

VILLA & GARDENS EPHRUSSI DE ROTHSCHILD

Académie des Beaux-Arts

A site developed and managed by



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Culturespaces, representative for the Villa Ephrussi de Rothschild



"Our aim is to help public institutions present their heritage and develop their reputation in cultural circles and among tourists. We also aim to make access to culture more democratic and help our children discover our history and our civilisation in remarkable cultural sites"

Bruno Monnier, CEO and Founder of Culturespaces.

With 20 years of experience and **more than 2 million visitors every year**, Culturespaces is the leading private organisation managing French monuments and museums, and one of the leading European players in cultural tourism.

Culturespaces produces and manages, with an ethical and professional approach, monuments, museums and prestigious historic sites entrusted to it by public bodies and local authorities.

Are managed by Culturespaces:


- *Musée Jacquemart-André, Paris (since 1996)*
 - *Villa Ephrussi de Rothschild, Saint-Jean-Cap-Ferrat (since 1992)*
 - *Greek Villa Kerylos, Beaulieu-sur-Mer (since 2001)*
 - *Carrières de Lumières, Baux-de-Provence (since 2012)*
 - *Château des Baux de Provence (since 1993)*
 - *Roman Theatre and Art and History Museum of Orange (since 2002)*
 - *Nîmes Amphitheatre, the Square House, the Magne Tower (since 2006)*
 - *Cité de l'Automobile, Mulhouse (since 1999)*
 - *Cité du Train, Mulhouse (since 2005)*
- **And in May 2015, Culturespaces launches in Aix-en-Provence a new Art Centre in a gem of the XVIIIth century: Caumont Art Centre**, in a mansion, belonging to Culturespaces.

Aware that our heritage must be preserved for future generations, Culturespaces contributes every year to financing **restoration** programmes for the monuments and collections it has been entrusted to look after. More generally, Culturespaces is responsible for **upgrading** spaces and collections, welcoming the general public, managing staff and all services, organising cultural activities and temporary exhibitions and promoting sites at national and international level, with efficient and responsible management methods certified **ISO 9001**.

To ensure that visits are always a pleasure, the Culturespaces teams place quality of reception and cultural enrichment at the heart of all their services to visitors.



In the meantime, the **Culturespaces Foundation**, created under the aegis of the Fondation du Patrimoine, has **set itself the task of supporting initiatives that give children access to culture**.



A real wonderland

An eccentric rose

By virtue of birth and then her marriage, Madame Ephrussi would become one of the greatest collectors of her time. Daughter of Baron Alphonse de Rothschild, she grew up in Château de Ferrières and it was here that she was introduced to art in the form of James de Rothschild's fabulous collection.

In 1883, she married Maurice Ephrussi ("Frousse", as she affectionately called him) and became part of a family of bankers and wheat exporters originating from Odessa, who were themselves collectors and friends of the Rothschilds. One of her husband's cousins was none other than Charles Ephrussi, patron of the impressionists.

In building the Villa, she combined the talents of a wide range of experts and businessmen, who were family friends. They must have provided her with excellent and effective advice judging from the rooms on display here. So began her exhilarating and discerning search across the globe and these searches bore fruit: the Baroness ordered works to be brought to Beaulieu by train and made her selection on the station platform. In fact, one day, she bought chapel ruins only to keep one fresco!

In the course of her travels, as well as her passion for art, she indulged her love of nature. Verona, Florence, Venice to name but a few, everything fascinated her, from exotic gardens to deserts. So it was natural, in the same way as she surrounded herself with works of art, that she should make the Villa a reflection of her many interests.

Somewhere between good taste and fantasy, the Baroness lived her life, being such a pretty, extravagant flower herself. Béatrice Ephrussi would greet suppliers, dressed completely in pink from her silk parasol down to the tip of her boots; even including her crocodile skin handbag. Pink, more pink, everywhere pink.

