

**PRESS  
RELEASE**

# **The Provence way of life** STARTS AT THE NEW TERMINAL 1



**i**n 2022, Marseille Provence airport – France’s 2nd largest regional airport – celebrated its 100th anniversary. The remodelling of Terminal 1, which began one year earlier, offered an opportunity to rethink its layout and turn it into an ultra-modern hub with top-of-the-range services. The airport’s terminals hadn’t undergone major work for nearly 30 years, making this endeavour a major challenge. In addition, the terminal’s commercial concessions were renewed in order to offer passengers high-quality services and a truly unique experience. The overarching ambition here was to bolster France’s image and, more specifically, to showcase the Marseille region as a whole. Aéroport Marseille Provence is a major economic player in the area and therefore has a duty to act as a spearhead for the region. This entails asserting its roots in Provence and the Mediterranean – and doing so as responsibly as possible. A great responsibility indeed; one that is illustrated by the choice of brands for the terminal, most of which are run by local business leaders, as well as through the terminal’s layout, which is inspired by the Mediterranean way of life. Marseille airport strives to provide travellers with an immersive experience, from the moment they set foot in the terminal up until their departure. SSP, Lagardère Travel Retail France and Fragonard have updated their services to match our ambitions, in line with the airport’s twofold goal of serving both its passengers and its home region. To do so, all of the areas of Terminal 1 required a well-deserved face-lift.

# *an immersive experience* with a local feel

SINCE THE 2000S, SAFETY REQUIREMENTS HAVE INCREASED EXPONENTIALLY, LEADING TO CHANGES IN PASSENGER JOURNEY TIMES.

IN ORDER TO PASS THROUGH SECURITY CHECKS ON TIME, PASSENGERS NEED TO ARRIVE AT THE AIRPORT WELL IN ADVANCE, WHICH MEANS SPENDING CONSIDERABLY MORE TIME IN THE BOARDING LOUNGES.

WITH THE REMODELLING OF TERMINAL 1, AÉROPORT MARSEILLE PROVENCE HAS SWITCHED UP ITS SHOPPING AREAS, FEATURING A RANGE OF SERVICES TAILORED TO EACH PASSENGER'S JOURNEY.



## Glad to get here

Catching a flight on time and passing various security checks can be unnerving. One of our aims was to bring calm and serenity to a place that is often associated with stress.

The passenger circuit has been redesigned to simplify the flow of traffic. It is also more intuitive, so that you don't have to constantly wonder where you're going.



## 2 A view of “Colorado”

Shortly after stepping off the plane, passengers will be instantly immersed in Provence, with the light pouring in through the terminal's monumental glass façade.

From here, they will get a glimpse of the ochre-coloured hills of Vitrolles, aka Provence's Colorado. In the distance, they can admire the hill that hosts Notre-Dame-de-Vie – known to the local sailors as the “Good Mother” (*La Bonne Mère*)!



**Just like on  
Cours Mirabeau!**

Upon arriving at Terminal 1, just before checking in, passengers will feel like they are back on Aix-en-Provence's Cours Mirabeau, with check-in desks on one side and restaurant terraces on the other! As they make their way along this route, which is strongly inspired by one of the region's most emblematic urban features, passengers will instinctively reach the first checkpoint at the very top of the central escalator. Here, at the heart of the new building, they will be bathed in the unique light that defines the south of France.



