

ASSOCIATION OF EUROPEAN ROYAL RESIDENCES ANNUAL REPORT 2016

HUMAN RESOURCES

ARRE employs:

Céline Delmar on permanent contract until September 2016. Since March 2016 in telework from Munich: part-time work (80%) from March to June and full time work (100%) from July to September.

Elena Alliaudi on a full-time fixed-term contract from 11 January to 31 May 2016 and on permanent contract from the 8 June 2016.

Since January 2016: 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:

- **Clara Solzbacher**, January 2016, (HEC Paris) - unpaid traineeships
- **Aneta Helekalova**, March – September 2016, 6 months, part and full time

CORE PROGRAMME

MANAGEMENT MEETINGS

- **Board meeting, Royal Palace of Gödöllő, Hungary, 25 April 2016:** preparation of the GA and the 2016 programme
- **General Assembly, La Venaria Reale, 30 and 31 May 2016**
37 participants, from 21 institution and 14 countries.

Approval of ARRE's annual report and the accounts for 2015 by the members; voting of the 2016 and 2017 provisional budgets, presentation of the Association's activities; approval of enlargement to new Association members: the Moscow Kremlin Museums and the Danish Agency for Culture and Palaces; voting of the 2016 and 2017 work programme; voting on the establishment of #Palaceday, the International conference on preventive conservation – presentation of the EPICO project (Winter 2017) and a new communication strategy of ARRE and discussing a potential future project for 2018 European Year of Cultural Heritage.

Renewal of the Board (1st November 2016 - 31 October 2019)

- **Board meeting, Palace of Versailles, France, 16 December 2016**

TECHNICAL MEETINGS

Since March 2016, 4 technical meetings have been organised by Association members:

1. **“Preventive Conservation - Curatorial Cleaning”**, Schönbrunn, Austria, 17-18 March 2016
29 participants from 17 institutions and 10 countries

Conservators, curators, collection managers, and registrars discussed cleaning procedures/programs, specificities per object, pros and cons of working with internal staff or external companies, cooperation between cleaning staff and conservators/restorers, specific training, dust, climate issues, insects (particularly moths), damage mapping and monitoring the collections in databases. The Schönbrunn team has produced a “cleaning” handbook for employees that will be shared amongst the participants.

Continuity: Interest in a conference about preventive conservation in 2017

2. **“How to recount the European history of Royal Residences”**, Palace of Versailles Research Centre, France, 7-8 April 2016
23 participants from 14 institutions and 9 countries

This 2nd scientific meeting (the first was in 2014) aimed to question the concept of a "royal residence" at European level. How do European residences tell the story of Europe? Participants introduced some concrete examples of the European dimension of their residences and how to promote it to the general public. Several interesting initiatives are currently being developed by our members: a conference will be held in Warsaw in October 2016 on “Court Ceremonies”, a research programme on “Europe of the Courts” is starting at the Palace of Versailles Research Centre. Particular emphasis has been placed on the identity of our residences in the 20th century.

Some proposals were made: the need to find an agreed definition of “royal residence” (art. 1 of our Charter), to collect more information on the European nature of our residences thanks to a call for articles, and organising a Day of “European Royal residences”.

3. **“Organising and Hosting Events in Royal Residences”**, National Domain of Chambord, France, 15-16 November 2016
21 participants from 14 institutions and 9 countries

This meeting refers back to a technical meeting held in Stockholm in 2007 and deal with the subject of organising and hosting events in our residences. We considered the balance between the opportunities presented by such occasions, (including the financial aspects) and the burden they represent for the institution. Our discussions focused on 3 main points: seizing opportunities (establish the nature of the event and the type of negotiation), distribution of tasks: (internal and external organisation, specifications, limits and constraints in a historic house) and activity report (aims and objectives in terms of the image of the monument, communication etc.).

