



The Great History of Wine and the Guinguettes of Paris

Three centuries of history

You are probably familiar with these establishments that flourished in the villages on the outskirts of the capital at the end of the 18th century, thanks to the development of the Paris Basin vineyard, which at its peak became the largest in France with over 45,000 hectares. Here, the famous 'Guinguet' was cultivated, from which the word 'Guinguette' derives. These institutions became a major economic driving force, especially along the banks of the Marne River on the eastern outskirts of Paris, spurred on by the advent of the first railway line from Paris Bastille station to La Varenne. The accordion reigned supreme, imposing its musette style, performed by the greatest virtuosos, the undisputed kings of the dance floor.



The enthusiasm was so great that all of Paris flocked to the banks of the Marne, and the greatest painters of the time, such as Renoir, Manet, Degas, and many others, set up their easels at the doors of these establishments, both to paint and to court the 'Aigrettes,' all while indulging in absinthe. This era illustrated the Belle Époque, the Roaring Twenties, and its Charleston, where musette was succeeded by Manouche swing, jazz musette, and tango.

With a musical repertoire boasting over 3,000 songs in all rhythms and dances, born from the blending of various immigrant ethnicities moving to the capital in search of a better future, this style was inspired by new cultural trends influencing gastronomy, fashion, with its new designers, and cinema, each with its own codes and language.

La Marne: A River of Songs

The conference will be followed by a short film titled 'La Marne: A River of Songs,' which perfectly illustrates the evolution of the Guinguettes over the centuries, a cultural jewel of the earliest French popular leisure activities. Their birth is closely linked to the history of wine, another discovery more than 7,000 years old, originating from the Middle East, an incredible story we will also discover together.



Conference Details

The duration of this conference is approximately 2 hours, including the screening of the 45-minute documentary 'La Marne: A River of Songs.' The length of the conference is entirely adaptable to your organization. Depending on your program, it can be divided into two parts with a musical interlude or break at your convenience.

The cost of this service is \$350 net, including all taxes and travel expenses, for a duration of 2 hours. A digital video system capable of receiving a USB device or laptop must be made available, suitable for the space allocated for the conference.

This conference can also be enhanced with the accompaniment of an accordionist, a specialist in musette style, who will provide an authentic touch during an intermission, tea,

or even a dinner or supper. The additional cost for this service, lasting 1 hour and 30 minutes, is \$450.

Costs

The conference alone: \$350 (2 hours)

The conference plus accordionist: \$800 (3 hours 30 minutes, all included)

Contact us

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