A villa built in rose pink, every room had to be pink like the mythical rose itself. Madame Ephrussi worshipped this colour. After all, her villa in Monte Carlo was even called "Rose de France". Elisabeth de Gramont described her as follows: "She was beautiful and from the age of twenty, her hair turned white making her look as if she had been dusted with powder. She almost always wore pink gowns and seemed to be eternally on the verge of leaving for a lavish ball."



A departing cruise liner

The very landscape of her new-found Eden was enough to inspire the Baroness. She decided to design the main garden like the deck of a liner. In fact, whichever way you look, you see the sea. Béatrice could, therefore, imagine herself aboard the liner "Île de France", reliving happy memories of a cruise aboard this ship. It was decided: the Villa would be called "Île de France"! From the loggia, Admiral Béatrice could even survey her team of thirty gardeners, decked out in berets with red pompoms.

The Belle Époque of French Riviera

The French Riviera – a name evocative of luxury and wealth. A concentration of elegance occupying a few kilometres between sky and sea. This was an idyllic location for Béatrice's imperious designs. Appreciated not only for its beauty but also for its proximity to Nice and Monte Carlo, during the Belle Époque, Cap Ferrat attracted the international elite, who wintered on the Riviera. In 1905, Madame Ephrussi acquired seven hectares of land on the narrowest part of the isthmus. This was a purchase made right under the nose of King Léopold II of Belgium, who would have liked to have extended the land surrounding his neighbouring villa to include this Garden of Eden.

Nine fabulous gardens

The Villa is surrounded by nine magnificent gardens with patios, fountains, ponds, flower beds, shady paths and rare trees. These are the Florentine, Spanish, French, Exotic, Stone, Japanese, Provençal, Rose and Sèvres gardens.

The gardens took seven years to complete, from 1905 to 1912. Just as for the design of the Villa, well-known names were enlisted, such as Harold Peto or Achille Duchêne. A highly esteemed landscape gardener in Europe and the United States of America, he built his reputation on creating classically inspired gardens. With wonderful scents and varied species, the diversity of plantations delights visitors, who are amazed and enchanted by this magical garden. When you enter this Garden of Eden, you embark on a trip around the world. A transatlantic cruise.

The French Garden stands above all the others, both in size and location. It runs directly in front of the Villa. From the building, the view is outstanding and magnificent, ending in the Temple of Love. This exact replica of the one at the Trianon overlooks the stepped waterfall. The sloping structure of the waterfall was especially designed to make the water look white, the famous Oriental "water shawl"..



From the garden, there is a unique view of the palazzino for art lovers. In summer, lotus and water lilies cover the large ponds. The lawns, decorated with classical clay pots and large vases from the Italian Renaissance, are perfectly laid out. On the East terrace, Catalan sculptures await, serene and placid, knowing they will not fail to impress visitors, who are filled with wonder at this flourishing and yet so structured display of nature.

By descending the great steps, visitors arrive at **the Spanish Garden**. Datura, arums and honeysuckle exude their heady perfumes, reminiscent of Aranjuez. At the bottom of these steps is a grotto, concealed behind pink marble columns. Another subtle touch in this enchanted place. At the centre of the grotto is the dolphin fountain. This sets off the pond lying at the foot of the pergola, adorned with Catalan amphorae and a Gallo-Roman bench. A timeless moment in the shade of the columns.



Beyond the pond and pergola, overlooking the Bay of Villefranche, is **the Florentine Garden** and another change of scenery. At its centre, a wide horseshoe staircase frames a rocky grotto. Behind the philodendrons, water hyacinths and papyrus, a marble ephebe averts his gaze from the view before him



Following the Florentine path, lined with cypresses, visitors come to **the Stone Garden**. A strange, intriguing spectacle with a collection of works of art from various areas and periods. Amongst camphor and California laurel trees, there is a varied collection of works, which the Baroness was unable to accommodate inside the Villa: arches, fountains, capitals, bas-relief from the Medieval and Renaissance periods, monstrous gargoyles, grotesque figures in stone, Provençal and carnival gnomes.



