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St-Barth WEEKLY

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FREE

LES VOILES DE ST BARTH:

VESPER WINS MAXI/RACING CLASS



SAINT BARTH'S NEW IMAGE

A new logo and slogan for future promotion of Saint Barthélemy was approved by the territorial Council and will be unveiled by the CTTSB.

In the miasma of globalization, tourist destinations struggle to set themselves apart from each other to ensure their economic wellbeing. To meet this need, a marketing tool was born: a territorial image, which comprises a graphic identity or logo, and a signature or slogan. This marketing tool, be it for a city, a region, or an island, helps

with its public identification by putting forth a certain image of the destination.

Creating such a tool for Saint Barth was one of the goals of the tourism conference held on the island last December.

Spearheading the project, the Territorial Tourism Committee (CTTSB) did not waste any time and hired K Consulting, a marketing agency, to do the job. The result has been approved by the territorial council and trademarked: "The legal process is not completed," explains Inès Bouchaut-Choisy, direc-



tor of the tourism committee. "That is why we have to wait a while longer before unveiling it."

After which time, the CTTSB plans to hold a press conference to reveal this new logo and slogan to the media so they can help promote the new image of Saint Barth. In July, envisions Bouchaut-Choisy, at the opening of the Summer Festival that serves as an umbrella for several musical and shopping events. Since last November, in conjunction with K Consulting, the CTTSB checked out almost 80 tourist destinations that are possible competition to Saint-Barthélemy, as a benchmarking operation. Look-

ing at upscale destinations, from Davos to Malibu, from Mauritius Island to Aspen, Oman, Tahiti, the Seychelles, etc. "To see how these destinations speak of themselves and how people speak about them," explains Bouchaut-Choisy. "To best identify that which differentiates us from other destinations. We rapidly identified three possible tracks before choosing the logo," she adds.

The Weekly has seen the results of this effort and can say that the choice reflects a certain sense of sobriety and classicism. Yet the vision for the island suggested by the logo is something a little different for Saint Barthélemy.



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DENGUE REACHES EPIDEMIC LEVEL IN SAINT BARTH

The committee for the fight against dengue fever in Saint Barthélemy met with the regional prefect on Thursday, April 11 and decided that the disease has passed to epidemic level on the island, based on several indications. Over the past two weeks, local doctors recorded almost 30 cases per week. This number is higher than usual for Saint Barthélemy, which has but 9500 inhabitants. Nine cases of dengue were biologically confirmed during the last week of March, also a higher number than usual. As a result, the committee decided to issue a warning of vigilance for Saint Barthélemy. But since last Thursday the epidemic has not seemed to snowball, according to the Regional Health Agency (ARS) of Saint Martin and

Saint Barthélemy. "At the moment, this epidemic does not cause a severe problem, and the number of cases has remained under control," notes prefect Philippe Chopin. However, "the risk of an epidemic requires stricter vigilance," adds Stéphane Barlerin, territorial representative of the ARS.

Dengue is a virus primarily transmitted by mosquitoes, and precisely those of the *Aedes* genre. While dengue traditionally causes fever, headaches, and muscular pain, there are rare cases that also cause hemorrhaging, yet this type of dengue, DENV-4, "is not the most dangerous," explains Barlerin. But since this form of dengue has not been seen in the Northern Islands for several years, "the

population is probably not immune to it," according to the ARS. No reason to panic, but the population and visitors to Saint Barthélemy should be sure to protect themselves against mosquito bites, with repellents as well as long clothing, screens, and netting; and especially to control the formation of mosquito nests and destroy their habitats by emptying any stagnant water around houses. Agents of the ARS and the Collectivity of Saint Barthélemy responsible for the fight against the disease are also proceeding with anti-mosquito spraying, especially in Grand Fond on Tuesday, and Saint Jean and Anse des Cayes on Wednesday, as these are areas where cases of dengue were recently reported.



