

NETWORK OF EUROPEAN ROYAL RESIDENCES

19 JULY 2022

# Palace Day 2022



PRESENTATION DOCUMENT



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PALACE DAY

2022





# Palace Day 2022

## 7th edition

This year the theme of **Biodiversity** will be at the heart of the 7th edition of **#PalaceDay**, the international day dedicated to palaces. On this occasion, on **July 19**, many cultural institutions throughout the world, such as their public, will gather around this fragile but essential heritage to our daily lives.

Indeed, when we think of palaces and palace-museums, we usually think of large luxurious buildings, full of ornaments, paintings, and sculptures, we are looking for a throne, a royal room, or a sumptuous gallery. But we often forget the complexity of these places with their parks and gardens, and in particular the richness of the biodiversity that surrounds them and that institutions are anxious to protect! Huge wooded parks, English gardens, French gardens, ponds, and canals. Species of rare trees and flowers, wild animals but also domestic animals, the European royal residences shelter a real natural heritage to observe and preserve. These parks and estates are indeed home to fauna and flora of unsuspected diversity and richness.

This is why today the conservation of biodiversity in royal residences takes an important place, in parallel with the conservation of monuments and art objects. Every day the professionals of the palace-museums work to preserve this incredible biodiversity that is an integral part of the richness of these places.

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Many institutions have already made biodiversity one of the keys to their development strategy, on the one hand by integrating this vision into their management plan and by implementing concrete actions, on the other hand through valorization actions aimed at visitors.

The importance of diversity in the fauna and flora within royal residences is not a recent priority. The beauty of nature has always been a source of inspiration, and representations of it are found in most of the decorations of the time, in sculptures, carved decorations, textiles, etc.

The direct relationship between the outside and the inside is a constant element in the fashions of the past, art has always been influenced by nature. Interest in botany has led to important advances, particularly in flowering experiments or in the matter of acclimatization mechanisms. Many kings and queens in Europe have brought exotic plants and "wild" animals to their gardens and parks. With the Spanish conquests of the XVIth century, the cultivation of pineapple flocks to the European royal greenhouses, the royal menageries are filled with ostriches, flamingos, gazelles, ladies of Numidia, mongooses brought back by expeditions or offered as diplomatic gifts. These menageries are visited by scientists, surgeons, zoologists who came to study and admire these "new" animals, and painters and artists are inspired by them to decorate the interior of palaces all over Europe.

**Today the preservation of biodiversity is at the heart of the environmental issue and Palace Day will be an opportunity to celebrate its richness and raise public awareness of its protection for future generations.**

## Official Partner 2022

International Committee for Historic House Museums

**DEM HIST** ICOM international committee for historic house museums



# Some examples

How to address and highlight the theme of **biodiversity**? Here are few examples!

## Flora

Reflecting biodiversity, the diversity of the flora in the royal residences is very important. Local and exotic flowers, rare trees, wonderful flowerbeds, etc embellish the royals residences and create a rich biodiversity.



Palace of Sanssouci © SPSPG, Potsdam,

## Fauna

Small animals like birds and insects, wild foxes and boars, deer live together in the gardens and parks. Animals play an important role in biodiversity, don't forget them!



© All rights reserved, Château of Chambord,

## Menageries, zoo, farm

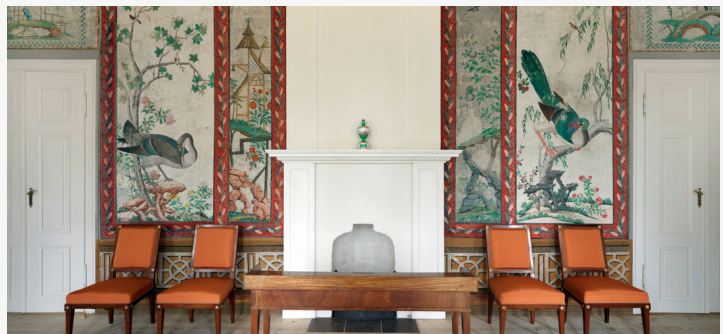
Wanted by the residents of the Royal Residences for prestige or for fun, menageries, zoo and farms gathered a lot of animals more or less spectacular.



© Thomas Garnier, Palace of Versailles

## Representations

Nature has always inspired art ! We can find delicate floral patterns on textiles, representations of landscapes on paintings, unfamiliar animals on porcelains, etc



Schloss Paretz, Gesellschaftssaal © SPSPG

JOIN THE  
EVENT



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# 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



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# 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 [#PalaceDay](#)
- 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 !