4. **“Site security”**, HRP, Tower of London, United Kingdom, 5 & 6 December 2016
21 participants from 11 institutions and 8 countries

This meeting focused on all the different types of attack that royal residences may be confronted with today, with particular attention paid to terrorist attacks. As residences and tourist sites, we are all potential targets of terrorism in our countries and we have a certain amount of experience in this area. For this reason, Historic Royal Palaces (HRP) has recently carried out a large test operation. The meeting has been held by a specialist in the field, Nigel Cook, who recently joined HRP as Departmental Security Office of the tower of London; he previously worked in counter terrorism for the metropolitan police. This meeting provided an opportunity to examine the essential physical actions for prevention and the daily prevention measures that palaces like ours, which welcome millions of visitors each year in small spaces, must take into consideration.

OTHER PROJECTS

ECHY 2018 WORKSHOP

“Sharing Heritage”– European Cultural Heritage Year 2018, SPSG, Charlottenburg Castle, Berlin, 18 October 2016
24 participants from 12 institutions and 8 countries

Schloss Schönbrunn, Palais de Charles Quint asbl, The Royal Danish Collection, Palace of Versailles, Prussian Palaces and Gardens Foundation Berlin-Brandenburg, Gödöllői Royal Palace, La Venaria Reale, Museum of King Jan III's Palace at Wilanów, Royal Castel of Warsaw, Royal Łazienki, Palácio Nacional de Mafra, Parques de Sintra Monte da Lua) and DNK Germany (German Cultural Heritage Committee)

Aims of the workshop: enquire about the national measures and projects for ECHY 2018 and define the ARRE positioning within the initiative. ECHY, approved by the European Commission, aims to highlight

the role of Europe's cultural heritage in fostering a shared sense of history and identity (*For more info on ECHY 2016 see attached document*).

ARRE WITHIN ECHY 2018

What to do: highlight why we are sharing the heritage (what belong to a common heritage?) through our actions, work on new narratives/ storytelling in order to find a new way to make history more understandable, work on influences and highlight connections at European and extra European level, highlight the importance of the history on everyday life, find a new way of communication with our audience, focusing on experiences, including people from very different backgrounds and ensure the sustainability.

How: work in scale (Starting from activities/contents that members already do), build a strong communication plan putting under the same label, both ARRE and ECHY, each action related to 2018, and strengthen professionals through mobility.

Methodology: platform to facilitate communication and follow up meeting during 2017

Budget: tbc (check national budgets and / or European funding)

Target Audience: young generations and new audiences (visitors who are not familiar to Royal Residences in a creative way)

Opportunities: Participating at ECHY 2018 is a way for ARRE to aware visibility of every single member due to the fact that they are part of the network, ensure a strong European identification (historical, cultural and social) through our past (Royal families), strengthen collaboration by actions addressed to general audience, learn to work in scale (future evolution of ARRE), create a huge space of common knowledge and create a new narrative.

Proposal: *From Royal tables to everyday dishes*

Mission statement: Sharing common knowledge as well as European history and heritage experiences focusing on historical, social and economic aspects and stressing intercultural aspects and common links between royal residences with a strong involvement of the public.

How: promoting the initiatives (common and individual) through each website of ARRE members and through the ARRE website as well as the sharing heritage platform. Promote every action related to 2018 with both the ARRE logo and the official Logo of ECHY. Use a broad and strong corporate design as/for identification.

Sustainability: strengthen network, fostering exchanges, have a better knowledge of our relationships

MEMBERS FEED BACK (QUESTIONNAIRE)

Tot answers: 7

Specific activity developed for 2018 for the project “From Royal tables to everyday dishes”

- Royal Castle of Warsaw: **workshops and lectures**
- Museum of King Jan III's Palace at Wilanów: **workshops and educational activities** based on selected historical recipes from various repositories (already developed a long-term program which is being implemented). All educational actions and presentations are based on results of research
- Schönbrunn Palace: already planned exhibition on “Food” at Schloss Hof and Schloss Niederweiden. **One room of the exhibition will be dedicated particularly to ECHY** topics (European Food traditions, royal tables, etc.) and host events (cooking classes/tastings) during the exhibition. With this attractive theme we are convinced to reach out to a broader audience. (*see attached document*)
- Coudenberg Palace: **exhibition** un banquet à la renaissance (*see attached document*)
- Parques de Sintra – Monte da Lua S.A.: **small exhibitions** or enhancement of pieces included in the visitor’s circuit, with the ECHY and ARRE label.