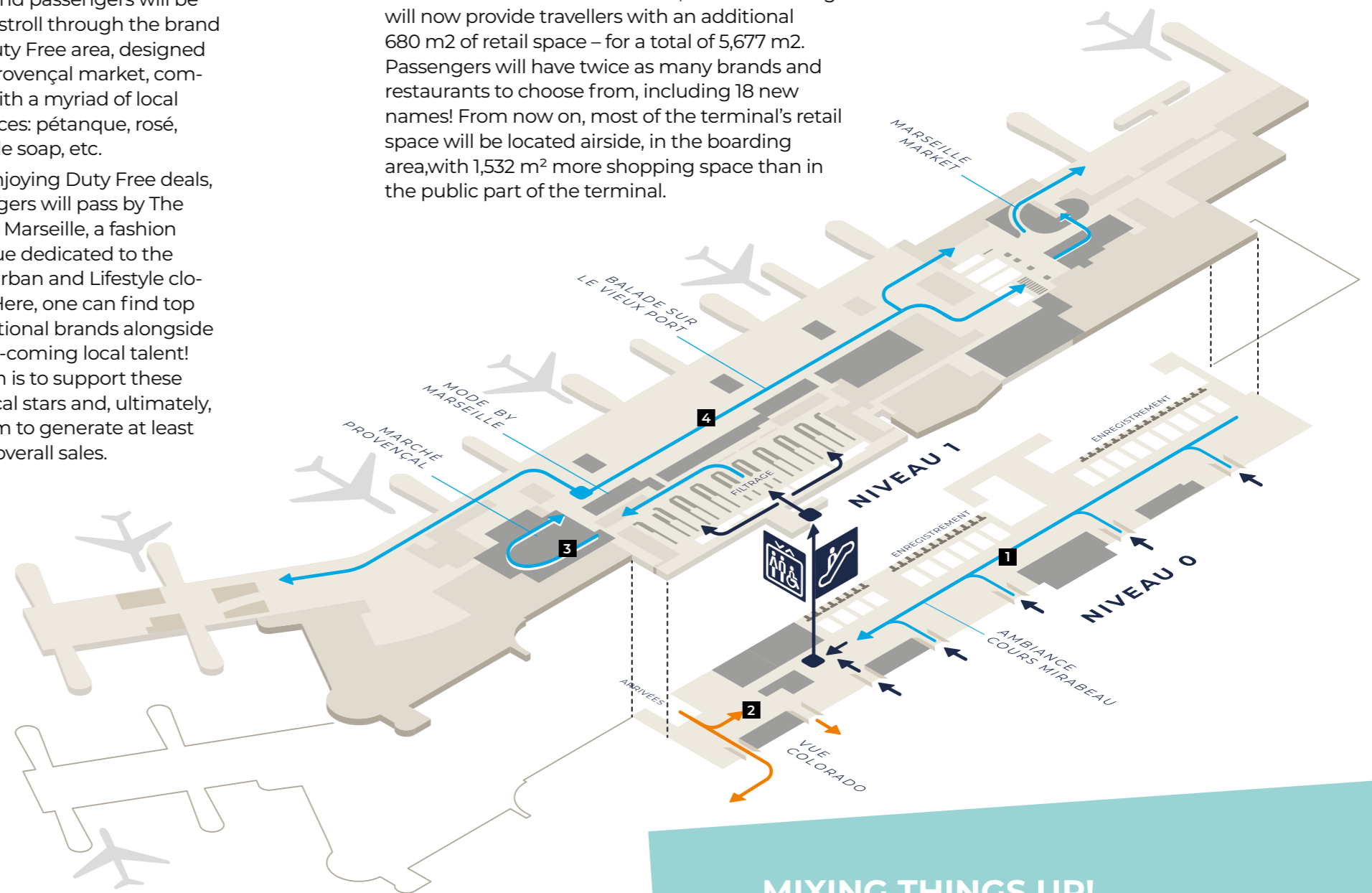
### 3 A Provençal market

After passing security, outbound passengers will be able to stroll through the brand new Duty Free area, designed like a Provençal market, complete with a myriad of local references: pétanque, rosé, Marseille soap, etc.

After enjoying Duty Free deals, passengers will pass by The Place # Marseille, a fashion boutique dedicated to the latest Urban and Lifestyle clothing. Here, one can find top international brands alongside up-and-coming local talent! Our aim is to support these new local stars and, ultimately, for them to generate at least 25% of overall sales.

## 18 NEW PARTNERS

The new 22,000 m2 building designed by Foster + Partners and the refurbished 28,000 m2 building will now provide travellers with an additional 680 m2 of retail space – for a total of 5,677 m2. Passengers will have twice as many brands and restaurants to choose from, including 18 new names! From now on, most of the terminal's retail space will be located airside, in the boarding area, with 1,532 m<sup>2</sup> more shopping space than in the public part of the terminal.









## 4 Set sail!

The new boarding area boasts a vibe inspired by the quayside of Marseille's Vieux Port. Here, shops and restaurants are designed like the port's typical wooden boathouses.



