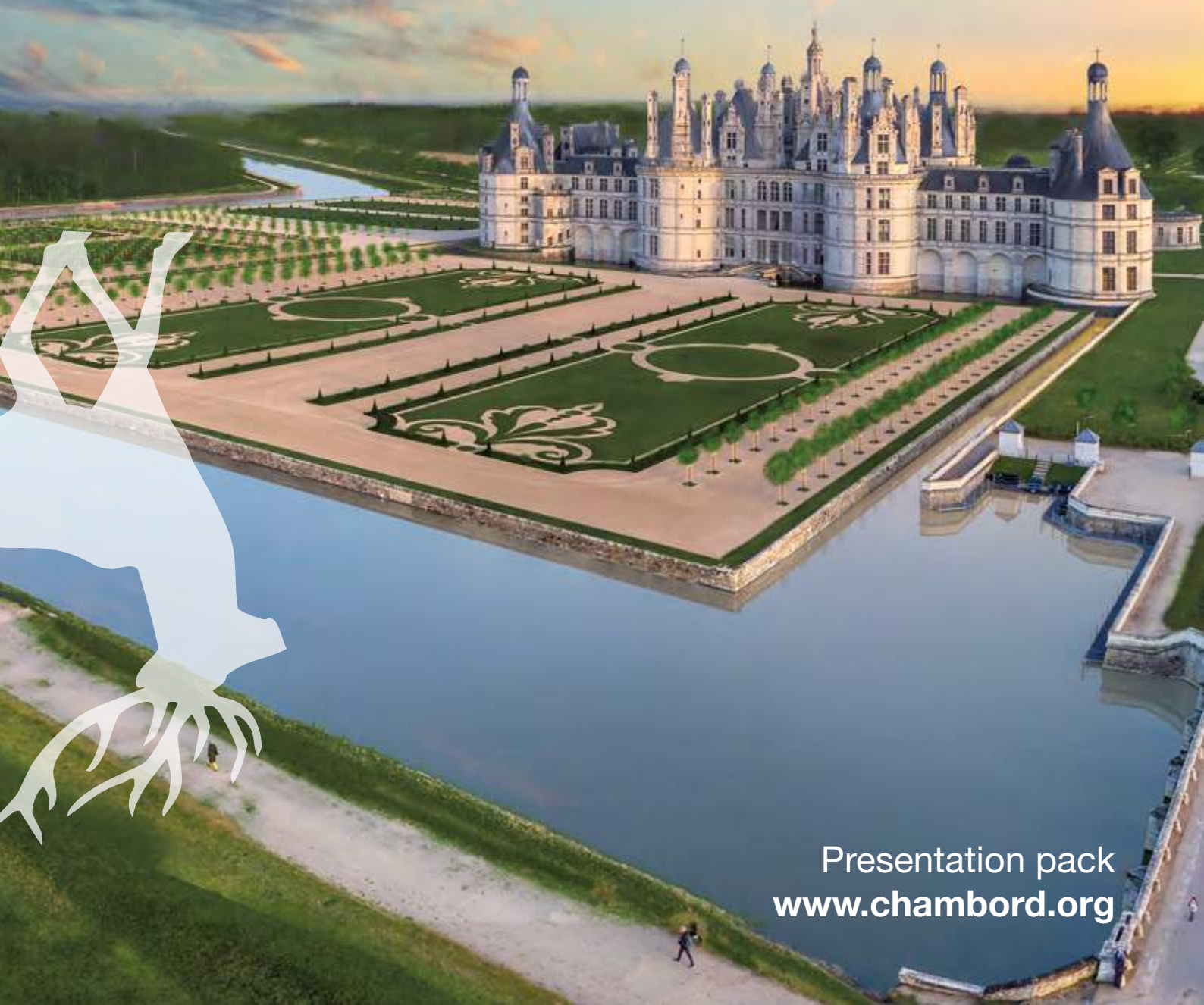




Chambord 2017



Presentation pack
www.chambord.org



Chambord

A truly exceptional work of art, Chambord was classified in 1840 as a historic monument and has been registered on UNESCO's World Heritage List since 1981. Recognized throughout the world as an emblem of the French Renaissance, the château cannot be dissociated from its natural environment, the forest.

Visiting Chambord, you are not only visiting a château, but also discovering a universe unto itself that leaves you with a truly unforgettable memory. The uniquely magical atmosphere is experienced as soon as you arrive, after having crossed the forest, as you behold extraordinary architecture conjured up by François I and suffused with the spirit of Leonardo da Vinci. When you visit Chambord, you are exploring no less than 500 years of history in a few hours.