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SAINT-BARTH AT SAO PAULO TRAVEL WEEK



For the fourth consecutive year, the Territorial Tourism Committee of Saint Barthélemy (CTTSB) has a presence at Sao Paulo Travel Week, held April 16 -19, 2013. This event allows the CTTSB to sell the destination of Saint Barth to South America in general and specifically to Brazil, the heart of the market on the South American continent targeted to increase

the length of the tourist season on the island. With 459 exhibitors expected at this year's edition of Travel Week, of which 382 are Latin American travel agents, the CTTSB had over 60 meetings on its agenda—50 of which with Brazilian agencies, and another 15 with travel agents from Chili, Argentina, Venezuela, and Peru.

LECTURE ON PLANTS OF SAINT BARTH

St Barth Essentiel, a non-profit environmental association, presents a lecture about tropical plants, primarily those of Saint Barthélemy, on Saturday, April 20 at 5:30pm in the upstairs meeting room at the Capitainerie, Port of Gustavia. Special guest Anne-Marie Toussaint, a technical specialist for heritage collections at the National Institute For Agricultural Research (INRA), will talk about how to create herbiars, and what pur-

pose these collections serve. The day before, on Friday, April 19, Toussaint will do a similar presentation in the life sciences class at Mireille Choisy Junior High. Since February 2011, St Barth Essentiel has been working in conjunction with botanist Claude Sastre on an inventory of the flora and fauna in Saint Barthélemy and the creation of an herbier that comprises the plants of the island. This herbier will be presented during the lecture.

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LES VOILES DE SAINT BARTH: VESPER WINS MAXI/RACING CLASS

It was almost a foregone conclusion. When Richard Swartz signed on as “godfather” of the fourth edition of Les Voiles de Saint Barth, his racing prowess was sure to take him to the top of his class. In fact, Swartz’s TP52 Vesper won all five races for the Racing Maxi class, and the handsome RM028 Special Edition “Les Voiles de St. Barth” watch presented by Richard Mille,

the main sponsor of the race. In winning, Swartz remarked, “This week has been pretty typical: constant wind, 15-17 knots, predictable but shifty, with challenging and nice waves on the backside of the island. Kind of a sailor’s paradise; the race committee does a great job, the people are terrific.”

With winds up to 20 knots at times,

the racing was tough for some, with torn sails and broken masts as proof. But overall the event has grown in stature of the past four years, with a record number of 65 boats in the various classes, parties on the dock and at Shell Beach, and a nice overall ambiance. Local boats competing as well, from Donald Tofias’s Wild Horses that winters in Saint Barth to island-

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The starting line for Saturday's regatta

based boats such as Puffy, StBarth-Sail Racing, Voiles au Feminin, Maëlia, Lancelot, and Speedy Nemo.

Selene, a Swan 80, beat Whisper and Idea of London (and the Swan 100 Varsovie, which retired from the regatta after damaging its headstay on the first day of racing) in the Maxi Class. Other winners include Heroïna in the Classics, Paradox in

Multi-Racing, Budget Marine/Gill for the Melges 24s, L'Espérance in Non-Spinnaker, Music in Spi1, Lazy Dog in Spi2, and Credit Mutuel Martinique Premiere in Spi3.

The fifth edition of Les Voiles de Saint Barth will be held on April 7-12, 2014. For additional information on this year's winners and sponsors: www.lesvoilesdesaintbarth.com



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The crew from Music took top honors in the Spinnaker 1 class.



Wendy Schmidt (right) owner of "Selene" with her skipper Benjamin Davitt, with a Richard Mille watch



The crew from Puerto Rico aboard Lazy Dog, winner of the Spinnaker 2 class.