## MIXING THINGS UP!

NUMBER OF BRANDS	PRE REVAMP	POST REVAMP	DIFFÉ- RENCE	AREA M²
PUBLIC AREA				
 Food & drink	7	6	- 1	
 Boutiques	3	1	- 2	
 Duty Free	1	0	- 1	
TOTAL	11	7	- 4	- 852
BOARDING AREAS				
 Food & drink	3	12	+9	
 Boutiques	3	5	+2	
 Duty Free	2	2	+ 0	
TOTAL	8	19	+11	+ 1 532



Les  
jardins  
*Sainte  
Victoire*



# Treating You

## LES JARDINS SAINTE-VICTOIRE ECO-FRIENDLY RESTAURANT

Far from the hustle and bustle of passenger traffic, the first floor of the public area of Terminal 1 is home to an exclusive locale. It is sure to delight gourmet travellers, airport staff and local communities alike! Its name evokes that of famous Marseille restaurant "Les Jardins du Cloître" – founded by 2-star Chef Michel Portos and his partner Arnaud Castagnède, who manages Le Cloître.

The establishment at Terminal 1 boasts the very same values as its sibling: cuisine rooted in the surrounding region and undying support for locals and their environment. Its bistronomic menu changes each season, in sync with the restaurant's local, eco-conscious suppliers. Les Jardins Sainte Victoire is much more than just a restaurant; it also strives to train young locals in the art of hospitality.



*Funnily enough, when I was 20 years old, my very first experience in the kitchen was at Marseille airport, as a kitchen assistant for Elitair Maxim. 40 years down the line, I have returned to my roots, here at the airport where it all started.*

*My job has taken me all over the world. I have always been fascinated by airports and their magical quality; they are the true starting point of a journey towards new cultures and realities.*

*Today, at Les Jardins Sainte Victoire, your journey begins in your plate.*

**Michel Portos,**  
2-stars Chef

”



## MAISON YELLOW THE SUN SUITS US

As soon as they enter the terminal's vast glass lobby, passengers will discover Maison Yellow, a concept launched by Pernod Ricard France. Maison Yellow is a destination in itself, one where generations, histories, cultures and experiences come together. Travellers can grab a bite to eat, enjoy a drink and discover well-kept local secrets.



“  
*Our brand-new establishment, Maison Yellow, is all about bringing the rhythm of the South to the heart of the airport! Thanks to our talented team, the bar's menu will be updated every season. Get ready for classic treats, surprising cocktail creations and colourful dishes with Mediterranean overtones to share with friends – complete with a great shopping selection. That way, you can fill your suitcase with Marseille essentials in a friendly, lightsome atmosphere.*

**Christina Woonings-Apicella,**  
Director of Maison Yellow & Hospitalities for  
Pernod-Ricard France



”  
*Marseille is an essential part of Pernod-Ricard France's DNA. Needless to say that we're delighted to see Maison Yellow – our bar and retail concept dedicated to Ricard – being replicated at Marseille Provence airport. Now more than ever, the city is a true part of our heritage, as well as that of our iconic brands. In return, Ricard also contributes to Marseille's national and international appeal. It was only natural for us to set up shop in the airport's new area, which is dedicated to showcasing local businesses and culture.*

**Guillaume Girard-Reydet,**  
President of Pernod-Ricard France

# MARSEILLE MARKET

MARSEILLE MARKET IS SET TO OFFER A VAST RANGE OF FAST-FOOD CREATED BY YOUNG LOCAL ENTREPRENEURS, WITH ORIGINAL RECIPES BASED ON LOCAL, ULTRA-FRESH INGREDIENTS. THIS 300 M<sup>2</sup> LOCATION IS DESIGNED TO BECOME MARSEILLE'S 112<sup>TH</sup> DISTRICT! LOCATED IN THE AIRPORT'S INTERNATIONAL BOARDING AREA, IT WILL BE YOUR LAST TASTE OF THE SOUTH BEFORE YOU TAKE OFF. YOU GUESSED IT: THE MARKET EXCLUSIVELY FEATURES BRANDS FROM MARSEILLE!



## EMKIPOP

This Marseille-based ice cream parlour was launched in 2016 by Guillaume Bacqueville and Emeline Lallemant. The brand takes classic ice cream recipes and turns them into delicious, frosty, homemade desserts. What's more, their tasty treats are made exclusively from fresh, natural ingredients sourced from eco-friendly local producers. Each season inspires new flavours and concepts. All of the brand's creations are 100% natural, with no colouring or preservatives!

*We're extremely proud to bring our ice creams to the passengers of Marseille Provence airport. It's a great opportunity for us to showcase our expertise and our love for the region, particularly through our exceptional choice of products! We secretly hope to inspire travellers to come back and visit!*

**Guillaume Bacqueville,**  
Co-founder of Emkipop.



## BRICOLEURS DE DOUCEURS

After it was launched in Marseille's 7<sup>th</sup> arrondissement in 2015, this patisserie became an absolute must-visit. Created by Clément Higgins and Aurélie Pauletto – two self-taught artistes of taste – “Bricoleurs de Douceurs” brings us a new take on French patisserie's greatest classics. What's more, the establishment sources its ingredients from local producers to reduce its impact on the environment.



