

Svetlana Goncharova , media ala

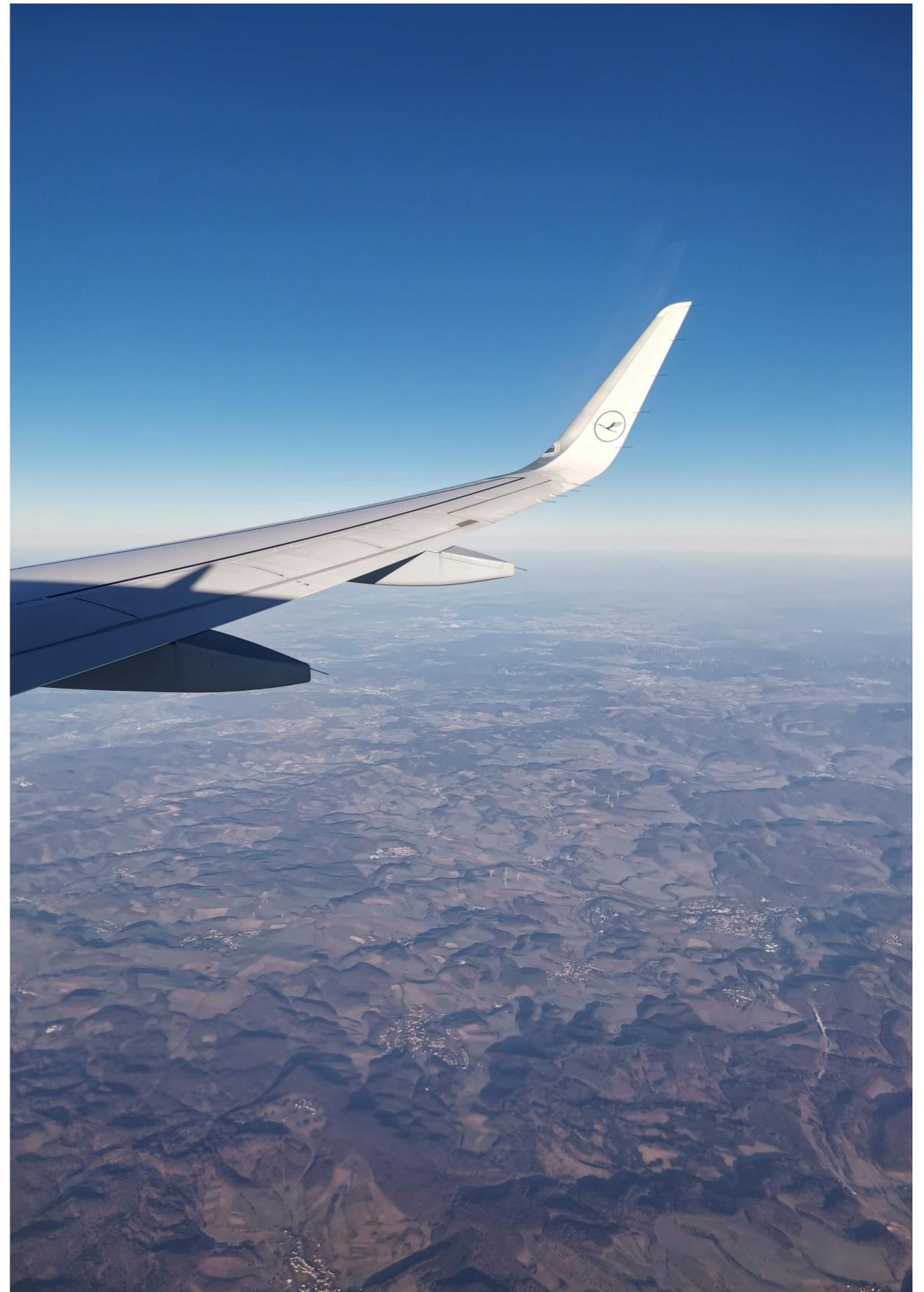
Report. Lyon. 2022/03



Getting there

You can get to Lyon easily by plane with one change in Germany or France. [skyscanner.com](https://www.skyscanner.com) can show you options.

Erasmus+ provided me a lift from the airport to accommodation. Beata, who met me at the airport, gave me a short brief about the city on the way to my place to stay.





The city

The city is beautiful and quite a good size. It is situated between Paris, Alps and a sea. Every location can be reached in 2 hours by train.

It's quite warm in spring time (I have been there in March), but night can be cold, so better have some scarf and mb even a hat.





Accommodation

I had a room right in the heart of the city, in a district called Croix Rousse.. Place was very centered and was very easy to get around by feet. It had a big living room and a garden, plus a furry cat was there as well.

The landlady Mariyan was very cool and funny, she told me about traditions and culture of France, recommended places and things to do, also taught me some French.

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it's a bit colder in French apartments, then in Finnish, a sweater and wool socks can be a good idea to bring.





