

19 JULY 2021

Palace Day 2021



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PALACE DAY 2021



Palace Day 2021

6th edition

The global Coronavirus crisis has had an unprecedented impact all over the world and has completely changed our ways of life, lifestyles, our relationships to the world and to culture. With the closing of cultural venues and successive lockdowns, social media and digital activities have emerged as essential tools to continue to share our common heritage and maintain a link with the public.

Annual meeting of palaces on Social Media, Palace Day appears more important and necessary than ever. Thus, for the 6th year in a row, the [Network of European Royal Residences](#) invites its members, cultural and political institutions, historic houses and their audiences to celebrate heritage on social media on [July 19, 2021](#).

For more than a year, Covid 19 has emptied royal residences and museums of their visitors. This is why this 6th edition will be dedicated to the [men and women who have contributed, and contribute, to bring to life these palace-museums](#), historic houses and cultural institutions. Palace Day 2021 wishes to virtually “repopulate” these places of culture!

These places have always hosted hundreds of people from different rank and status. Royal families, courtiers, and servants come together every day. Some people remain forever linked to the image of a place, a palace, a royal residence. Indeed, how today can we dissociate Louis XIV from the Palace of Versailles or Marie-Theresa of Austria from the Palace of Schönbrunn? Other people, on the other hand, are simply anonymous, servant among servants, working in the mazes of these places of power and prestige, but essential to the life of these unique places.

Still today, royal residences, palaces and castles are rarely empty. Every day, craftsmen and professionals work behind the scenes to maintain and preserve these unique places. From the community manager to the gardener, from the gilder to the welcome officer, from the fountain keeper to the curator, these men and women work together to enhance our heritage and share it with visitors and curious people. Each year more than 43 million visitors flock to European royal residences! Whole families, school groups, individuals, groups of friends, history, architecture, art lovers or just curious, everyone appropriates these places full of history in their own way. A memory, a photo, an anecdote, each of us has something to tell and share!

So, for a day, let's give way for these people, these kings and queens, these shadowy people and these visitors, to tell us about and share our heritage!

Official Partner 2021

International Committee for Historic House Museums



Some examples

Virtually "repopulate" palace-museums? Find out how to deal with the theme of the year!

Family portrait

Grandparents and grandchildren visiting the palace, Sunday family walk, royal family, employees from father to son!



©Parques de Sintra-Monte da Lua Portugal

Behind the scenes

Servants, experts, craftsmen, they work every day in the corridors of the palaces to preserve them!



©Archives of the Prince's Palace of Monaco, Monaco

The palace and me

Want to share an anecdote with us? Share your photo and tell us your story



©Royal Lazienki Museum, Poland

Royal and less royal stars

Iconic European monarchs, architects and artists traveling from European court to European court, they marked history. And who knows, you may yourself be a star who ignores yourself!



Albert Ist ©Archives of the Prince's Palace of Monaco, Monaco

JOIN THE
EVENT

Why to join us?

From the beginning, the Palace Day has two major objectives:

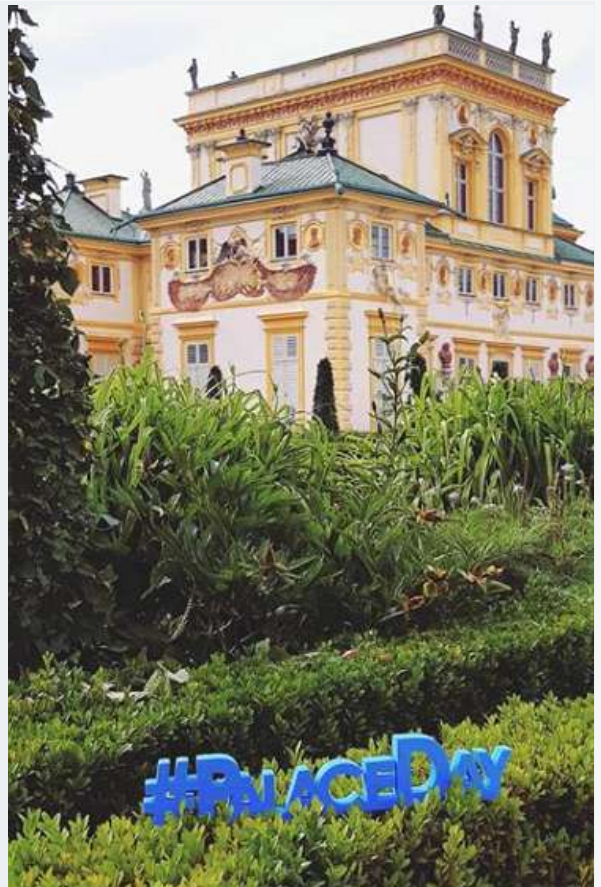
- Promote cultural heritage
- Organize an event based on European and international cooperation