*We select our products according to a number of criteria, including origin and quality. We care about the future of French farmers, so we really wanted to cut out the middleman. We work very closely with some of them and pay them a fair price for their great products*

**Clément Higgins,**  
Co-founder of Bricoleurs de douceurs.



**CROQUORICO** is a rather touching culinary adventure: meet Marseille local Jonathan Zwikel, who wears France's colours and cockerel with great pride. Not surprising for a former member of the French ice hockey team! The brand's typical french sandwiches are defined by a collaborative approach.

*A good croque-monsieur starts with two slices of traditional bread, exclusively crafted by our baker. Our creative chefs then cook up deliciously original, yet simple recipes.*

**Jonathan Zwikel,**  
fFounder of Croquorico



## LA CENTRALE

It's the perfect place to quench your thirst, whatever the time of day: coffee, tea, hot chocolate, aperitifs... In other words: drinks from both here and abroad!

## FOUD FOR THOUGHT

FOUD is a place for proper meals based on proper French recipes – including vegetarian options. The keywords here are tasty, sharing, healthy and balanced. Discover Foud's pre-packed, home-cooked bistro cuisine that can easily be heated up at any time. The brand's Marseille-born founders are hell-bent on "protecting your plate and the planet". Their ingredients are seasonal and mostly sourced from the Aubagne area. What's more, these tasty treats are packaged in recyclable containers.

Founders Nicolas Giansily (former Chef at Chez Peron), Fred Charlet (trained by Gérald Passédat and Alain Ducasse) and Thibault Amat were all born in Marseille! They now live near Aubagne.

“

*FOUD is a true reflection of the South; you can take your time, enjoy life... and your food!*

**Thibault AMAT,**  
Co-founder

**FOUD**  
FRAIS ET VRAIMENT GOUD



THIBAUT



FRED



NICO

## BESPOKE CREATIONS FOR THE AIRPORT

### LE CABANON: A TRIBUTE TO THE MARSEILLE VIBE

Enjoy the legendary local coastline until the last minute of your trip: indulge in a range of snacks including focaccia, salads and creamy tropézienne cake. The locale's warm, relaxed atmosphere is inspired by Marseille's typical wooden cabanas (cabanons)!

### L'ÉCHAPPÉE PROVENÇALE

Halfway between a café and a grocery store, this establishment gives travellers a chance to grab up the finest local souvenirs, with its selection of truly iconic brands. Discover and taste the region's specialities: calisson candies, olive oil, navette biscuits and more. Yum!

# FOOD COURT

SHOW COOKING TIME! HERE, ALL OF THE FOOD IS PREPARED BEHIND THE COUNTERS, IN FULL VIEW OF THE AIRPORT'S PASSENGERS. THE FOOD COURT WAS DESIGNED TO ALLOW PASSENGERS TO SEE INTO THE KITCHENS. YOU'LL FIND THREE TYPES OF TREAT IN ONE PLACE: BLEND, THE RISING STAR OF HOME-MADE BURGERS, ITALIAN STREET FOOD BY MARSEILLE'S WORLD CHAMPION PIZZA CHEF AND, FINALLY, STARBUCKS, AKA THE INTERNATIONAL COFFEE ICON. IN THE AISLES, YOU'LL FIND MUST-HAVE BRANDS SUCH AS EXKI, PRÊT À MANGER, POKAWA AND PAUL.

## IL GUSTO DI NAPOLI : FOOD FOR CHAMPIONS BY CHAMPIONS!

This Italian pizzeria and street food concept was created by Marseille's very own pizza World Champion Ludovic Bicchierai. He started his pizza business at age 22, after he bought a takeaway pizza truck with his brother Anthony. Ludovic soon decided to go and train in Italy. He would later be crowned the 2016 pizza World Champion in Parma. He became the first Frenchman to win the title, among 750 other competitors!

Classic and Neapolitan pizzas, gluten-free options, sold by the slice or by the metre; Il Gusto di Napoli has everything you could possibly dream of. Ludovic even practices acrobatic pizza, the art of juggling with dough, which is sure to delight adults and children alike.

Drawing upon his experience, Ludovic has also decided to pass on his knowledge by opening his own training centre in Saint-Victoret, just a stone's throw from the airport.

