



**THE CITY OF DIJON, FRANCE ANNOUNCES  
A WEEK OF CELEBRATORY EVENTS FOR NEW YORK CITY TO ENJOY**

*Presenting Dijon Must'art - A Delegation of Politicians, Michelin-Starred Chefs, Wine Experts, Artists, Musicians and Businesspeople visiting New York to launch the Nationwide Tour of "The Mourners: Medieval Tomb Sculptures from the Court of Burgundy"*

New York City, February 8, 2010 – A first-ever traveling exhibition of Medieval Burgundian sculpture from the Musée des Beaux-Arts de Dijon, France will open at The Metropolitan Museum of Art on March 2<sup>nd</sup>, the first stop of a two year American tour. To celebrate this milestone, the City of Dijon will host Dijon Must'art in Manhattan during the week of March 1<sup>st</sup>.

Led by the City of Dijon's Senator-Mayor, Francois Rebsamen, Dijon Must'art brings a delegation of leading chefs, wine experts, artists, musicians, and businesspeople to New York City. The project was created to better acquaint New Yorkers with the beautiful city of Dijon, the capital of the Burgundy region of France, and all that it has to offer.

**Dijon – It's about Mustard, and Much, Much More DIJON**

"Dijon mustard is appreciated around the world," said Rebsamen. "In fact, I was happy to learn last year that President Barack Obama famously ordered Dijon mustard with his hamburger, so of course I personally sent some to the White House." He added, "It is, after all, a healthier alternative."

While mustard is the first thing that may come to mind when we hear its name, Dijon is a magnificent city with historic architecture, public gardens, and cobbled streets with outdoor cafes. Located in the heart of Burgundy, Dijon is home to a flourishing art and music scene, as well as exquisite cuisine and high-quality specialty products that are exported to the United States. The wine heritage of the Burgundy region dates back to medieval times, and today the wines of Burgundy are considered among the finest in the world.

In 2009, *L'Entreprise* magazine named Dijon the most attractive city in France for the second year a row, noting its beauty and continued economic growth. Under its current leadership, the city of Dijon is committed to sustainable and socially fair economic development.

"Dijon Must'art is a project that is close to my heart, and the heart of my city. It is a wonderful opportunity to share what we treasure most," said Rebsamen. "Our week of events celebrates the historic journey of 'The Mourners' across the United States. Never before have these superb statues been viewed outside of their original context within the tomb of the Dukes of Burgundy. This exhibition will mark the first time that these works will be able to be seen from a 360-degree perspective."

### An Invitation to Join the Delegation of Dijon Must'art

Dijon Must'art will host a free public event at Vanderbilt Hall in Grand Central Terminal on Wednesday, March 3<sup>rd</sup> from 6:30 a.m. to 6:30 p.m. The event will feature:

- ⇒ Cooking demonstrations, along with opportunities to sample signature savory and sweet dishes created by Dijon's most prestigious chefs. The chefs will be on hand to answer questions and explain their creations, which are based on regional specialties and products. Offerings will include: Duck Foie Gras with Honey Gingerbread; Crawfish Flan flavored with Marc de Bourgogne; Baked Époisses Cheese in a pound-cake crust; and Cassis-flavored Marshmallows.
- ⇒ An exhibition of some of Dijon's finest exports to the US: Maille will sample Dijon Mustard and demonstrate how mustard is made; T-Fal will present its innovative kitchen appliances including the ActiFry (cook French fries with almost no oil!); Dijon Céréales will showcase French bread and brioches made with its superior flour, and Anis de Flavigny will sample its famous candies.
- ⇒ A wine and spirits lounge featuring Burgundy's renowned wines including the Domaines of Humbert, Gallois, and Faiveley, as well as cocktails made with Gabriel Boudier Cassis de Dijon Liqueur, Crème de Framboise Raspberry Liqueur, and new Saffron Gin.
- ⇒ Live musical performances: Yves Jamait, with Thierry Caens and Daniel Fernandez, performing traditional French music from his third Gold album, *"I Passed By Chance."* Also featured will be Something à la Mode (SALM), Thomas Roussel and Yannick Grandjean on the violin and cello, performing their catchy fusion of electronic and string with a touch of soul (their latest album includes a collaboration with designer Karl Lagerfeld).
- ⇒ Artist Yan Pei Ming, renowned for his epic size portraits of such famous subjects as Mao Zedong and President Barack Obama, will be on hand to talk about his newest work, "Destinies," which will be exhibited at the French Embassy Cultural Service (972 Fifth Avenue between 78<sup>th</sup> and 79<sup>th</sup> streets) during Must'art. Created to accompany the U.S. tour of "The Mourners," this intense figure of a dead Christ was inspired by the historic portrait sculptures on the tombs of the Dukes of Burgundy. Ming has lived in Dijon since 1982, and is among the first Chinese artists to settle abroad and build an international career.
- ⇒ A replica of one of the sculptures, as well as photography and video of the medieval masterpieces, will preview "The Mourners" exhibition (on view in the Medieval Sculpture Hall at the The Metropolitan Museum of Art through May 23) for Grand Central attendees.

