-Germain-de-Livet, where the restored cemetery coexists with small squares of perennials or along the pathways of the *jardin conservatoire des plantes et légumes d'autrefois* (past plants and vegetables conservatory garden) in Saint-Pierre-sur-Dives.

Other charming green spots are to be seen in town centres, such as the *jardin de l'évêché* (bishopric garden), a stone's throw away from Lisieux cathedral.

Finally, if you are an authentic nature lover - don't miss a visit to the source of the Orbiquet river in Folletière-Abenon. Up for a photo and picnic break?

TAKE NOTE

- Outstanding gardens: *Château de Canon*, *les jardins du Pays d'Auge* in Cambremer and *les jardins du Château de Boutemont* in Ouilley-le-Vicomte
- *Jardin de l'Évêché* in Lisieux
- *Jardin de l'Abbé Marie* in Saint-Germain-de-Livet
- *Jardin conservatoire des plantes et légumes d'autrefois* in Saint-Pierre-en-Auge
- *La Source de l'Orbiquet* in La Folletière-Abenon
- Orbec leisure park



Talents

OUTSTANDING NORMANDY AND OUTSTANDING NORMANS. THE REGION'S MANY FAMOUS PEOPLE ARE A MEASURE OF ITS TALENT.



Marion Joffle

Open water swimmer

AT 19, THE LISIEUX-BORN GIRL BECAME ICE WATER WORLD CHAMPION IN 100 METERS FREESTYLE AND 50 METERS BREASTSTROKE.

Her motivation? The desire to live! Having experienced illness when she was 5 years old, and after treatment at the Curie Institute over several years, she now wishes to pay tribute to the medical staff who supported her and motivate all children who are struggling to win the fight. Marion therefore swims and chooses extreme conditions, namely freestyle swimming in icy waters. She excels in this regard. Her next challenge is scheduled for 2020: crossing the Channel (36 kilometres) to fundraise for children suffering from cancer. Marion is not going to change.

Gaël Even

Fly-fishing King

A NATIVE OF LISIEUX, HE COMMANDS THE DISTINCTION OF BEING AMONG FRANCE'S VERY FIRST COMPETITION FISHERMEN.

Having been talent-spotted and sponsored at the age of 15, this ace of the reel is also a professional fishing guide. He practices (and shares) his passion along the Touques, the best river for sea trout in France, and possibly in Europe, with more than 5,000 of these nervous and combative fish swimming it upstream every year. Gaël is also a tester for the best-known brands of fishing equipment. As a consultant on specialist television channels, he runs a blog, which is followed by thousands of fly fishermen.



The Aga Khan

A passion for horses

HIS HIGHNESS THE AGA KHAN IS A BREEDER AND OWNER OF RACEHORSES SINCE 1960, THE YEAR IN WHICH HE RESUMED THE FAMILY'S BREEDING OPERATION, FOUNDED IN THE 1920S.

He breeds thoroughbreds for gallop and flat racing at four stud farms in Normandy. Two of these are located within 20 minutes of Lisieux, in the heart of the Pays d'Auge. The first, the *Haras de Saint-Crespin*, was acquired by the current Aga Khan's grand-father, Aga Khan III, in 1927. It is the family's oldest stud farm in France. A hundred mares graze in the meadows fenced off by distinctive white barriers, and they give birth each year to future generations of racecourse aces. Among these champions is Zarkava, who won two of Europe's most prestigious races, the Prix de Diane and the Prix de l'Arc-de-Triomphe in 2008.



A few hundred meters away is the *Haras de Bonneval*. Its facilities date back to the 1970s and are home to Aga Khan's stallions, which is where you can find Siyouni, currently the best in France.

Based on the goals of excellence and performance, Aga Khan breeding benefits from the quality of the lands and breeding conditions unique in Normandy. This allows him to feature regularly on the podiums of French and international racecourses.

Dominique Doucet

A breath of Normandy in Japan

AT 25, THIS LISIEUX NATIVE WAS OFF TO THE COUNTRY OF THE RISING SUN TO BECOME A CHEF AT HONDA.

