

FOLLOW THE FOOTSTEPS OF AMERICANS ON THE RIVIERA



A guide for visitors to the Riviera describing where to go in order to follow the footsteps of the Americans who invented the Riviera as we know it today.

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INTRODUCTION

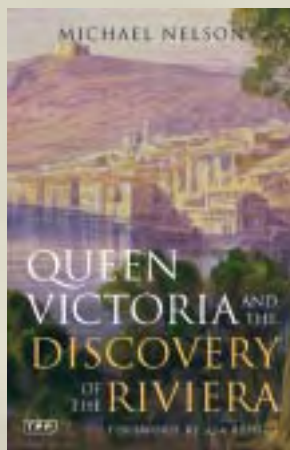
This brochure accompanies the book *Americans and the Making of the Riviera* by Michael Nelson, published by McFarland. (ISBN 978-0-7864-3160-1).

It should be supplemented by Michelin Map 115, the Green Michelin guide on the Riviera and the town guides available from town tourist offices.

Led by Cole Porter in the nineteen twenties, Americans revolutionized the region by demonstrating that the best season to visit was not the winter, but the summer. Before he arrived the season ran from September to April. The Americans created the summer season. In the twentieth century Americans took over the nineteenth century British role of shaping tourism on the Riviera, which is described in Michael Nelson's book *Queen Victoria and the Discovery of the Riviera*, published by IB Tauris. (ISBN 978-1-84511-345-2).

Buy *Americans and the Making of the Riviera* from the following:

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Reviews of *Queen Victoria and the Discovery of the Riviera* included:
One of the most fascinating books of the year..... Peter Preston, *The Guardian*
A distinctly original contribution to the studies of Queen Victoria.
Elizabeth Longford, author of *Victoria R.I.*
..... a gem of succinctness and anecdotal charmGail Benjafiel, *Library Journal*
A delightful study
Andrew Roberts, *The Sunday Telegraph*

DAY ONE - NICE

Accommodation. Stay at La Pérouse. (11 Quai Rauba-Capéu; Tel: +33(0)4 93 62 34 63; www.hotel-la-perouse.com.) This is a gem of a hotel, built into the cliff-face below the castle.

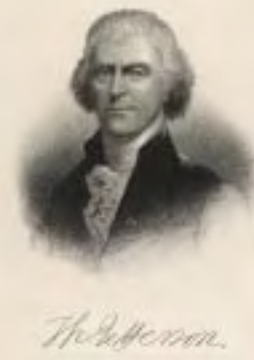
Old Town. Here Thomas Jefferson stayed from 10 to 13 April (his birthday) in 1787. When he was Minister in Paris he traveled by coach to the Riviera to study rice cultivation. He commented: "I lodged at the Hotel de York. It is a fine English tavern, very agreeably situated, and the mistress a friendly agreeable woman. There is another English hotel of equal reputation. The wine of Nice is remarkably good. You may pass many days here very agreeably. It is in fact an English Colony." We do not today know where the hotel was. When Jefferson was in Nice the town was part of Piedmont, which later became part of Italy. Nice became French in 1860.

Promenade des Anglais. Take a walk along this famous Promenade. It was here that in 1927 Isadora Duncan, the dancer, was being driven when her red painted shawl caught in the spokes of the left rear wheel of the car, broke her neck and killed her. If you had been promenading here in the nineteenth century you might have run into Louisa May Alcott, who stayed in the rue Geoffredo in 1865 and 1866 and described the Promenade des Anglais in *Little Women*.

Hôtel Negresco. Drop in for tea at the favorite hotel of Americans in the twenties. When James Thurber worked on the *Chicago Tribune Riviera Supplement* he would send his wife along to report on the latest arrivals. But she soon got tired of that so they would repair to a local bar and make up all the stories.

Hôtel Palais de la Méditerranée. Have a drink at this recently refurbished hotel which was built in 1928 by Frank Jay Gould with the money he had inherited from his father Jay Gould, the American railroad tycoon. Costing \$54 million in today's money, it was the biggest American investment on the Riviera at that time.

Recommended Restaurants. (Reservations advisable) Mid-range prices: *Safari* Tel: 04 93 80 18 44; *On the Flower Market*. Good pizzas. *La Meranda* No telephone - go once to reserve and once to dine communally. 4 r. *Terrasse Boccaccio* Tel: 04 93 87 71 76; 7 r. *Masséna*. Excellent fish. Expensive: *Chantecler* Tel: 04 93 16 64 00; *Hôtel Negresco*. Distinguished Michelin one-star. *L'Âne Rouge* Tel: 04 93 89 49 63; 7 Quai Deux-Emmanuel on the port. Michelin One-star.



DAY TWO

Villefranche-sur-Mer. Drive through this commune with its fine harbor, used by Americans for sailing, cruises and as a base for the Sixth Fleet.

Beaulieu-sur-Mer. James Gordon Bennett Jr., the wealthy and eccentric founder of the predecessor to the *International Herald Tribune* was the most famous American resident in the nineteenth century. His house *Namouna* is at 18 Boulevard Theodore Roosevelt. It is not open to the public but can be seen from the road. If your budget runs to it, lunch at the *Réserve* (Tel: 04 93 01 00 01), which was Bennett's favorite. (If it does not, try the *African Queen* (Tel: 04 93 01 10 85) on the Port de Plaisance.) Bennett installed the first telephone in the area at the *Réserve* so that he could easily book for lunch. He set up mail-coach services, including one between Nice and Beaulieu mainly to benefit the *Réserve*, and paved the roads.

