



Le Réverbère



L'AATF de Philadelphie

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Chères Collègues, Chers Collègues,

AATF  Philadelphie ! Et toute l'AATF y viendra ce juillet pour assister au congrès national. Ateliers, visites, activités, fêtes, tous pour nos membres. Ensemble, on apprendra et on fêtera le Jour de la Bastille, tout en célébrant le français du jour au soir. Nous, le chapitre de Philadelphie, sommes tellement fiers d'accueillir nos collègues de partout aux Etats-Unis. Nous espérons vous y voir pour représenter notre chapitre, ainsi que pour profiter des divers programmes méticuleusement organisés. Vous allez très bientôt recevoir tous les renseignements, aussi bien que le formulaire d'inscription. Soyez parmi les premiers à s'inscrire. Venez nombreux !

Mais revenons à nos moutons! Aujourd'hui, nous voulons vous présenter ce numéro du *Réverbère* qui met en relief les atouts de l'Occitanie, tout en fêtant **mardi gras**. Pourquoi l'Occitanie? Nous chantons cette belle région incontournable du sud-ouest de la France surtout pour applaudir l'OCCITANE EN PROVENCE, une société française se trouvant ici à Philadelphie qui participe au programme de décompte pour les membres actifs de notre chapitre. Il ne faut que présenter votre carte AATF pour profiter du décompte que l'OCCITANE EN PROVENCE vous offre. Qui pourrait refuser ?

Alors, dans ce numéro nous vous offrons des sites utiles et beaucoup d'activités pour vous aider à découvrir et explorer avec vos élèves l'Occitanie, une nouvelle région qui englobe 13 départements, qui représente une aire linguistique et une culture unique. On y va !

Enseignants, comment ce numéro pourrait-il vous être utile ?

- Employez les sites et les idées de la rubrique *Le Coin de la Francophonie, focalisée sur l'Occitanie*. Que ça soit pour fêter une journée spéciale, comme mardi gras, le 5 mars, ou pour organiser une étude régionale, ces activités vous offrent des leçons prêtes à être intégrées dans votre curriculum.
- Lisez ce que vous raconte Jean Copeland qui a interviewé *Amanda Nivault*, la gérante de l'OCCITANE EN PROVENCE -- **Philadelphie**. Ce que vous y découvrirez offrira encore une couche à l'exploration de l'Occitanie que vous ferez avec vos élèves
- Où aller pour un décompte spécial ? Consultez la page « Special Discounts for AATF-Philadelphie membres ». Et n'oubliez pas votre carte AATF !
- Parcourez le **calendrier d'événements 2019** pour ne pas manquer ce que nous organisons pour vous. Notez les dates dans vos agendas !

Bonne lecture.

Et ce juillet... Venez au Congrès national AATF ! Venez nombreux !

AATF  Philadelphie !

A très bientôt,
Rochelle Ostroff-Weinberg
Dianne Goddard



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Le Coin de la Francophonie :

Rochelle Ostroff-Weinberg

Focus on l'Occitanie



Have your students ever heard of l'Occitanie? I hope that the answer is *oc*, which means yes in *occitan*. But if not, the discovery begins right here.

L'Occitanie!

A pittoresque region, a rich culture, a deep history, a special poetic language in southwest France.

Let's begin, as your point of departure, in a lighthearted way, this is, of course, the nature of *les Occitans*!

Watch this delightful **YouTube** with your students to learn about the history of the newly reconstructed region

- https://www.youtube.com/watch?v=hC9yp_3ozRI
 - Incontournable! Don't miss this! PP Riquet will take your students on the historical tour
 - As a *détour*, help students understand the importance of PP Riquet, narrator and star of the show
 - Study his role in the construction of le canal du Midi

Go to this site to help your students understand the past, the process, the vote and predictions for the future:

- <http://www.laregionoccitanie.fr/>
 - A secondary gain from this site: its focus on *la presse* of the region and its role in the new venture
 - Near the bottom of the site, do not miss the section on regional and unique dishes!!

Le nouveau logo occitan: Look at the symbols on the left and right above. You are guiding your students in the discovery of a new (initiated in 2017) concept, which combines two cultures and, hence, two populations, *la culture occitane*, *la culture catalane*.

