

MANAGEMENT MEETINGS

Board meeting, Parques de Sintra-Monte da Lua, Portugal, 21 April 2017

General Assembly, Hillsborough Castle, 21, 22 and 23 May 2017
36 participants, from 24 institutions and 15 countries

Approval of ARRE's annual report and the accounts for 2016 by the members; voting of the 2017 and 2018 provisional budgets, presentation of the Association's activities; approval of enlargement to new Association member: Reggia di Monza; voting of the 2017 and 2018 work programme; voting on the establishment of #Palaceday, the International conference on preventive conservation, the European project "A Place at the Royal Table", the creation of a new website and a new brochure, the application to the European networks Europa Nostra and Culture Action Europe.

During the General Assembly, each member signed the statutes of the Network. A copy of the statutes has been sent to the members.

Board meeting, Reggia di Monza, Italy, 7 December 2017

TECHNICAL MEETINGS

Since January 2017, 4 technical meetings have been organised by Association members:

1. "Corporate Identity", Het Loo Paleis, The Netherlands, 16-17 February 2017
15 participants from 10 institutions and 7 countries

This meeting focused on all the issues relating to the corporate identity of the Royal Residences. Each Royal Residence has to have a strong identity, to be recognizable by the audience, as well as the national and European institutions. This identity goes through images, logo, trailers, specific colors, etc which have to be constantly adapted. Each element has to carry on a symbol, has to be representative of its institution, its Royal Residence, until the creation of a "real brand".

This meeting provided an opportunity to analyse the ARRE current image and to build a new strategy in order to adopt a new brand positioning and a new visual identity, especially with a view to the European Year of Cultural Heritage 2018 (ECHY).

2. "Group Tourism Promotion", Royal Palace of Caserta, Italy, 6-7 April 2017
15 participants from 13 institutions and 6 countries

This meeting aimed to think about the opportunities, the constraints and the work generated by the group tourism. A focus was made on the tourism promotion through the questions of the tour operators, the international fairs, the educ' tour and all the activities developed in order to develop tourism in the European Royal Residences. This technical meet also gave the opportunity to the participants to discuss about ECHY 2018 and our common strategy and to meet representatives of the Museum of Capodimonte (Italy) and of the Italian Ministry of Heritage, Cultural activities and Tourism.

3. "Learning activities", Łazienki Royal Palace, Poland, 21-22 September 2017

35 participants from 18 institutions and 12 countries

Contemporary theories of museology emphasize the role of learning departments and educators in shaping modern cultural institutions. The litmus test of these theories is the daily practice of educators, including their involvement in the designing of exhibitions and temporary projects. This meeting aimed to analyse how historical residences tell the History through learning activities, how historical residences adapt their activities to their public: young, children, families, etc. Łazienki Royal Palace invited his partners in the project "Gardens of Lights". Two members of Prince Kung's Palace Museum (China) and one member of Castle Frederiksborg (Denmark) attended the meeting.

4. "Archeology in Royal Residences", Coudenberg Palace, Belgium, 9-10 November 2017

22 participants from 12 institutions (7 ARRE institutions) and 6 countries

This meeting enabled members of the Network to learn about the Coudenberg team's 15 years of experience in the daily management of an archaeological site, open to the public. The archaeological site of Coudenberg is an exception within the network of European Royal Residences, as the material remains of the former palace were slowly uncovered in the 80s thanks to very specific archeological excavations in public spaces. This meeting has also been the occasion to exchange with institutions which are not part of the Network and to visit other important sites in the field of archeology: remains of the first city wall, the Bruxella 1238 site, the archeological laboratory of Bruxelles.

COOPERATION PROJECTS

EPICO program/ Triennial preventive conservation project 2015-2017

Project leader: Palace of Versailles supported by the Palace of Versailles Research Centre and the Network of European Royal residences; in partnership with Wilanów Palace and the Restoration and Conservation Centre of the Venaria Reale.

This project is currently financed with participating institutions' own funding.

