

19 JULY 2024

Palace Day 2024

Horsing around!



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2024



Palace Day 2024

9th edition

Horsing around! Put on your helmets and cinch your saddles, as we will be trotting around the courts for the 9th edition of Palace Day on July 19, 2024!

The theme of horses and equestrian arts is a way to tell the story of royal residences from an original point of view. As an essential part of tangible and intangible European Heritage, horses and the culture surrounding them provide royal residences with numerous ways to engage the public with this unique heritage.

In Versailles, visitors are welcomed by the monumental statue of Louis XIV on his horse, one example of many demonstrating the horse as the manifestation of a monarch's power. Kings and queens ordered the construction of huge and magnificent royal stables by renowned architects within their estate, which served as centres of knowledge transmission and the development of equestrian arts. The Great Stables at the Palace of Versailles or Wilhelmina's Stables Square at Paleis Het Loo are testament to the crucial role horses played at court, not only as manifestations of power, but also as companions, modes of transport, spectacles during festivities and as important elements in hunting and wars.

The Portuguese School of Equestrian Art, managed since 2012 by Parques de Sintra – Monte da Lua, finds its roots in 18th century Portuguese court customs. Though abolished in the same century, the school has restored this traditional Baroque artform from costumes and accessories to techniques. A change in management brought about the restoration of the Henrique Calado Riding Ring in Belém, thus making the return of Portuguese equestrian art to its place of origin possible. The establishment of the national library “D. Diogo de Bragança, VIII Marquis of Marialva Equestrian Art Library” at National Palace of Queluz, which is solely

dedicated to the equestrian arts is a testament of living heritage being put once more on the centre stage.

Horses are so integral to the culture and society of royal residences that they can often be found outside of their stables and inside the palace walls in paintings, sculptures and decorations. Twenty portraits depicting a variety of thoroughbred horses and four large paintings of men on horseback during a hunt painted by Johann Georg von Hamilton adorn the walls of Schönbrunn Palace's Horses Room, a dining room designated for high-ranking court dignitaries and military officers.

Their presence can manifest in many other ways: carriages which transported members of court from A to B, riding costumes, and musical compositions for carousels. At Paleis Het Loo, Queen Wilhelmina and Prince Hendrik would often take a carriage or sleigh to visit the moorland. The queen had a special painting carriage which served as her mobile studio for the times she preferred to paint outside! The carriages at The Imperial Carriage Museum located in Schönbrunn Palace help trace the stories their owners once lived through. Journeys, weddings, funerals...the carriage accompanies the living and the dead throughout different stages of life and at the head, trotting or galloping, there is the horse.

On July 19 2024, we invite palaces, museums, cultural institutions and the public to discover wonderfully unique and diverse tales of horses in the palaces of Europe and around the world, whether in quiet museum halls or grand royal stables.

Partner 2024

International Committee for Historic House Museums

 **DEMHI** ICOM
international committee
for historic house
museums



Some inspiration

Don't know how to address and highlight the 2024 theme? Here are a few examples!

The horse, a cultural icon

Horses contributed to the manifestation of a monarch's power and were an essential part in daily royal life, taking part in royal festivities, hunting and wars, and being an important mode of transport.

Equestrian arts

The equestrian arts are an essential part of tangible and intangible heritage. Stables have often been centres of excellence, both in the selection of horses and in the development of equestrian arts and transmission of this knowledge.

Stables, an architectural heritage

Stables form part of our architectural heritage, often being material extensions of a monarch's power. Nowadays, stables, might still be used to house horses, but have oftentimes been transformed to include other functions such as housing collections or changed to restaurants.

Carriages, clothes, and culture

The horse is often represented in paintings, sculptures and decorations, but their presence can manifest in many other ways: carriages which transported members of court from A to B, riding clothes, and musical compositions.



Apollo's Fountain © Thomas Garnier, Palace of Versailles



Equestrian Art © Parques de Sintra - Monte da Lua



Wilhelmina's Stables Square © Paleis Het Loo



Kurfürstin Dorothea von Brandenburg zu Pferde, Rutger van Langevelt © Stiftung Preußische Schlösser und Gärten Berlin-Brandenburg

JOIN THE
EVENT

Why join us?

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

- Promote cultural heritage
- Organize an event strengthening 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

Are you an institution wanting to participate?

If you are an institution and want to actively be part of Palace Day, do not hesitate to register by filling in the Google form! For further information, please contact us through the email provided below.

- **Google form** : <https://forms.gle/KxXnGmLi3ZQ28oFo6>
- **Mail**: palaceday@hotmail.com

By registering, you could:

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



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 tips:

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

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.europeanroyalresidences.eu/palace-day/?lang=fr>

Social media of the Network



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



<http://www.europeanroyalresidences.eu>



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

ABOUT US

Palace Day

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

Origin

The Palace Day was 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 was born!