Thirty years on, he still lives in Suzuka. As head of several bakeries and a restaurant, he produces hundreds of thousands of canelés to the delight of Japanese palates! In 2015, he returned home with his daughter Blandine. They founded "Petit bonheur de Normandie", a factory that produces frozen pastries, which they export to Japan. Dominique Doucet then went on to buy the bakery in Lisieux where he had learned his trade. A kind of homecoming.

Georges Leroy

Put's cheese in boxes

AT THE TURN FROM THE NINETEENTH TO THE TWENTIETH CENTURY, GEORGES LEROY DEVELOPED A MACHINE THAT ALLOWED FOR LONG AND FINE BENT CHIPS OF WOOD TO BE SHAVED FROM POPLAR LOGS.

This was ideal for making boxes to put cheese in, since this material gives out no smell and allows its precious content to breathe. Since then, the CIBEM, which is the heir to the former Leroy enterprises, continues to produce this packaging, without which our Norman cheeses would not have made their way to the tables of French households.



Séverina Partigue

says it with flowers.



BASED IN LISIEUX FOR OVER TWENTY YEARS, THIS WORKSHOP STANDS OUT IN EUROPE AS CREATORS OF FLOWERS MADE FROM FABRIC.

With the help of techniques that have remained unchanged for over 200 years, her little hands hatch roses, forget-me-nots, camellias, anemones, and so on. These beauties will then be used by high fashion houses, the Opera Garnier or in catwalks by major designers. Severine received the SEMA regional prize (art crafts award) in 2002 and the *Reconnaissance mondiale* (worldwide acknowledgement) medal in 2003.



Lecuyer ribbons

Keepers of memory and project for the future.

THE COMPANY WAS FOUNDED IN 1725.

After having reached its apex under the Second Empire, Lecuyer's weaving (cotton, flax, hemp) bears witness to Normandy's glorious textile past. Since 2002, while retaining its traditional ribbon production business, the company diversified with an offering that targeted many industrial sectors, including bracelets for watches, halcyards, bungees, securing or lifting straps, leather goods, braids, cords, laces, etc.



Matthew Impey

Wood and all that.

ORIGINALLY FROM ENGLAND, WHERE HE STUDIED FINE ARTS (GRADUATING IN 1990) AND BEGAN HIS CAREER, THIS DESIGNER IS BASED IN LA VESPIÈRE.

With a passion for painting, carpentry and Japanese refinement, he creates unique contemporary furniture. His work includes desks, tables, bookcases, made mostly of wood, his material of choice.

Christian Dubois

HIS NEIGHBOUR, CHRISTIAN DUBOIS, LIVES IN HIS NATIVE ORBEC.

A designer specialising in textiles, which he uses to upholster seats, armchairs and sofas, his signature Poppy seats are among his most famous editions.

Chez Lagrive

Brick rules.

IN GLOS, CLOSE TO LISIEUX, YOU CAN'T MISS THE TALL CHIMNEY OF THE LAGRIVE BRICKYARD AT ROUTE DE PARIS.

A totem symbolising Normandy's nineteenth century industrial heritage. Since 1928, four generations have succeeded in leading the family business, established on an 8-metre thick vein of clay. Perfectly preserved, it houses remarkable pieces of equipment, including a rare Hoffmann coal oven from 1880. It takes the form of a long basement that can hold up to 250,000 bricks. Today the Lagrive brickyard offers a wide range of products, including conventional or old-style bricks, facing, flooring, etc.

What to do

IN THE REALM
OF ACTIVE PEOPLE,
NORMANDY MAKES
THE CHANGE AND
DELIGHTS ALL THOSE
WITH A PASSION.



Paddling

Those who prefer water fun choose canoeing or kayaking on the water bodies of Lisieux and Saint-Pierre-sur-Dives, before testing themselves (and enjoying) the Touques and Dives rivers.

TWO CANOEING-KAYAKING BASES

MORE THAN FIFTY MOUNTAIN
BIKE TRACKS AND CYCLING
ROUTES



Cycling

Cycling and mountain biking routes also abound, for hundreds of kilometres in the heart of nature.



