



September 8, 2022

**French Consulate General and Georgia Tech launch
13th annual France-Atlanta event series**

*Nearly twenty performances, workshops and discussions promoting
French-American innovation and exchange*

The Consulate General of France in Atlanta and the Georgia Institute of Technology co-present **France-Atlanta 2022, an annual series of high-caliber events centered on innovation** and designed to foster French-American cooperation in the fields of science, culture, humanitarian affairs and business.

Since its creation in 2010, France-Atlanta has drawn nearly 30,000 participants. After two years of pandemic, we are excited for this opportunity for French and American scientists, artists, entrepreneurs, and locals to meet again in person.

“Every edition of France-Atlanta highlights innovation and exchange. We’re very excited about this year’s program which brings together two major southern cities that have a lot in common, yet have so much to learn from one another, Marseille and Atlanta.”, said Anne-Laure Desjonquères, Consul General of France in Atlanta. “We’ll also welcome two French startups for a week of meetings with ecosystem stakeholders, industry leaders and technology experts.”

“Global connectivity and cross-cultural collaboration are essential to human and scientific progress, and I am proud of the rich, longstanding friendship that France, Atlanta, and Georgia Tech share,” said Ángel Cabrera, president of the Georgia Institute of Technology. “I look forward to another excellent showcase of this powerful transatlantic partnership that unites cities and continents in the name of education, diplomacy, research, and innovation.”

The 13th edition of France-Atlanta is presented under the high auspices of the Ambassador of France to the United States, His Excellency Mr. Philippe Etienne, the Governor of Georgia, the Honorable Brian P. Kemp, and the Mayor of Atlanta, the Honorable Andre Dickens, with the support of French and French-American associations in Atlanta, and numerous local and international partners.

An overview of the France-Atlanta 2022 program, which runs from September 15 to November 3, follows.

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- Regarding stories and interviews before and/or during the France Atlanta events.
- To obtain more information and/or visual content.

PROGRAM 2022 - SUMMARY

	Event	Date / Time	Location
PERFORMING ARTS	<i>Traces: A Speech to African Nations</i> by Felwine Sarr	Sep. 15 7pm	Rialto Center for the Arts
	<i>Africanman Original, A Dance Solo</i> by Qudus Onikeku	Sep. 30 8pm	Gallerie 88
CITY CITÉ: Atlanta x Marseille	DJ Set by Moesha13 As part of Sunset Carnavale	Sep. 25 4-10pm	Ali Events at Lakewood
	<i>Altermetropolization</i> , How to Make Another City Talk with Alexandre Grondeau & Gene Kansas	Oct. 5 8:35am	The Gathering Spot
	<i>Atlanta x Marseille: Defining the city through Hip Hop</i> Talk with Barry Sy-Valade, Elodie Le Breut & BJ Kerr	Oct. 5 9:20am	The Gathering Spot
	<i>Metropolitan Trails: Discovering Territory and Community in Marseille and its Environs</i> Talk with Alexandre Field	Oct. 5 3pm	College of Design Auditorium Georgia Tech
	<i>Re/claiming Civic Space to Support Cultural Well-Being</i> Debate	Oct. 6 5-8pm	Aftercar
	<i>Unveiling of Mural</i> by Difuz Visual Art (mural)	Oct. 7-8 Date TBC	98 Pryor St SW, Atlanta
	<i>Space Odyssey</i> by Etienne Rey Digital Art Installation	Oct. 7-8 Date TBC	Underground Atlanta
VILLA ALBERTINE RESIDENCIAESS	<i>Care</i> , a short film by Valérie Massadian Screening, Reception and Talk	Oct. 14 8pm	Core Dance, Decatur
	<i>Hip Hop Culture in Ghana and Beyond</i> Talk with Essé Dabla-Attikpo	Nov. 2 6.30pm	MODA
SCIENCE	<i>Physical Internet - Shaping the Evolution of Supply Chains and Logistics Ecosystems</i> , Workshop	Oct. 13	Georgia Tech
	<i>Making pandemics</i> , film with Juliette Binoche Screening and discussion with Dr. Gillespie	Oct. 19	Midtown Art Cinema
	<i>AI and Health Disparities on a Global Stage</i>	Oct. 29 – Nov. 1	Several locations
HUMANITARIAN	<i>The Role of Sustainability in Disaster Preparedness, Response, and Recovery for Businesses and Communities</i>	Oct.5	Webinar
BUSINESS	NETVA: two French startups coming for a week	Oct. 24-28	
	Crystal Peach Awards	Nov. 3	Cherokee Country Club