The Japanese Garden or "Cho-Seki-Tei" (meaning "Garden where one peacefully listens to the pleasant sound of the waves at twilight") immerses visitors in a zen-like world where each element symbolises the spiritual microcosm. Designed and completed by Professor Shigeo Fukuhara, this Japanese garden contains the traditional wood pavilion, bridge, lanterns and bowls, illustrating more than one thousand years of Japanese tradition and ensuring an atmosphere of calm.



Stepping stones cross a little stream to arrive in **the Exotic Garden**, a world of agaves and giant cacti. Whether alone or clustered in groups, they are starkly outlined against the blue sky. A very impressive sight!



Finally, the crowning glory in this explosion of greenery is **the Rose Garden**. Many varieties of the Béatrice's favorite flower fill this far end of the garden with fragrance. A secluded corner with its small hexagonal temple and, at the centre, its sole occupant is a gracious deity. A young girl who laughs at the seven columns surrounding her.



Also not to be missed are **the Provençal Garden** located at the eastern edge and finally **the Sèvres Garden** where the tour ends in front of the tea room.

A collector's palace

Venetian extravagance

Béatrice imperiously demanded excellence. Between 1905 and 1912, no less than ten architects came and went, having patiently listened to the Baroness's grievances. It was not easy to give form to an eccentric's dreams, especially when she knew exactly what she wanted. The customer is king, the architect passively carries out orders. In reality, the real architect was the Baroness herself!

From the four corners of the world, they created a residence reminiscent of many places. Florence, Venice and Ravenna were their points of reference, not forgetting the patios of the great Spanish palaces.

Construction work was finally completed in 1912, after many crises and incidents, one of which almost cost the Baroness her life; a strong gust of wind brought the scaffolding down on her whilst she was personally supervising the building site. The result is no less grandiose for all that. Now the Baroness was able to have all the splendour from the greatest periods in history under one roof. A temple of refinement.

The ambiance of a home

The rooms and private apartments of the Villa exhibit, in the atmosphere of a home, great works of art, which Béatrice Ephrussi de Rothschild had collected throughout her life, bearing witness to her taste for art and travel. There is an amazing contrast between the rooms used for receptions and presentations and Béatrice's private apartments. Although still splendid and with the same sophistication, they nevertheless maintain a certain cosiness. Rooms where all traces of formality seem to have been banished.

The covered patio

The surprisingly large patio is a triumph of eclecticism. Pink marble colonnades from Verona support immense arches, evoking the Italian villas of the Renaissance. The patio, where Béatrice hosted her elegant receptions, displays a number of medieval and Renaissance works of art. It contrasts sharply with the surrounding rooms, which are a testament to Béatrice's passion for French XVIIIth century masterpieces.



Le grand salon

un des tapis porte le monogramme de Louis XV et provient de la chapelle royale du Château de Versailles, alors que le second, commandé par Louis XIV pour la Grande Galerie du Louvre a été réalisé par la Manufacture de la Savonnerie. Le plafond est orné d'une toile du peintre vénitien Tiepolo et représente un



Char de l'amour tiré par des colombes. Un des bijoux de cette pièce est la table de whist de Marie-Antoinette aux piétements à volutes et au décor de perles, estampillé Dubois.



The Grand Salon

With its sumptuous furnishings, entirely restored by the Friends of the Villa, this is the villa's most impressive room. The 18th century painted wood panelling originally came from the Hotel de Crillon in Paris. This room contains many pieces of royal or aristocratic origin: one of the carpets was ordered by Louis XIV for the Grand Gallery in the Louvre while the other, bearing the monogram of Louis XV, came from the royal chapel at

Versailles. The ceiling is adorned by a canvas painted by the Venetian Tiepolo depicting the chariot of Venus drawn by doves. One of the room's true gems is Marie Antoinette's whist table, decorated with pearls, with its scrolled base.



The Small Salon

Nestled in two alcoves adorned with pearl grey wood panelling are tapestries from the Manufacture des Gobelins depicting scenes from Cervantes' Don Quixote. The walls boast several superb paintings including "L'amour aux colombes" by François Boucher and "Diane sur les nuées" and "Le sommeil de Vénus" by his studio and Frédéric Schall's enchanting dancers.



