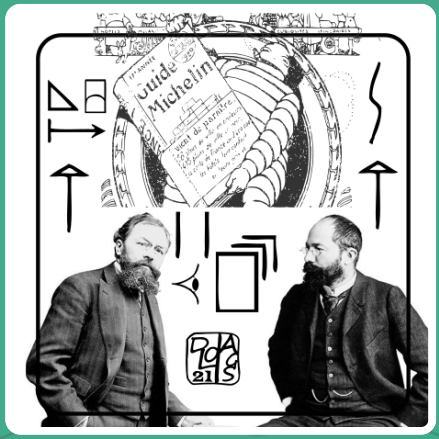


1850-1900

FRANCE

LIRE

01-TEMPS

MANGER

02-ESPACE

ENVIRONNEMENT

ALLER

TRANSPORT

Guide Michelin

The Michelin Guide was launched at the turn of the 20th century, at a time when automobiles were still a rarity. Its initial goal was simple: to encourage travel and thereby promote the use of tires. To assist drivers, the guide provided practical information on roads, repair shops, and places to eat. Over time, the publication underwent a profound transformation. Its restaurant reviews eventually became its most famous feature. Michelin stars gradually gained global influence over the reputations of restaurants and chefs. The guide reflects how mobility transforms eating habits. Traveling involves eating, discovering new places, and exploring culinary traditions. Tires, roads, and gastronomy are thus linked within a single narrative. The Michelin Guide perfectly illustrates the sometimes unexpected cultural consequences of technical innovation.