Flying

Gaining height is possible thanks to paragliding from the heights of Billot. It's always more beautiful when seen from the sky.



Walking

Many hiking trails crisscross the region for hundreds of kilometres.

MORE THAN 600 KM
OF HIKING TRAILS



Riding

Saddle up at one of the region's equestrian centres, of which there are many - they multiply the paths of discovery. Walking pace, at a trot, gallop! Knowing that horse riding fans will also delight in stands at the Lisieux racecourse (900 seats), or in applauding horse and carriage contests.

A RACECOURSE
HAT HOSTS NATIONAL-LEVEL
RACES

MORE THAN 15 EQUESTRIAN
CENTRES



The Abbays and Churches route

TAKE NOTE

Stopping to admire three architectural jewels in Normandy is a must:

The former Benedictine Abbey in Saint-Pierre-sur-Dives, with its recently restored *abbatiale Notre-Dame* and its monastic buildings.

The *basilique Sainte-Thérèse* in Lisieux, often compared to *Sacré-Cœur de Montmartre*, from which it was inspired, and which is of course listed as a Historic Monument.

And the *cathédrale Saint-Pierre*, one of Normandy's first Gothic buildings. Also listed as a Historic Monument, the *église Saint-Désir* amazes with its concrete shell and its characteristic 1950s architecture.

A HOST OF CHURCHES RISE ABOVE THE PAYS D'AUGE LANDSCAPE EACH ONE IS DIFFERENT AND UNIQUE, TELLS OF ITS SHARE OF HISTORY, ITS MOMENT OF CHARM.



Remarkable architecture, refined church furniture, precious stained-glass windows, monumental altarpieces, moving statuary, charming grounds... Religious heritage here sketches out a journey of its own.

On the way, take note of the many crosses and shrines devoted to the Virgin, which mark the crossroads. In the old times, they used to guide pilgrims who crossed themselves upon approaching.

150 CHURCHES,
1000 YEARS OF HISTORY





The Manors & Castles Route

NORMANDY'S TERRITORY WAS SPLIT INTO MANY FIEFDOMS IN THE MIDDLE AGES AND WHERE CASTLES AND MANORS ARE SCATTERED EVERYWHERE. MOST OF THEM WERE BUILT JUST AFTER THE HUNDRED YEARS WAR (1337-1453).

One of the best known, the **Château de Saint-Germain-de-Livet**, is open to the public. Surrounded by moats, this jewel of the fifteenth and sixteenth century combines a timber-framed manor with stone and glazed brick buildings. Inside, the function hall retains its sixteenth century frescoes. In addition, a museum brings together, furniture, tableware and works of art, belonging the family who lived in the castle before they donated it to the city of Lisieux.

The **Château de Crèvecœur** is a must for lovers of medieval history. Its oldest portions date back to the twelfth century! It brings to life the spirit of its time by offering jousting between knights and

medieval events. Children just love it just as much as their parents. Room for art at the **Château de Boutemont** gardens! Located in Ouilly-le-Vicomte, this fortress of the 15th and 16th century is noteworthy for its gardens in the French style, decorated with boxwood, flower beds and Italian sculptures. More modern castles are also open to visitors. Such as **Carel à Saint-Pierre-en-Auge** (18th century), or Canon castle (built during the same period), whose park, ponds and monasteries, promise a beautiful stroll.

Being more rural and picturesque, manors tend to highlight their diversity. The **manoir de Bellou** house beckons you, a fine example of a timber-framed building

on two levels (16th century). Take a detour to Glos, the town with ten manors, to admire, in particular, the **Manoir de Quaize** - its timber-framed elements and its red and green glazed bricks. See also **manoir de Franqueville** and its earthen dovecote. Finally, when strolling along the green lane of Mesnil-Mauger in Livarot, exit the path at **Coupesarte** and follow the moat of the manor of the same name, a typical timber-framed structure of Pays d'Auge in the 15th and 17th century. Still inhabited, the manor keeps up its agricultural farm business.