- <https://www.francebleu.fr/infos/societe/un-nouveau-logo-pour-la-region-occitanie-1486135851>
 - Study with your students this outstanding site to understand the logo
 - Discover the creator of the new logo and the process behind the creation
 - Discover the opinions of leaders of l'Occitanie of the new concept and its new logo.

SON ÂME EST SON ARME ou SON ARME EST SON ÂME

- Ask students to practice saying it with majesty and dignity and flow.
- Ask students to reflect on the reversal of *âme* and *arme*: what do they perceive?
- What human characteristics of the *Occitans* might this play of words signify?
- Ask students to interpret the colors (the red earth warmed by a glowing sun?)
 - Now, teach them about *sang et or* (blood and gold), common to both cultures:
 - <https://www.les-pyrenees-orientales.com/Decouvrir/Catalanite/Blasons.php>
 - on the upper left, it shows the geographic location of the region
 - it explains the coat of arms of Catalonia, integrated in the new logo
 - we will return to this impressive site on the Géo page...



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Le Coin de la Francophonie :

Focus on l'Occitanie

Sites et Activités : Carnaval Occitan



Carnaval de Toulouse,
ville capitale de l'Occitanie



Carnaval de Limoux



Carnaval d'Albi



Carnaval vénitien de Castres



Carnaval vénitien de Castres



Carnaval vénitien de Castres

Carnaval, which celebrates *mardi gras*, in Occitanie is a very special period of the year. Here are a few sites to explore and activities to do with your students to help them celebrate *mardi gras* while they learn about l'Occitanie. The focus here is on four towns in Occitanie where the Carnaval festivities are considered to be tops: Toulouse, Limoux, Albi and Castres. Above you have photos of *Carnaval* from each of them.

- **ACTIVITÉ:** Go to the *Sources* page where you will find the link for each photo. Click on the link which will take you to the main site of the Carnaval that you can explore with your students. Endless possibilities.
- **ACTIVITÉ:** <https://www.petitfute.com/r19-occitanie/c1170-manifestation-evenement/c1250-fetes/c244-carnaval/>
- Make posters advertising Carnaval for each of the four towns listed on the site.
- Students can make individual posters or have it be a small group project.
 - You could have them due on *mardi gras*, March 5, having students dress in *déguisements* to match those in the photo of the town they selected for their poster.
 - Organize a judging with *mardi gras* beads as prizes for the four best posters.
- Click on **En savoir plus** to be taken to the town's information site about its Carnaval
 - You will find on the site:



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- a short but informative description of the celebrations
- dates and location
- list of types of *Carnaval* celebrations

Refer to the glossary on the next page

- **ACTIVITÉ:** Read the letter of Bernard At, president of le *Carnaval* d'Albi (scroll down the page)

- <http://www.mairie-albi.fr/sites/default/files/atoms/files//Prog2019.pdf>

- Ask reading comprehension questions

- This activity can be done in class or as a homework assignment

Bernard At's letter provides all that you want your students to learn about *Carnaval*



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Le Coin de la Francophonie :

Focus on l'Occitanie

Sites et Activités : Carnaval Occitan (page 2)



Carnaval d'Albi



Carnaval de Toulouse



Carnaval de Limoux



Carnaval vénitien de Castres



une rosette



un char du Carnaval



l'effigie du Carnaval de Limoux



la Bataille de confettis

Glossary of Carnaval terms:

- les défilés: festive parades with *chars*
- un char: float decorated with flowers
- un tombola: a lottery with prizes
 - Billet de tombolo: lottery ticket
 - Lot de tombola: set of prizes
 - Epinglé pour la rosette: pinned with the ribbon as the winner
- les soirées dansantes: after dark events with live music, dancing and lively celebrations
- la Reine: the Queen of Carnaval
- les manifestations: demonstrations
- la culture populaire: representative of the local people
- l'Effigie du carnaval: Carnaval effigy (refer to photo above)
- la tribune: stage where officials view the passing floats
- le circuit: the parade route
- l'accord: the contract concerning all the Carnaval details
- des spectacles de rue: lively shows, often with music, right there on the street
- la bataille de confettis: the confetti war!



