

ARRE Workshop

ECHY 2018 “Sharing Heritage”– European Cultural Heritage Year 2018

Het Loo Paleis, The Netherlands, 15 February 2017

Attendees:

- Christina SCHINDLER, *Schloss Schönbrunn GMBH, Austria*
- Frédérique HONORE, *Coudenberg Palace, Belgium*
- Axel HARMS, *The Royal Danish Collection, Denmark*
- Catherine PEGARD, *Palace of Versailles, France*
- Ariane DE LESTRANGE, *Palace of Versailles, France*
- Hartmut DORGERLOH, *Prussian Palaces and Gardens Foundation Berlin-Brandenburg, Germany*
- Erika PAGGIORO, *La Venaria Reale, Italy*
- Elżbieta GRYGIEL, *Museum of King Jan III’s Palace at Wilanów, Poland*
- Paulina SZULIST, *Museum of King Jan III’s Palace at Wilanów, Poland*
- Dominika JACKOWIAK, *Royal castle in Warsaw, Poland*
- Marek MAKSYM CZAK, *Royal Łazienki Museum, Poland*
- Piotr SKOWRONSKI, *Royal Łazienki Museum, Poland*
- Inês FERRO, *Parques de Sintra - Monte da Lua, S.A., Portugal*
- Miguel CRESPO, *Parques de Sintra - Monte da Lua, S.A., Portugal*
- Yulia BUTOVCHENKO, *Moscow Kremlin Museums, Russia*
- Michel VAN MAARSEVEEN, *Het Loo Paleis, The Netherlands*
- Elena ALLIAUDI, *Secretariat*

The aim of this workshop was to define a framework for the ARRE’s project “A Place at the Royal Table” for ECHY 2018. In a first part, the participants presented their programmes. In a second part, the participants discussed about the concrete framework of the project.

The 9th February 2017, the European Commission has approved the concept of the ECHY programme. The same day, ARRE applied for the programme “Voices of Culture” in order to participate to discussions with others European stakeholders. Results will be announced in early March. At the beginning of this meeting, 11 partners are involved, representing 10 countries.

1) Members' projects for ECHY 2018

For the first part of the workshop, each member attending the meeting presented the events, the activities that their residence have planned for the project "A Place at the Royal Table".

Presentations in the chronological order : **Museum of King Jann III's Palace at Wilanow** (Paulina Szulist), **Parques de Sintra-Monte de Lua** (Ines Ferro and Miguel Crespo), **Royal Lazienky Museum** (Piotr Skowronski), **La Venaria Reale** (Erika Paggiore) ,**Royal Castle in Warsaw** (Dominika Jackowiak), **Schloss Schönbrunn** (Christina Schindler), **Coudenberg Palace** (Frédérique Honoré), **Palace of Versailles** (Catherine Pégard), **The Royal Danish Collection** (Axel Harms).

These presentations highlighted several elements:

- The events are different types : Publications, workshops, concerts, exhibitions, researches, conferences, etc
- The events will deal with different topics related to the main subject: food (pineapple, chocolate), porcelain dishes, the art of the table, the menus (recipes, food), the political aspect of the dinners, the vegetable gardens, the kitchens, etc
- Different periods of the History will be covered by the different activities, from the 16th century to today.

➔ The events planned by the residences will depend of the specificities of each of them. (History, personal resources, etc.)

2) Find the framework for our project "A Place at the Royal Table"

For the second part of the meeting, the group defined the framework of the ECHY's project and a mission statement (on the basis of 3 questions: *What/Why/for Who*) in order to highlight the value of the initiative.

a) What? Define the Mission Statement

Group 1's proposal :

Ideas: "Raising the interest for the cooking and eating of European Court life and increasing the awareness for the common traditions".

Who: Everybody. The important is to not exclude anybody.

Group 2's proposal:

What: "Food", "Table culture", "Artifact", "Melting pot", "Paths", "Local history with a European and international dimension".

Why: "Bring people together", "Highlight common values", "Social mission", "Royal history is both national and European", "A place at the royal table : from past to present, meal has always been a space for dialogue. We want to highlight Europe as a cultural melting pot by sharing the history of food culture".

