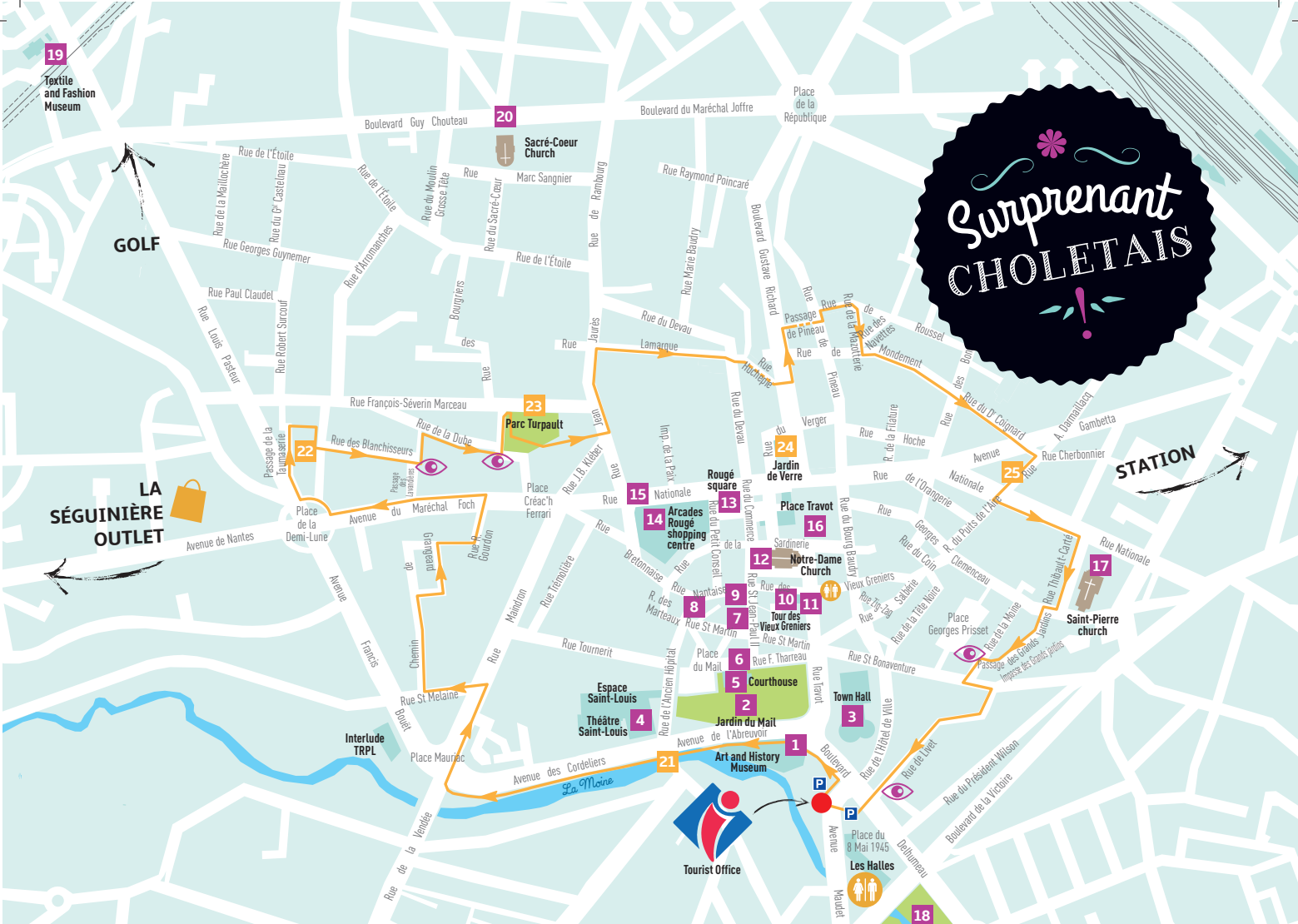


19  
Textile and Fashion Museum

# Surprenant CHOLETAIS



## Explore the town

URBAN WALKS AROUND CHOLET



19 Textile and Fashion Museum



1 Museum of Art and History



20 The Sacré-Cœur church



L'AUTRE USINE  
leisure complex

PARC ORIENTAL  
the biggest Japanese garden in Europe

RIBOU  
leisure centre

- 2 hours on foot
- Staircase
- Weavers' houses
- Motor home park
- Toilets



# 1 hour by foot

Join us and explore on a walk starting from the Tourist Office



16 Travot square

## 1 Art and History Museum

In the museum's vast, well-lit halls are housed all manner of treasures, including sculptures, paintings and historical items for you to discover. The two galleries are fascinating. One tells the story of the Wars of the Vendée while the other displays the evolution of art over four centuries, from the 16th century to the 20th, from figurative to abstract. One of the great highlights is the GRAV labyrinth (GRAV is a French Visual Arts Research Group), which is one of a kind in France.