This pieces selection could be presented in the ARRE website (or common platform?) - along with other ARRE Residences projects or a gallery of common/shared objects, spaces (including gardens), or subjects, focusing on intercultural, exotic, not European, table ceremonial and private royal habits in contrast to present habits or socializing activities. E.g.: chocolate, coffee, pineapple, sugar, spices, the use of the different tableware objects, social and economical issues related to production, circulation and popularity of the products and objects. Narratives, literature and storytelling.

- Palace of Versailles contents about “From Royal tables to everyday dishes” will be integrated into the **audio guide** of the Palace of Versailles (13 languages). A **special tour** could be offered to visitors about the court life, the art of the table, also during the Banquet of diplomatic receptions and major events.

Visits to conferences around the table in Versailles could also be proposed.

The kitchens of Trianon, set up on the occasion of the exhibition "De Gaulle à Trianon", could also be used during this year 2018.

At the same time, the Palace of Versailles wishes to develop scientific collaborations on the theme of the “service of mouth” and its evolutions until today. Three working groups will make it possible to carry out a comparative study in order to analyze European influences mainly on 3 geographical axes (Mediterranean Europe / Central Europe / Northern Europe). A general public / mediation activity will follow after 2018.

- SPSG: tbc

National budgets:

- Germany: the budget of the German Government (ECHY 2018/ EYCH 2018 “Sharing Heritage” will be in 2017: 3,600,000 Euro
- Poland: According to National Heritage Department European Cultural Heritage Year 2018 will not have its own separate budget in Poland. Most likely it will be supported by already existing means
- Austria: tbc
- Belgium: A specific budget for the ECHY/International projects is foreseen
- Portugal: no dedicated budget
- France: tbc (after 13 February 2017)

DEMIST PUBLICATION

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 (DEMIST) and ARRE in 2014. The coordination of the publication was ensured internally by the ARRE secretariat.

JARDINIERS D’ART

May – October 2016, ARRE ensure the organization and management the project “*Jardiniers d’art*”, a programme of mobility of Gardeners specialized in Historic Gardens from La Venaria Reale to Gardens of the Palace of Versailles.

#PALACEDAY

In 2015 the digital teams of the network of royal residences met in Turin at the Reggia di Venaria Reale to discuss their respective digital strategies, their projects and the challenges they face on a daily basis. #PalaceDay was conceived during this meeting and it was launched in July 2016, driven by the Palace of Versailles with the creation of a dedicated web page: www.palaceday.com, Twitter account @Palace_Day and Google Map in order to view real time participation.

The success of operation #PalaceDay demonstrated:

- The strong interest of the public in heritage generally and in palaces/castles more specifically. Internet users are very responsive and ready to participate in digital events.

ARRE –Board meeting, Palace of Versailles, 16 December 2016

- New audience development for the institutions through exposure to the communities of the other participants.
- The opportunity to communicate around ARRE easily and with little cost thanks to digital media.
- The importance of becoming acquainted with other professionals of the network who are willing to get involved in joint projects.
- Reinforcing a positive message about European unity.

EPICO - Triennial preventive conservation project 2015-2017

Project leader: Palace of Versailles supported by the Palace of Versailles Research Centre and ARRE; in partnership with Wilanów palaces and the Restoration and Conservation Centre of the Venaria Reale. This project is currently financed with participating institutions' own funding.