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Le Coin de la Francophonie :

Focus on l'Occitanie

L'aire occitane : la Géographie de l'Occitanie



l'Occitanie



les 13 départements actuels de l'Occitanie



le canal du Midi



Toulouse, ville capitale de la nouvelle Occitanie

To help students continue their understanding of where exactly we are in France, let's turn our attention, again, to the site <https://www.les-pyrenees-orientales.com/Decouvrir/Catalanite/Blasons.php>

- Scroll down to the section entitled "Les blasons des villages catalans"
 - Admire with your students the beauty and variety of the designs of the coats of arms
 - **ACTIVITÉ:**
 - But don't stop there! Click on any blason and you are whisked directly to the village website
 - **IMPORTANT:** the click brings you to the explanation of the *blason*; scroll up for details on the town or village.
 - Wow. You could spend the rest of the school year exploring these villages!
 - Note that we are in *Pyrénées-Orientales*.
 - Review with students that there are 95 départements:
 - <http://www.cartesfrance.fr/carte-france-departement/carte-france-departements.html>
 - What number is Pyrénées-Orientales?
 - Ask students to discover where this region is located in Occitanie
 - Teach students that *orientales* refers to the east



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Le Coin de la Francophonie :

Focus on l'Occitanie

L'aire occitane : la Géographie de l'Occitanie (page 2)



Où se trouve l'Occitanie ?

Here is a site not to be overlooked! <https://casailicia.wordpress.com/2017/06/01/classement-plus-beaux-villages-occitanie/>

- This site offers a gorgeous view of the most beautiful villages in Occitanie
- **ACTIVITÉS:**
 - Ask students to select a village/town
 - Plot where it is located: in which département? in which region?
 - Here again is the départements map for your convenience:
 - <http://www.cartesfrance.fr/carte-france-departement/carte-france-departements.html>
 - Ask students to describe the photos; this is good for beginners and intermediate students.
 - You can use it to practice themed vocabulary in preparation for le Grand Concours

The following site will entice your students ... and you! <https://www.tourisme-occitanie.com/gastronomie-et-oenotourisme/produits-du-terroir-et-specialites>

- It focuses on the amazing *spécialités* de l'Occitanie
- **ACTIVITÉS:**
 - Make a map that shows the *spécialité* next to the town or region
 - Please preview this site before showing it to students since it contains info on wine
 - Make a list of all of the locations included in the site with the *spécialités* and a photo or drawing
 - Organize a feast day that includes the *spécialités* showcased here
 - Two of the first photos of the site show a *marché* and *halles*.
 - Create a *marché* or *halles* in your class to teach by doing about the *spécialités* of Occitanie
 - Tasting the *spécialités* of l'Occitanie will leave lasting impressions



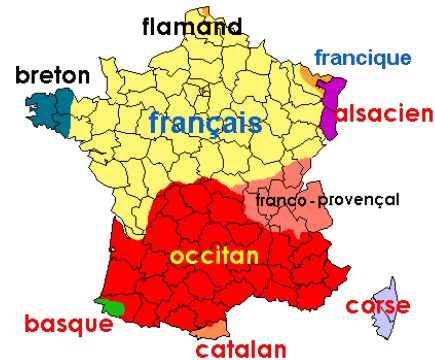
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Le Coin de la Francophonie :

Focus on l'Occitanie

Activité : Parlons occitan!



Le français is but one of the languages of France. This discovery for students in itself represents a major lesson. The map above on the right is an excellent point of departure to help your students learn that *le français* is one of many languages spoken in France.

- **ACTIVITÉ:** Assign to each student or to student groups a language of France
 - Ask them to research the language and make a presentation to the class
 - Ask them to teach a few words of that language to their classmates
 - You could select a list of five words in French so that each student or student group researches the same list
 - this would allow the class to learn them in all of the languages. Interesting.

L'occitan originated in the *moyen âge*, the Middle Ages. The following useful sites will help you lead your students to understand the development of *la langue d'oc*, *l'occitan*, the language of l'Occitanie.

- <https://occitanie-decouvertes.com/langage/>
 - Excellent site, visually attractive, organized with clarity of presentation
 - It focuses on
 - the origin of *l'occitan*
 - the evolution of *l'occitan*
 - the relationship between *l'occitan* and *le français* (very important, indeed)
- http://www.languedoc-france.info/190301_origin.htm
 - Terrific! This site is in English which means that it is useful for lower level learners
 - Note that at the bottom of the page you can click on the center for additional sites or:
 - click left to learn about *l'occitan* right now
 - click right to learn about the connection between *l'occitan* et *le latin*

Parlons occitan!