2017

Development and draft of the evaluation methods

Application of the methods to the Royal palace of Stupinigi

June / meeting Venaria Reale and Application of the methods to the Royal palace of Stupinigi

October / meeting Venaria Reale. Presentation results to the superintendence of Piedmont, Compagnia

San Paolo / Polo Museale of Tuscany / Venaria Reale

COLLABORATION REQUESTS for the SECOND PHASE (2018 – 2020)

Application of the EPICO method

Royal Palace Schönbrunn (AUSTRIA)

Royal Palace of Caserta (ITALY)

Palais du président de la République du Portugal (PORTUGAL)

Château de Maintenon (FRANCE)

Vatican Museum (VATICAN)

Centre de Recherche sur la Conservation - CNRS (FRANCE)

Casa Ruj Barbosa – (BRAZIL)

IMC Group (UK)

Getty Conservation Institute (USA)

English Heritage (UK)

Training > Sorbonne Paris I / Royal Palace of Caserta

International symposium

Preventive conservation in Historic Houses and Palace-Museums: Assessments methodologies and applications

Palace of Versailles, 29-30 November and 1 December 2017

International conference organized with the Palace of Versailles and its Research Center and with the patronage of DEMHIST.

Aims:

- 1) 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
- 2) promote the EPICO programme results

Steps:

- **January 2017** / call for papers
- **March 2017** / Submission for a grand « Fond Pascal » in order to finance the French interpretation
- **April 2017** / call for papers deadline - more than 70 abstract from Europe, Brazil, China, Nepal, India, etc. Among them, 9 come from an institution which is member of ARRE. [SPSG, Schönbrunn, Compiègne, Caserta, Wilanow, Parques de Sintra-Monte da Lua, Kremlin, HRP]
- **May 2017** / Selection of the speakers by the selection committee¹
- **May 2017** / Presentation of the program of the conference during the General Assembly for approval
- **June - July 2017** / Collect of the Abstracts, translation and realization of the brochure
- **September 2017** / in order to manage the registrations, a PayPal platform has been created within the net website. Launch of the registrations
- **September – November 2017** / Logistic, preparation of documents, contact with speakers and attendees

Financing:

- Network of European Royal Residences (10.000,00 €)
- Research Center (10.000,00 €)
- Palace of Versailles (55.000,00 € / sponsorship)
- Revenues from ticket sales: (21.110,20)

Figures:

51 speakers

Of which

29 speakers during the sessions

lunches, cocktail and registration fees were covered by the organization For 17 speakers, the three nights of hotel were covered by the organization of the conference. Five speakers will be refund

¹ SELECTION COMMITTEE/

Lorenzo Appolonia, IGIIIC, Italian Group of the International Institute for Conservation, Président IGIIIC, Director of the scientific laboratories of the CCR, Italy / **Florence Bertin**, Head of the preventive conservation/restoration department. Museum of decorative Arts, France / **Michel Dubus**, Coordinator of the ICOM-CC group on the preventive conservation. Research and french museums' restoration center, France / **Daniilo Forleo**, Head of the EPICO program, Palaces of Versailles and Trianon, France / **Nadia Francaviglia**, Research associate for the EPICO program, Research center of the Palace of Versailles, France / **Agnieszka Laudy**, deputy leader of the architecture department, Muzeum Pałacu Króla Jana III w Wilanowie, Poland / **Bertrand Lavédrine**, Director, Research Center on collections conservation, France / **Béatrice Sarrazin**, General Heritage Curator, head of the Painting and Graphics Arts department, Palaces of Versailles and Trianon, France : **Sarah Staniforth**, IIC, International Institute for Conservation, Presidente IIC, Consultant English Heritage, United Kingdom

of the flight expense up to 1000,00 euros (NON - European flights). 12 will be refund of the flight expense up to 400,00 euros (European flights).

22 speakers for round tables

(lunches, cocktail and registration fees were covered by the organization. For 18 European speakers, 1 night at the hotel was covered by the organization of the conference.)

92 participants from 16 countries. 8 institutions members of ARRE were represented. (see list in attach)

3 days of symposium, 5 round tables, 7 visits, in the Palace of Versailles and the Palace of Grand Trianon, 3 networking lunches, 1 cocktail

7 sponsors from different countries

1. Arden Plast, France
2. Boston University, USA
3. Polygon, France
4. Testo, Germany,
5. Abiotec, France
6. Ilti Luce, Italy
7. CTS, Italy

The symposium was held in the Auditorium of the Palace of Versailles (148 places available). The places were divided between speakers, guests and public with ticket.

ECHY 2018 MEETINGS

1. "A place at the Royal Table", European Cultural Heritage Year 2018, Het Loo Paleis, The Netherlands, 15 February 2017

17 participants from 13 institutions and 10 countries

Aims of the workshop: enquire about the national projects for ECHY 2018 and define the concrete framework of the project "A Place at the Royal Table".