Each year, Palace Day reiterates its objectives and brings together more and more palaces and institutions on social networks to promote and celebrate a common cultural heritage.

Each cultural institution (museums, palaces, cultural spaces, libraries, etc) is invited to share pictures, tweets on its history, on its richness, etc on social networks to contribute to the success of Palace Day and to the enhancement heritage.

In addition, Palace Day is a **unique opportunity** for institutions to:

- Strengthen its links with its digital community and attract a new audience
- Strengthen its visibility by participating in an international event
- Disseminate information about your institution
- Get in touch with the Network of European Royal Residences



©Museum of King Jan III in Wilanow, Poland

How to participate?

It's super easy ! To participate, you just have to share your best pictures of royal residences on July 19th on social media with the [#PalaceDay](#).

Some advises:

- Tag the official accounts of the event for a better visibility !
[@PalaceDay](#) (Instagram) and [@Palace_Day](#) (Twitter)
- Do not forget to use the correct hashtag
- Engage your community to create a dynamic exchange (you can even inform them in advance of the event)
- Do not hesitate to use English in your post, it's an international event !

Want to be more than a simple participant?

You are an institution and you want to actively be part of the Palace Day, do not hesitate to register by filling the Google form or by writing us !

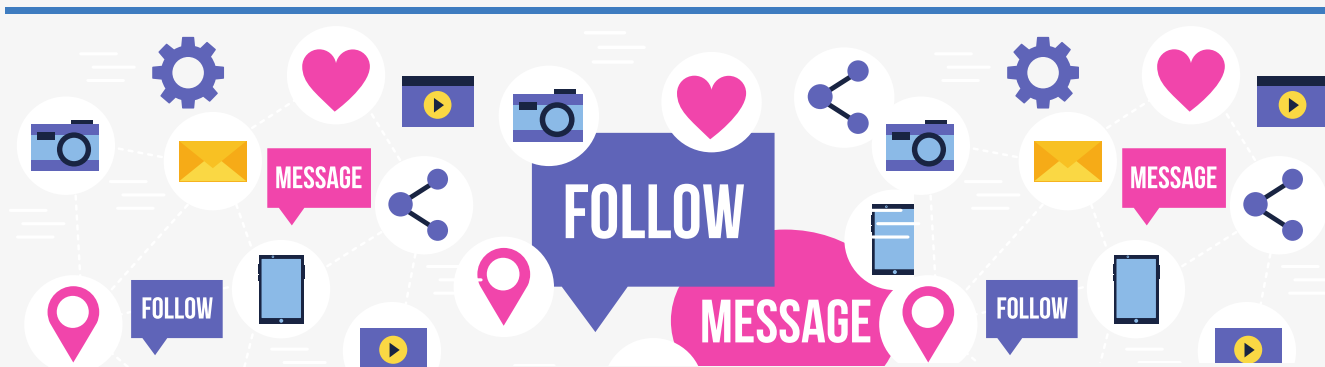
- **Google form** : <https://forms.gle/ceuvbEVa29dKmCrh6>
- **Mail**: palaceday@hotmail.com

By registration, you could:

- Have the official logo of the event
- Appear on the map of the event
- Be quoted in the minutes, press releases and other documents produced by the Network
- Receive the information on the Palace Day each year



©State Reserve Museum of Peterhof, Russia



Social Media

All information are available on the social media of the event and the official social media of the Network of European Royal Residences

Social media of the event



https://twitter.com/Palace_Day



<https://www.instagram.com/palaceday/>



<http://www.palaceday.com/>



<https://open.spotify.com/user/6s98pn1vgbustwjzzuua0qk37>

Social media of the Network



<https://www.instagram.com/europeanroyalpalaces/>



<http://www.europeanroyalresidences.eu/>



<https://www.linkedin.com/company/network-of-european-royal-residences>

Do not forget the official hashtag of the Palace Day 2021 !!