ARRE Coordination of 2017 international conference: in order to draw up an inventory of the assessment methods used for collections and of the consequent recommendations used in historic houses in the field of preventive conservation, and also to promote the EPICO programme results, ARRE organize an international conference at the Palace of Versailles on 29-30 November and 1 December 2017.

Two partners are already involved in the organization of the conference with ARRE: the Palace of Versailles Research Center and the Public Establishment of the Palace, Museum and National Estate of Versailles.

In 2016 the Arre secretariat ensures the organization of several internal meetings as well as an annual closing meeting, Venaria Reale, 3-6 November 2016 and the Scientific Committee, Palace of Versailles, 9 December 2016 as well as the coordination of the scientific committee for the conference in charge of the approval of calls for papers and in the selection of speakers.

TUTORED PROJECT, UNIVERSITY OF CERGY PONTOISE

Development of a tourist offer, Master of Cultural Tourism and International Promotion of Territories

The aim of the tutored project was to provide ARRE with a strategy to increase the visibility of the royal residences that are part of the network, increase the number of visitors and create a federating tourist offer on the network of European royal residences.

Students analyzed two types of offer: a pass for the BtoB and BtoC markets and various types of circuits bringing together members of the ARRE throughout Europe.

In 2016 the Arre secretariat ensures several meetings with the participants of the students.

COMMUNICATION

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

- **Improvement of picture library.** A call for picture was sent in summer in order to provide new and recent photos of all our members (the last call was in 2007).
- **Brochure updating.** Addition of 4 new members (2015 and 2016) and adapting the Italian membership.
- **Improvement of website** content (upcoming TM and new members 2016)
- **Publication of 3 ARRE four-monthly newsletters** to more than 500 international contacts (January 2016 - May 2016 – September 2016).

Low turnout → Average participation: 15 members

Statistics

September 2015: 41% of 302 subscribers opened the Newsletter (119 subscribers). However, only 13% (37 subscribers) clicked on links. The situation was similar with the January 2016

Newsletter, which was opened by 38% (210 subscribers) of 573 subscribers, and only 14% (76 subscribers) clicked on links.

- **Updating of ARRE’s contact list** (including now more than 500 contacts)
- **Development of ARRE’s presence on social networks**
 - *BaseCamp*, a collaborative platform to support specific communications. Originally used mainly in the field on EPICO project (Preventive Conservation), this platform host now 8 groups, one for each TM since 2015 including all the presentations and papers available to download.
 1. ARRE Technical Group– “Audience Development ”
 2. ARRE Technical Group– “Digital Strategies »
 3. ARRE Scientific Group "How to recount the European history of royal residences"
 4. ARRE Technical Group– “Site Security”
 5. ARRE Technical Group– “Fire Safety”
 6. ARRE Technical Group– “Preventive Conservation and Curatorial Cleaning”
 7. ARRE Technical Group– “*Développement offre touristique*” (tutored Project)
 8. ARRE Technical Group – EPICO
 - *LinkedIn*: 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 ”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
- **Moscow Kremlin Museums partnership agreement**, Drafting and finalisation
- **Participation in the Malta group and dissemination** of “*The Value of International Cultural Networks*” statement

SCHEDULE (EUROPEAN CONTACTS, MEETINGS, PROMOTION)

Throughout the year	Follow-up of European cultural news and knowledge regarding European funded programmes from 2014-2020: Creative Europe, Erasmus+, Horizon 2020, EYCH 2018...	Europe
Throughout the year	Several update meetings with the Heritage General Department and the European and International Affairs Department of the Ministry of Culture and Communication, Paris	France
January	Collaboration with HEC Paris student on Tourism development of Royal	France