The Baroness' apartments


The Baroness' private apartments are alive with her presence to this day. Each room is richly decorated with a refined choice of furnishings.

The visitor first enters a boudoir adorned with neo-Pompeian wood panelling. The lady's writing desk was crafted by Jean-Henri Riesener, official cabinetmaker to Marie Antoinette and one of the principal suppliers of royal furniture under Louis XVI. However, the rarest piece is a little octagonal table, undoubtedly the work of Adam Wiesweiler, whose animal scenes were created using real bird feathers and insect wings placed on a wax background.



In addition to its fine antique furniture and Venetian painted ceiling, **the Baroness' bedroom** contains a number of costumes dating from the reigns of Louis XV and Louis XVI, together with a stunning collection of 19th century Chinese clothing and little shoes. The adjoining bathroom is a masterpiece of refinement: concealed behind the Leriche painted wood panelling (late 18th century) are a sink and storage compartments.





Remarkable collections

Through the art dealers and experts she befriended, Baroness Ephrussi de Rothschild sought out works of art across the world. She made the Villa at Saint-Jean-Cap-Ferrat a collector's home demonstrating her eclectic taste where porcelain, paintings by old masters and pieces of furniture were harmoniously placed side by side.

Porcelain

The Porcelain Room and the fabulous collection it contains are one of the wonders of the Villa. In the course of her travels, Baroness Ephrussi put together a collection of French porcelain, with many Sèvres and Vincennes pieces, demonstrating her unerring taste in the subject. The Porcelain Room contains precious vases, platters, saucers and plates originating from royal manufacturers.


The first floor rooms

The Fragonard Room contains 18th century furniture : a Saulnier writing desk, Milanese wooden furniture painted with a double eagle motif. There is no doubt that the painter from Grasse would have found this an appropriate setting for his etchings and drawings. Judging from how perfectly preserved the works are and the atmosphere in this room, the Baroness was a great admirer of this artist of genius. How could she resist this great man's drawings ("Femme se mirant dans un cours d'eau", "Danaé visitée par Jupiter", or "S'il m'était aussi fidèle" ...) ? Like the owner, visitors can also be charmed by "la Jeune fille à la rose" by François Boucher.

The Tapestry Room displays, in addition to the Jacobean furniture upholstered in Beauvais tapestry (1768), a wide range of 18th century works of art: extremely rare Louis XV dressing tables, gilded bronze "Chinese-style" andirons, a small table inlaid with a chequered motif...

The Monkeys Room: evidence of the Baroness's playfulness? A delightful reference to the 17th century? Perhaps, but most certainly a homage to these little animals the Baroness loved so much. This monkey motif sums up Madame Ephrussi's cultural and intellectual aspirations: It shows her passion for the 18th century, as well as her propensity for originality. In the 18th century, fables and animals were very popular. Therefore, Jean-Baptiste Huet, painter of wainscoting, moved away from the fashionable chinoiserie, preferring these monkeys mimicking human failings. A light-heartedness that so befits the Baroness. This same sense of humour is evident in the Meissen porcelain: little costumed animals playing musical instruments that the visitor is unlikely to forget!

Finally, **the Far Eastern Art Room**, in the style of a late XVIIIth century chinoiserie study, has gold and lacquered doors originating from the Imperial Palace in Peking and a display of Cantonese enamelwork of rose quartz and precious white jade.



Events in 2015

**From 26th to 30th April
and from 18th to 23rd
October**

A DAY WITH THE BARONESS

Over the course of a day, discover the daily life of the villa and its Belle Epoque gardens, with three unique visits for adults and children:

- **The Baroness and her guests:** a one-hour visit in costume with an actress, immersing you in the luxurious environment of the Belle Époque.
- **Garden secrets:** the head gardener of the villa guides you as you explore the gardens, uncovering all their secrets.
- **In search for the stolen painting:** a treasure hunt for young and old takes you on a discovery of the permanent collections.