2. "General Assembly", Hillsborough Castle, HRP, 21-23 May 2017

During the General Assembly, the project "A Place at the Royal Table" has been voted and new members decided to join the common project "A Place at the Royal Table": the Palace of Compiègne, the Royal Palace of Caserta and Patrimonio Nacional.

ECHY 2018 / A place at the Royal Table

Mission statement: "A Place at the Royal Table. In 2018 we offer an invitation to share our heritage and nourish the future. Through programs for our millions of visitors, we want to raise awareness for the cooking and eating traditions in European Courts".

Period: From March to October 2018.

Participants: 18 members from 11 European countries

During the General Assembly 2017, some members express an interest for "A Place at the Royal Table". An official letter has been sent to 6 members to invite them to join the project.

- National Estate of Chambord (France)
- Imperial Palace of Compiègne (France)
- Royal Palace of Caserta (Italy)
- Royal Court (Sweden)
- Patrimonio Nacional (Spain)
- Historic Royal Palaces (United Kingdom)

WHAT/ Food culture and culinary traditions in European Courts are an essential part of our European Heritage, both tangible and intangible. This highly topical subject is at the heart of our daily lives, bringing people together and creating close connections between cultures. This topic will allow us to offer a wide range of activities for different audiences. With its current relevance and importance, a focus on the international aspect of culinary traditions will take visitors on a fascinating trip through time and also through the history of cultural exchanges that have contributed to the development of our traditions today. Each activity developed across Europe will underline the European connections and will be strongly addressed to the public, in a participatory way (see note in attach)

WHEN/ from 15 March 2018 with Three main peaks of activities:

- Mid-March: Official launch of the ECHY 2018
- 23 June: Picnic in the gardens of ARRE's members
- Mid-October: Closing dinner at the Palace of Versailles with the starred chefs of the Royal Residences

Organisation: Work in scale, build a strong communication plan putting under the same label, both ARRE and ECHY, each action related to 2018, and strengthen professionals through mobility.

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.

Target audience: Young generations and new audiences (visitors who are not familiar to Royal Residences in a creative way.

Budget: Each member has to develop its activities through its own fund, its own budget. For National grant, each participant has to request information by its own

UNESCO PROJECT: / WORLD HERITAGE JOURNEY OF EUROPE: Royal Europe

This project aims to create unique cultural heritage experiences through the development of thematic trans-European itineraries. By including iconic and lesser known World Heritage sites, these routes will enable people to see Europe's World Heritage sites from a new and exciting perspective.

The project focuses on authenticity, innovation and sustainability. A **rich mobile-friendly platform** is being developed, providing an important **promotional tool** for the World Heritage Journeys.

The project is also designed to attract key source markets to Europe such as China and the United States. The World Heritage Journeys will connect UNESCO World Heritage sites spanning multiple countries across the EU and features the following four themes: 'Royal Europe', 'Ancient Europe', 'Romantic Europe' and 'Underground Europe'. Each of these themes has its own dedicated Steering Group.

The UNESCO World Heritage and Sustainable Tourism Program is guiding the work of the individual Steering Groups, in collaboration with the National Geographic implementation team. Key institutions such as the European Travel Commission (ETC) are also playing an active role. Each Steering Group is made up of nominated representatives from World Heritage sites (1-3 people per site), local and national tourism boards (at least 1 per site) and selected tourism stakeholders and experts assigned by UNESCO.

Royal Europe Steering Group

1. Palace and Park of Versailles, France
2. 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex, Italy
3. Gardens and Castle at Kromíř, Czech Republic
4. Palaces and Parks of Potsdam and Berlin, Germany
5. Aranjuez Cultural Landscape, Spain
6. Royal Botanic Gardens, Kew, United Kingdom
7. The Royal Domain of Drottningholm, Sweden
8. The Par Force Hunting Landscape in North Zealand, Denmark
9. Cultural Landscape of Sintra, Portugal

- 1st workshop Royal Europe, Stockholm 7 - 9 June 2017
- 2nd workshop Royal Europe, Aranjuez Palace, Madrid, 13 – 15 September 2017

JARDINIERS D'ART

In 2017, a new exchange, without our intermediary, has been realized between La Venaria Reale and the National Estate of Chambord

CALLS and APPLICATIONS

FOND PASCAL

The Fonds Pascal, managed by the Ministry of Culture and Communication, is looking for protect and promote the French language. The Fonds Pascal provides grants for the organization of conference, scientific congress in order to encourage the researchers and professionals to speak French during these events.