#PalaceDay

ABOUT US

Palace Day

Each 19th July, since 2016, the Network of European Royal Residences organizes the Palace Day. During one day, the #PalaceDay brings together Royal Residences, cultural and political institutions, public from all over the world, to share tweets and pictures of our common Heritage.

Origin

The Palace Day has been imagined during a technical meeting of the Network. In 2015, the digital teams of the members of the Network of European Royal Residences met in Italy, at La Venaria Reale, to discuss their respective digital strategies, their projects and the challenges they face on a daily basis. It was on this occasion that the idea of a common social event is born!

Development

Originally, the Palace Day was organized on Twitter. With the help of all the community managers working in the Royal Residences, and in particular thanks to the involvement of the Palace of Versailles's team, new social media have been used year after year and parallel events have been organized by the Network and its members to celebrate the Palace Day! Today, the Palace Day is on Twitter, Instagram, Facebook, Weibo and even Spotify! Simultaneous instameets, concerts, are also organized during the day!

Each year, the Network selects a new theme in order to highlight and share the richness of our European cultural Heritage : Gardens, Music, Food and culinary traditions, etc, allow to discover Heritage by various and unusual ways !

Success

Year after year, the attachment and the involvement of institutions and the public to the Palace Day confirm! From the 2nd edition, the Palace Day crosses the border of Europe and become « international » ! With 10 million of impressions of the #PalaceDay in 2018, the 3rd edition dedicated on food culture and gastronomy marked a real turning point in the event ! From this edition, the Palace Day becomes an unmissable event! In 2019 and 2020, the #PalaceDay made 60 million of impressions.

The Network of European Royal Residences

Since 1995, the institutions in charge of the most prestigious Palace-Museums in Europe have come together to form the Network of European Royal Residences, registered as an association since 2001.

The Network of European Royal Residences is primarily a **tool at the service of European palace-museum staff and experts**, enabling them to meet and share their experience in the preservation, management and promotion of the rich cultural heritage in their care, to the benefit of the millions of visitors they receive each year.

The Network in numbers

- 30 members
- more than 100 palace-museums
- 15 countries
- 10 000 professionals
- more than 43 million visitors per year



©Danish Royal Collection, Denmark

Contacts

For more information, you can contact the Network of European Royal Residences at:

Network of European Royal Residences

1 rue de l'indépendance américaine
RP 834 - 78008 Versailles cedex
FRANCE

Phone: +33 (0)1 30 83 77 55 / +33 (0)1 30 83 58 82

Mail: residencesroyales@chateauversailles.fr

Website: www.europeanroyalresidences.eu



ANNEX



#PALACEDAY

#EUROPEANROYALTABLES

19 JULY 2018



A GREAT SUCCESS ON TWITTER



+ 800 POSTS



+ 400 PARTICIPANTS



3,7 MILLION PEOPLE
REACHED



10 MILLION VIEW ON
THE POSTS



AN INTERNATIONAL EVENT



PALACE DAY IN THE NEWSPAPERS



MAJOR PARTICIPANTS



LOUVRE MUSEUM



ROYAL COLLECTION TRUST



KREMLIN MUSEUMS



DIGITALE VATICANA



TRENDING TOPIC IN FRANCE,
RUSSIA AND ITALY



INSTITUTIONS TAKE PART IN THE EVENT

FRANÇOISE NYSSSEN (FRENCH MINISTER FOR CULTURE)
FRANCE DIPLOMATIE
THE EUROPEAN COMMISSION
THE FRENCH SENATE



THE HIGHLIGHTS OF THE DAY



Stéphane Bern

Visite gourmande aujourd'hui des palais royaux d'Europe avec #EuropeanRoyalTables pour ce @Palace_Day @CVersailles @schonbrunn @PalazzoRealeNap



14:39 - 19 jul. 2018

61 Retweets 213 Likes



ChateaudesVersailles

Le @CVersailles est heureux de participer à cette 3e édition du #PalaceDay !
#EuropeanRoyalTables #EuropeForCulture @Palace_Day