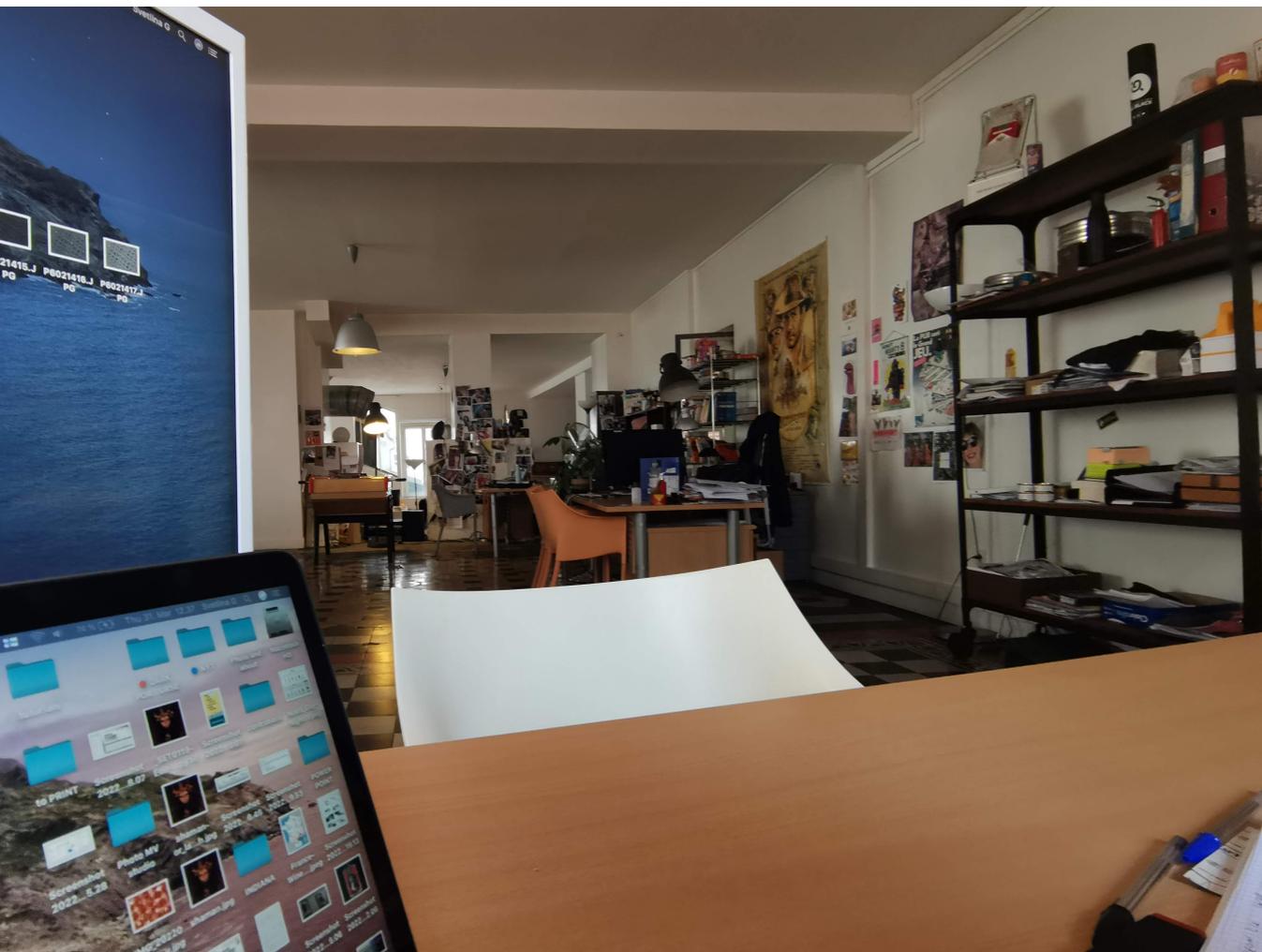


Working culture

Usual day starts at 9 and ends at 18. Lunch break is usually 1 hour, but in some companies it's 1,5.

As I have noticed during my exchange in Indiana people are stress-free, solve all the problems in a friendly way, go out altogether, and have good connections with colleagues.

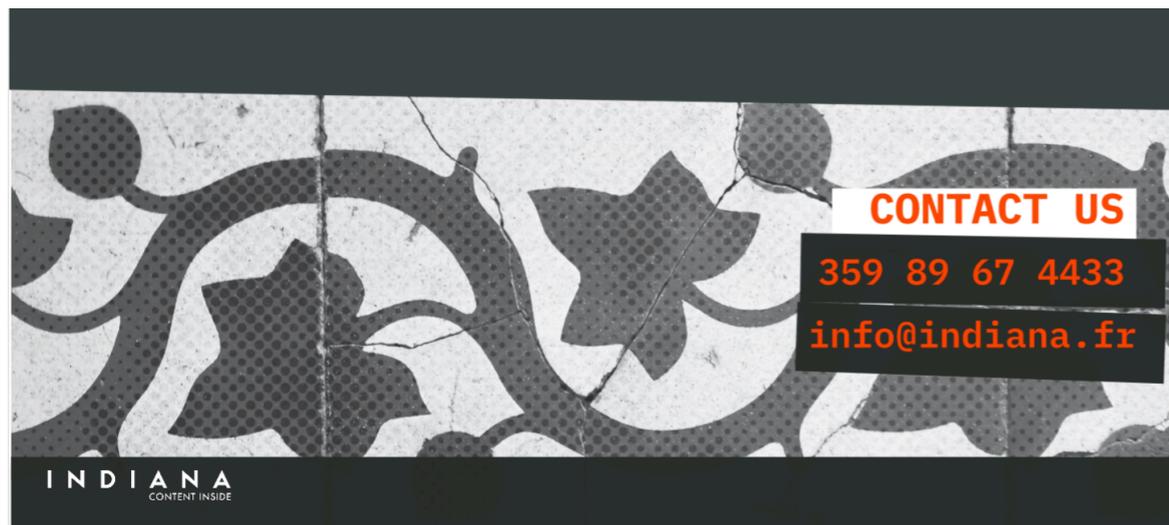
Nobody talks about work on lunch breaks. People bring food and wine from their hometowns to share with colleagues. It's like a small family.