Let's learn some *occitan*. I could run upstairs to get my *occitan* dictionary to start; but let's go to this site:

- <http://lang.occitan.free.fr/>
 - This is so much fun! Note that the site is organized by **theme**. And is bilingual: *français-occitan*
 - You decide which theme is best for your students. There is infinite possibility.
- You will be expanding your students' minds: *le français* is but one language of France.



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Le Coin de la Francophonie:

Focus on l'Occitanie

Sources

Quelques jolies villes occitanes

St Cirq-Lapopie



Sarlat



Rocamadour



Conques



Cartes de l'Occitanie de la page géo

- [Carte 1](#)
- [Carte 2](#)
- [Carte 3](#)
- [Carte 4](#)

Cartes de l'Occitanie en occitan de la page occitan – [link](#)

Blason de la page intro

- [Blason 1](#)
- [Blason 2](#)

Le canal du Midi de la page géo - [link](#)

Photo de Toulouse, ville capitale de l'Occitanie de la page géo - [link](#)

Photo de Carnaval à Toulouse

- [Carnaval 1](#)
- [Carnaval 2](#)

Photo de Carnaval de Limoux

- [Carnaval 3](#)
- [Carnaval 4](#)

Photos de Carnaval d'Albi

- [Carnaval 5](#)
- [Carnaval 6](#)

4 photos du Carnaval vénitien de Castres

- [Castres 1](#)
- [Castres 2](#)
- [Castres 3](#)
- [Castres 4](#)

Photo du char de Carnaval en forme d'escargot - [link](#)

La Bataille de confetti - [link](#)

A bientôt !



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La lavande, le soleil et la responsabilité sociale des entreprises Jean M. Copeland

In Center City Philadelphia, near the corner of 16th and Walnut Streets is L'Occitane en Provence. The bright yellow of their signage catches one's attention as one passes by. I discovered L'Occitane several years ago when I was visiting my girlfriend in New Jersey. She wanted me to try a hand creme that had the ingredient shea butter that she said really worked!!

This past week I had the pleasure of interviewing the manager of the Walnut Street L'Occitane, Amanda Nivaut. Here are some of the things that we discussed concerning the company:

Jean: You are Amanda and I detect an accent; so, where are you from?

Amanda: I am from Avignon in Provence in the South of France.

Jean: How long have you been with the company?

Amanda: I have been with the company since August of 2016, almost two and a half years.

Jean: What can you tell me about the history of the company? How did it get started?

Amanda: Everything started in the 70's. Olivier Baussan is from the South of France and was making essential oils of rosemary and lavender, and was making soaps and selling them in the markets, and then he had his first store. Then he went to Burkina Faso where he learned about shea butter and the properties of shea butter, and when he came back he said that we need to use this ingredient in all of our products, and that is how he launched the first product, (Crème mains, peaux sèches), that hand creme is basically the beginning of the company. Mostly all of our ingredients are from the South of France except for our shea butter, which is from Burkina Faso. The formula is still the same, the only change is that we use organic shea butter, that we pay three times the market value.

Jean: How do the products connect to the culture of France, as far as the use of lavender...

Amanda: The interesting thing is that we use natural ingredients and organic as much as we can; the company uses local farmers from the South of France, for example, our peonies comes from one producer in Valence: we use a lot of almond from one person and the lavender is a little bit from everywhere. It is very important to us because it is the DNA of the company, we use a lot of essential oils, a lot of flowers from which we extract the oils.

Jean: You use that in the fragrances as well?

Amanda: Yes. For example, our anti-aging line is made from immortelles, a flower from Corsica which has been known for its anti-aging properties for centuries, and not only in fragrances but in our crèmes as well.

Jean: How do you personally think the products represent La France?

Amanda: I would say it is everything. If you are here in the store, the products speak for themselves because of the scents and the smells. Since I grew up in the South of France the color yellow, the lavender, and I feel



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like I am at home. We use these colors in the South of France for our homes. The sink that we have is similar to one I had when I was in school, and the natural wood, is very warm and inviting, and we have French music.

Jean: Do you find that Americans are very receptive to the products?