08:23 - 19 jul. 2018

109 Retweets 322 Likes



Patrimonio Nacional

The kitchen is an essential part of any court, not only because it feeds the royal family and their servants but because of its symbolic significance: the king's table is a reflection of his power, magnificence and good taste
#PalaceDay #EuropeanRoyalTables



10:31 - 19 jul. 2018

41 Retweets 112 Likes



Schönbrunn Palace

Over 40 metres long and almost 10 metres wide, the Great Gallery provided the ideal setting for court functions. From the mid-eighteenth century onwards, it was used for balls, receptions and as a banqueting hall.
#PalaceDay #EuropeanRoyalTables #EuropeForCulture



20:00 - 19 jul. 2018

22 Retweets 62 Likes

Palace Day

19 JUILLET 2019

#EUROPEAN ROYAL GARDENS



UNE ÉDITION 2019 QUI A
BATTU DES RECORDS !

+2000 POSTS
+1000 PARTICIPANTS
+18M PERSONNES
ATTEINTES
+50M DE VUES SUR
#PALACEDAY



UN ÉVÈNEMENT INTERNATIONAL



5^E TRENDING TOPIC SUR
TWITTER FRANCE



LES TOP INFLUENCERS

- CHÂTEAU DE VERSAILLES
- MUSÉE DU PRADO
- MUSÉES DU KREMLIN DE MOSCOU
- PATRIMONIO NACIONAL
- PALAIS PRUSSIENS
- CHÂTEAU DE CHANTILLY
- PALAIS DE CASERTE
- PARIS JE T'AIME



LES INSTITUTIONS PARTICIPENT

- LA COMMISSION EUROPÉENNE
 - FRANCE DIPLOMATIE
 - LES ARCHIVES NATIONALES
 - PRÉFECTURES ET DÉPARTEMENTS
 - UNESCO
- MUSÉES ROYAUX DE TURIN
 - CHÂTEAU DE CHAMBORD
 - CENTRE DES MONUMENTS
NATIONAUX
 - ROYAL COLLECTION TRUST
 - CHÂTEAU DE SCHÖNBRUNN
 - LA VENARIA REALE



QUELQUES TEMPS FORTS



World Heritage Journeys of the European Union @Visit... - 19 juil.
Combining Gothic, Moorish & Renaissance elements, #Sintra has a unique combination of gardens which in the past became a model and influenced the development of landscape architecture across Europe.

On #PalaceDay, discover #RoyalEurope with us 🇵🇹 biLjy/ZYlwHoy



Parques de Sintra et Visit Portugal

6 37

PalaceDay a retweeté

Chateau de Versailles @CVersailles - 19 juil.
Les jardins de Versailles vus du ciel par @MisteinJeff #PalaceDay

The gardens of Versailles seen from the sky by @MisteinJeff #PalaceDay



Domaine de Chantilly et 9 autres

7 131 295

PalaceDay a retweeté

Biltmore Estate @BiltmoreEstate - 19 juil.
@PalaceDay Nestled in the mountains of North Carolina, #Biltmore was the vision of George W. Vanderbilt. The privately-owned, 250-room French Renaissance château is America's Largest Home. Surrounded by 8,000-acres, Biltmore welcomes over 1-million guests annually. | #PalaceDay



Biltmore Estate

1 5 7



Résidences royales européennes



THE BEST EDITION SINCE
THE CREATION OF THE
EVENT

- +5000 POSTS
- +2000 PARTICIPANTS
- +10M PEOPLE REACHED
- +50M VIEWS ON
#PALACEDAY



AN INTERNATIONAL EVENT



4TH TRENDING TOPIC ON
TWITTER FRANCE



TOP INFLUENCERS

- MOSCOW KREMLIN MUSEUMS
- CENTER FOR HISTORIC HOUSES (INDIA)
- PRUSSIAN PALACES (SPSG)
- PATRIMONIO NACIONAL
- PALACE OF VERSAILLES
- NATIONAL PALACE OF MAFRA