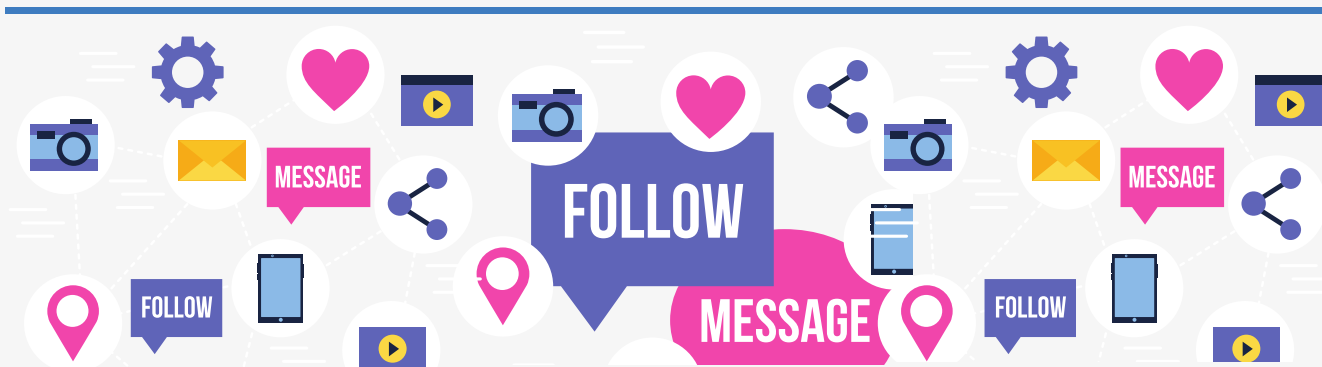
- **Google form** : <https://forms.gle/mN5jyNtd5yA3E3mS6>
- **Mail**: [palaceday@hotmail.com](mailto:palaceday@hotmail.com)

**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



©All rights reserved, Schloss schonbrunn



# 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://twitter.com/Palace_Day)



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



<http://www.europeanroyalresidences.eu/palace-day/>

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

## 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 2022 !!

**#PalaceDay**



ABOUT US

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# 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 of Day! Today, the Palace Day is on Twitter, Instagram and Facebook! Simultaneous instruments, and 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.

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# 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.

## Some numbers

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



©Waldemar Panów, The Royal Łazienki Museum , Warsaw

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# 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](mailto:residencesroyales@chateauversailles.fr)

**Website:** [www.europeanroyalresidences.eu](http://www.europeanroyalresidences.eu)



# List of active members

Palace of Schönbrunn  
Austria

Palace of Eggenberg  
Austria

Coudenberg Palace  
Belgium

The Royal Danish Collection  
Denmark

Danish Agency for Culture and  
Palaces  
Denmark

Frederiksborg Castle  
Denmark

Prussian Palaces and Gardens of  
Berlin-Brandenburg  
Germany

Kulturstiftung Dessau-Wörlitz  
Germany

State Palaces, Castles and Gardens  
of Saxony  
Germany

Patrimonio Nacional  
Spain

Palaces of Versailles and Trianon  
France

Château of Chambord  
France

Palace of Compiègne  
France

Palace of Fontainebleau  
France

Royal Palace of Gödöllő  
Hungary

La Venaria Reale  
Italy

Musei Reali Torino  
Italy

Royal Palace of Caserta  
Italy

Royal Palace of Monza  
Italy

Royal Palace of Naples  
Italy

Royal Palace of Milan  
Italy

Historic Museum and Park of Miramare  
Castle  
Italy

Prince's Palace of Monaco  
Monaco

Paleis Het Loo  
Netherlands

Museum of King Jan III's Palace at Wilanów  
Poland

Royal Castle in Warsaw  
Poland

Royal Łazienki Museum  
Poland

Mafra National Palace  
Portugal

Parques de Sintra-Monte da Lua  
Portugal

Historic Royal Palaces  
United Kingdom

# Credits

**page 1** - Jardin de Diane © Serge-Reby, Château de Fontainebleau

© G. Moufflet, Prince's palace of Monaco

© Alexander Eugen KollerSchloß Schönbrunn Kultur- und Betriebsges.m.b.H.

