

31<sup>ème</sup> édition



27-31  
OCTOBRE 2021

CCI 5\*L  
★★★★★

CAIO 4\*  
★★★★★

Les  
Étoiles  
de PAU

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MEDIA PACK

SEPTEMBER 2021



# A UNIQUE EVENT FOR TWO SPECTACULAR TRIATHLONS

“Les 5 Etoiles de Pau” hosts the two most spectacular equestrian sports events: eventing and carriage-driving.  
Don't miss the opportunity to come and see the riders battle it out from 27<sup>th</sup> to 31<sup>st</sup> October!

## EVENTING CCI 5\*L

## CARRIAGE DRIVING CAIO 4\*

### DRESSAGE

Elegance  
Precision  
Harmony



### DRESSAGE

Style  
Technicality  
Agility

### CROSS-COUNTRY

Speed  
Adrenaline  
Complicity



### MARATHON

Gathering speed  
Adrenaline  
Endurance

### SHOWJUMPING

Balance  
Mastery  
Suspense



### CONES

Precision  
Balance  
Skill

## CCI 5\*L: BATTLE OF THE CHAMPIONS

As in previous years, the world's most skilled riders will be meeting in Pau to end the equestrian season on a high note. The competition should be even more gripping this year, as the members of the English team and Olympic gold medallists are on the starting list!



### A LEGENDARY COMPETITION

There are just six 5\* eventing competitions in the world, and the one in Pau has its rightful place among the other renowned events in Badminton (GB), Burghley (GB), Lexington (USA), Luhmülen (GER) and Adelaide (AUS). Unfortunately, some of these exceptional competitions were cancelled this year, and those that went ahead were held without spectators. Having been the only CCI 5\*L to take place in 2020, Pau will therefore be the only competition in 2021 to welcome the general public! The best riders on the ranking list are champing at the bit as the date approaches, eager to compete in front of the crowds. Not least on the cross-country course in Pau, reputed for its technicality and spectacular combinations created by course designer Pierre Michelet, where many surprises are in store.

### CLASH OF THE OLYMPIC CHAMPIONS

The British team were crowned champions at the Tokyo Olympic Games where the riders dominated the competition from start to finish. Laura Collett (winner of the 2020 edition of the 5 Etoiles de Pau), Tom McEwen (winner in Pau in 2019 and Olympic silver medallist) and Oliver Townend (world No.1) will all be coming to the Domaine de Sers to battle it out in the individual event. Kevin McNab, silver medallist with the Australian team, is also on the starting list for the CCI 5\*L.

But the big names in eventing are also raring to go and could very well steal the show. It's a real English armada that'll be making the journey to Pau, including the great William Fox-Pitt (with so many titles to his name that we've lost count), and Alexander Bragg, Izzy Taylor and Kristina Cook. They'll have to contend with some of the most prominent New Zealanders, Tim Price and Jonelle Price, and with a fighting-fit Irish delegation comprising Joseph Murphy, Cathal Daniels and Pdraig McCarthy.

Which of these accomplished riders will be adding the 2021 trophy from Pau to his/her titles? Your guess is as good as ours!



## CAIO 4\*: A COMPETITION AT GALLOPING SPEED

The top international carriage drivers will be in Pau too, to compete in an event full of suspense - it promises to be a nail-biting show!



### MEETING OF THE ELITE

The most skilled carriage drivers worldwide competed for the title of World Champion last year in Pau, and they'll be back this year for one of the most beautiful CAIO 4\* on the equestrian calendar. Current World Champion Saskia Siebers (NEL) and her closest rival Kelly Houtappels-Bruder (CAN), will be back to compete in sunny South West France. But they won't be alone! Dutch drivers Rudolf Pestman and Joop Gommers will be putting in an appearance, alongside Finnish driver Talvikki Järvinen, the Belgian Etienne Lejeune, and the Spaniard Marcelo Torrecillas - not forgetting the rest of the start list! So the fight for first place should be a fierce one, much to the spectators' delight.

### THE MARATHON, A TRUE CROSS-COUNTRY DRIVING COURSE

The marathon is the flagship event in the carriage-driving triathlon. The course is over 7 km long, and the teams will have to negotiate "obstacles" or a sequence of difficulties over different types of terrain. There'll be no shortage of speed or suspense in this test, comparable to the cross-country course in the CCI 5\*L, and designed and created by course designer Jacques Tamalet!



## “LES 5 ÉTOILES DE PAU” IN FIGURES



CCI 5\*L: 6,800 metres of cross-country course  
at 570 metres/minute, 45 efforts



CAIO 4\*: 7,500 metres of marathon  
(cross-country driving)



380 volunteers



Over 100 exhibitors



16 nations



1 million annual views on Centaure TV  
Broadcast in 29 different countries



14 hectares of car parking space



70 partners  
150 suppliers



€9.3 million of media impact  
120 accredited journalists  
€250,000 communication plan



## THE REVENGE OF THE FRENCH COMPETITORS?

French riders have often been on the podium in Pau. Astier Nicolas, Maxime Livio, Gwendolen Fer and Thibault Fournier have all won the CCI 5\*L, and Marion Vignaud has already taken first place in the CAIO 4\* event. But in the last few years, they've been pipped to the post by riders and carriage-drivers from other countries. Perhaps this year, the competitions at the Domaine de Sers will smile on the tricolour riders again.