THE INSTITUTIONS ARE TAKING
PART IN THE EVENT

- FRANCE DIPLOMACY
- FRANCE.FR
- UNESCO
- UK'S EMBASSIES

- ROYAL PALACE OF NAPLES
- CHÂTEAU DE CHAMBORD
- ROYAL PALACE OF WARSAW
- HERMITAGE MUSEUM
- ROYAL MUSEUMS OF TURIN



HIGHLIGHTS OF THE DAY



Zamek Królewski w Warszawie - Muzeum @Zamek_Krolewski · 1j
Thank you for joining us during #PalaceDay 2020!
We were very happy to share our musical heritage with you and to discover your treasures. @Palace_Day



1

6

13



PalaceDay a retweeted
Reggia di Venaria @LaVenariaReale · 2j
The concert of the Ensemble L'Astrée @estree_ for @Palace_Day in the Cappella di Sant'Uberto this morning was incredible! 🎵 With: Stéphanie Varnerin - soprano / Francesco D'Orazio - violin / Daniele Bovo - cello / Giorgio Tabacco - harpsichord #PalaceDay #EuropeanRoyalMusic



L'Astrée et PalaceDay



17



27



Un Jour Au Château @unjourauchateau · 1j
UNE CHANCE | En France, nous avons la chance de conserver certains monuments qui figurent parmi les plus beaux palais du monde ! 🏰❤️ #PalaceDay #JournéesInternationalesdesChâteaux



130



76



La France à l'UNESCO @France_UNESCO · 1j
À l'occasion du #PalaceDay qui s'est déroulé le 19 juillet, la délégation française auprès de l'@UNESCO vous propose une #PalaceWeek afin de mettre chaque jour à l'honneur l'un des magnifiques palais qui tiennent une place particulière au sein du patrimoine culturel français.



Residences royales européennes

Palace Day

19 JUILLET 2020

#EUROPEAN ROYAL MUSIC

Related Topics

#versailles #potsdam #journéeinternationaledeschâteaux
 #chh_india #palacedayindia #architecture
 #journéeinternationaledeschâteaux
 #europeanroyalpalaces #travelwineparty #eastmeetswest
 #versailles #music #palaceday2020
 #europeanroyalmusic
 #cetétéjevisitelafrence #culture #france #history
 #indianpalaceday #heritage