© Thomas Garnier, Palace of Versailles

Fredensborg © Agency for Culture and Palaces

**page 15** - Rosenborg Castle © Agency for Culture and Palaces

© Domaine national de Chambord

© Wörlitz Gothic House

# APPENDICES



# 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<sup>E</sup> 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 bit.ly/ZYwHoy



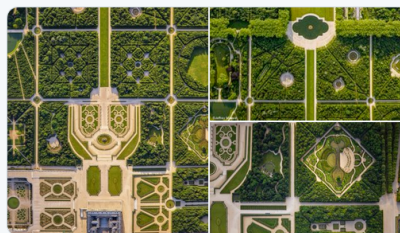
Parques de Sintra et Visit Portugal

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

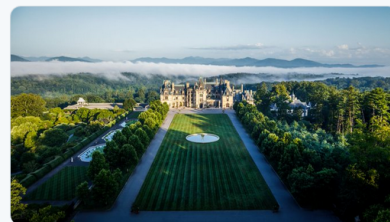


Domaine de Chantilly et 9 autres

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

# Palace Day

19 JULY 2020

## #EUROPEAN ROYAL MUSIC



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

16

13

1



PalaceDay a retweeted  
Reggia di Venaria @LaVenariaReale · 2j  
The concert of the Ensemble L'Astrée @astree\_1 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

7

27

1



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 #JournéeInternationaleDesChâteaux