Between April and May 2017, the secretariat of the Network prepared the application for the Fond Pascal. A grant of 2.400,00 Euros has been awarded.

VOICES FOR CULTURE call

This Special Call aimed to identify stakeholders who wanted to play a role in the European Cultural Heritage Year. Selected stakeholders took part in up to three meetings with the European Commission in 2017 which in Brussels, in April, September and end November 2017. The European Commission is in charge of implementing the Year, and the meetings will aim at exchanging on the Year's implementation at European level. The application has been prepared and submitted on 8th February 2017.

EUROPA NOSTRA Award

In September 2017, ARRE, with the Palace of Versailles, submitted the EPICO project for the 2018 European Union Prize for Cultural Heritage (Europa Nostra Awards) in the research field. (Results: beginning of March 2018).

CREATIVE EUROPE call

In September 2017, a Creative Europe Call to support cooperation projects linked to some specific objectives of the European Year for Cultural Heritage 2018 has been launched. The Call is an invitation for cultural actors across the EU to get involved in the Year's activities to reinforce a sense of belonging to a common European space and to promote cultural heritage as a source of inspiration for contemporary artistic creation.

The project "A Place at the Royal Table" has been submitted to this European call with 14 members from 10 countries.

PARTNERS/

SPSG, Palace of Schönbrunn, Coudenberg Palace, Royal Danish Collection, Palace of Versailles, Palace of Compiègne, National Estate of Chambord, Gödöllő Royal Palace, Royal palace Caserta, Museum of King Jan III's Palace at Wilanów, Royal Castle in Warsaw, The Royal Łazienki Museum, Mafra National Palace, Patrimonio Nacional)

COMMUNICATION and NETWORKING

A NEW WEBSITE www.europeanroyalresidences.eu

The Network of European Royal Residences has a new website. Beginning 2017, the website was out of order. After voting during the General Assembly, the ARRE secretariat developed a new website in French and English. This new website has been launch in September 20107.

Number of visits since September:

- 12 719 in September
- 15 201 in October
- 16 229 in December

#PalaceDay / 19 July 2017

In 2017, the second edition of #PalaceDay was organized about the theme of the travels in Europe and to the resulting exchanges between our royal residences. An Instagram account Palace_Day has been created and the event has been opened to Facebook. Again, the #PalaceDay was a success. From Yemen, the #PalaceDay has been tweeted. Participants asked for #PalaceDay become a weekly event.

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.
- New audience development for the institutions through exposure to the communities of the other participants.
- The opportunity to communicate around the network 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.

Figures

77 participants

2 500 views of the interview on live of Mr Laurent Salomé on Periscope

57 600 impressions for the account @PalaceDay

388 100 impressions for the account @Palace of Versailles

13 countries used #PalaceDay on Weibo, the Chinese Social Media.

PUBLICATION

- 1) **AUTHENTICITY IN THE CONSERVATION OF HISTORIC HOUSES AND PALACE-MUSEUMS /**
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 (DEMHIST) and ARRE in 2014. The coordination of the publication was ensured internally by the ARRE secretariat. The publication is published on the website of the Network of European Royal Residences.
- 2) **CRONACHE 7/** In the frame of the program, a first volume which summarizes the first step of the EPICO program (the inventory and analysis of the existing assessment methods of the collections) has been published by the Centro Conservazione Restauro "La Venaria Reale".
One copy of the publication has been sent in October at each member.

LOGO

Discussion for a new logo during the Technical meeting "Corporate Identity".

A call has been launched to the members of the association in order to propose, to design a new logo. Proposals submitted by Palace of Versailles / SPSG / Venaria Reale

NEW BROCHURE

Creation of a first draft of the new brochure which aims to explain for external institutions who we are and what we do. (layout in early 2018 by Wilanow)

ECHY Concepts and Instructions

A collection of all the activities organized by the members for ECHY, with a document explaining the concept and the instructions of the project "A Place at the Royal Table".

APPLICATION TO EUROPA NOSTRA

Preparation and submission of the application to Europa Nostra. Founded in 1963, Europa Nostra is an European federation which aims is to safeguard and promote Europe's cultural and natural heritage. Since October 2017, the Network of European Royal Residences is part of Europa Nostra. The annual fee is: 250 euros.