IN SHORT

- *Château de Saint-Germain-de-Livet*
- *Château de Canon*
- *Château de Crèvecœur*
- *Manoir de Coupesarte*
- *Château de Boutemont in Ouilly-le-Vicomte*
- *Château de Carel*
- *Manoir de Bellou*
- *Château de Saint-Martin-de-Bienfaite*
- *Manoir de la Quaize in Glos*

The Route of Flavours

NORMANDY IS A REGION WHERE NATURE OCCUPIES PRIDE OF PLACE. IT ENJOYS VARIED LANDSCAPES, BLENDING FORESTS, COASTAL LANDSCAPES AND EXTENSIVE HEDGED FARMLAND. PAYS D'AUGE AND ITS ROLLING HEDGED FARMLAND, REMAINS A LAND OF LIVESTOCK FARMING, MAINLY OF DAIRY COWS.

NORMANDY CHEESES

Dairy cows allow for the production of Normandy's most famous cheeses, namely Camembert, Pont-l'Évêque and Livarot. They blend harmoniously with local ciders, which share the same soil.

With its eleven *Appellation d'origine contrôlée* (AOC) or Protected Designation of Origin (PDO) products, Normandy can boast of having a rich soil. Our destination includes seven of these.



Calvados (AOC), Pays d'Auge Calvados (AOC), Normandy Pommeau (AOC), Pays d'Auge Cider (AOC/PDO), Normandy Camembert (PDO), Livarot (PDO) and Pont-l'Évêque (PDO), are all-natural inspirations for caterers. Foodies and gourmets come together in the restaurants of Lisieux, Orbec, Mézidon-Canon, and so many of our other small villages.

11 AOC OR PDO NORMANDY PRODUCTS





The Route of the Cellars

DISCOVER A SOIL'S AUTHENTICITY! ENJOY THE EXPERIENCE OF FLAVOURS AND FRAGRANCES! MEET THE PRODUCERS WHO WILL BE HAPPY TO SHARE WITH YOU THE SMALL SECRETS OF THEIR KNOW-HOW! VISIT AND SAVOUR BEFORE YOU INDULGE YOURSELF IN ON-SITE SHOPS, IN MARKETS OR IN LOCAL GROCERY STORES.



CIDER

Apple trees have always found a soil and a climate favourable to their development in Normandy. Planted on shallow clay-limestone hillsides with a temperate oceanic climate, apple trees give the best of themselves. Cider apples, which are rather different from table apples, are small and rich in tannins, on which the flavours are set.

CALVADOS

Fruit, wood, time and creativity! Based on fruit, either on apples, or apples and pears, depending on the AOC, Calvados production begins in the orchard with the harvest period, from the end of September to mid-December.