KEY INFORMATION

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Hashtag	#FranceAtlanta2022
Summary Description	Created in 2010 by the Consulate General of France in Atlanta and Georgia Tech, France-Atlanta is a series of events centered on innovation and designed to foster cooperation between France and the U.S. Southeast. Discover this year's events on the France-Atlanta website: https://france-atlanta.org .
Dates	September 15 - November 3, 2022

PROGRAM 2022 - DETAILS

PERFORMING ARTS

Traces: A Speech to African Nations

Theater performance

September 15, 7:00 pm; Rialto Center for the Arts

After a long odyssey, an African addresses his people. Through poetic words, he invites them to build the day that is coming. For this, it is necessary to proceed to a luminous transformation of the cultural and historical experience of a continent that has known all the highs and lows of the human condition. Embodied on stage by the actor Étienne Minoungou, this initiating word invites to a restoration of meaning, to a rehabilitation of the present, and to a reopening of possibilities. *Traces: A Speech to African Nations* was written by Felwine Sarr, acclaimed Senegalese philosopher and writer.

Africaman Original

Dance

September 30, 8:00pm; Gallerie 88, Buckhead Village

Between dance, performance art, stand-up, singing, conference and a dance class for the audience, this uplifting spectacle portrays a charismatic dancer, very at ease on the stage. In *Africaman Original*, Qudus Onikeku takes us on a journey into the universe of African and Afro Diaspora art world, through the sound of Fela Kuti, now imagined as a dancer. Qudus Onikeku is a world-renowned Nigerian choreographer, director of Afropolis 2022 in Marseille. Invited by Villa Albertine, the performance will be hosted by ELEVATE in partnership with the City of Atlanta.

CITY CITÉ - Atlanta x Marseille

Culture, Urban Development and Society in Atlanta and Marseille

Transatlantic Dialogue and Artistic Programming

Atlanta, 2022, Sept. 25 – Oct. 8

Designed in 2015 and first implemented in Chicago and San Francisco, **CITY CITÉ** is a transatlantic cooperation and exchange program on urban issues and city making, initiated by Villa Albertine. In Atlanta for the first time, CITY CITÉ aims to question the role of culture in urban and social development, by creating a dialogue between cities of Atlanta and Marseille. The program is situated around 2 weeks (Sept. 25 - Oct. 8, 2022) of artistic programming, debates, and professional meetings. CITY CITÉ - Atlanta x Marseille is supported by the Institut français, Villa Albertine, the City of Atlanta Mayor's Office of Cultural Affairs and France-Atlanta.

Moesha 13 Plays Sunset Carnavale

DJ Set

September 25, 4:00pm-10:00pm; Ali Events at Lakewood

Moesha 13, rapper and DJ from Marseille, France, performs at Sunset Carnavale as part of ELEVATE in Atlanta. Moesha 13, who is already an underground icon, sings, performs, DJs and produces a unique blend of French rap and hardcore with an unmistakable sunny southern French touch. Most of her productions draw from reggaeton and dancehall underneath light-filled French vocals drenched in autotune. Moesha



13 has undeniably strong ties to hybrid club cultures surfing between gadjicore, Atlanta hip hop, gabber and even some trash metal when DJ-ing.

Altermetropolization, How to Make Another City with Alexandre Grondeau x Gene Kansas

Talk

Oct. 5, 8:35am; The Gathering Spot

Can social innovation - guided by the needs of citizens - constitute another way of producing and building the city? In order to explore options other than current utilitarian and commercial visions for the city and for innovation, urbanist Alexandre Grondeau (Aix-Marseille University) invites us to rethink urban functionality by giving more importance to cities' cultural, ethical, political, social, historical, and ecological dimensions. He will discuss with Gene Kansas, Atlanta commercial real estate developer and champion of historic preservation, adaptive reuse and community building. This talk is presented by Villa Albertine and Atlanta Design Festival.