2nd and 3rd May

ROSES AND PLANTS FESTIVAL

Framed by its magnificent gardens, the Villa Ephrussi de Rothschild celebrates the "Festival of Roses and Plants" for the 6th consecutive year on 2 and 3 May. Around thirty international exhibitors - rose growers, nurserymen and professionals from the world of horticulture - are expected in the gardens of the villa to share their passion with a wide audience.

The action of Culturespaces for the Villa Ephrussi de Rothschild

Since 1992, the work of Culturespaces has resulted in:

- Opening all year round, 7 days a week
- Rearrangement of the presentation of collections, the tour layout and the opening of the rooms on the 1st floor
- Installation of welcoming facilities, safety and surveillance equipment
- Restoration and development of interior spaces

Since the 1st January 2011, the first floor of the Villa is opened to public. Currently only accessibly by guided tour, it now forms an integral part of the visit. This enables visitors to discover Baroness Ephrussi's collections.

In 2010, the Grand Salon was completely restored. The panelling, fabric, paintings, etc. were all restored to their former glory. In 2011, Tiepolo's fresco on the ceiling of the Grand Salon will be placed in the expert hands of a restoration team.

- Creation of the « Musical Fountains »

In 2003, the Musical Fountains were installed in the Villa gardens. In spring 2008, they were restored and extended, thanks to sponsorship from Lyonnaise des Eaux. The Grand Peacock, the Waltz, the Tulips and other gyroscopic fountains put on an unforgettable display for visitors and add a further magical dimension to the gardens. A veritable aquatic extravaganza which enchants everyone who visits.



With the support of



- Creation of a projection room and production of a film

An exclusive 20-minute film presents the amazing history of the Villa and describes life on the French Riviera in the Belle Époque. It is shown continuously in the Salon des Putti.



- **Creation of a free audio-guide service**

Audioguides, which provide a commentary and explain the history of the Villa, are available in nine languages (French, English, German, Italian, Spanish, Dutch, Japanese, Chinese and Russian).

- **Creation of special offers for groups**

Numerous programmes designed for groups are available: lecture tours of villa and gardens, combined tickets ("Visit of the Villa + Villa Kerylos", "Visit of the Villa + Oceanographic Museum of Monaco") or even gourmet programmes where the villa visit is followed by tea served at the Tea Room.

- **Creation of a gift shop**

At the entrance to the Villa, the Villa Ephrussi de Rothschild gift shop allows you to prolong your journey to the heart of the world of Baroness Ephrussi de Rothschild.

Here you will find a wide choice of books, postcards, DVDs, ornaments, jewellery and T-shirts inspired by the collections in the Villa. A range of personalised objects will also give you an original souvenir of your visit.



Those who love nature can delight in a collection of specialist works on the Gardens, floral ornaments and flowery fashion accessories.

Small greenhouses, herbaria, games and exciting toys will appeal to children and help them learn about the beauty of nature and discover the joys of gardening.

- **Creation of a reception service**

This historical palace, surrounded by gardens overlooking the sea, is a magical venue hosting the most beautiful receptions on the Côte-d'Azur for almost 20 years. The gardens are an ideal place for organising unforgettable summer receptions up to 350 guests. The Grand Patio can accommodate dinners up to 250 guests or cocktail parties up to 350 guests. At any time of year in the Oriental Dining Room, cocktail parties up to 100 guests and dinners up to 60 can be held.



- **Creation of a Tea Room**

Situated at the very heart of the Villa, the restaurant terrace overlooks the Bay of Villefranche. A chance to relax in a luxurious setting. Open every day in high season, from lunchtime until the Villa closes, it offers a range of various hot dishes, salads and pastries.





- Creation of the website www.villa-ephrussi.com

As with all the museums and monuments in the network, Culturespaces has designed an ergonomic, dynamic website incorporating all the latest multimedia devices (videos, visit guide for downloading, etc). The new website for the Villa Ephrussi de Rothschild was inaugurated in October 2011. It receives more than 130,000 visitors every year.

- Launch of an iPad / iPhone application dedicated to the Villa Ephrussi de Rothschild in August 2012. A new way to find out more on the Villa and its amazing gardens.



