

Technical Meeting  
**CORPORATE IMAGE**  
 Paleis Het Loo, Netherlands  
 16-17 Febr.2017

**AIMS of the meeting:**

- **Promote exchanges** of practices between professionals on the issues relating to the corporate identity and brand through members' case histories.
- Analyse the ARRE current image (visual identity and communication tools) and **build a 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).
- **Work on a graphic chart** containing all the fundamental rules for the use of graphic signs that constitute the graphic identity of ARRE in order to maintain a graphical coherence to strengthen the brand at European level

**Thursday, 16 February 2017**, Kunstzaal Room

10 :00 Welcome coffee

10 :30	Opening of the meeting	Michel van Maarseveen
10 :45	Introduction	Catherine Pégard
11 :00	Case study : "Branding Paleis Het Loo"	Susan te Riet and Laura Meerveld
11 :30	Case study : "Palace of Versailles, a corporate identity for a recognized brand"	Ariane de Lestrangle
12 :00	<b>Discussion: ARRE brand positioning and visual identity</b>	Moderator: Ariane de Lestrangle

13:00 Lunch

14 :30	Case study : "The new visual identity of the Moscow Kremlin Museums"	Julia Butovchenko
15 :00	Case study : "The story of us... - a graphic identity for The Royal Danish Collection"	Axel Harms
15 :30	Coffee break	
16 :00	Case study: Château of Chambord	Cécile de Saint Venant
16 :30	Questions and discussion	
17:00	Guided tour through palace and exhibition	

19:00 Dinner at the palace

**Friday, 17 February 2017, Kunstzaal Room**

9:30 Welcome coffee

10:00	ECHY, report of the ARRE workshop	Axel Harms
	ARRE corporate identity within ECHY " <i>A place at the Royal table</i> "	
10:30	<b>Discussion: Raising awareness on ARRE</b>	Moderator: Ariane de Lestrangé and Axel Harms
11:00	Coffee break	
11:15	Discussion: ARRE communication tools	
12:00	Definition of the ARRE creative brief	

12:30 Lunch

14:30 End of the meeting