Atlanta x Marseille: Defining the city through Hip Hop with Barry Sy-Valade, Elodie Le Breut & BJ Kerr

Talk

Oct. 5, 9:20am; The Gathering Spot

This talk explores one of Atlanta and Marseille's closest connections: Hip Hop. Just as Atlanta is to the United States, Marseille is the southern capital of French Rap. From the first generation of IAM and the Fonky Family to today's success of JUL, SCH, Soso Maness and many others, French Rap is inseparable from the city of Marseille, which has invented a unique sound, influenced by Mediterranean migration and cosmopolitanism. In this talk, researcher Barry Sy-Valade, author of a comparative study on urban exclusion and rappers' engagement in Atlanta and Marseille in the 1990s, and Elodie Le Breut, Director of AMI at the Friche la Belle de Mai in Marseille, tell the story of the emergence of Rap and Hip Hop in Marseille and their impact on the city and its identity. They will discuss with BJ Kerr, founder of Patchwerk Studios - the studio where notably Outkast recorded *ATLiens* and put Atlanta on the Hip Hop map. This talk is presented by Villa Albertine and Atlanta Design Festival.

Metropolitan Trails: A New Generation of Public Space in Marseille and Beyond with Alexandre Field

Talk

Oct. 5, 3pm; College of Design (Georgia Institute of Technology)

Metropolitan Trails are a new kind of collective experience that unfolds in space over time. These social platforms are designed to reconnect us to our living territories, and to include inhabitants and experts to a vital conversation on post-petroleum cities. Metropolitan Trails are an international urban innovation, born in Marseille with the GR2013, the first metropolitan trail in the world. In this talk, Architect and Project coordinator of "Bureau des guides" in Marseille, Alexandre Field will tell "some stories from a trail". From the design of a metropolitan trail in France - at the time when Marseille was the European Capital of Culture in 2013 - to the experimentations of its "Bureau des guides" till today, the GR2013 can be seen as a cultural hiking path, an open air theater, an outdoor school, grass-root cultural centres, open-air schools—but above all an extraordinary way to tell the stories of the territory and its inhabitants.

Re/claiming Civic Space to Support Cultural Well-Being

Debate

October 6, 2022, 5-8pm; Aftercar

CITY CITÉ - Atlanta x Marseille explores the city's role and responsibility in the cultural well-being of its visitors and residents. La Friche la Belle de Mai, a former tobacco factory turned major cultural institution



in Marseille, France provides a fascinating case study on the social, environmental, and economic impact of this reclaimed space. On the other hand, having not made similar investments in cultural infrastructure, Atlanta has lost and continues to lose cultural spaces due to rising real estate costs or the sale of facilities like the Atlanta Civic Center to developers without provisions for arts and culture. Given the lessons of La Friche la Belle de Mai, how can the city of Atlanta reassert its civic vocation by reclaiming civic spaces for culture? Join us as we invite the Friche la Belle de Mai management team and gather city leaders, cultural institution directors, urban planners, architects and artists from Marseille and Atlanta to activate the role of cultural infrastructure in the making of great cities. This debate is presented during France Atlanta and Atlanta Design Festival by Generator and Villa Albertine with the support of the College of design at Georgia Tech.

Unveiling of Mural by Difuz

Visual Art (Mural)

October 7-8 (Date TBC); Near Underground Atlanta, 98 Pryor St SW, Atlanta, GA 30303

Difuz has been practicing graffiti since the age of 14 and taking over public space for almost 15 years. Today he represents the rising Marseille scene. During a trip to South America, the land of his origins, he decided to devote himself to painting and illustration. His universe, resulting from urban cultures, is filled with characters evolving in a figurative world where the real and the imaginary seem to mirror each other. Invited by Villa Albertine in partnership with the City of Atlanta, he will paint a mural near Underground Atlanta. This work is curated by ELEVATE and Villa Albertine.