Who : For millions of visitors from Europe and the rest of the world.

Group 3 's proposal:

What: "Communications vases", "Food/Feed", "lesson of life together", "Diversity", "Heritage from the past to the future", "Food connections. Table/Taste" "Nourish".

Why: "Food is the future of humanity", "Knowledge is power", "Learn from the past to nourish the future", "Responsibility", "Sharing the past, Building the future".

Who: everybody.

b) When?

2018 will be devoted for the realization of our project. The events will be spread in time and each member is free to plan their events when they want.

Nevertheless, in order to highlight our project common dates have to be planned. After discussion, three moments have been chosen: One starting point, one date in the middle of the year and one closure date.

- Starting point : Mid-March 2018
- Middle point: Possibility to organize a picnic → 23 June 2018 (jointly to #PalaceDay?)
- Closure date: In Autumn 2018

→ The events have to be spread in the year, at different dates to allow visitors to travel in others residences if they want to discover the others activities lead in the ECHY framework. They do not have to make a choice between different events.

However, so as to create links and highlight our project, three common dates have to be planned. During these dates, it will be desirable that each member organizes events these days.

→ An ARRE's meeting during the year should be planned in order to see how the project is going on.

c) How? Funding and Communication

Funding:

- At the moment of the meeting, the discussion about a European Budget is still open. Enter February, beginning of March, an announcement has to be done with the final decision (budget and conditions). We are waiting the news. Nevertheless, during the two ECHY workshops, ARRE members decided to make activities for the programme "Place at the Royal table", even without EU funding.
- Each member has to request information from their own national government about national funding. According the country, the situation can be very different.
- Others means for getting money: make lobbying. Try to find sponsors (Food companies?)
- With this project, the ARRE's workload will increase. It will be necessary to increase the ARRE's staff.

Communication:

Communication has to be the key of success. Without a good communication's strategy, it will be useless making events.

- We will not hire an agency. The communication of the project will be one by ARRE's secretariat and ARRE's members.
- Proposals :
 - Have a specific logo, a specific image for the project "A Place at the Royal Table", in addition of the ARRE's logo and the ECHY's logo. (*See the minutes of the Het Loo's technical meeting*).
 - Use different communication tools: film, trailer, etc, distributed by universities, journalists, etc (try to reach as many people as possible).
 - Have a common platform
- We have to succeed to clearly explain our project to the public, but also to the European institutions, to the journalists. We have to be concrete. (but also to the others ARRE's members during the GA 2017).
- The communication's strategy has to help ARRE becoming more visible, at national and European level.

The question of the communication's strategy will be discussed during the technical meeting "Corporate Identity" on 16 and 17 February 2017 (See the minutes of the Het Loo's technical meeting).

3) Conclusion

a) Decisions

- 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"*. (tbc)
- Period : All the year, with three major peaks
 - 15 March 2018 : Starting point
 - During Summer : Middle point → Picnic in the Gardens (23 June? - #PalaceDay)
 - Autumn : Closure date → Dinner at Versailles
- Importance of the communication's strategy.
- Realization of the project, even without fundings.

b) Proposals

1. Create a pass for the visitors, allowing them to have discounts.
2. Organize a dinner for the ARRE's members at Versailles with Alain Ducasse and other chefs from the Royal Residences.
3. Facilitate the exchanges of professionals (as chief) in the framework of "A place at the royal table".
4. Organize a conference, a symposium. Something more scientific.

c) Next Steps

Tasks	Who	When
Send a form to the members to collect the list of the activities planned for 2018	Secretariat	21/02/2017
Complete the form	Members	Before the 20 th March 2017
Prepare the instructions of the project (Why? What? Who?) Translate the mission statement	Secretariat	Before mid-April
Prepare the list of activities	Secretariat	Before mid-April
Board meeting	Board's members	21 st April 2017
General Assembly	All members	22th-23th May 2017
Follow the EU news	All members	always
Request from national government about national fundings	All members	always