Amanda: Yes, this location has been here for 14 years and we do have very loyal customers and we get also, many new customers who hear about us. We do have all price points, from less expensive to more expensive. You can get a hand crème for your purse for \$13.00. I feel that there is something for everyone and we are very proud to represent L'Occitane because our products are made with high quality ingredients and it's easy to talk about them to our customers, and the company is doing well. I feel that our customers are very loyal.

We also do product packaging for the blind. All of our products have braille on them. One day Olivier Baussan was in the store and someone blind came in and he decided that he would have something on our products for the blind as well.

We also do events, right now we are doing a promotion with UNICEF, 100% of the proceeds from the sales will go to them.

And we also have refillable shower gels, since all of our products are made in the South of France, it is expensive to have everything imported to the U.S. So, when customers get refills they save money. We also have a partnership with Terra recycling in New Jersey; you can recycle your beauty containers, not only our products but any of your beauty brand containers, and we are very proud of that as well.

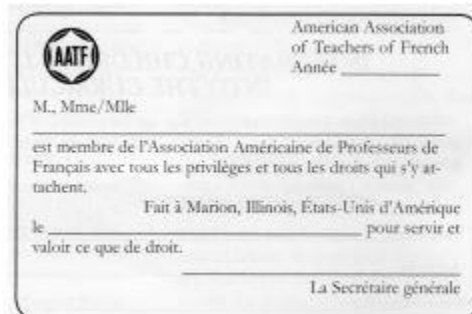
I enjoyed talking with Amanda and learning about L'Occitane's beginnings, products and their commitment not only to the environment, but to keeping their products true to their origins. When you visit a L'Occitane store you will feel that sense of "joie de vivre"!!



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AATF MEMBER? PROFITEZ-EN!



The following Philadelphia area businesses have generously offered a discount to members of the AATF, upon presentation of a valid AATF membership card. The card may also be useful when traveling abroad where some museums, bookstores and tourist sites offer discounts to AATF members.

AATF membership cards may be obtained for \$1.00 with your annual membership renewal or application or by sending a self-addressed stamped envelope to National Headquarters (AATF Membership card, 302 North Granite Street, Marion, IL 62659)

If you know of any area establishments which would like to participate, please ask them to contact Emily Wagner at voila5@comcast.net for further information. Merci!

- ALLIANCE FRANÇAISE, 1420 Walnut Street, Suite 700, Philadelphia, PA 19102 (10% discount for classes; 20% discount for cultural events)
- AUX PETITS DÉLICES, 162 E. Lancaster Avenue, Wayne PA 19087 (10% discount)
- THE CARIBOU CAFÉ, 1126 Walnut Street, Philadelphia (10% discount) (also welcomes student groups: contact Olivier Desaintmartin for more information [Chefodsm@aol.com])
- L'OCCITANE EN PROVENCE, 1603 Walnut Street, Philadelphia PA (15% off purchases of \$55 or more)
- LE PAIN QUOTIDIEN, 801 Walnut Street, Philadelphia (10% discount)



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Calendar of Events

February 26	MCATFL Oral Proficiency Contest and teachers' session Plymouth Whitemarsh High School www.mcatfl.org
March 3	Soirée Dégustation de Vin et de Fromage Paris Wine Bar, 2303 Fairmount Avenue, Philadelphia
March 9	PSMLA Immersion Day – Chestnut Hill College www.psmla.org
March 16-17	Tales of Offenbach (AVA)
March 20	Journée Internationale de la Francophonie
April 12	IUP Spring Methodology Conference on FL Teaching Indiana University of Pennsylvania
April 24	MCATFL: <i>Beyond the Tip of the Iceberg – Teaching Meaningful Culture From a New Perspective</i> Rich Madel, Presenter Plymouth Whitemarsh High School
April 27	AATF of Philadelphia Spring Workshop: <i>Un Français, Plusieurs Disciplines</i> Karen Campbell Kuebler, Presenter Chestnut Hill College, Martino Hall, Room 216
May 4	MLAPV: <i>The Wachovia Center/Art Museum</i> Philadelphia Museum of Art
May 14	AATF of Philadelphia: Grand Concours Distribution des Prix Chestnut Hill College
July 14-17	AATF National Convention Society Hill Sheraton, Philadelphia PA
July 24	Fort Mifflin of Philadelphia: <i>French at the Fort</i>



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