### IN THE EVENTING COMPETITION...

The French riders are really going to need the enthusiasm of the spectators in Pau to urge them to victory against the British armada! Maxime Livio, winner in 2016 and eighth in 2020, should give his rivals something to reckon with, riding Vegas des Boursons and Vitorio du Montet. Experienced riders such as Cédric Lyard, Régis Prudhon, Sydney Dufresne and Rémi Pillot will also be riding it out under French colours.

Not forgetting the French riders with a little less experience, but who may have a few surprises in store - remember the great and unexpected win by Thibault Fournier in 2018!

### IN CARRIAGE DRIVING...

The French drivers have every chance of seizing the victory ahead of their rivals, especially given their track record, with a silver medal in the team event at the World Championships last year. It's highly likely that Marion Vignaud (winner in 2018 and 4<sup>th</sup> in the individual event in 2020) and Fabrice Martin will be back in Pau to have their revenge! And their fellow drivers should make it a point of honour to make life difficult for the international competitors, and perhaps make it to the podium again?



## JEAN-FRANÇOIS PIGNON: A SPECTACULAR SHOW

Jean-François Pignon is an equestrian artist with numerous international successes to his name.

He will present his new show "Black & White" to the public in Pau on Saturday evening, when a magical and fairylike atmosphere will enrapture the crowds at the Domaine de Sers.



"Jean-François' show is poetry in motion, grace, emotion and humour. Spectators are enthralled as the horses move in unisson.

Is it magic?

Is it a dance?

Is he a man or a centaur?

It's an opportunity to plunge into a world where the dream communion between man and beast captivates riders all over the world..."



*Saturday 30<sup>th</sup> October - 7:30 p.m.*

*Main arena*

*Access included in the entry fee for Saturday.*

## ALONGSIDE THE COMPETITION...

The event is also an opportunity to spend an entertaining weekend with your family or friends!  
Entertainment and events for all ages are organised throughout the competition.



### EXHIBITORS' VILLAGE

Over 100 shops are represented in the exhibitors' village, where you will be able to browse through the many different stalls. The "Coin Gourmand" offers a wide range of food options to stave off those hunger pangs!

### HORSE SALES

Come and find your future eventing champions.



### MOUNTED ARCHERY DEMONSTRATION

The riders of the French team will be giving a demonstration of this astonishing sport in which modern archers on horses galloping flat out, have to hit different targets with their arrows: a hair-raising event if ever there was one!

### ENTERTAINMENT FOR ADULTS AND CHILDREN

Pony and carriage rides, catch the unicorn, bouncy castles, etc.  
And axe throwing - for adults only of course!

## THE ARTISTS' GALLERY

Every year, Les 5 Etoiles de Pau give several artists the opportunity to showcase their work for visitors to view in the village.



**EMMANUEL KIEFFER**

Fascinated by the movement, grace, elegance, power and sometimes ethereal nature of the animal who has become his model, Kieffer thinks up, designs and forges each part of his sculptures to create a harmonious whole. Each unique piece is a timeless homage to the equestrian world. The artist has specially designed the Pau 5-Star trophy, a unique and emblematic creation that will be awarded to the winner of the CCI 5\*L. .

**CAROLINE MERCIER**

A well-rounded, self-taught artist in her paintings and drawings where horses are the main theme, Caroline Mercier is also a photographer and sculptor. "Horses are masters and guides who teach me simplicity, to leave space for emotions to run free and reconnect with the essence of my true self. "



**FRÉDÉRIQUE LAVERGNE**

"I've always tried to understand what links the human soul to that of horses. It's a fascinating area to explore, and my quest to find out what brings us together, what we are meant to achieve, what horses have to say to us, opened the way to a long learning process and artistic journey and to meeting some wonderful men and women in the equestrian world from corners of the world. "

# AN EVENT AT THE HEART OF FRENCH ECONOMY

“Les 5 Etoiles de Pau” competitions delight both national and international athletes and spectators, but the annual event also contributes to local economic life and to the development of equestrian sports as a whole.



## A COMPANY DEEP-ROOTED IN THE ECONOMIC FABRIC

Centaure Production and this large-scale annual event are part of the local and national economy. The company uses over 150 suppliers, gives exposure to over 50 partners and space to over 100 exhibitors who work in the village. Moreover, the 40,000 visitors from France and all over the world contribute to the thriving Bearnese hotel and tourist industry, as do the support teams for the athletes from the many nations expected to attend, not forgetting the volunteers - some of whom travel great distances to be at the Domaine de Sers - and the journalists who cover the event.