- Launch of the Culturespaces online store: www.boutique-culturespaces.com. Since 2013, Internet users can find all the derivative products developed by Culturespaces which is pursuing its policy for innovation by enriching its offering and adapting to the new practices of its audience. The e-store offers more than 710 articles selected from the offerings in all the Culturespaces museum, historical monument and cultural site stores, including the roman theatre of Orange.




- Creation of a games book for children with two new mascots. Given free of charge to every child on arrival at the site, this amusing new tool has been devised to enable children from 7 to 11 to discover the villa. Hugo and Lea, two mischievous children, accompany young visitors as they discover the site via amusing activities, games and enigmas.



Result of the Culturespaces campaign

With 156 000 visitors in 2014, the Villa Ephrussi de Rothschild is now one of the top three cultural locations visited along the Côte d'Azur.

Every Spring, the "Roses and Plants Festival" welcome about 6 000 visitors during a week end.



The Culturespaces Foundation



Established in 2009, **the purpose of the Culturespaces Foundation is to encourage children from disadvantaged areas and those who are ill, in hospital or handicapped to become aware of the arts and their cultural heritage.** Its programme of activities is aimed at opening up the perception of young audiences to historic treasures and their cultural heritage by discovering historic monuments and museums.

With the support of the Orange Foundation, the Culturespaces Foundation has set up at the Villa Ephrussi de Rothschild the **project “Patrimoines en Famille” (Family heritage), a new initiative to further access to culture and our heritage for autistic children and their families.**

The objective of the “Patrimoines en Famille” (Family heritage) project is to encourage **families and siblings of autistic children to come to major cultural sites in the context of free, specially adapted visits, thanks to tailor-made educational tools.** The Culturespaces Foundation is gradually setting up a special program on several sites managed by Culturespaces: **free access to cultural sites for families; provision of a visitor guide for parents and a games booklet designed by Auti-tech for autistic children; development of the awareness of cultural site personnel to autism and preparation to welcome families.**

This long-term project was set up in several Culturespaces sites in three regions: Alsace, Languedoc-Roussillon and Provence-Alpes-Côte-d’Azur.



Every year, the action of the Culturespaces Foundation reaches out to **close to 1,300 children.** It works closely with the sites managed by Culturespaces, such as the Baux-de-Provence Château, the Nîmes Arena or the Ancient Theatre in Orange to enable underprivileged children access to our cultural heritage.

Practical information

Villa et Jardins

Ephrussi de Rothschild

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OPENING HOURS

The Villa is open every day from 10 am to 6 pm

July and August: from 10 am to 7 pm

From November to February: weekdays from 2 pm to 6 pm / weekends and holidays from 10 am to 6 pm

Last admission 30 minutes before closing.

ACCESS

By road: access by the lower cliff road (RD6098).

A free car-park is available on the site.

GPS coordinates: latitude 43°6945937 - longitude 7°3292327.

By bus: lines 81, "Plage du passage" stop.

By train: Beaulieu-sur-Mer station - www.ter-sncf.com/paca

By plane: Nice Airport.

RATES

Full rate: € 13

Reduced rate: € 10

Offers for families: free entry for the second child aged 7 to 17 when two adults and one child entries have been bought.

Reduced rate for children aged 7-17, students, teachers and unemployed (on presentation of written proof). *Free* for children under the age of 7 and journalists (on presentation of written proof).

Groups (min 20 people)

Adults: 10 € per person

Schools: 5,5 € per pupil

Guided tour: from 120 €

Under reservation only

Offre TER SNCF

Passengers travelling on TER trains to Beaulieu-sur-Mer benefit from a reduced rate for visits to Villa Ephrussi de Rothschild and Greek Villa Kérylos.

The offer applies to everyone with a valid TER season ticket or TER ticket for Beaulieu-sur-Mer. Visits to the villas must take place on the same day the TER train ticket is used.



If you have a 2 Villa Pass, you have one month to visit the second villa.

More information: www.ter-sncf.com/paca or 0 800 11 40 23 (free of charge).

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