APPLICATION TO CULTURE ACTION EUROPE

Preparation and submission of the application to Culture Action Europe. CAE is A European network of cultural organisations and individuals dedicated to promote culture as a necessary condition for sustainable development both at a local and European scale. As the major cultural network in Europe, we

are the political voice of over 80 thousand cultural players, practitioners, and activists across the continent. Since October 2017, the Network is member of the CAE. The annual fee is: 270 euros.

PRESS

- 1 article presenting the networks has been published on « Les carnets de Versailles »
- 1 article published on Perspective (Versailles)
- 1 text presenting the networks has been published in the Activities Report 2016 of the Palace of Versailles
- 3 press realises realized jointly with the Palace of Versailles (General Assembly, palace day, International Conference)
- 1 session dedicated to the Network has been created within the internal platform of the Palace of Versailles

Several calls for papers and other information have been sent during the year. A shared page on the website has been suggested in order to collect all the useful information.

HUMAN RESOURCES

The Network of European Royal Residences employs:

Elena Alliaudi

On full-time permanent contract from the 8 June 2016.

Hélène Legrand

On full-time training from February to July 2017

On full time fixed-term contract from 16 August 2017 to 15 August 2018 within the CAE contracts ("*Contrat d'Accompagnement Emploi*" - 60% financed by the French State)

From March to July 2017, **Emma Scheinmann**, American trainee at the Sponsorship department of the Palace of Versailles, helps for the translation of some documents.

OTHER MEETINGS

2017		
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
3 March	Participation to the day "iC3 – innovazioneCulturale"	Italy
28 March	Meeting with Peter Debrine and Johanna Devine (UNESCO) about the project "World Heritage Journeys in the European Union"	France
29 March	Official launch of ECHY 2018 in France at the Ministry of Culture and Communication, Paris, with Mrs Catherine Pégard	France
5 April	Meeting with Mauro Felicori, director of the Royal Palace of Caserta to discuss about the current situation of ARRE	Italy
April	Publication of an article about ARRE entitled "The Palace connection" in "Les Carnets de Versailles"	France
4 May	Meeting with Bruno Favel national Coordinator ECHY and Orane Proissy	France

	(Ministry of Culture) and Catherine Pégard	
10 May	Selection Committee for the international symposium in preventive conservation	France
7-9 June	Meeting in Stockholm for the project "World Heritage Journeys in the European Union"	Sweden
19-23 June	Internship of Constance Avenel (high school student)	France
19 June	Welcome of Mr Andrea Merlotti	France
20 June	Conference for the "Abonnés" of Versailles: "Versailles, de Madrid à Saint-Pétersbourg" with Andrea Merlotti (Venaria Reale), José Luis Sancho Gaspar (Patrimonio Nacional), Svetlana Dobrossolets (Peterhof)	France
20 June	Meeting between Svetlana Dobrossolets (Peterhof) and Denis Verdier-Magneau, head of the department of Cultural Development of the Palace of Versailles	France
June/July	Meetings with the communication department of Versailles for the preparation of #PalaceDay	France
June/July	Meetings with the department in charge of sponsorship for the international conference in preventive conservation	France
July	Two meetings at the Ministry of Culture with Catherine Pégard	France
19 July	#Palaceday on Twitter, Instagram and Facebook	Europe
5-6 September	Participation to the "Journées de l'Europe" organized by the European Desk	France
8 September	Meeting with Bruno Favel, national Coordinator ECHY	France
13-15 September	Meeting in Madrid for the project "World Heritage Journeys in the European Union"	Spain
October	Adhesion of the Network at Culture Action Europe and Europa Nostra	Europe
5 October	Meeting at the European Desk for the Europe Creative programme	France
16-17 October	Meeting at the European Desk for the Europe Creative programme	France
9 November	Meeting at the European Desk for the Europe Creative programme	France
17 November	Meeting with the representatives of Ilti Luce, Sponsor of the international symposium on preventive conservation	France
6 December	Meeting with the representatives of the Directorate General for Culture	Italy
7 December	European Cultural Forum with the board's members in Milan	Italy
13 December	Meeting with Catherine Pégard and representatives of the Palace of Monaco	France
14 December	Presentation at a meeting organised by the University of Cergy Pontoise (Master in European Studies)	France