## A SHOWCASE EVENT FOR THE EQUESTRIAN WORLD

The Pau 5\* event trains the spotlight on the equestrian world as a whole, and its many different sectors: from horse breeding to professional riders, craftsmen, equipment manufacturers, vendors, horse-care professionals, pony clubs, feed suppliers, transporters, organizers and many, many more. Whatever the breed, every horse is the result of a cooperative effort from the countless different trades involved, in liaison with the owner.

*Some figures on the equestrian world in France:*

- Leading private sports employer
- Over a million equine animals
- 180,000 jobs
- 14 billion euros generated every year



## AN ETHICAL EVENT

“Les 5 Etoiles de Pau” is an integral part of current society and the organisation teams are proactive in environmental issues and assistance for the disabled.



### ACTION FOR THE DISABLED

The event is committed to disabled causes. The site is adapted to make life easier for those with reduced mobility: special car parks, free shuttle bus service, PRM access to the village and seating areas in the arena, etc. Horses play an effective role in helping the disabled, and are naturally given centre stage at the Pau event! The *Ateliers de la Cavale*, a local structure specialised in equitherapy will be present thanks to the city council in Pau, to give the physically or mentally handicapped a moving experience around horses.

### AN ENVIRONMENTALLY-FRIENDLY APPROACH

Eventing and carriage-driving are two fine examples of outdoor sports, and the competition reflects this. The Domaine de Sers is a verdant woodland park in the city of Pau, and home to the municipal greenhouses. Visitors who come to watch the different events often also enjoy walking through the woodlands.

Many initiatives have been introduced in keeping with the ethics of the event, to contribute to preserving the competition site.

- Printed programs - a large source of pollution - have been replaced by a mobile app.
- The ticket office has been developed into a fully-online version.
- Visitors are encouraged to sort waste and reduce the quantity.
- Public transport is promoted in the area as a means of travelling to and from the site.



# PROGRAMME

 Les Étoiles de PAU	<b>EVENTING CCI 5*L</b>	<b>DRIVING CAIO 4*</b>
<i>Wednesday 27<sup>th</sup> October</i>		A.M. Horse inspection Dressage day
<i>Thursday 28<sup>th</sup> October</i>	A.M. Horse inspection P.M. Dressage	A.M. Dressage
<i>Friday 29<sup>th</sup> October</i>	Dressage day	
<i>Saturday 30<sup>th</sup> October</i>	<b>P.M. CROSS-COUNTRY</b>	A.M. Cones
<i>Sunday 31<sup>st</sup> October</i>	A.M. Horse inspection P.M. Showjumping	A.M. <b>MARATHON</b> (driven XC)

*Following: prize giving ceremonies CCI 5\*L & CAIO 4\**

*The detailed programme, together with times and start-lists are available on the 5 Etoiles de Pau mobile app.*



# PRACTICAL INFORMATION

## OCTOBER 27<sup>TH</sup> TO 31<sup>ST</sup>, 2021



**DOMAINE DE SERS**  
Route de Bordeaux - D834  
64000 Pau  
France



**BUY TICKETS ONLINE: [WWW.EVENT-PAU.COM](http://WWW.EVENT-PAU.COM)**  
Free entry on Wednesday and Thursday, ticket entry only on Friday, Saturday and Sunday.  
Entry for the Saturday evening show included in the Saturday admission.



**FREE PARKING**  
Bike and motorbike parks  
Shuttle buses to the village for people with reduced mobility



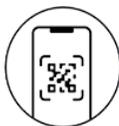
**MOBILE APP**  
Download *5 Etoiles de Pau* app free from the Appstore and GooglePlay



**ACCESS:**  
- by car: D834, *Domaine de Sers*  
- by air: Pau Pyrenées airport is just a few minutes' drive away from the site.  
- by rail: Pau train station.  
- by public transport from Pau city centre: bus nos. 6, 10 and 16.



**LIVE STREAMING**  
On Centaure TV (Facebook, YouTube)  
On France 3  
On H&C for English speakers



**HEALTH MEASURES**  
Anybody entering the site during the event will be asked to show a valid health passport ("pass sanitaire" law).



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Organisation & production: Centaure Production  
Event director: Pascal Sayous

## CCI 5\*L

Sports director: Guillaume Blanc (FRA)

Ground Jury : Christina Klingspor (SWE)  
Andrew Bennie (NZL)  
Emmanuelle Olier (FRA)

FEI Technical Delegate: Gillian Kyle (IRL)

Cross-country course designer: Pierre Michelet (FRA)  
Showjumping course designer: Yann Royant (FRA)

## CAIO 4\* H1

Sports director: Pierre Iato (FRA)

Ground Jury : Elimar Thunert (GER)  
Marie-Pierre Bruneel (FRA)  
Reiner Wannewetsch (GER)  
Bert Jambon (BEL)  
Pia Skar (DEN)

FEI Technical Delegate: Richard Papens (BEL)

Course designer: Jacques Tamalet (FRA)



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## OFFICIAL PHOTOGRAPHER

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## ONLINE MEDIA ACCREDITATIONS

<https://www.event-pau.com/media>