Local sailors aboard Raphael Magras' Maelia, second place in the Spinnaker 3 class. ©VoilesdeSaintBarth

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WINNERS BY CLASS

□ CLASSIC

1: Heroïna, Timothy Rutler -USA - 2: Wild Horses, Donald Tofias -USA - 3: Saphaedra, Jamie Enos -USA

□ MAXI

1: Selene, Wendy Schmidt - Grand Cayman - 2: Whisper, Mark Dicker -Ireland - 3: Idea Of London, Tony Mc Bride - GB

□ MAXI/RACING

1: Vesper, Jim Swartz -USA - 2: Varuna, Jens Kellinghusen - Germany - 3: Selene, Wendy Schmidt - GC

□ MELGES 24

1: Budget Marine/Gill, Andrea Scarabelli -SXM - 2: Team Island Water World, Frits Bus -SXM - 3: Lefort Clim, Thierry Lefort - Guadeloupe

□ RACING MULTI

1: Paradox, Peter Aschenbrenner -USA - 2: Dauphin Telecom, Erick Clement - SBH - 3: Plan D'Enfer YCFS, Bruno Escales -St François

□ NON SPINNAKER

1: L'Esperance, Sir Robert Velasquez -SXM - 2: Shamrock VII, Thomas Mullen -USA - 3: High Tension, Bernie Evan-Wong -Antigua

□ SPINNAKER 1

1: Music, James Blakemore - GB - 2: Defiance, Steve Cucchiaro -USA - 3: Arethusa, Philip Lotz -USA

□ SPI 2

1: Lazy Dog, Sergio Sgaramoso - Puerto Rico - 2: Ramanessin, Eamonn Rohan - Ireland - 3: Northern Child, Christian Reynolds - GB

□ SPI 3

1: Credit Mutuel Martinique Premiere, Andrzej Kochanski -Martinique - 2: Maelia, Raphaël Magras - SBH - 3: Speedy Nemo, Raymond Magras - SBH

DR. GILLES ALYRANGUES ADDRESSES THE SBIPOA

On Tuesday, April 9, Dr. Gilles Alyrangues, one of the four emergency doctors at the Hospital de Bruyn in Gustavia, proved to be an excellent speaker as he addressed the members of the Saint Barth International Property Owners Association (SBIPOA) at their final meeting for the 2013 season. Alyrangues provided an update on the health care system and services on the island, noting that there were 175 medical evacuations last year, underlining the need for an equipped plane to be ready and waiting at all times on the island. He also added that there is an average of one scooter accident per day, and that drugs—from alcohol to heroin—are involved in all accidents that take place from 1am to 6am. Alyrangues pointed out that the CT scan



awaited at the hospital needs final approval, as all equipment (including that donated by FEMUR) must be cleared with the authorities. He is also hoping that they can raise the money for a computerized medical records system, but are already facing a budgetary deficit, based on the increased number of people coming to the hospital for care. While Alyrangues joked that he works at the smallest hospital in France, the Hospital de Bruyn offers good emergency care, has a digital X-ray

unit, and the doctors there can set bones and perform minor surgery when needed. The meeting took place at The Brigantin, a beautiful, two-story Swedish House that is one of the island's national monuments.

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Gift Collection



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VOYAGE TO ANTARCTICA

Géraldine Danon has made a series of films about her voyage with Philippe Poupon and their children aboard the sailboat, Fleur Australe. Titled "A Flower In Antarctica," one of these films will be shown on Friday, April 19 at the Capitainerie.

Do flowers grow in Antarctica? In order to answer this botanical and poetic question, Géraldine Danon and Philippe Poupon, set out on a journey around the world on their sailboat Fleur Australe, taking their children with them. This ketch was specially built to deal with ice, as this exceptional voyage that started four years ago took Danon and Poupon from the Atlantic to the Pacific by way of the Northwest Passage and its icebergs. They then crossed the largest ocean on the planet, from Alaska to Polynesia, New Zealand, Australia, and New Caledonia, before heading by way of the southern seas,



then past the Roaring Forties and Furious Fifties on the way to Antarctica. This leg of the journey is retraced in the film, A Flower In Antarctica, one of the

nine documentaries made by Danon so far aboard the sailboat. *A Flower In Antarctica*, Friday, April 19, 7:30pm, Capitainerie (Port of Gustavia).