20

75

1



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

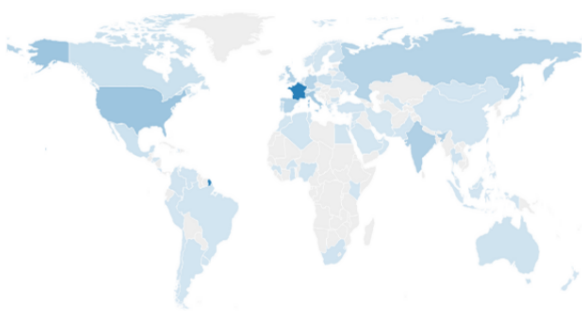
19 JUILLET 2020

## #EUROPEAN ROYAL MUSIC

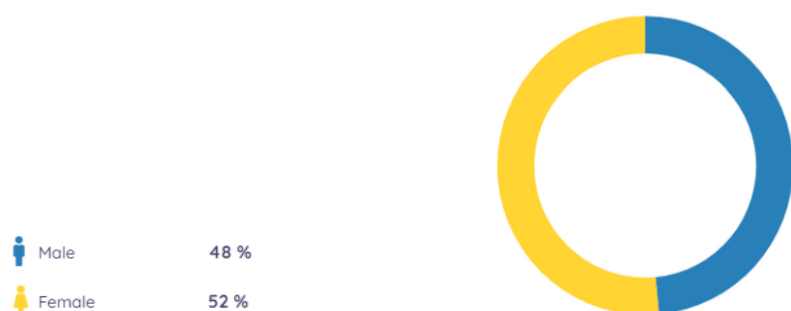
### Related Topics

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

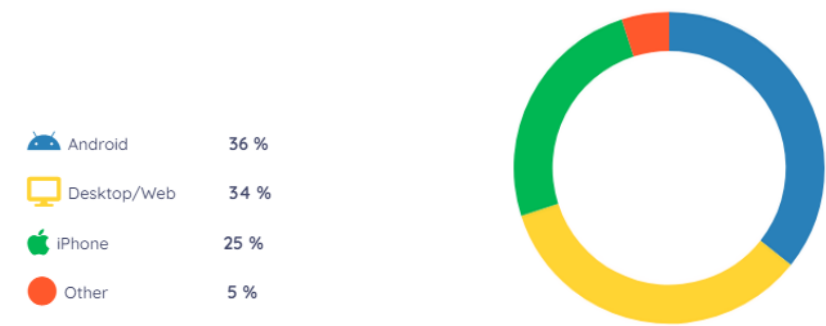
### Location



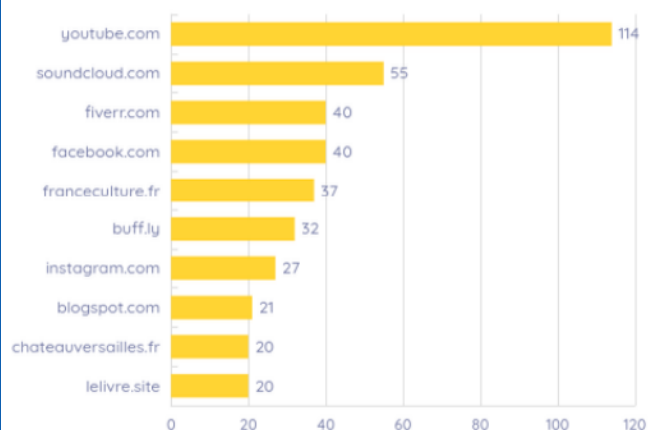
### Gender



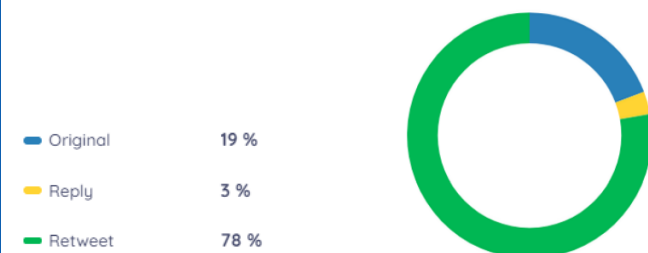
### Top Devices and Apps



### Most Linked Websites



### Social Media Post Types



# PALACE DAY 2021

To the people who have contributed, and contribute, to bring to life the Palace-Museums !



## An international event



## KEY FIGURES

+ 3700 POSTS  
+ 1600 PARTICIPANTS  
+ 7,7M PEOPLE REACHED  
+ 35,5M VIEWS ON  
#PALACEDAY

With the support of



## The institutions are taking part in the event !

- Secrets d'Histoire
- Windows France
- German National Committee for Monument Protection (DNK)
- Europa Nostra
- Swiss Embassy in France



## TOP INFLUENCERS

- Centre for Historic Houses India
- Moscow Kremlin Museums
- Parques de Sintra - Monte da Lua
- National Palace of Mafra
- Palace of Versailles
- Patrimonio Nacional
- Palace of Fontainebleau

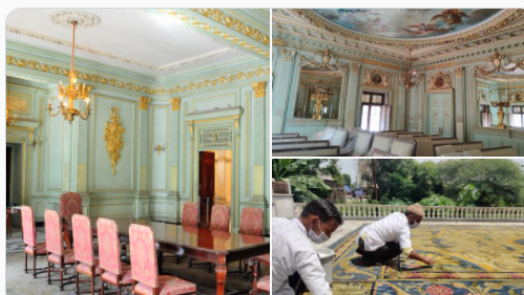
- Royal Castle in Warsaw
- Palace of Schönbrunn
- Palace of Chambord
- Prussians Palaces
- Vizcaya Museum



## HIGHLIGHTS OF THE DAY



**World Monuments Fund** @WorldMonuments · 1h  
To celebrate #PalaceDay, explore Lal Bagh Palace. Considered one of India's finest neo-classical buildings, it is renowned for its European influenced interiors. Restoration is now underway in partnership with the Government of Madhya Pradesh. [wmf.org/project/lal-ba...](https://wmf.org/project/lal-ba...)



**Château de Versailles** @CVersailles

#PalaceDay To finish this day dedicated to the people who bring the Palace of Versailles to life, discover the sculpture restoration workshop [youtube.com/watch?v=CgdzEP...](https://youtube.com/watch?v=CgdzEP...)

#palaceday2021 #JourneeInternationaleDesChateaux @Palace\_Day

Traduire le Tweet



**RoyalCollectionTrust** @RCT

In celebration of the annual #PalaceDay, our photograph curators would like to celebrate a predecessor, Leopold Cleave, who was Inventory Clerk and Photographer at Windsor Castle from 1891.

[bit.ly/2VSpIT3](https://bit.ly/2VSpIT3)  
Traduire le Tweet





# PALACE DAY 2021

To the people who have contributed, and contribute, to bring to life the Palace-Museums !



## NEW PARTICIPANTS OF THE YEAR



**tsinandali.museum**  
აღწევს მსოფლიო მემკვიდრეობის სახელს...

**tsinandali.museum #palaceday**  
ICOM და DEMHIST მუზეუმებში გაერთიანდნენ 19 ივლისის სასაზღვრო მუზეუმ საერთაშორისო დღეს აღნიშნა წელს წინანდლის მუზეუმში აღმართდა ამ დღესასწაული მსოფლიო სასაზღვრო მემკვიდრეობის რეკონსტრუქციის დასრულების გამო.