“

*We're delighted to offer passengers at Marseille Provence airport a choice of top-quality artisanal pizzas and Italian street food!*”

**Ludovic Bicchierai,**  
co-fondateur Il Gusto di Napoli.

*Il Gusto*  
DI NAPOLI  
PIZZA ARTISANALE



# Empowering You

These different areas were also designed to showcase local products and services through innovative concepts, with an emphasis on short-circuit economies. Major retailers are also part of the mix, so that everyone can find what they need. What's more, the décor is largely inspired by the airport's home region. The underlying concept was to offer a comprehensive, dynamic range of products tailored to the specific needs of each passenger, thereby highlighting Provence's wealth of products and skills.

Discover a range of souvenirs beneath the large mirrored ceiling of the terminal's RELAY boutiques, reminiscent of **Norman Foster's pavilion on the Vieux-Port**

**A terracotta mashrabiya,** inspired by Mucem and Argile, features at the entrance of the Duty Free area



**LE TASTING BAR**  
A giant bottle of rosé with a "pétanque ball" finish, right at the heart of the Duty Free area.



Fragonard: une histoire de famille : Anne, Agnès et Françoise Costa.

... AND MORE  
a pharmacy,  
RELAY boutiques,  
monop'Daily  
and Monop'  
convenience  
stores.

**The place  
# Marseille,**  
the new fashion  
boutique focused  
on local brands

**FULLY DIGITAL:  
QUICK AND EASY!**  
To avoid long waits,  
most shops will be  
equipped with self-or-  
der and order collection  
terminals.

## Provence: FRAGONARD'S ULTIMATE MUSE

Established in 1926, Fragonard is one of Grasse's oldest perfumeries. The Fragonard family's fascinating history lives on to this day through the founder's great-granddaughters, Anne, Agnès and Françoise Costa. Together, they are hell-bent on upholding the brand's unique expertise. Fragonard shines a light on its home region, while drawing great inspiration from a variety of heirloom Provençal fabrics.

To date, the brand boasts three factories in the south of France and no less than six (free!) museums. The brand's fashion and costume museum is set to open soon in Arles, where the public can discover Provence's traditional clothing and accessories.

Throughout its quasi-secular history, Fragonard has always formed tight-knit bonds with local partners to manufacture its products, thereby guaranteeing their quality and durability. The company is deeply attached to its home region of Provence and has historically remained close to home: Aix-en-Provence, Avignon, Saint Tropez, Arles, Marseille and more.



# Very important services

## VIP LOUNGES

**The Luberon Lounge**, located in the Schengen flight area, is set to open at the same time as the new Terminal 1, on 17 June. It has doubled in size and capacity: 395 m<sup>2</sup> (compared to 150 m<sup>2</sup> before renovation) for up to 100 guests (50 before renovation).

**The Cézanne Lounge**, in the non-Schengen flight area, is set to open in October 2024.

Spanning 600 m<sup>2</sup>, it has virtually tripled in size. With its brand-new look and range of luxury services, it can now host up to 150 guests.

## VALET PARKING

Our valet parking service was launched in July 2023 and is handled by BlueValet. Passengers will enjoy a premium level of service, allowing them to drop off their car as close to the terminal entrance as possible.



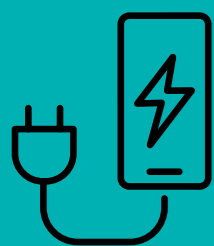
## LUGGAGE TRANSFER FROM YOUR HOTEL! LUGGAGE

Bag Mobile has been our go-to baggage handling service since 1 April 2023.

The Marseille-based operator now boasts new options, to its customers' delight. These include luggage transfer services from the city to the airport and secure baggage storage.

## Let's not forget:

### CHARGING STATIONS EVERYWHERE AND FOR ALL!



From now on, passengers will no longer have to stay glued to their seats while their battery charges. Scan a QR code, enter your information and you can use a charging station and all of its ports for free. That way, you can keep on enjoying the airport's fabulous shops and services.



### EVENTS IN SYNC WITH THE CULTURAL CALENDAR

At the centre of the shopping square, passengers will find a bespoke event area with themed seating and decorations. The décor will change regularly, in sync with the region's cultural and touristic calendar. During the first few months after the opening, special events will take place here at key times of the day.