Location



Gender

Male 48 %
 Female 52 %

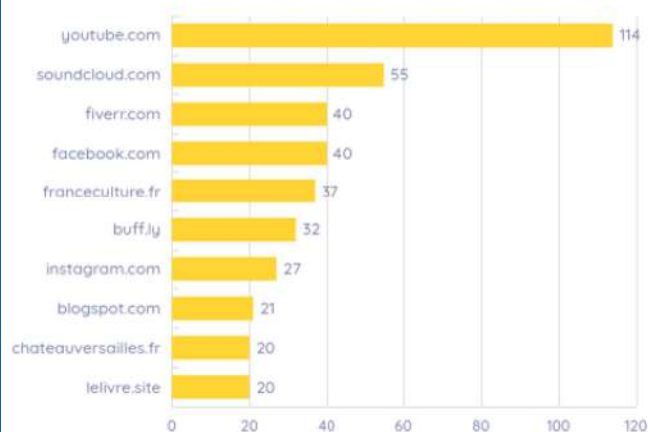


Top Devices and Apps

Android 36 %
 Desktop/Web 34 %
 iPhone 25 %
 Other 5 %



Most Linked Websites



Social Media Post Types

Original 19 %
 Reply 3 %
 Retweet 78 %



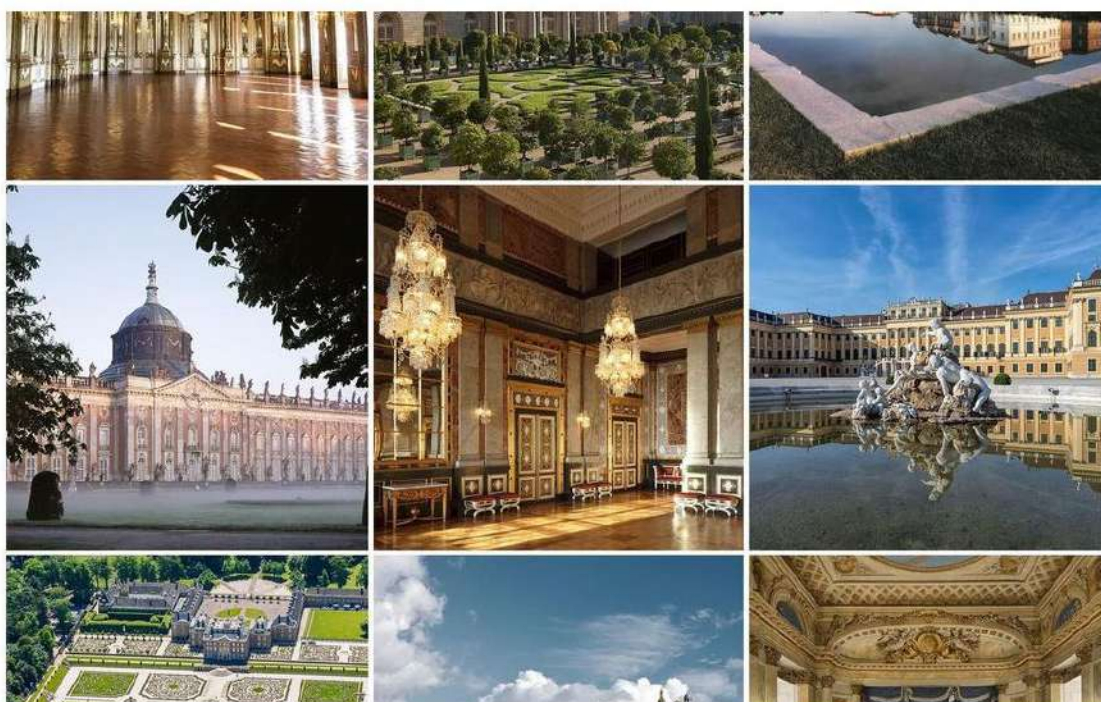
<https://www.leparisien.fr/yvelines-78/versailles-operation-palace-day-pour-le-chateau-18-07-2018-7825359.php>

Le Parisien

Île-de-France & Oise, Yvelines

Versailles : opération Palace Day pour le château

La 3e édition de ce rendez-vous du réseau des résidences royales européennes se déroule ce 19 juillet.



Le château de Versailles fait partie du réseau des résidences royales européennes qui mène l'opération Palace Day. Château de Versailles

Par L.M.

Le 18 juillet 2018 à 18h30

Ils se donnent rendez-vous sur les réseaux sociaux. Les membres du réseau des résidences royales européennes (ARRE), dont fait partie le château de Versailles, participent ce jeudi 19 juillet à la 3e édition du Palace Day. Cette opération, qui se déploie sur les réseaux sociaux, fédère chaque année un plus grand nombre de châteaux en Europe et dans le monde autour d'un patrimoine commun.

Histoires, métiers, coulisses et collections de chacun d'entre eux « s'affrontent » au cours de battles numériques dans laquelle la participation des internautes est sollicitée. Ils sont invités à poster leurs souvenirs de visite sur le thème choisi avec la mention #PalaceDay.

Pour cette année 2018, il s'agit de la gastronomie puisque l'épreuve s'inscrit dans le programme « A place at the Royal table ». Les contributions peuvent porter sur l'art de la table, l'alimentation et la gastronomie.

Domenica 19 luglio si celebra il Palace Day anche alla Reggia di Monza

Di Arianna De Felice - 17 Luglio 2020

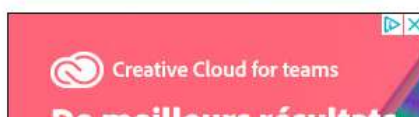


Quinta edizione per il #PalaceDay, promosso dall'Associazione Residenze Reali Europee, in programma per domenica 19 luglio 2020. Tra coloro che aderiscono anche la Reggia di Monza.

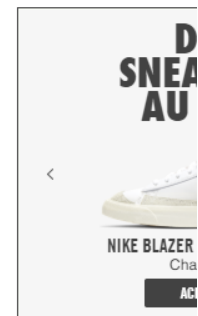
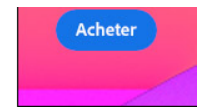
PalaceDay 2020 alla Reggia di Monza

#PalaceDay, che giunge in un momento in cui le varie residenze soffrono ancora i postumi della pandemia, riveste un significato di grande importanza, lanciando un messaggio di speranza e di ripartenza.