La Turbie. The magnificent Roman Trophy here was rescued from ruin by the American financier Edward Tuck in 1934. He also had the distinction of financing the first graduate business school in the United States, the Amos Tuck School of Business Administration at Dartmouth College.

Monte Carlo, the town within the state of Monaco. Visit the palace occupied by two American princesses. The first was Alice, Duchess of Richelieu, née Heine, from New Orleans, who married Prince Albert in 1889. She made Monaco a major cultural center. The royal couple separated after Albert slapped her face in the opera house. The second was Grace Kelly from Philadelphia, who married Prince Rainier in 1956. The publicity she brought to the principality transformed its tourist industry. Princess Grace died in a road accident in 1982.

Try your luck at the Casino. On one occasion the American writer Dorothy Parker was not allowed entry to the Casino because she was not wearing stockings. "So I went and found my stockings and then came back and lost my shirt," she said.



DAY THREE

Antibes. Start the day with a coffee on the beach at La Garoupe on the Cap d'Antibes. Cole and Linda Porter rented the Château de la Garoupe, which sits above the beach, in the summer of 1921 and 1922 and invited the rich Americans Gerald and Sara Murphy to stay with them. The beach at la Garoupe was covered with seaweed, which Gerald Murphy cleared away.

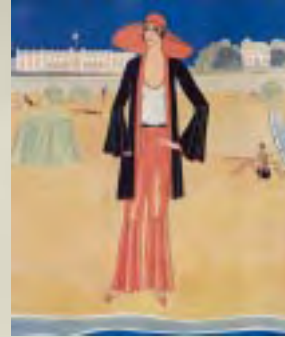
The Murphys spent a lot of time on the beach with the Picassos. The Murphys came back in 1923 and stayed in the Hôtel du Cap, which you can visit, and bought a house, which they called the *Villa America*. It was later pulled down and another house built on the site, which is at 112 Chemin des Mougins. The Hôtel du Cap was the setting for the opening of *Tender is the Night*, which F. Scott Fitzgerald wrote on the Riviera.

Juan-les-Pins. As you approach the town stop for lunch at the Hôtel Belles-Rives (Tel: 04 93 61 02 79), formerly the house of Zelda and Scott Fitzgerald, which was called the *Villa St. Louis*. Almost opposite the Belles-Rives is the Hôtel Provençal, built by Frank Jay Gould, now apartments. In the town itself, home of the Jazz Festival, visit the statue of the American musician Sidney Bechet in the square which bears his name. Nearby, set in concrete are the footprints of jazz musicians, including Claud Luter, Fats Waller and Little Richard.

Walk on the beach where Florence Gould introduced water-skiing. She also launched the fashion of wearing pajamas during the day so the town became known as Pyjampolis.

By 1930 the American creation of the summer season caused the British magazine *The Tatler* to illustrate in July what should be worn on the Riviera, which would have been unthinkable at that time of the year a few years earlier. And the design was by the American Gordon Conway.

Cannes. On the Croisette, which runs along the coast, see the *Palais des Festivals* and the hotels famous for the film festival. More prizes have been won by American films than those of any other country. A great American contribution was to give the Festival a sense of the bizarre. In 1956 Mike Todd brought circus lions to promote his film *Around the World in 80 Days*. His wife Elizabeth Taylor was, of course, shot for the television news agencies petting them on the beach. Another good stunt of Mike Todd was to give each guest 200 francs in chips for the Casino.



DAY FOUR

La Napoule. Visit the Château de la Napoule, a Saracen castle reconstructed after World War I by the Americans Henry and Marie Clews. They called it "Once Upon a Time". Throughout the house and grounds are Henry's sculptures of exotic figures. The couple would frequently give candlelight dinners with hosts and guests in medieval dress.

Hyères. Visit the gardens of the Château Ste. Claire, the house of the American writer Edith Wharton. It is well marked on the town map. She restored the former convent, laid out the splendid gardens and lived there in the twenties and thirties of the last century. Nearby you can see the *Villa Noailles*, one of the first modern villas, where the American artist, photographer and film-maker Man Ray in 1929 made the ground-breaking film *The Mystery of the Château of the Dice*. Another writer who visited Hyères was Willa Cather, who described it in *Willa Cather in Europe: Her Own Story of the First Journey*. She had a bizarre encounter there with a pharmacist, whose shop carried the sign 'English Pharmacie; English Spoken.' "We went and addressed him in that tongue," Willa Cather recalled, "and the little man was covered with confusion. He blushed crimson and hung his head, and muttered guiltily, 'Un peu anglaise je parle, Miss.'" Lunch at *Les Jardins de Bacchus* (Tel: 04 94 65 77 63).



Sophia-Antipolis. Drive through the Silicon Valley of France. The idea of the industrial park of Sophia-Antipolis near Cannes owed much to the Stanford Research Park in California. Americans played an important role in the high-tech development of the Riviera. Over 50 American companies are established in Sophia-Antipolis, more than from any other foreign nation.

St.Paul-de-Vence. The last stop is the hotel *Colombe d'Or*. Here Zelda Fitzgerald threw herself over the wall of the restaurant garden, which you can see today, when she became jealous of Scott talking to Isadora Duncan. Years later the writer James Baldwin, who settled in the town, often frequented the hotel bar, which is where he met the French actors Yves Montand and Simone Signoret.