One gallery is dedicated to Cholet's very own François Morellet, a world-renowned artist who achieved his lifelong dream of exhibiting in New York.

## 2 Jardin du Mail

This garden dates back to the pre-revolution era. In those days, it formed an integral part of the former castle and was located on the site of the current promenade. The Menhir standing stone arrived in 1885, transported from the Garde region (on the Maulévrier road) by a team of sixteen oxen.

### The Castle ramparts

The first fortress was erected on a feudal mound after the regions of Mauges and Cholet were defeated by Foulques Nerra, the Count of Anjou. Up until the 17th century, the castle was repeatedly destroyed and rebuilt, before finally being burned to the ground in 1793 as Cholet was taken by the Vendée army.

## 3 Town Hall

The locals call this building the "typewriter". Despite the nickname, it remains a very fine example of avant-garde 1970s architecture.



Jardin du Mail

## 4 Espace Saint-Louis

Renovation work on this former hospital started in 1999, eventually transforming it into the Conservatory of Music, Dance and Dramatic Arts, which opened in 2002. Meanwhile, the hospital's chapel was converted to an auditorium. Later, in 2012, the Theatre was erected alongside it, which led to the creation of the new Espace Saint-Louis, a centre for training and outreach activities related to the performing arts.

## 5 Courthouse

Built after the Beaupréau sub-prefecture was transferred to Cholet in 1857. This led to Cholet taking responsibility for some new administrative functions.

## 6 Arched gateway to the park (17th century)

At one time, it belonged to a rich fabric merchant based in Rue Saint-Pierre. The Lebreton family, who commissioned the gate, is famous in the world of "toile choletaise" (decorative fabric) for introducing the use of madder dye to create red threads.

## 7 Rue St Jean Paul II formerly Rue du Commerce

Originally built by the Marquis de Broon, this street was extended by Count de Rougé all the way up to the main road (Rue Nationale) around the end of the 18th century. Several houses still retain traces of that era, featuring ornate balconies and granite arches over their doors and windows. Note the neighbourhood's characteristic half-timbered walls: these allowed for the passage of carts, heavily laden with cloth from the factories.

## 8 Weathervane tree (2012)

With its 25 copper weathervanes, this tree pays homage to Roland Garros, a famous aviator who won the Circuit d'Anjou air racing event in 1912. It was here in Cholet that he obtained his pilot's license. Each weathervane reveals a chapter in the story of his life.

## 9 Rue Nantaise

This narrow, winding alley is one of the oldest streets in Cholet. Believe it or not, before being pedestrianised, this street was the shortest route into the town centre for travellers arriving on the Nantes road.

## 10 Tour des Vieux Greniers

(41 rue des Vieux Greniers)

At the corner of the rue des Vieux Greniers ("old granaries" street) stands the tower commonly known as the Salt Granary, built in the 16th century.



## 11 Jardin éphémère

In a nod to the old Rex cinema that stood on the site, every evening you can experience a visual animation of nightfall at 11 pm.

## 12 Notre-Dame Church

(19th century) The neo-Gothic style of this church is inspired by the great cathedrals of northern France. With its imposing size and two steeples rising to a height of 65 m, this monument is a truly breathtaking sight.



## 13 Place Rougé

(18th century) In 1750, the marquise of Cholet became the property of the Count of Rougé, who made it his personal mission to bring beauty to the city and make it prosperous. He designed this square himself. Today, Place Rougé has become a conversation area, featuring an urban living room, lamp-posts and library wall.

## 14 Arcades Rougé shopping centre

These relatively modern shopping streets in the centre of town remain in harmony with the historical feel of the neighbourhood with features such as half-timbered walls.

A work by François Morellet at the Arcades Rougé (2014): a world-renowned contemporary artist from Cholet.

**15 Hôtel Guilloux** (180, rue Nationale)  
(18<sup>th</sup> century)

This is a fine example of a private mansion, with distinctive turrets shaped like pepper shakers. Before the French Revolution, Cholet intellectuals would meet in the salons to talk about politics and discuss the works of Voltaire and Rousseau. The private gardens inside the property are well worth a visit.

**16 Place Travot**

• **The Grand café** (1824 - 1828)

Cholet's first town hall. With its monumental staircase, balcony of honour and neoclassical pediment, it's easy to imagine that this building once served an administrative function. No longer big enough to house the town's municipal services, it's now a brewery.

• **Former municipal theatre** (1884 - 1886)

With its neoclassical facade, this is another of Cholet's iconic monuments. Built between 1884 and 1886, it was ravaged by fire in 1949, and then rebuilt to be almost identical. It now houses a hotel and a leisure and cultural retail area..

**17 Saint-Pierre church** (19<sup>th</sup> century)

The distinguishing feature of this church is the statue of Saint Peter at the top, dominating the building. Weighing in at around 850 kg, it's a real heavyweight! Take a moment to admire the restoration work carried out on the stone carvings and stained-glass windows.