Coming to Chambord, you are also breathing the fresh forest air, admiring pure and preserved landscapes, and exploring untold kilometers of hidden pathways. You may even have the opportunity to spy wild animals, and you will be delighted to discover for the first time the French-style gardens imagined under the reign of Louis XIV and brought back to life in 2017. Chambord is the largest wall-enclosed park in Europe, and its area (13500 acres) is equivalent to that of Paris proper.

VISITING CHAMBORD, YOU ARE ENTERING A UNIQUE WORLD, INFUSED WITH MYSTERY, AND DISCOVERING A UNIVERSE OF GENIUS.

Property of the French state since 1930, in 2005 the National Estate of Chambord became a public establishment with industrial and commercial functions placed under the patronage of the President of the Republic and under the joint authority of the Ministry of Ecology, the Ministry of Agriculture and the Ministry of Culture and Communication. The Board of Directors is chaired by Mr. Guillaume Garot.

The public institution of Chambord has been directed since January 2010 by Mr. Jean d'Haussonville.

TABLE OF CONTENTS

3	Presentation	12	Cultural programs; Special events	18	Services
8	Visiting the château	16	Chambord abroad; Twinning	20	Offers
9	Chambord for children	17	The "Château of Chambord" brand	22	Key figures for 2016
10	Discovering the park			23	Practical information

Presentation

French-style gardens



In 2017, the perception of Chambord will be totally transformed; the château is readying itself to recover and rediscover its 18th century French gardens.

Initially commissioned by Louis XIV, as of 2017 the gardens will occupy more than sixteen acres at the foot of the castle. They were conceived and created in 1734. They are traversed, as with an arrow, by a 4.5-kilometer-long axis that pinpoints the position of the renowned double helix staircase.

The garden restoration project was validated in 2015 by the French national commission for historic monuments. The Chambord project is exemplary as regards historical accuracy and rare in terms of its cross-referencing of scientific data: archives, past plans, engravings as well as geophysical prospection that confirms within a few dozen centimeters the precise locations specified in the original plans.

Invitations to tender were sent out in autumn 2015 so that work on the field could get underway in autumn 2016 and be completed by spring 2017.

Project financing (3.5 million euros) was rendered possible thanks to the outstanding assistance of a francophile philanthropist, Mr. Stephen Schwarzman.

The park project is part and parcel of a large-scale restoration of the outskirts of the château, a major undertaking that will also involve remodeling of the perspectives afforded by the grand landscape spanning the center of the castle.

HISTORY OF THE GARDENS

In 1519, having been built thanks to the determination of François I and through the inspiration of Leonardo da Vinci, the château of Chambord rose up from the heart of the Sologne marshlands. It possessed spacious game-rich outskirts in which the king could hunt to his heart's content. Louis XIV began to sanitize the site; more generally, he wished to provide the château landscaped surroundings worthy of its architecture. He had two gardens created, one northern and the other eastern; they are clearly visible on the oldest plans of the site that have come down to us. In 1734, under the reign of Louis XV, the gardens

START OF WORK: AUGUST 2016

Cost: **3.5** million euros of investment, under the exceptional patronage, in a personal capacity, of the American philanthropist Stephen A. Schwarzman.

THE GARDEN RESTORATION IN FIGURES:

16.5 acres;
44000 m² of graveled alley;
32500 plants;
18000 m² of lawn;
800 trees planted;
5 months of work;
3.5 million euro budget;
more than **100** persons engaged;
14 years of historical research.

were restructured and embellished with grove and tree-lined alleys. Up until the 1930s, the northern and eastern sections were maintained and replanted in a configuration highly reminiscent of the 18th century. After 1970, the gardens were left in a minimalist form, which was conserved over four decades.

THE PROJECT

Restoration of the French-style gardens is an exceedingly visible project, and it is of international interest. If the gardens' image cannot be dissociated from the magnificent world-famous northern facade of the château, it is because they are located at the foot of the castle, on landscapes expressly designed for Louis XIV. Visitors will discover the château not as an isolated object, but rather as a key element in a majestic composition bringing together wild natural space (the park), meticulously designed space (the gardens) and a truly exceptional architectural construction.



The château

■ 16th century: The epitome of the Renaissance

1519: A palace rises up from the heart of the Sologne marshlands. A dashing young king, François I, has ordered its construction. The château of Chambord is not designed as a permanent residence, and François only stays there for a few weeks. It is a remarkable architectural achievement that the king is proud to show to sovereigns and ambassadors as a symbol of his power engraved in stone. The plan of the castle and its decors stem from a central axis, the renowned double helix staircase, inspired by Leonardo da Vinci, an ascending spiral leading to a profusion of chimneys and sculpted capitals on the terraces.