## INFORMATION ON COMMERCIAL CONSULTATIONS

**The airport's retail and catering services have been completely redesigned. Thus, Aéroport Marseille Provence launched commercial consultations for 6 lots, with temporary 10-year leases for catering companies and up to 8 years for boutiques. Lagardère Travel Retail secured the Travel Essentials and Duty Free lots, in addition to a 500 m<sup>2</sup> Paul restaurant – the largest in any airport. SSP secured two catering lots and Fragonard secured the last remaining boutique lot. A pharmacy is also set to open very soon.**

« We are delighted to have renewed our collaboration with our long-standing partners SSP and Lagardère Travel Retail. They have proven a perfect match for our ambition: to offer our customers a totally reinvented shopping and dining experience. This includes a strong focus on our region, leading us to showcase hidden local talent, as a reflection of the sheer modernity, authenticity and thrilling quality of the south of France. We are also delighted to welcome Fragonard, whose history is deeply rooted here in Provence. »

**Philippe Bernand**  
CEO of Marseille Provence Airport



« Marseille Provence airport is rooted in a region with a strong identity and a particularly dynamic economy and tourism industry. The new environment that the airport has created for its passengers is truly unique and ambitious. This pushed us to design a highly innovative and authentic airport experience, bolstered by local artisanal brands – all of which were carefully selected by our teams at Lagardère Travel Retail France. Together, we are keen to treat passengers to an experience and services that go far beyond the highest international standards, for a truly enriching journey! »

**Vincent ROMET**  
C.E.O. of Lagardère Travel Retail France



« We're excited to unveil our range of innovative, high-quality services, which are truly tailored to air-travellers' needs. Our concepts were specifically designed for Marseille Provence Airport and are geared towards fulfilling our environmental and social commitments. Our service range is based on both strong local brands and must-have international and national icons. »

**Gérard d'Onofrio**  
C.E.O. of SSP  
France Belgium Luxembourg Italy



« Fragonard is deeply attached to the typical elegance of Provençal women from Arles, Grasse, Avignon, Marseille and beyond. We are therefore proud to announce the launch of our new boutique at Marseille Provence airport. »

**Eric Fabre**  
Sales Manager for Fragonard





STARBUCKS / Blend / Il gusto de Napoli  
FOOD COURT  
528 m<sup>2</sup>

Croquorico / Bricoleurs de douceurs /  
Emkipop / Pokawa / La Centrale  
MARSEILLE MARKET  
327 m<sup>2</sup>

RELAY  
Aelia et RELAY  
388 m<sup>2</sup>

Salon  
Cézanne

★ PRET ★  
Prêt à manger  
156 m<sup>2</sup>

Les jardins  
Sainte  
Victoire  
730 m<sup>2</sup>

Le cabanon  
60 m<sup>2</sup>

Fragonard  
PARFUMEUR  
Fragonard  
60 m<sup>2</sup>

RELAY / monop'daily  
234 m<sup>2</sup>

The place # Marseille  
138 m<sup>2</sup>

L'échappée Provençale  
60 m<sup>2</sup>

Aelia  
1041 m<sup>2</sup>

EXKI  
205 m<sup>2</sup>

RELAY  
140 m<sup>2</sup>

Salon  
Luberon

NIVEAU 1

STARBUCKS  
177 m<sup>2</sup>

Paul  
330 m<sup>2</sup> + 170 m<sup>2</sup> de terrasse

Pharmacie  
139 m<sup>2</sup>

RELAY / monop'  
250 m<sup>2</sup>

★ PRET ★  
Prêt à manger / Foud  
237 m<sup>2</sup> + 135 m<sup>2</sup> de terrasse

Maison Yellow  
170 m<sup>2</sup>

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T1 PRESS RELEASE  
SHOPS

6,309,591

passengers at Terminal 1 in 2023

10,800,251

passengers at T1 and T2

18 restaurants

8 shopping areas

1 pharmacy

22 brands

18 new names

680 m<sup>2</sup>  
of additional shopping space

5677 m<sup>2</sup>  
of shopping space in total

100 %  
penetration rate

150  
jobs created

**Press contact:**

Rosalie Floutier Givaudan

T > (+33) 4 42 14 26 39

M > (+33) 7 79 61 01 22

[rosalie.floutier@mrs.aero](mailto:rosalie.floutier@mrs.aero)



Aéroport Marseille Provence  
BP7 - 13727 Marignane Cedex  
France  
[www.marseille.aeroport.fr](http://www.marseille.aeroport.fr)

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way of life**  
STARTS AT THE  
NEW TERMINAL 1