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 ► **Thursday April 18**

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- Live Music from 7:30pm @ La Voile Rouge, Manapany Hotel
 - DJ Yo One Sutter at Bonito, Gustavia
 - Diner Cabaret with show girls at Ti St Barth
 - Ladies First from 8pm

@ First Place, Gustavia

- Live music with new Dance performance & Fire Show, from 8pm @ Nikki Beach

► Friday April 19

- «I Love Friday» & DJ David KATZ from Electric Room NY, Cristina's Pole Dancing Show, Fire Spinning by Cyril @ La Plage Restaurant,
 - DJ Maxx C (Resident Dj Nikki beach) at Bonito
 - Jules Friends from 6:30pm @Table de Jules
 - Ladies Night @ Bagatelle, Gustavia
 - Soley for the sunset from 5:30pm @ Do Brazil, Gustavia
 - Acoustic guitar with Robb, from 7 to 9pm at Isle de France

- Madness Week End @ Ti St Barth, Pointe Milou
 - «Disco evenings» at La Table de Jules

► Saturday April 20

- Bikini Brunch, from 12pm until 5.30pm, with DJ Yo-One @ La Plage Restaurant
 - Live Music with Caravan (Soley & Co) from 8pm @Boucaniers
 - Madness Week End @ Ti St Barth
 - Live music «Disco» from 6:30pm @ la Table de Jules,
 - DJ Yo One Sutter at Bonito, Gustavia
 - Lunch with Live Music with Robb, from 1pm at Mango, Christopher Hotel
 ► **Sunday, April 21**

- Brunch with Robb, 11am, @ Toiny Hotel
 - Beach Lunch with DJ Yo-One, @ La Plage Restaurant, St Jean
 - Live Music with Caravan (Soley & Co) from 8pm at Bonito
 - Pierre Nesta for the sunset, @Do Brazil
 - Amazing Sunday «Pirates Party» from 1pm to 5pm @Nikki Beach
 - Dinner with Live Music by Robb @ La Plage Restaurant
 ► **Tuesday, April 23**

- Brazilian Evening : Live Music with Nathalie from 6pm @ Christopher Pointe Milou
 - DJ Yo One Sutter at Bonito, Gustavia
 - Soley for the sunset & Dinner from 5:30pm @ Do Brazil, Gustavia
 - Diner Cabaret with show girls at Ti St Barth
 ► **Wednesday April 24**
 - DJ Yo One Sutter at Bonito, Gustavia
 - Diner Cabaret with

show girls at Ti St Barth
 - Diner Spectacle Dance performance from 8pm @ Nikki Beach, St Jean
 - Soley from 8pm at PaCrici Tawana Hotel, Flamands
 - Diner Cabaret with show girls at Ti St Barth, Pointe Milou
 ► **Thursday April 25**
 - "Yatch Party" Dress code: Sailor from 8pm @Nikki Beach, St Jean

Night Club

► Thursday April 18

Where's my fucking love DJ K-RISM at Yacht Club, Gustavia
 ► **Wednesday April 24**
 «Laisse parler les gens» with DJ Eyedol at Yacht Club, Gustavia

Exhibitions

- Géry Langlais at Les Artisans, Gustavia
 - Modernisme art & Antiques, Camaruche Gallery
 - Dave Stevenson, Les Artisans, Gustavia
 - Alain le Chatelier, Les Artisans, Gustavia
 - Works by Cyrille Margarit, Nikki Beach
 - Wolfgang Ludes, Jean-Philippe Piter, Antoine Verglas at Clic Bookstore and Gallery, Gustavia
 - Tony Caramanico at Clic Gallery, Gustavia
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