■ 17th century: Applying the finishing touches

Only under the reign of Louis XIV is construction finally completed. During the same epoch the areas surrounding the château take on shape and form. Stables are set up outside while the Cosson river, which meanders through the park, is partially canalized to sanitize the site. Several times, the Sun King resides in the monument

in the company of his court; the royal sojourns are occasions for grandiose hunting parties and festive entertainment; it is in Chambord, in 1670, that Molière presents the premiere of his celebrated comedy, *Le Bourgeois Gentilhomme*.

■ 18th century: Home improvement

During the 18th century, work is finally undertaken to equip and decorate the château interior, which is used by Louis XIV first to lodge his father-in-law Stanislas Leszczyński, king of Poland in exile from 1725 to 1733 and, much later, to accommodate



Maurice of Saxe as a reward for his brilliant victory in the Battle of Fontenoy (1745). The need to bring warmth and comfort to the edifice leads its different occupants to permanently furnish the château and to adorn the apartments with woodwork, parquets, dummy ceilings and the private space of *petits cabinets*.

■ 19th century: A privatized château

Chambord is relatively spared from the ravages of the French Revolution; while the château is ransacked and much of the furniture sold off, the monument itself escapes destruction. But it then endures an extended period of neglect; only in 1809 does Napoleon hand it over to Marshal Louis-Alexandre Berthier as a token of recognition for his services. But Berthier does little more than pass through, and soon, his widow requests permission to sell off the large and indifferently maintained mansion. In 1821, the entire estate of Chambord is offered through a nationwide fund-raising campaign to the Duke of Bordeaux, grandson of King Charles X, but ensuing political events force him into exile and prevent him from inhabiting the château, which he discovers only in 1871 on

the occasion of a brief sojourn during which he writes out his celebrated “White Flag Manifesto” announcing his refusal of the French flag and thereby renouncing his right to inherit the French throne. That said and in spite of his geographical remoteness, the duke – who prefers to be known as the Count of Chambord – oversees maintenance of the château and its park. He has the estate administered by a steward, undertakes major restoration projects, and officially opens the château to the public. Following his death in 1883, the estate is inherited by his nephews the princes of Bourbon-Parma. Since 1930, the château and its park have been state property.

■ Chambord, between Renaissance and medieval inspiration

The château of Chambord is one of the most singular constructions that the Renaissance century has handed down to us. The architecture is a highly ingenious and intelligent blending of traditional aspects of medieval French architecture and features borrowed from the Italian Renaissance. Even though the four massive towers that flank the keep remind us of medieval fortresses, the design of the château and the innovative elements it incorporates are unique. The center-plan cross-shaped keep, the positioning of the double helix staircase, the geometrical clarity of the facades and their ornamentation, the perfect sym-

metry of the buildings, the elaborate system for opening and circulation and the second-floor coffered vaults are novel conceptions that were implemented all at once and, together, constitute the singularity of the monument. With its two major sources of inspiration, the château constitutes the ideal vehicle for royal propaganda and a perfect reflection of its builder's personality. Indeed, François I comes across as not only a chevalier king, inheritor of French traditions, but also as a figure of modernity, fascinated by culture and the arts and inspired by the premier artists of his epoch.

■ The SOLIDAR research program

In partnership with the CITERES Archeology and Territories Laboratory of the University of Tours/CNRS, an archaeological research program dedicated to the acquisition and exploitation of scanning data from the forest massifs of Chambord, Russy and Boulogne got underway in 2014 and will be completed in 2017.



Its objective is to enhance knowledge on:

- history of the landscapes and how they were populated;
- the impact of past soil use on the present condition and functioning of the local ecosystems.



THE INFLUENCE OF LEONARDO DA VINCI

While the identity of its architect remains unknown, conception and design of the Chambord castle, an exceptional architectural creation, appears to have been pronouncedly influenced by the work of Leonardo da Vinci. Following the Battle of Marignan, François I discovered the marvels of Italian architecture and the work of Leonardo. Upon his return to France, in 1516, he invited the polymath genius to sojourn in the court of France as “premier painter, architect and engineer of the king”. Leonardo's influence on the conception of the Chambord construction project is highlighted when comparing the architectural features adopted in Chambord with the sketches to be found in his notebooks. The center-plan keep, the double helix staircase, the double-pit latrine system with its ventilation duct, the sealing system of the terraces... All of them indicate the extent to which Leonardo was the inspirer of the masterwork of François I.





The Park of Chambord

Covering more than 13500 acres, the National Estate of Chambord is the largest wall-enclosed park in Europe. With its unusual and well-maintained landscape, it serves as host for exceptional fauna and flora. The Park of Chambord is a registered member of the Natura 2000 network, of which the main objective is the preservation of biological diversity.