Aimé par sashachav et autres personnes  
IL Y A 7 JOURS

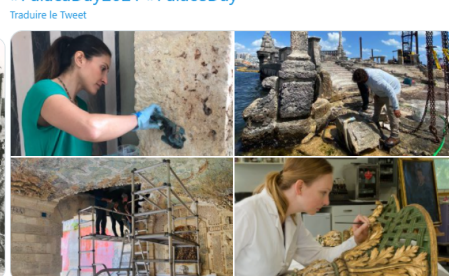
ajouter un commentaire...



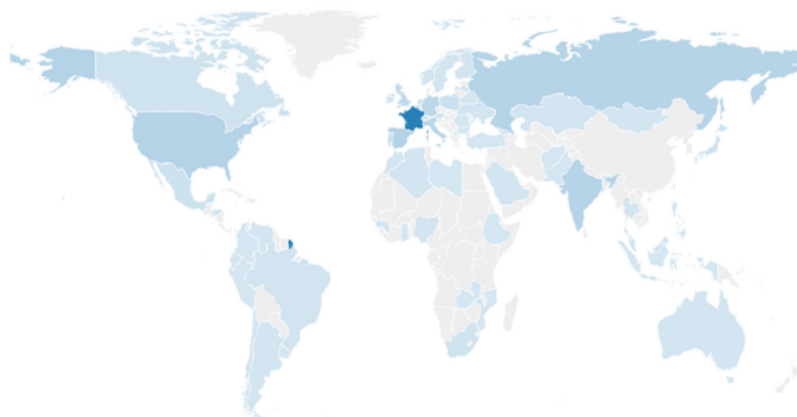
**CIDCE**  
Hoy se celebra el #palaceday  
Una convocatoria que propone @IcomOfficial para descubrir palacios por toda Europa.  
Este año, el Palace Day está dedicado a las personas que contribuyeron o contribuyen a dar vida a palacios-museos, casas históricas e Instituciones Culturales.



No #museum or #historichome is complete without a collections + curatorial dept. This group of experts cares for the objects and archives + the estate itself. They are also responsible for all the #restoration and #conservation work onsite, big or small.  
#PalaceDay2021 #PalaceDay



## Location



## Related topics

#heritage #деньдворца #europeforculture #people #chh #indianpalaces #palaciorealdemadrid #royal #palaces #chhindia #palace #palaceday2021 #worldheritage #india #indianheritage #journéinternationaledeschâteaux #europeanroyalpalaces #incredibleindia #photography

## Gender

Male 46 %  
Female 54 %



## **TVP World : Visit royal residences for free on #Palaceday**

[Visit royal residences for free on #PalaceDay | TVP World](#)

# **Visit royal residences for free on #PalaceDay**



**Free tours, reenactors in period costumes and interesting stories of royal residences await the visitors of this year's #PalaceDay on Monday. It is an initiative of the Network of the European Royal Residences (ARRE), the idea of which is to promote and emphasise common culture and heritage.**

The Royal Łazienki Museum is organising a free tour of the Palace on the Isle with the Royal Picture Gallery, the Myślewicki Palace and the White Pavilion with the temporary exhibition "Beautiful Items. Purchases of 2020". The reenactors dressed in period costumes will become an additional attraction.

The Royal Castle in Warsaw has organised an open-air guided tour with the participation of Jarosław Gajda, the creator of the "Architecture is a good idea" videoblog.

Due to the COVID-19 pandemic there is a limited number of people and amount of time for visitors to see individual monuments during #PalaceDay.

To mark the holiday, AREE residences will publish the most interesting stories from the life of their institutions on social media. Visitors can also share memories of visits to European museums by uploading their photos to social media using the #PalaceDay hashtag.

source: **POLSKIERADIO24.PL**

## **Jornal de Mafra : Realiza se hoje em format online a 6.ª Edição do #Palaceday**

[Realiza-se hoje em formato online a 6.ª edição do “#Palace Day” - Jornal de Mafra Realiza-se hoje em formato online a 6.ª edição do “#Palace Day”](#)

Realiza-se hoje em formato online a 6.ª edição do “#Palace Day”

19 Julho, 2021 JM



A 19 de julho, a Associação das Residências Reais Europeias (ARRE) assinala anualmente o “#Palace Day”, iniciativa que vai já na sua 6.ª edição e que envolve mais de 100 Palácios e Residências Reais de todo o mundo.