ARRE –Board meeting, Palace of Versailles, 16 December 2016

	Residences	
15 January	DEMHIST follow up meeting	France
2 – 3 February 2	Organisation of bilateral meeting between La Venaria Reale and Palace of Versailles staff	France
February	Organization visit Vincent Heymans (Coudenberg)	France
4 February	Presentation of ARRE at a meeting organised by the University of Cergy Pontoise (Master in European Studies) contact established with Elzbieta Grygiel for a study trip to Poland	France
12 February	Presentation of ARRE to University of Cergy Pontoise (Master in International cultural Tourism) within a tutored project conducted by the cultural development department of the Palace of Versailles (Lionel Dupont) on ‘The Development of ARRE’s tourist market’	France
19 February	Follow-up meeting on ‘‘The Development of ARRE’s tourist market’’	France
March	Follow up on the procedures of the bilateral cooperation program, Palaces of Versailles / SPSG (training OFAJ)	France/ Germany
7 March	Participation in the Malta group and dissemination of ‘‘The Value of International Cultural Networks’’ statement	International
11 - 25 March	Follow-up meeting on ‘‘The Development of ARRE’s tourist market’’	France
April	Follow up on Eric Hartmann mobility (SPSG)	France
April	Follow up on the bilateral project ‘‘Art gardeners’’ La Venaria Reale / Palace of Versailles	France
11 April	Presentation of ARRE to new President of Patrimonio Nacional, Madrid, Spain to reactivate contact and possible cooperation	Spain
14 April	Working session with John Barnes (HRP)	France
19 – 21 April	Participation at the biennial European Culture Forum with more than 800 cultural institutions, European Commission, Brussels	Belgium
13 May	Presentation of ARRE to Rupert Gavin (Chairman of Historic Royal Palaces)	France
17 May	Welcome of 7 trainee gardeners from La Venaria Reale (project Art Gardeners)	France
26 May	Presentation of ARRE within the international Conference ‘‘Cultural heritage management: conservation and valorisation in an integrated perspective’’, Villa Reale in Monza	Italy
16 June	Organization of the visit of Matthew Stafford	France
19 July	#Palaceday on Twitter	Europe
From 30 August to 2 September	Euro Desk France, Workshop: <i>la Fabrique de l’Europe, quelle Europe de la culture voulons nous?</i>	France
5 October	Conference ‘‘Education, Training and Innovation for a better management of Historical Buildings’’, European Historic Houses, Brussels	Belgium
6 October	Meeting with Silvia Costa – President of the Committee on Culture and Education of the European Parliament European Parliament at the Information office in France of the European Parliament	France
21 October	DEMHIST publication working session	France
27 October	European Commission Show Case, Bozar, Brussels	Belgium
2-4 November	Epico annual meeting and Venaria meeting	Italy
25 November	Presentation of ARRE at the Master of La Sorbonne Nouvelle on international cultural studies	France
November	Organization of the visit of Patricia Les (HRP)	France
1 December	Presentation of ARRE at a meeting organised by the University of Cergy Pontoise (Master in European Studies)	France
2 December	Working session with John Barnes (HRP)	UK

provisionnal programme 2016-2017 presented below is unanimously approved by the members present at the General Assembly.

2016						
	#PalaceDay	Working group EYCH 2018	EPICO test and annual meeting	TM Organising events	TM Security sites	General Assembly
	July, Twitter	Berlin, 6 or 18 October	Turin, November 2016	Chambord, 15-16 November	London, 5- 6 December	Venaria Reale 30 -31 May
2017						
TM ARRE Corporate Identity	TM Tourism Groups Promotion	#PalaceDay	TM Education	SM Royal Residences and Archaeology	EPICO International Conference	General Assembly
Paleis Het Loo, 16-17 February	Reggia di Caserta, 6-7 April	July, Twitter	Royal Łazienki, September	Coudenberg, 9-10 November	Versailles 30 November and 1-2 December	Hillsborough Castle 22-23 May
Restyling ARRE Institutional Brochure and Graphic design						
To be discussed:						
Project within EYCH 2018						
Research project: (identity of Royal Residences)						
ARRE Pass						
Common video						
Erasmus +						
Newsletter						