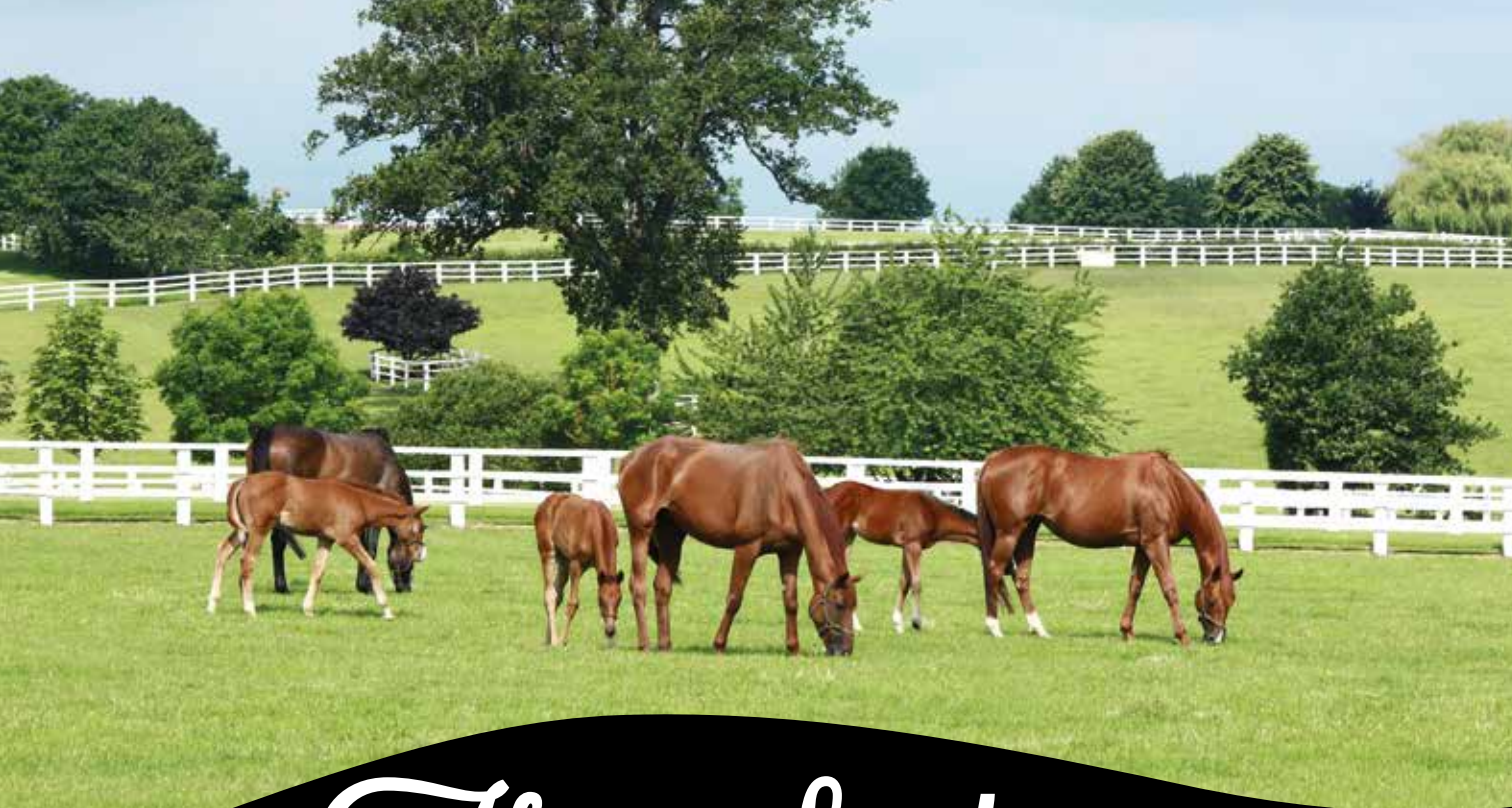
To be placed on the market, AOC Calvados must yet be aged in oak barrels for a minimum two to three years.

NORMANDY POMMEAU

The most Norman of aperitifs won acclaim with AOC recognition in 1991. Anchored in the greatest respect of Norman tradition, the Pommeau is born out of the mixing of the sweetest cider apples with Calvados. This '*mutage*' operation is typical of the region's production areas, a symbol of Norman know-how.

30
PRODUCERS
& CIDER HOUSES
13 CHEESE FACTORIES
TO VISIT





The Stud Farm Legend



AS A LAND OF THE HORSE, NORMANDY IS FULLY ENJOYED ALONG ITS CHARMING SMALL ROADS, WHICH WIND THEIR WAY THROUGH THE HEDGED FARMLAND, REVEALING A STYLISH VILLAGE HERE, A BEAUTIFUL TIMBER-FRAMED DWELLING THERE, AND FURTHER ON, SOME WHITE FENCING THAT POINTS TO A STUD FARM.

It is here that, far from prying eyes, the future trot or gallop aces are raised and trained.

Beware, these private properties are not open to the public. However, depending on the season, it is possible to get a glimpse of paddocks of mares with their foals and yearlings (horses born within the past year). Mornings are a good time to catch the horses in training. Afternoons usually beckon time for rest in the meadows.

The most famous of Normandy's stud farms, the Aga Khan Stud, is located in Saint-Crespin.