Space Odyssey by Étienne Rey

Digital Art Installation

October 7-8 (Date TBC); Underground Atlanta, Downtown

The piece of art, *Space Odyssey* – a reference to the Stanley Kubrick film - is an immersive installation which plunges the spectator into a submerged world of mist and waves of light. Somewhere between immaterial sculpture and architecture, Marseille's artist Etienne Rey's installation situates the spectator in a space in which our points of reference become mobile, distances become elastic, and balance precarious. Invited by the initiative of Villa Albertine, this stroboscopic journey into the heart of light as a material will take place at Underground Atlanta. This work is presented by ELEVATE and Villa Albertine.

VILLA ALBERTINE RESIDENCIES

Villa Albertine is a cultural institution from the French Ministry for Europe and Foreign Affairs, supported by the French Ministry of Culture, with a mission to create a community that links France and the United States in a shared exploration of arts and ideas. With a team of 80 people deployed in 10 major cities—Atlanta, Boston, Chicago, Houston, Los Angeles, Miami, New York, New Orleans, San Francisco, and Washington, D.C.—Villa Albertine presents its innovative programming nationwide. This includes 60 customized residencies for artists, thinkers, and cultural professionals; a series of cultural and humanities initiatives and events; a magazine; and resources and convenings for professionals in the cultural sphere.

Meet Valérie Massadian and Essé Dabla Attikpo, the two current residents at Villa Albertine in Atlanta and discover their work.

Care by Valérie Massadian

Video Installation, Reception & Talk

October 14 at 8pm; Core Dance, Decatur

For Core Dance's 2022-23 REEL Art Series, French filmmaker and Villa Albertine resident Valérie Massadian will present her highly poetic work *Care* from October 1 to November 17, 2022. A reception and a meeting with Valérie Massadian will take place on October 14 at 8pm, at Core Dance. REEL Art is a platform for original film installations, making use of the storefront windows of Core Dance's studio building. Coupled with, all aspects of the surrounding environment of the Decatur Square, passersby/the audience are affected by this ingenious visual experience.

Hip Hop Culture in Ghana and Beyond with Essé Dabla-Attikpo

Talk

November 2, 6:30pm; MODA

Join MODA, Atlanta Sustainable Fashion Week, ADAMA and Villa Albertine for a conversation with Esse Dabla-Attikpo, an independent Curator and Art Consultant based in Ghana. A current resident at Villa Albertine in partnership with ADAMA, Esse Dabla-Attikpo is studying the intersection between hip hop and contemporary art and researching representations of Blackness in hip-hop culture by Black visual artists. Esse Dabla-Attikpo's talk at MODA will focus on hip-hop in Ghana and how hip-hop culture influences communities, lifestyle, and design. Her talk will complement MODA's exhibition, *Close to the Edge: The Birth of Hip-Hop Architecture*, opening on October 14.

SCIENCE

Physical Internet - Shaping the Evolution of Supply Chains and Logistics Ecosystems

One-Day workshop including presentations, roundtable, demonstrations

October 13, Georgia Tech

The workshop is positioned in a post-covid world subject to uncertainties, variability, and disruptions, where supply chains and logistic networks have to evolve toward higher concurrent agility, adaptability, availability, autonomation, resilience, security, intelligence, net-zero sustainability, and transparency. The workshop addresses elevating their siloed conception to encompass a Physical Internet ecosystem system perspective (1) embracing universal interconnectivity, modularization, open sharing, and circularity, (2) leveraging technological innovations (e.g. AI, VR, IoT, 3D printing, robotics, autonomous vehicles) and (3) enabling to master the interplay between supply chain localization, regionalization, and globalization. The workshop will combine shaping industry best-practices, policies, innovation, research, as well as paradigms, mental models, and business models.

Making Pandemics

Film Screening and Discussion

October 19 at 6.30pm; Midtown Art Cinema

Preserving biodiversity means protecting our health; Dengue, Chikungunya, Covid-19, AIDS, Ebola: the number of emerging diseases -- previously unknown -- has exploded in the last 40 years. Most of them are zoonoses, infectious diseases transmitted to humans by animals. In this documentary, actress Juliette Binoche seeks to understand the causes of this "epidemic of pandemics". She meets with scientists from around the world to understand the links between human health and the health of ecosystems.