Development

Originally, the Palace Day was organized on Twitter. With the help of all community managers working at the Royal Residences, and in particular thanks to the involvement of the Palace of Versailles's team, new social media networks have been used year after year, and parallel events have been organized by the Network and its members to celebrate Palace Day! Today, Palace Day is on X (formerly known as Twitter), Instagram and Facebook! Simultaneous events 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 us to discover Heritage by various and unusual ways !

Success

Year after year, the attachment and the involvement of institutions and the public on Palace Day confirm the success of our idea! During the 2nd edition, Palace Day crossed the border of Europe and became international! With 10 million impressions of #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 has become an unmissable event! In 2019 and 2020, the #PalaceDay garnered 60 million 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.

Some numbers

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



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

Reggia di Colorno
Italy

Rundāle Palace Museum
Latvia

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

*On 1st February 2024

Credits

Page 1 – Pierre Mercier, Tapisserie "Die Landung auf Rügen", Folge "Kriegstaten des Großen Kurfürsten"
© Stiftung Preußische Schlösser und Gärten Berlin-Brandenburg; Portuguese School of Equestrian Art
© Parques de Sintra - Monte da Lua; Giorgio Vasari, Defence of Ponte Rozzo on the River Ticino in 1524 © The Royal Łazienki Museum; Neptunbrunnen © Lammerhuber, Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.; The Ôsaka Folding Screen © UMJ, Palace of Eggenberg; Apollo's Fountain © Thomas Garnier, Palace of Versailles

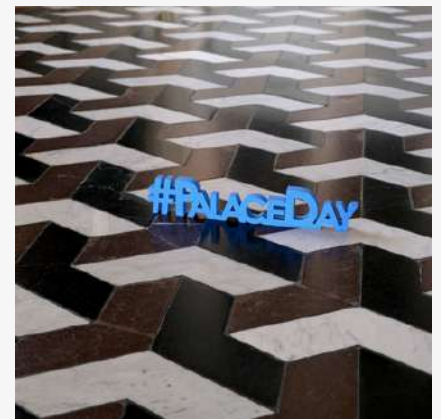
Page 5 - The Great Stables © Palace of Versailles

Page 7 – Apollo's Fountain © Thomas Garnier, Palace of Versailles; Equestrian Art © Parques de Sintra - Monte da Lua; Wilhelmina's Stables Square © Paleis Het Loo; Rutger van Langevelt, Kurfürstin Dorothea von Brandenburg zu Pferde © Stiftung Preußische Schlösser und Gärten Berlin-Brandenburg

Page 9 – © Thomas Garnier, Palace of Versailles

Page 13 – La Venaria Reale interior © La Venaria Reale

Page 15 – Venus Statue © UMJ, Palace of Eggenberg; © Royal Palace of Naples; © Network of European Royal Residences ; © The Royal Łazienki Museum; © The National Palace of Queluz, Parques de Sintra - Monte da Lua; © Museum of King Jan III's Palace at Wilanów



APPENDICES

PALACE DAY 2023

ASTRONOMY, ASTROLOGY, MYTHOLOGY



An international event



KEY FIGURES

+ 420 PARTICIPANTS

+ 38,4 k ENGAGEMENTS

+ 7,8 M VIEWSON

#PALACEDAY



TOP INFLUENCERS

- Parques de Sintra-Monte da
- Lua Palacio Nacional de Mafra
- Musei Reali Torino
- Schloss Schonbrunn
- Palace of Versailles
- Royal Collection Trust
- Patrimonio Nacional

- Stiftung Preußische Schlösser und Gärten Berlin-Brandenburg
- Centre for Historic Houses India
- Schloss Benrath
- Castello Rivoli

With the support of

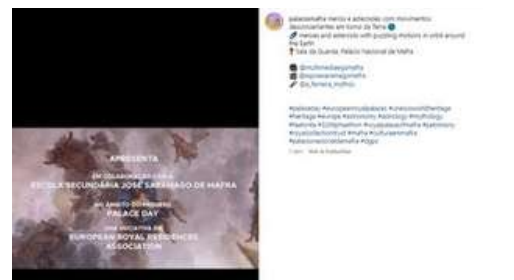


Institutions and the public are taking part in the event!