The company office looked like open space, it is in some old building. The interesting ornament was left on the floor, as you can see in the picture.

I made user interface for WEB site of Indiana company. They wished it to be simple and original. I used modern color combination and some animation as well. I also used ornament from the floor on the last page to make this WEB site look more unique.

I also created a Powerpoint presentation for internal use.



Old version

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CONTENT INSIDE

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VOUS
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7 RAISONS
DEVIS

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INDIANA in english PURE PLAYER EN CONCEPTION + REDACTION + CREATION DE CONTENUS PU

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Il est à l'intérieur de notre ADN, de notre histoire, de ce Indiana crée des contenus depuis 1988. Exclusivement Indiana, il n'y a **que des créatifs** : pas de commerciaux pas de bla bla, donc plus de proximité, de réactivité, de

* Le contenu est à l'intérieur © Copyright Indiana. Conception : Léo SkwireL. Réalisation: Petite fée

Local designer's version

Concepteurs Rédacteurs

0112

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CONTENT INSIDE

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Inside your content, in French and English: language elements, manifesto, web and print texts, catchlines, video, audio and TV scripts...

LE CONTENU EST A L'INTERIEUR
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WE ONLY DO CONTENT AND WE DO IT WELL.

EDITORIAL, VISUAL, AUDIO, VIDEO. CONTENT IS AT THE CENTER OF EVERYTHING, EVERYWHERE, AND IT HAS ALWAYS BEEN OUR EXCLUSIVE PLAYGROUND. IN FRENCH & IN ENGLISH. IN B TO C & IN B TO B.

WHAT

EDITORIAL
Texts and catchlines for newspapers / magazines, internal / external. But also: advertorials, language elements served in CP/DP to journalists and then brochures, books, annual reports, CSR... and always with text-appeal.

AUDIO

WORDING

DIGITAL

My version

Food and drinks

France is just a magical place for foodies! There are a lot of different restaurants in the city center. Ready-made food in supermarkets is quite good. Prices for grocery were about the same like in Finland, but you can find much more options there.

Lyonnais classical gastronomy has a lot of meat food and it's usually quite fat, so it can be challenging.

!

Locals always buy cheese and vegetables on weekend markets. It is better and cheaper.







Act like local

When you wake up on the weekend, the first thing you have to do after coffee is to get fresh baguette and some farmers grocery. Markets are usually situated next to the river and on the top of the Croix Rousse. There are also plenty of flea markets next to the river, where local artists can be found selling their art works.



!

Most of shops are closed on weekends, and especially on Sunday.

Alps

There is very easy way to get to Alps by bus or by train. Around 2 hours and you are there. (And the trip costs 10€ both ways)

I chose to visit Grenoble and hike up to Bastille. It was very cool and beautiful. And it is free.

Mont Blanc is also a good option for the weekend, but without a car you have to spend the night in Chamonix , plus getting to the mountains is not free. So money-wise Grenoble is a good option to see Alps.

Locals also recommended me Annecy as a day trip as well.







Meeting people

French people are very friendly and most of them speak quite good English. So don't hesitate to go to bar, club or concert to make some local friends :)



Expenses

Some of my expenses on a trip

Flight tickets	200€
Accommodation	400€
Transport card	73€
Food 15€/day 28 days	420€
	= 1093€

Plus traveling, entertainments,
clothes, books, museums.

Erasmus+ grand covered most of the
expenses. I received 1270€





Useful information

Tickets.

Buses: [flixbus.fr](https://www.flixbus.fr)

Trains: www.sncf-connect.com/en-en/

Public transport

<https://www.tcl.fr/en>

Monthly ticket valid only till end of month and cost 68€+card 5€ + 40 minutes of your time (you can get it only from special selling point)
Weekly ticket costs 20€ and can be bought everywhere.



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Student discount in France ends when you are 28.

Merci!

It was a really great experience. I have learned a lot about working culture in France and understood more about how things are going in another country, the way of living and a work-life balance. I had lived like a local and discovered Lyon this way. I tried to buy only local food and drinks, to get more familiar with this region of France.

I would like to thank Varia and Erasmus + for that chance and I think every student should be more open-minded and not be scared to go abroad alone, that's the way to learn! :)







