

Association of European Royal Residences Annual Report, 2015

HUMAN RESOURCES

ARRE employs:

Céline Delmar on a full-time permanent contract. Maternity leave from 18 May to mid-October 2015.

Elena Alliaudi on a full-time fixed-term contract from 2 March to 31 December 2015.

Since January 2015: Two trainees have joined the team (in the context of official placements through their university). Their work together is equivalent to an additional full-time post:

- **Marie Colla**, January-July 2015, 6 months, full-time: newsletter project, Pinterest, Internet site, archiving.
- **Florie Jarrige**, March-September 2015, 6 months, full-time: Creative Europe project, archiving.

WORKING MEETINGS

- **Board meeting, Potsdam, 5th February 2015:** preparation of the GA and the 2015 programme

- **General Assembly**, Museum of King Jan III's Palace at Wilanów, 21 and 22 May 2015

28 participants, managers of royal residences from 13 European countries and Russia; approval of ARRE's annual report and the accounts for 2014 by the members; voting of the 2015 and 2016 provisional budgets, presentation of the Association's activities; approval of enlargement to new members to the Association: the Museum and National Estate of Compiègne and the Royal Łazienki Museum; voting of the 2015 work programme; voting for the establishment of the four-monthly ARRE Newsletter, voting for the application for European Funds (Sub-programme Creative Europe) and discussing potential future project for 2018 European Year of Cultural Heritage.

- **ARRE technical meetings**

Since February 2015, four technical meetings have been organised by Association members:

1. **“Let there be Light! Lighting and its Impact on Historic Interiors”**, New Palace, Potsdam, Germany, 5-6 February 2015.

20 participants from 10 institutions and 8 countries

Examples presented by the participants enabled us to identify several issues related to new European norms, the lighting of historical interiors according to a defined period, chandelier lighting, lighting for special events (exhibitions), etc. It has been suggested that we identify our needs and our technical requirements, taking into account the different historical periods from the 16th to the 20th century and arrange to meet contractors that can meet those requirements. This may be of interest to royal residences and historic houses that are either open to the public or private. We also discussed visitor complaints regarding insufficient lighting in rooms; a greater effort needs to be made to explain the historical context to them and the history of lighting.

Open proposals: A follow-up meeting in 2017 has been suggested.

2. **“Sharing Communities: projects and practices for a shared strategy in social and digital communication and other digital uses”**, La Venaria Reale, Italy, 25-26 June 2015

25 participants from 13 institutions and 7 countries

This second meeting about “Social media in Royal Residences” (the first one was in 2013) represents an important tool of collaboration and coproduction, extremely strategic also in terms of common promotion. This TM has allowed members to know and exchange good practices and to learn new practices on audience development through social media strategies and it gave them the possibility to discuss 3 major subjects: 1) Connecting with visitors: what strategy to which public; 2) The power of storytelling for Royal Residences; 3) Know and share our public.

ARRE – Board meeting, Palace of Versailles, 21 December 2015

The goal of the TM was “sharing communities” between ARRE members. During a creative workshop, participants generated a private Facebook group which could offer them the possibility of constantly exchange about their good practices and information.

Open proposals: contributors also imagined a strategy to share their social media communities on the example of the Twitter Follow Friday, establishing the *#RoyalResidencesDay*, on live event supported by Twitter that could permit to mutually promote all ARRE members simultaneously to their different communities.

3. “Improving our Knowledge of Foreign Visitors to the European Royal Residences”, The Peterhof State Museum-Reserve, Russia, 10-11 September 2015

14 participants from 10 institutions and 7 countries

This second meeting about “Visitors in Royal Residences” (the first one was in 2013) was part of a larger reflection on how better know and understand public of European Royal Residences focusing on what strategies Royal Residences use to analyse their public especially when they deal with international public.

Examples presented by the participants enabled us to identify several methodologies and tools (management data systems) as far as interesting topics related to hosting non-European visitors. A preliminary questionnaire showed a first big trend concerning the rise of Asian visitors in Royal Residences (especially in Palaces of Versailles, Schönbrunn and Peterhof).

Participants also think about long term strategy to better understand public of Royal Residences in order to offer them a more adapted historical content, based on needs and on specific cultural characteristics.

Open proposals: this TM gave the opportunity to discuss on common promotional actions like a common video or the possibility to establish a common European ticket for Royal residences in order to promote them to all their public.

4. “Fire safety”, Palace of Versailles, France, 30 November and 1st December 2015.

24 participants from 13 institutions and 11 countries

This second meeting about Fire safety in Royal Residences (the first one was in 2002) enabled us to determine what are the common necessities of Royal Residences in case of Fire accidents. This TM, beyond giving a good panel of different European strategies on this subject, permitted participants to exchange on common problems which are specifically related to Heritage emphasizing the fact that in national laws, heritage buildings are always classified as schools or hospitals, in spite of having very different manner to manage and issue to face on.

Open proposals: A follow-up meeting has been suggested.

• Board meeting, Palace of Versailles, France, 21 December 2015

PUBLICATION

Follow-up of the publication of the International conference ‘Authenticity in the Conservation of Historic Houses and Palace-museums’ organised jointly by ICOM’s International Committee for Historic House Museums (DEM HIST) and the ARRE.