Il tema scelto per quest'anno è la **Musica**, da sempre un elemento fondamentale per la vita a corte. I saloni dei palazzi, dei castelli e delle ville hanno nel tempo visto i più importanti musicisti europei interpretare le loro composizioni più celebrate.



Oltre alle curiosità pubblicate su Twitter, Instagram e Facebook, sul canale **Spotify #PalaceDay2020**, si troverà una playlist compilata dagli enti iscritti all'Associazione Residenze Reali Europee; la Reggia di Monza partecipa, proponendo **La musica della Regina Margherita di Savoia**, con brani di **Giovanni Sgambati** (1841-1914) come il Quintetto con pianoforte in *Si bemolle maggiore Barcarola*, la *Sinfonia No.1 in Re maggiore* e la *Messa da Requiem*, suonata in Villa Reale in occasione del primo anniversario del regicidio di Umberto I. A queste, si aggiunge **Ascanio in Alba** (K 111) di **Wolfgang Amadeus Mozart** su libretto di Giuseppe Parini, eseguita per la prima volta il 17 ottobre 1771 su commissione del governatore generale di Milano, il conte Carlo Giuseppe di Firmian, in occasione dei festeggiamenti per le nozze tra l'arciduca Ferdinando d'Asburgo, uno dei figli dell'imperatrice Maria Teresa d'Austria, e Maria Ricciarda Beatrice d'Este, nipote del duca di Modena Francesco III. Proprio in quest'occasione, l'arciduca Ferdinando rimase talmente incantato dal Genio austriaco da proporgli di diventare Maestro di corte a Milano; un piano che fallì per intervento dell'Imperatrice Maria Teresa d'Austria, che impose a Mozart di fare ritorno immediatamente a Vienna.



India's heritage houses to join Palace Day celebrations

theshillongtimes.com/2020/07/19/indias-heritage-houses-to-join-palace-day-celebrations/



New Delhi: From magnificent abodes of the erstwhile royal families to iconic luxury hotels, nearly 40 heritage properties in India are set to be a part of the Palace Day celebrations on Sunday.

This is for the first time when any Indian palace or other palatial buildings will be part of the global celebrations, which first began in Europe in 2016 at the initiative of the Palace of Versailles, according to Centre for Historic Houses (CHH), part of a leading private university.

“We are extremely excited about the Palace Day tomorrow, more so, when India will join in the celebrations for the first time,” Esther Schmidt, director of CHH at the OP Jindal Global University in Sonipat, told PTI.

“About 40 properties have confirmed their participation. Besides the UNESCO and the World Monuments Fund (WMF) have lent support to it,” she said.

CHH, part of the Jindal School of Art and Architecture, is coordinating the Palace Day celebrations in India.

“We are extremely delighted to see so many royal families confirming their participation — Thanjavur royal family (Tamil Nadu), Bhavnagar royal family (Gujarat), Dhenkanal royal family of Orissa, Cossimbazar Rajbari of Calcutta, and latest is the royal family of Baroda, who own the fabulous Laxmivilas Palace, joining the list, and many more,” she said.

Luxury heritage hotels under the Taj hospitality group, including the Taj Falaknuma (Hyderabad), Taj Mahal Palace (Mumbai) and Taj Lake Palace (Udaipur), and the Neemrana Hotels, have also joined in, according to CHH.

Palace Day under the patronage of the Network of European Royal Residences, seeks to celebrate the common heritage and gives owners of such properties, a platform to share their history and stories with a wider audience, leveraging the reach of social media.

“This year the theme is music. It is such a wonderful feeling that India this year is going to find a place on the Palace Day map, and we couldn’t be more excited. The idea is to also allow this platform to shine a spotlight on lesser known palaces of India, and stoke curiosity among cultural experts and heritage enthusiasts to care for their heritage,” director of CHH, Schmidt said.

As part of the celebrations, these royal houses and heritage hotels will put up pictures, tweets and posts on the social media, like Facebook, Twitter and Instagram, and share their stories, with a common hashtag of #PalaceDay #CHH_India and #PalaceDayIndia, she said.

“Heritage delights our heart. And, in this dark time of COVID, we hope these beautiful heritage buildings will lend a ray of hope and soothe our senses,” Schmidt said. (PTI)

Continue Reading