### Musical Duel on Fifth Avenue

On the evening of March 2<sup>nd</sup>, Dijon Must'art will host an exceptional musical experience: a public procession of 100 musicians including students from Brooklyn College Conservatory of Music and the Manhattan School of Music, under the direction of Dijon trumpeter Thierry Caens.

As the musicians march up Fifth Avenue from the French Embassy Cultural Services (972 Fifth Avenue between 78<sup>th</sup> and 79<sup>th</sup> Streets) to the Metropolitan Museum of Art, they will perform a “duel” of medieval music and Broadway hits. Stilt walkers dressed in historically accurate costumes echoing the monks’ robes of “The Mourners” will accompany the procession. The musical duel celebrates the significance of “The Mourners,” an exhibition of medieval art from Dijon, premiering in New York City, which is home to Broadway. Upon arriving at the steps of the Metropolitan Museum of Art, the duel will culminate and conclude as the Dijon delegation and other VIPs arrive for the Museum’s private opening event for the exhibition.

Dijon Must’art invites the public to join them for the intense musical duel on Fifth Avenue on March 2<sup>nd</sup>, as well as to meet the delegation at Vanderbilt Hall, Grand Central Terminal on March 3<sup>rd</sup>.

“New Yorkers are famous for their love of culture and art, and we are delighted to have the chance to introduce them to Dijon’s historical treasures,” added Rebsamen. “Evoking our past as well as our present, Dijon Must’art is designed to enhance cultural exchange and understanding between our two cities.”

New Yorkers may be surprised to learn that Must’art is not the first time that Dijon has made its mark in New York. Gustave Eiffel, a native of Dijon and the designer of the Eiffel Tower, also was responsible for the interior structural elements of the Statue of Liberty. A gift from France to the United States to show the shared friendship and respect of these two nations, the Statue of Liberty was among Eiffel’s most important structural works.

For more information on events presented by Dijon Must’art, please visit [www.Dijon.fr](http://www.Dijon.fr)

For photos or interviews, please contact Karin Pellmann or Diana Tedesco at Fraiche PR. (Karin Pellmann – 646-515-6933 – [Karin@fraichepr.com](mailto:Karin@fraichepr.com) or Diana Tedesco – 212-463—8930 – [Diana@fraichepr.com](mailto:Diana@fraichepr.com)).

#### About Dijon Must’art

Dijon Must’art is a citywide, weeklong project celebrating the creativity and vitality of Dijon. A delegation of leading chefs, wine experts, artists, musicians and businesspeople will visit New York for a series of events the week of March 1<sup>st</sup>. Dijon Must’art coincides with opening at the Metropolitan Museum of Art of the traveling loan exhibition “*The Mourners: Medieval Tomb Sculptures from the Court of Burgundy*.” Between 2010 and 2012, this exhibition of celebrated masterpieces of medieval Burgundian sculpture, organized by the Musée des Beaux-Arts, Dijon and The Dallas Museum of Art, will travel to seven museums across the United States under the auspices of FRAME (the French Regional & American Museum Exchange).

Dijon Must’art is supported by: the City of Dijon, Burgundy Tourism, FRAME, Musée des Beaux-Arts de Dijon, The French Embassy in the United States, The French Embassy Cultural Services, The Consulate General of France in New York, T-Fal, Maille, Boudier, Dijon Céréales, Cycles Lapierre, Vitagora, Anis de Flavigny, Domaine Humbert, Domaine Gallois, Domaine Faiveley, Le Pré Aux Clercs, Restaurant Stéphane Derbord, Le Chapeau Rouge, Les Jardins de la Cloche, Chez Guy, Petzl, Air France, and ACCOR.

###