

Beat: Vips

## OPENING THE FESTIVITIES OF A TRIBUTE TO ROGER VERGE AND YANOUCHE IN MOUGINS

### UNDER FANTASTIC FIREWORKS PART I

Paris, Washington DC, Mougins, 08.10.2015, 18:46 Time

**USPA NEWS** - Yanouche the most famous press officer of celebrities renowned in the world of gastronomy shares her experience since the 1st internationalisation of French gastronomy thanks to her connections. She tells how she made Roger Vergé, Paul Bocuse and Michel Troisgros meet each other with Sinatra, Lennon...

#### STORYTELLING OF A REPORT ON THE FESTIVAL OF MOUGINS, TOLD BY OUR REPORTER RAHMA ON SITE

Here we arrive Mougins a few kilometres from Nice Airport. The weather is beautiful, the sun also takes us with the leaders from the world cuisine. This is also the place where lived Pablo Picasso, at the "villa in Mougins" "Notre Dame de Vie", one of the greatest artistic geniuses of the twentieth century, where he died, April 8, 1973.

Once installed in a hotel nestled in the forest of Sophia Antipolis, we prompt the afternoon to attend the press conference and the official ceremony of the festival launch. The chauffeur chartered by the town of Mougins and the tourist office, leads us to the village of mills, where we discover a small architectural gem dating back to the Middle Ages, overlooking a small hill. The conference takes place in an ancient house, built in stone and whose terrace welcomes us in beautifully decorated rooms. Piper Heidsieck, contribute to our comfort easing our relaxing, with cute red cushions has the effigy of the famous champagne. The walls are decorated for the occasion by Patrice Ganancia's paintings. These contemporary paintings evoke the weightlessness, whose center of gravity is deviated by a fluid motion shot of thick and heavy gouache. His paintings are recognised by his personal signature, henceforth with the "square". Congratulated by Claude Blanc-Bride, who said of him:

When I saw Patrice Ganancia's painting, it was like a breath of fresh air! I breathed again, as if a window had been opened.

An artist whose gallery is in the hill, in the village, where he exhibited his contemporary artworks. The first biscuits, cooked by caterers in the region, with the conventional foie gras "mini canapé", and some original "Amuse-gueule" amazingly surprising toast reconstructs the exact taste of the classical French "stew" called "Po -au-Feu", we feast. That's a real treat that goes well with champagne Heidsieck.

#### THE PRESS CONFERENCE WITH A CASTING OF PERSONALITIES ALONGSIDE THE MAYOR OF MOUGINS AND THE FAMOUS YANOUCHE-----

The conference can start with a nice cast of evidence open to debate with many culinary journalists and critics from many. The mood is joyous and festive except once when evoked the disappearance of the beloved chef who had the idea of "creating this festival, Roger Vergé, who died on June 5, 2015. Roger Vergé is one of the figures of contemporary French cuisine with a passion for cooking comes from her aunt Celestine that will feature in his many books and the festival "Stars of Mougins" "Etoiles de Mougins". Chef Vergé, helped develop the reputation of French cuisine, including partnering with Paul Bocuse and Gaston Lenôtre to create the French Pavilion at Walt Disney World in Orlando, Florida. And guess who was behind this great project? Yanouche again and again, the best of the French ambassador of "French Cuisine" to the US and therefore the world, thanks to her sprawling network of famous and important leaders of this VIP world. Not surprising that the Mougins festival honours Yanouche, this year by a very special tribute, on behalf of all she contributed for the French cuisine's worldwide.

We sit alongside American critics, invited by the House "Fig and Olive" (French Retail Brand New York, Los Angeles), the New York Times and Washington Post. Is it any surprising that American culinary critics to meet other journalists and chefs, having made such a long trip, crossing the Atlantic? Coming up to the tiny village of Mougins to taste culinary wonders the time of a weekend, and enjoy the hinterland of the French Riviera? No that's not surprising at all, conversely, when we ask Ludo Marketing Manager of "Fig and Olive" who dragged the US critics, with him says "They are so glad to be here, and after we made a tour in Saint Paul de Vence, Saint Raphael, Grasse, they were just amazed, by the area so picturesque and rich of gastronomy. For them the "Etoiles de Mougins" festival is a brand new rich experience, in tasting, learning and of course making critics, if necessary about French cuisine!" To be continued in next article called PART II

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