COMMUNICATION

In addition to coordinating internal communication between all the members, adapted for every action, several activities have been completed:

- **Publication of ARRE fourth-monthly newsletter** spread to more than 500 international contacts.
- **Improvement of content for the website www.europeanroyalresidences.eu and update of the institutional brochure**
In 2016, the brochure will be updated again; members will be asked to revalidate the content or to send new texts and pictures if they wish to update the content.
- **Updating of the contact list** of ARRE (including now more than 500 contacts)

- **Development of ARRE's presence on social networks**

- *Linked In*: In September 2013, an ARRE group was created on this professional network. This group is for all the staff from our institutions who wish to join it. At the beginning of May, 127 professionals were registered. This group distributes information related to various fields: digital technology, heritage and museums on a European and global level (symposiums, events...). We need to promote this tool that enables staff from our institutions to get to know one another and to create an online network.
- *Pinterest* <http://www.pinterest.com/arrenetwork/>. This tool is an effective and rapid way to collect pictures showing our Network through themed albums such as “European Royal Residences”, “Winter Spirit”, or “European Royal Bedchambers”. One of the albums has been imported onto our website homepage which enables us to change our theme often and make our page more dynamic. The “European Royal Bedchambers” theme was presented on our homepage until April. The “European Royal Gardens” album is currently presented. The next album will probably present the “Royal Sovereigns”. The pictures collected are copyright-free, whether they are official, professional, from our institutions or from Pinterest users.
- *Facebook private group*
https://www.facebook.com/groups/796728573781258/859107634210018/?notif_t=group_activity to support communication and collaboration between people in charge of social media in royal residences
- *BaseCamp*, a collaborative platform to support specific communications, mainly in the field of Preventive Conservation (EPICO project)

OTHER PROJECTS

- 1) **VERS-ASIE** - Submitted for PATRIMA funding (*project not selected*) – International project of research on representations and behaviours of Chinese visitors in order to better understand the museum dynamics of these audiences in the significant European Heritage sites and to develop more suitable mediation tools.
- 2) **EPICO** - Triennial preventive conservation project 2015-2017
Project leader: Palace of Versailles supported by the Palace of Versailles Research Centre; in partnership with Het Loo and Wilanów palaces and the Restoration and Conservation Centre of the Venaria Reale. Currently financed with participating institutions' own funding.
- 3) **IDEA** - submitted for CREATIVE EUROPE funding (*Subject to approval of the project - March 2016*) - Large Scale Project (13 partners)
This 4 year research project, which should start in June 2016, aims to conduct quantitative and qualitative studies in order to analyse the public of Royal Residences, with a focus on Asian visitors. The product of this process will be the first online Audience Observatory of European Royal Residences which aims to support the residences on their cultural strategies and set audience trends in Europe.
Supported by the progress in the field of new technologies, this study would generate a better understanding of Museum dynamics in European Heritage sites and develop more suitable mediation tools, as a common online exhibition, coproduced with the public, hosted in China and launched during an ARRE promotional event in 2018. The project aims to create a case history on European Heritage exporting to others European institutions through an international publication and it also offer the opportunity to establish a sustainable and common event of European Royal Residences to promote the network to an international public: *#Royal Residences Day*
The project has a strong component of building capacities and it includes 8 trainings, 10 workshops, several common professional events (Summer schools, FabLab...) and mobility grants.

ARRE – Board meeting, Palace of Versailles, 21 December 2015

4) ERASMUS + Follow-up of European cultural news and knowledge regarding the European funded programmes and project design

OTHERS ACTIVITIES: European cultural contacts, meetings, promotion...

Along the year	Follow-up of European cultural news and knowledge regarding the European funded programmes from 2014-2020: Creative Europe, Erasmus+, Horizon 2020...	Europe
Along the year	Several updating meetings with the Heritage General Department and the European and International Affairs Department of the Ministry of Culture and Communication, Paris	France
18 March	Presentation of ARRE by Elena Alliaudi during the meeting on <i>Built Heritage, Management and Conservation in use</i> organized by the Presidency of the Republic of Portugal, Palace of Ciudadela, Cascais	Portugal
15 April	Developing Historical research - Update meeting on Research with La Venaria Reale, Research Centre of Palace of Versailles	France
4 September	IDEA/ Presentation of ARRE by Elena Alliaudi to the staff of Cultural management of the University of Barcelona	Spain
28 October	Organisation of bilateral meeting between Het Loo/Versailles staff about contemporary art in Royal Residences	France
2 November	Presentation of ARRE by President Catherine Pégard to the staff of European communication agency “Image7”, Versailles,	France
6 November	IDEA/ Presentation of ARRE by Elena Alliaudi to the staff of the cultural Foundation “Fitzcarraldo”, Turin	Italy
9 November	Presentation of ARRE to the Museum and National Estate of Compiègne, France	France
10 November	Presentation of ARRE by Elena Alliaudi during the dissertation of Florie Jarrige - 2 nd year Master’s students of European studies and international relations at the University of Cergy-Pontoise,	France
23-24 November	EPICO Following-up meeting, Museum of King Jan III's Palace at Wilanów	Poland
24 November	Meeting with staff of the Royal Łazienki Museum, new ARRE member with Céline Delmar & Elzbieta Grygiel	Poland
4 December	Presentation of ARRE to new Director of Reggia di Caserta, Caserta, Italy to reactivate contacts and possible cooperations in the field of Opera	Italy
7 December	Organisation of bilateral meeting between Svetlana Dobrossolets, in charge of fundraising for the Peterhof Palace with Serena Gavazzi, in charge of fundraising for The Palace of Versailles, Palace of Versailles	France
14 December	Presentation of ARRE by President Catherine Pégard to the General Direction Culture and Creativity of the European Commission, Brussels	Belgium
December	ARRE offices moving to the Grand Commun: archiving, sorting and storage	France