- Consulate of France in Los Angeles
- Republic of Poland
- Madrid a 360°
- La Gazette Drouot International
- European regions and national tourist offices



HIGHLIGHTS OF THE DAY



PALACE DAY 2023

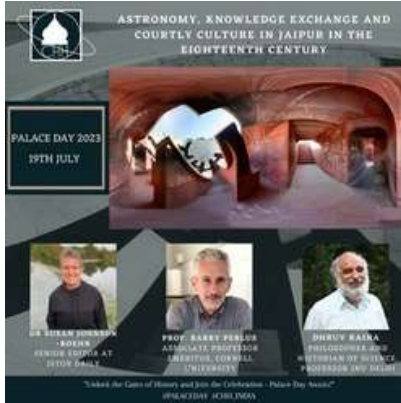
ASTRONOMY, ASTROLOGY, MYTHOLOGY



#PalaceDay
19th July 2023

Activities

SOME ACTIVITIES OF THIS YEAR



Lecture proposed by the Center for Historic Houses India



Challenge proposed by "Siti Reali" and "Royal District"



Visit, observation with telescopes, workshops with the Royal Lazienki Museum

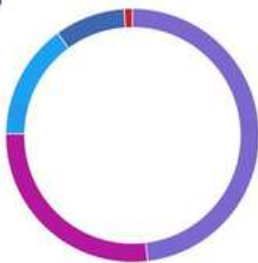
Countries

Mention countries



Sources

Mention sources



SOURCE	% - MENTIONS
Instagram	48.08% - 425
web	27.15% - 240
Twitter	14.71% - 130
Facebook	9.05% - 80
Youtube	1.02% - 9



PALACE DAY 2023

ASTRONOMY, ASTROLOGY, MYTHOLOGY



#PalaceDay
19th July 2023

Homepage / News

#Palace Day 2023 at the Royal Łazienki

Share Tweet



Photo by Paweł Czarniecki

Free tours, educational guided tours, observations of the Sun through telescope and art workshops are the highlights of this year's #PalaceDay at the Royal Łazienki. All visitors are welcome: children, youth and adults.



Łazienki Królewskie / Royal Łazienki

Wspaniały to był dzień - Święto Pałaców, które obchodziliśmy w zeszłym tygodniu po hasłem "astronomia, astrologia, mitologia". Szczególne podziękowania przesyłamy do Polskie Towarzystwo Miłośników Astronomii, dzięki któremu goście Muzeum mogli przez teleskopy obserwować Słońce, a nawet podziwiać zachodzące na nim wybuchy. 🌞 Tego dnia w Muzeum odbywały się również oprowadzania z edukatorami, warsztaty z tworzenia odlewów gipsowych i wieczorny spacer po ogrodach. Dziękujemy Wam za udział w naszych specjalnych atrakcjach! 🙏

#PalaceDay to akcja organizowana corocznie 19 lipca przez ARRE - Stowarzyszenie Europejskich Rezydencji Królewskich z siedzibą w Wersalu. ARRE zrzesza rezydencje z Austrii, Belgii, Danii, Hiszpanii, Holandii, Francji, Niemiec, Polski, Portugalii, Monako, Rosji, Szwecji, Węgier, Wielkiej Brytanii i Włoch. Muzeum Łazienki Królewskie jest członkiem ARRE od lipca 2015 r.

fot. Paulina Organiściak-Kwiatkowska, Paweł Czarniecki

Voir la traduction



POLAND

Palace Day 2023 w Łazienkach Królewskich

13 lipca 2023 Warszawa aktualny tydzień. News 0

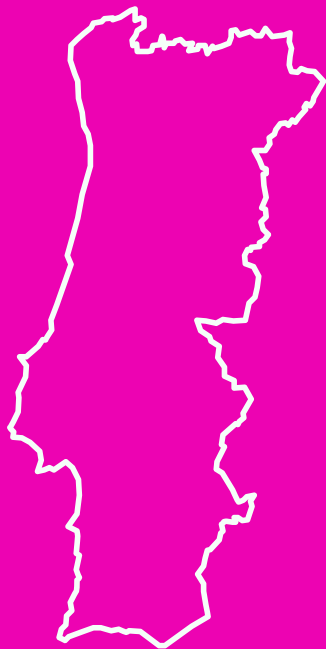


PALACE DAY 2023

ASTRONOMY, ASTROLOGY, MYTHOLOGY



#PalaceDay
19th July 2023



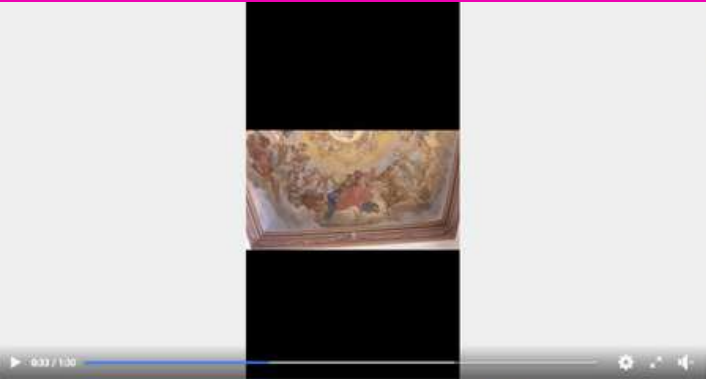
REGIÃO



PALÁCIO DE SÃO LOURENÇO ADERE AO DIA DOS PALÁCIOS

Artigo | 13/07/2023 12:37

No próximo dia 19, assina-se o Dia dos Palácios, lançado em 2016 pela Rede de Residências Reais Europeias. Este ano, pela primeira vez, O Palácio de São Lourenço adere a esta iniciativa.