O Palácio Nacional de Mafra associa-se mais uma vez a esta iniciativa, que este ano decorre totalmente online e se celebra nas redes sociais dos monumentos aderentes. Segundo a organização desta iniciativa, o tema deste ano “As pessoas” pretende celebrar as pessoas que contribuíram e contribuem para dar vida a estes monumentos.

*“Por mais de um ano, Covid 19 esvaziou residências reais e museus de seus visitantes. É por isso que esta 6ª edição será dedicada aos homens e mulheres que contribuíram, e contribuem, para dar vida a estes palácios-museus, casas históricas e instituições culturais. O Palace Day 2021 deseja virtualmente “repovoar” estes locais de cultura! Ontem, famílias reais, cortesãos e servos se reuniram todos os dias. Hoje, visitantes e curiosos descobrem os palácios preservados por artesãos e profissionais que trabalham nos bastidores. Então, por um dia, vamos dar lugar a essas pessoas, esses reis e rainhas, essas pessoas sombrias e esses visitantes, para nos contar e compartilhar nossa herança”*

Assim, ao longo do dia de hoje, os Palácios vão fazer publicações nas suas redes sociais, nas quais relembrarão



# **Mag communes : Journée internationale des châteaux, Palaceday**

[Journée Internationale des châteaux, PalaceDay - Mag Communes](#)

## **Journée Internationale des châteaux**



chateau-@Cari R- creative commons- CC0

Les châteaux de notre pays nous content bien des histoires fabuleuses, quelques pays du monde entier participent le 19 Juillet à la Journée Internationale des châteaux, ou Palace day, initié par l'Association des Résidences Royales Européennes depuis le début des années 2000. C'est le Château de Versailles qui fut le précurseur de l'événement en France.

## **Les châteaux en France**

Représentant une grande partie de ce que nos paysages aujourd'hui, les contextes politico-économiques n'en sont pas moins dépendants. Les résidences royales portent en elles toute une prestance majestueuse, nous avons la chance de pouvoir en visiter quelques-uns. En outre certaines sont devenues des musées, lieux d'expositions culturelles, ou encore des chambres d'hôtes, lieux accueillant des événements comme des mariages, des séminaires, des réunions importantes. Au demeurant l'Association des Résidences Royales Européennes est là pour ça ! Réunissant 27 membres dans 15 pays différents, des professionnels ont l'opportunité de passer quelque temps dans les coulisses des châteaux.

En France l'ampleur des châteaux se définit grandement par leur présence, entre châteaux fort,

donjons, citadelles ou encore palais, ils sont assez nombreux. En 2019 les châteaux participant à la journée internationale furent parmi ceux-ci : le château de Versailles, château de Chambord, Palais de Compiègne, château de Vaux-le-Vicomte, château de Fontainebleau.

## Commémorer ces institutions culturelles

La Journée Internationale des Châteaux est en effet l'occasion pour tous de découvrir et explorer librement l'un d'entre eux. Aussi grandiose qu'ils paraissent le choix n'est pas toujours simple, de leur architecture médiévale d'inspiration Française ou Anglaise, les châteaux attirent généralement l'œil curieux du public. Partager en famille ou entre amis l'histoire qui remplit richement de culture les esprits. Les métiers qui découlent de ces monuments historiquement nantis sont nombreux, on y retrouve les guides touristiques effectivement, mais aussi les restaurateurs d'œuvres d'art, d'organiseurs d'événements (mariages...), les de tailleurs de pierre, les viticulteurs et jardiniers, les fameux paysagistes, les architectes du patrimoine et tant d'autres. La Journée Internationale des châteaux est également une occasion parfaite pour honorer le métier magnifique de ces personnes qui chérissent ce patrimoine culturel et fournissent des actions significatives dans la réhabilitation constante de ceux-ci.

Afin de rassembler le grand public autour d'un héritage commun et de partager les coulisses et collections de ces institutions culturelles, le rassemblement culturel révèle sa gloire. Chaque visiteur est invité à poster son coup de cœur et les souvenirs provenant des traversées vécues dans ces châteaux. Sur les réseaux sociaux, l'hashtag #palaceday est mis en avant, les internautes sont poussés à l'utiliser afin de diffuser un bon moment.

Toutes les journées internationales