The 100-minute film will be screened in French with English subtitles, and followed by a discussion and Q&A with Dr. Thomas R. Gillespie (featured in the film), professor of Environmental Sciences & Environmental Health at Emory University & Rollins School of Public Health.

This event is presented in partnership with Emory University Science Gallery Atlanta, Office of Global Strategy and Initiatives' Atlanta Global Partnerships., the Office for Science and Technology and the Cultural Services of the Embassy of France.

AI and Health Disparities on a Global Stage

Seminar

October 31 and November 1

Project Simu-Vaction is an invitation for students to think globally about local issue in participating in a simulation titled "AI and Health Disparities on a Global Stage." The simulation will replicate an international meeting of the [Global Partnership on AI](#), which is an international forum created by the French and the Canadian Governments.

After six weeks of preparation, students will travel to and meet in Atlanta to play the roles of national delegates, journalists, and lobbyists. On the Action Day, Tuesday November 1st, the challenge for them is to write, debate and vote a recommendation of one of the most challenging AI quandaries: How can we ensure that AI designed to help address health inequities does not, in fact, increase such disparities?

The overall initiative is featured as an innovative, inter-disciplinary and inter-cultural educational exercise, gathering students from American Universities (Emory University, the Georgia Institute of Technology), Canadian Universities (the University of Montreal), and six European Universities (Nantes University-France, the University of Florence, Italy, the University of Leiden, Netherlands, the Koln University, Germany, Semmelweis University, Hungary and the University of Birmingham, United Kingdom).

A full "ecosystem" involving community partners, regulators, diplomatic offices and businesses is being built to help, inform, support, coach, reward students on this crucial question for our future around High Tech, Health, and Equity.

HUMANITARIAN AFFAIRS

The Role of Sustainability in Disaster Preparedness, Response, and Recovery for Businesses and Communities

Webinar

October 5

The frequency, magnitude, and impact of disasters have been growing at an unprecedented rate, in part due to climate change as well as large and vulnerable populations living in high risk areas. To mitigate or reduce the negative impact of disasters on people and the economies around the world, synergistic collaborations are needed across governments, businesses, and NGOs. The panel will discuss these challenges and opportunities, with a focus on how business sustainability and public/private partnerships might help communities in disaster preparedness, response, recovery, and more broadly, climate change, as well as businesses.

This panel will be moderated by John McIntyre, professor at the Georgia Institute of Technology's College of Management and will feature three speakers:

Gilles Carbonnier, Vice-President of the International Committee of the Red Cross

Dan Keim, Director of Humanitarian Logistics at the UPS Foundation

Deepmala Mahla, VP of Humanitarian Affairs at CARE

NETVA: two French startups coming for a week of meetings with ecosystem stakeholders, industry leaders and technology experts

October 24 - 28

New Technology Venture Accelerator (NETVA) is a program of the Office for Science and Technology of the Embassy of France in the United States, that selects every year 15 of the most promising French early-stage deep tech startups and provides them with the tools to scale their venture globally, through a training bootcamp in Paris followed by an immersion in one of the most vibrant US ecosystems.

This year, NETVA will bring two startups to the Peach State, for a week of meetings with ecosystem stakeholders, industry leaders and technology experts. We are pleased to welcome:

- ADAXIS, that aims to accelerate the adoption of robotic manufacturing processes by making them more accessible, competitive and sustainable for each industry. Their software turns any industrial robot into a flexible, large-scale 3D printer for metals, polymers, composites, and concrete.
- VIDETICS which designs video analysis tools by Artificial Intelligence through software solutions specific to the world of security. Their software helps to identify and highlight visual elements for decision making and gives you full control over your intelligent video analytics installation and how it communicates with your entire security infrastructure from any device.

Crystal Peach Awards Gala

November 3

The Crystal Peach Awards Gala is the signature business event of the French-American Chamber of Commerce of Atlanta (FACC-Atlanta). Since 2005, the Crystal Peach Awards have recognized the most significant inbound and outbound investments between France and the Southeastern United States. This year's event will include an Economic Development Award for achievements in both France and the Southeast, a La French Tech Award and a Corporate Social Responsibility Award. Members of the Chamber will have the privilege of choosing the winner of each category in the weeks preceding the event.