



Gallic homage to Brooklyn.

"We worked in Canada and Australia, and were inspired by the freshness of the ingredients and delicious coffee," explains Nicolas Allary, the tattooed owner of the popular Holybelly café near the Canal Saint-Martin. There you can "rock by from nine in the morning till six at night" for an Agent Cooper Special: *une part de gâteau et un café filtre*.

Not far from the hip canal, the project everyone is talking about is La Jeune Rue: a massive, government-approved project dreamt up by businessman Cédric Naudon to revamp the 3rd arrondissement. The €30-million micro-village will include 36 new businesses, including a concept store run by *Wallpaper* magazine, a fishmonger, cheese boutique, pastry stores and an ice cream maker. Every spot will be built by a star designer: Spanish architect Patricia Urquola is working on an Italian restaurant, English industrial designer Jasper Morrison will outfit a tapas bar and a new speakeasy will feature lighting from Germany's Ingo Maurer.

The designers, who'd signed on to the projects individually, soon realized they were part of a major shift in Paris's cultural landscape. "Everyone was taken by surprise," Naudon told the *Wall Street Journal* in April. "They said, 'My God, we are making history.' Nothing was planned. Everything came piece by piece."

Opening this summer, La Jeune Rue won't just be trendy: it will reflect the eco-militant values of a new lot of trendsetters who want to promote ethical consumption. And, if it works, it will revive forgotten neighbourhoods of the city—proof that with progressive action, private and public projects can work hand in hand. ▀



MERCI McD'S

When McDonald's opened its Champs Élysées location in 1974, Paris insisted the M be made a pale yellow to blend in.



THE FRENCH CORRECTION

AS PARIS'S TOURIST DISTRICTS BECOME MORE MASS-MARKET, A PLAN EMERGES TO RESTORE THE CITY'S ART CRED, WRITES **SHIRINE SAAD**

Everyone knows the French have a passion for complaining about their lives, whether it's blaming their misery on the economy, President François Hollande or the tackiness of their tourists. But perhaps one of the most popular French laments concerns the lethargy of their capital, which they call the Ville-Musée, not just for its flawless splendour but also its resistance to change.

However, on the outskirts of the traditional city centre—mostly in the neighbourhoods of the 9th, 10th and 11th arrondissements—alternative movements have risen. Young Parisians are hosting shows in artists'

squats and abandoned factories; opening independent galleries, organic wine bars and artisanal bakeries; and injecting funds and energy into the famously sleepy city's economy. As the neighbourhoods evolve, this is where Parisians go to consume organic bagels, gourmet burgers, pour-over coffees and handcrafted Prohibition-style cocktails in dimly lit parlours. In other words, venture across the diverse "in-between" arrondissements of Paris (as the 8th and 9th are known) and you will find a respite from the reheated steak au poivres and frozen baguettes of the city's tourist districts. There you will discover a burgeoning and uniquely

Holybelly: Getty

BEST PRACTICES

HOW TO TAKE A BETTER PHOTO OF THE EIFFEL TOWER

By Graham Roumieu



Flash? Yup. But when it's sunny...to eliminate shadows.



Find a surprising frame, such as the reflection in a puddle.



Get in tight. An arty detail proves you were there.



Get interactive. Eiffel Tower? Seen it. Sticking out your nose? That's new.