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**Learning from “Saint-Etienne Hors cadre”(France)
Links and challenges between urbanity, tourism, production of space and living**

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Tourism was first reserved for the Grand Tour of aristocrats and artists. Then it became massive in the twentieth century. Today, it's become one of the world's dominant modalities of habitation. Almost no place isn't accessible to tourism, rest and entertainment guide many social practices and urban factory.

For more than a century, urbanization and touristification have been maintaining relations of interdependence and tension. From an urbanity and a production of space defined by manufacturing industry or services, we move from an urban, spatial and experiential quality, informed by tourism.

With design as a territorial's marker, tourist attractiveness of Saint-Etienne is reinforced by obtaining various labels (Ville Design Unesco or UNESCO World Heritage List for Le Corbusier Site). In addition, the city is developing a significant range of cultural facilities (Museum of Modern and Contemporary Art, second design collection in France; Puits Couriot, providing an immersion in coal mining; Museum of Art and Industry, highlighting industrial and manufacturing excellence).

Today, like Montreal, Saint-Etienne values a creative city, constantly reinventing itself, while at the same time asserting a tourism practice based on the experience of ordinary of places and ways of living. This strategy, "Saint-Etienne Hors cadre", is an opportunity to inform how tourism shapes and remodels places and practices.

The thesis formulated here is that entire urban fabric is colonized and shaped by a series of operations, performances, events based on entertainment, inviting people to live urban experiences combining several tourist aspirations (play, consumption, discovery, culture, encounters, etc.).

To defend it, a methodology combining lexicographical analysis of documents produced by Saint-Etienne Hors Cadre and observations of places and experiences is privileged and the first results will be presented at the Congress. This contribution aims to debate on (re) thinking the relationship between urbanity, tourism, production of space and living.

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