**Close by, also possible on foot**

**18 Parc de Moine** (1978)

A band of green running alongside the river Moine.

**For the next part, we're travelling up to the north of the city, by car or bus.**

 [www.choletbus.fr](http://www.choletbus.fr)

**Hire a self-service bicycle**



**Self-service cycle hire stations**



**19 Textile and Fashion Museum**

Housed in the former cloth bleaching factory, Cholet's Textile and Fashion Museum offers a glimpse into the region's industrial past. A walk through the gardens takes you into the heart of the factory, where the weavers' workday comes to life before your eyes. Find out all the secrets behind the manufacture of the famous Cholet handkerchiefs. The handkerchiefs of Cholet are renowned for their colour and incomparable quality. You'll find all different kinds on sale at the Tourist Office.

**20 Sacré-Coeur church and carillon**

(1937-1941) The Roman and Byzantine style of the architecture is a sight to behold. In July and August, you can take a guided tour and go up the bell-tower. Awaiting you at the top is one of the biggest carillons in France and a panoramic view of the city.



# 2 hours by foot



Weavers' houses



Parc de Moine

**This alternative route comes highly recommended! Take the orange route**

**21 Green path along the Moine**

The Moine river crosses through Cholet and its source is close to Mauléon in the Deux-Sèvres region, flowing into the Sèvre at Clisson in the Loire-Atlantique. It is 69 km long, with 57 km within the Maine-et-Loire area.

**22 Quartier de la Taumaserie / Thomaserie district**

The former weavers' district features neat rows of houses bordered with gardens. The name is a corruption of Thomaserie caused by a spelling mistake on the land registry.

**23 Parc Turpault**

The park is named after a family of textile traders. In Créac'h Ferrari square, two resistance martyrs were tortured on the site.

**24 Jardin de Verre / mosaic house**

The Jardin de Verre is a performance venue housed within the buildings of Cholet's first museum. Take a quick detour on the Rue du Verger to see the blue and white mosaic facade in homage to artist François Morellet.

**25 Gargoyles** (5 rue Darmaillacq)

These creatures were the work of Fernand Dupré (1879-1970). There are more of these gargoyles and sculptures adorning the Sacré-Coeur church in Cholet as well as other buildings and churches in the area.

**👁 Weavers' houses** (18th century)

28 rue du Livet, passage des Grands Jardins, rue des Blanchisseurs, rue de la Dube.

These humble traditional houses once held weaving looms in their cellars. People lived on the ground floor, which typically had one or two rooms.



**Villes et villages fleuris towns and villages in bloom**

National competition, organised to promote the development of green spaces in cities.



**Golden flower :**  
awarded to Cholet in 2019

# Other places to see... And things to do...



## GLISSEO CHOLET

Swimming and ice-skating complex



## L'AUTRE USINE CHOLET

Leisure and sports complex (indoor and outdoor) including karting, bowling, laser tag, escape room, badminton and basketball.



## GOLF CHOLET

This 18-hole course is set in a magnificent forest just 5 minutes from the town centre.



## SHOPPING AT LA SÉGUINIÈRE OUTLET LA SÉGUINIÈRE

Prepare to enter a shopping paradise where prices are unbelievably low. La Séguinière Outlet is a fantastic shopping experience.

Just 5 min. from Cholet



## PARC ORIENTAL MAULÉVRIER

The biggest Japanese garden in Europe. Open day and night.

Reduced-price tickets on sale at the Tourist Office.

Just 10 min. from Cholet



## WINE ROUTE VIGNOBLE ET PATRIMOINE DU HAUT-LAYON

Coteaux du Layon is a very well-known appellation in France. This sweet wine is delicious both as an aperitif and a dessert wine, made from the Chenin grape variety, which is typical for Anjou-Saumur wines.

The "Route des Vins Vignoble & Patrimoine du Haut-Layon" wine route is 66 km long and dotted with wine estates, private châteaux, cave sites and traditional villages. From landscapes to wine tastings, the Cholet region is a feast for the eyes and the taste buds.

So, what's it to be? Cabernet d'Anjou, Anjou Villages, Crémant de Loire? White, red, rosé? With or without bubbles?

Which will be your favourite? We can't wait to find out.

Just 40 min. from Cholet



**CONTACT US**  
02 41 49 80 00  
info-accueil@ot-cholet.fr  
ot-cholet.fr

## OFFICE DE TOURISME DU CHOLETAIS

14 avenue Maudet  
49300 CHOLET

14 rue Monnaie, Vihiers  
49310 LYS-HAUT-LAYON

Follow us !



Surprenant Choletais



## Shop

### Gifts and souvenirs

On sale at the Tourist Office: Cholet handkerchiefs, local produce, selection of wines and more.



© Myriam Hevolet