*A Château
Wedding*
**RECEPTION
HALLS**

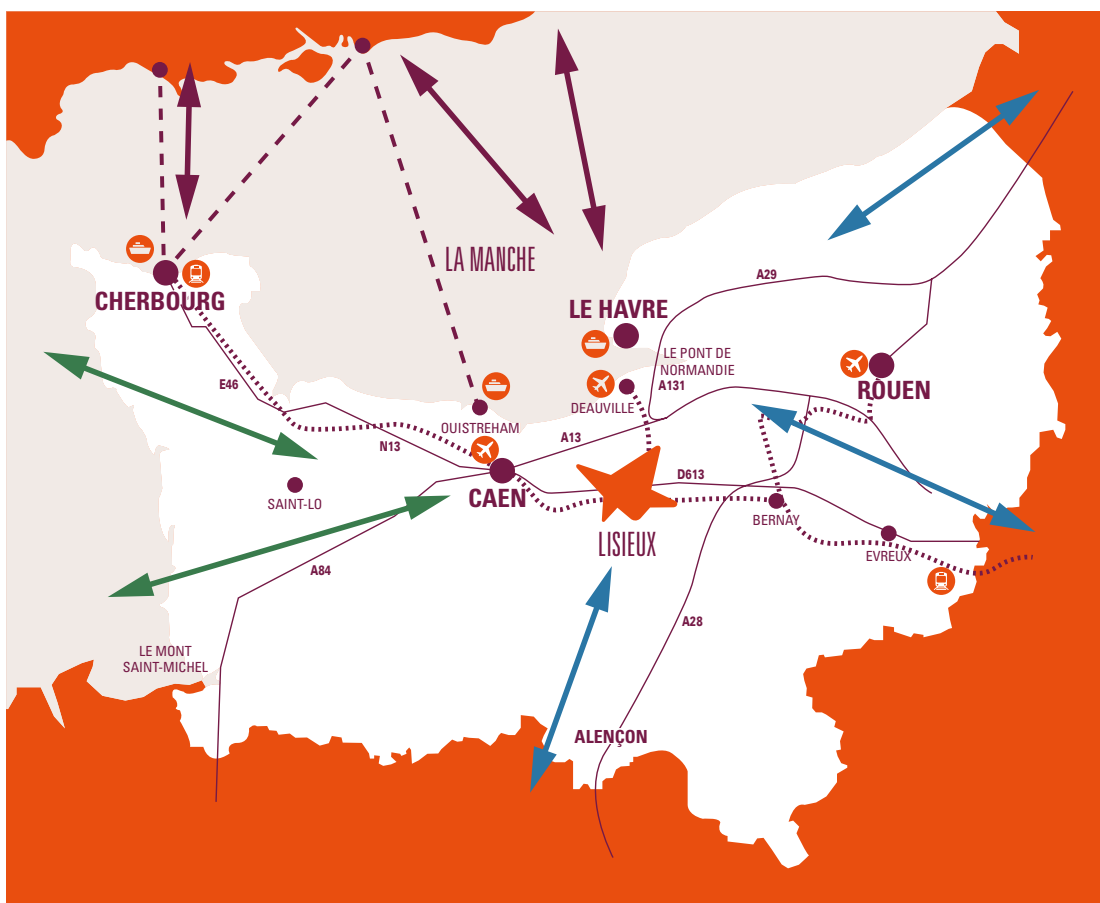
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Practical Information

BY CAR:

- Lisieux lies in the heart of Normandy, **30 minutes from the seashore, and 2.5 hours from Paris**
- Lisieux is 210 km from Paris on the A13, i.e. **2.5 hours away**
- Lisieux is 45 km from Caen on National Highway N13 i.e. **45 minutes away**

BY TRAIN:

- Lisieux SNCF train station
- Place Pierre Sémard – 14100 Lisieux
- Paris – Lisieux – Caen – Cherbourg line
- Paris – Lisieux – Deauville – Trouville – Cabourg line

BY AIR:

- Deauville – Normandie Airport. 30 minutes from Lisieux
- Caen – Carpiquet Airport. 45 minutes from Lisieux



WEEKEND

*with
animals*

DISCOVER
FRIENDS FROM
THE FARM
AND ELSEWHERE


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