0:02 / 1:30

Júpiter, senhor das tempestades, no Olimpo e no Sistema Solar ⚡ Jupiter, the Roman God Of Thunder And Lightning, on Mount Olympus and in the solar system

palaciomafra 19 juillet 2023

Júpiter, senhor das tempestades, no Olimpo e no Sistema Solar ⚡ Jupiter, the Roman God Of Thunder And Lightning, on Mount Olympus and in the solar system

Sala dos Camaristas, Palácio Nacional de Mafra

@multimediaesjmafra
@esposesaramagomafra
@a_ferreira_mythos

#palaceday #europeanroyalpalaces #unescoworldheritage #heritage #europe #astronomy #astrology #mythology #jupiter #zeus #skygod #royalpalaceofmafra #patrimony #royalcollectiontrust #mafra #culturalmafra #palacionacionaldemafra #dgpcc

Voir moins



0:02 / 5:31

O PALÁCIO NACIONAL DE MAFRA

De Selene a Diana – a Lua na mitologia clássica 🌙🌕 The moon in classical mythology, from Selene to Diana 📍 Sala de Diana, Palácio Nacional de Mafra 🏰

palaciomafra 19 juillet 2023

De Selene a Diana – a Lua na mitologia clássica 🌙🌕

Voir plus

PORTUGAL

PALACE DAY 2023

ASTRONOMY, ASTROLOGY, MYTHOLOGY



#PalaceDay
19th July 2023

BRÈVE

Pour le #PalaceDay, le Palais princier dévoile ses archives

Par Paul Charoy Publié le 20 juillet 2023 ⌚ 2 minutes de lecture



Pendant neuf ans, les fresques de la Galerie d'Hercule ont été restaurées et leurs histoires dévoilées. © Archives Palais Princier

Cette année, les thèmes communs aux palais européens sont l'astronomie, l'astrologie et la mythologie.



MONACO

Astronomy, Knowledge exchange and Courtly Culture in 18th century Jaipur

[View details](#)

Follow this organiser to stay informed on future events



By Centre for Historic Houses, JGU, India

723 followers

Follow

INDIA

PALACE DAY 2023

ASTRONOMY, ASTROLOGY, MYTHOLOGY



#PalaceDay
19th July 2023



RESIDENZE BORBONICHE

19 LUGLIO 2023



#ROYALDISTRICT #ROYALPALACE DAY

Incontro istituzionale alla Casina di Bacoli per il piano annuale di valorizzazione turistico-culturale

Sarà la settecentesca Casina vanvitelliana al Fusaro di Bacoli nei Campi Flegrei ad ospitare, in occasione della Giornata europea delle Residenze Reali il 19 luglio alle ore 16 presso la Sala Otrichina i lavori di un nuovo incontro degli enti museali e culturali che nel gennaio 2021 hanno sottoscritto il protocollo d'intesa per la valorizzazione dell'itinerario delle residenze reali e dei siti borbonici della Campania e dell'Italia meridionale.

ITALY

Palace Day, i siti borbonici della Campania celebrano la Giornata Europea delle Residenze Reali


Di Redazione - 14 Luglio 2023



Eventi e Sagre in Campania - Rejoindre
Diana Varcaccio Garofalo - 2 h · 🌐

ROYAL PALACE DAY

dal 17 al 23 luglio
Partecipa alla challenge!



ROYAL DISTRICT

- 1 Trova l'opera
- 2 Scatta la foto
- 3 Taggaci
- 4 Usa l'hashtag #RoyalPalaceDay

Scopri i luoghi della challenge →

BEVEDERE DI SAN LEUCIO	PALAZZO D'AVALOS
BIBLIOTECA UNIVERSITARIA DI NAPOLI	PALAZZO REALE DI NAPOLI
CASINA VANVITELLIANA DI BACOLI	PARCO ARCHEOLOGICO DI ERCOLANO
ISS "GIOVANNI CASELLI"	REAL SITO DI CARDITELLO
MUSEO ARCHEOLOGICO NAZIONALE DI NAPOLI	REGGIA DI CASERTA
OSSERVATORIO ASTRONOMICICO DI CAPODMONTE	

Real Belvedere di San Leucio est à Real Belvedere di San Leucio.
17 juillet, 11:29 - Caserte, Campania, Italie · 🌐

Una nuova sfida per te! In occasione del #PalaceDay i musei dell'itinerario borbonico della Campania in collaborazione con @royaldistrict.it ti aspettano per un... En voir plus

Voir la traduction