On 22 January 2014, joint signature of an agreement involving the National Estate of Chambord, the National Agency for Hunting and Wildlife (ONCFS) and the François Sommer hunting and nature foundation inaugu-

rated a partnership aimed at carrying out, over three years, a study entitled "Hunting and the dynamics of wild ungulates".

This scientific project is aimed at modeling the demography of two flagship species, the stag and the wild boar, and at developing the hunting tools best adapted to the objective of sustainable management of these ecosystems. This activity will further reinforce the solid foundations of National Estate of Chambord management, which is called upon to become an exportable model of territorial management.

■ The National Reserve for Hunting and Wildlife requires reform

Created in 1947, the *Réserve nationale de chasse et de faune sauvage* had as its mission the restocking of France, whose animal population had been decimated during World War II. Thanks to panneutage techniques through which the fauna are captured rather than killed, Chambord assumed a key role in recovery of the *cervus elaphus* (red deer) population. In 1997 the forest of Chambord was officially registered as a historic monument, and in 2010 an official end was put to presidential hunting parties. Finally, in 2014, exhibition rooms dedicated to the history of hunting in Chambord were opened in the château. Presidential hunting is henceforth a thing of the past, the presidency of the French republic being involved neither in the organization nor in the financing of regulatory ambush operations (*battues*).

■ Forest management dedicated to landscaping and conservation

In 2015, a new forest management document was signed. Valid for 20 years, it incorporates three major preoccupations:



- Preservation of the natural and built heritage of the estate, in respect of the rules of its 1997 classification as a historical monument.
- Rehabilitation of the biodiversity of the natural environments, in the Natura 2000 framework;
- Definition of exemplary hunting practices:
- User safety, which is defined as safety for hunters, beaters, guests, walkers, tourists and persons using the roads or lanes open to public traffic. In this respect, Chambord is exemplary. Road safety is ensured by the public establishment with the support of the mounted police of the Republican guard and thanks to the experience of the relevant ONF and ONCFS agents.
- Hunting ethics, which is defined as respect for the animal.
- Respect for the beauty of the environment, whether it be a natural landscape or, as in Chambord, an artificial landscape, designed in its entirety by humans, including the monument and the forest. The incomparable beauty of the estate is a legacy of history, and it with this consideration in mind, that Chambord is called upon to ensure the continued existence of acceptable animal densities.



■ Favoring public access and nature awareness

- Sharing with the public the wealth of a crown jewel of the natural heritage is a constant preoccupation of the National Estate of Chambord.
- Thanks to a wide-ranging educational program, as well as shows and visits for the general public and layouts favoring promenading and observation, Chambord modulates its accessibility in such a way that the park remain a privileged site for nature awareness. The National Estate of Chambord presents particularities that are exceptional and unique in Europe. Satisfactory mastery of populations and the human resources deployed for management render Chambord a beacon of excellence with regard to knowledge of the ambient fauna and flora.

A GRAND PROMENADE

Starting in May, more than twenty kilometers of newly created pathways enable visitors to discover the untold wealth and biological diversity of the park of Chambord.

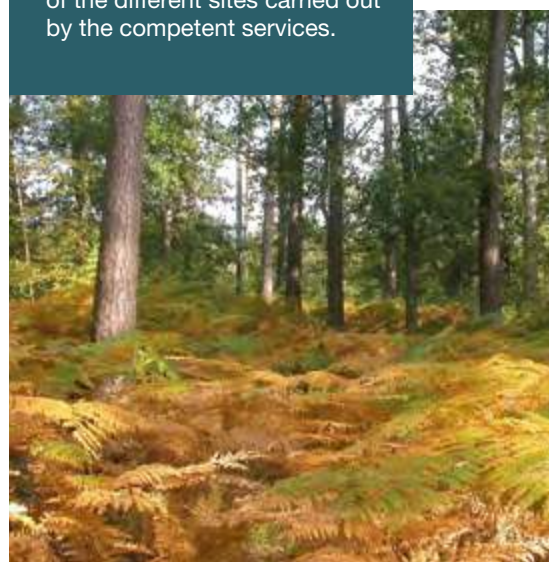
The trail incorporates several dozen acres located in the very heart of the forest. A walker has access to the *Avenue du Roi* (King's Avenue), which leads directly to the southern facade of the château at the angle desired by Louis XIV.

Access to two ponds, *Étang de la Faisanderie* and *Étang des Bonshommes*, offers a particularly animated vision of the nearest Sologne landscapes.

The objective of these innovations is to recover the logic of landscape development in the Chambord estate by carefully consulting the studies of the different sites carried out by the competent services.

AROUND THE CANAL

Along the canal, a grand 4-kilometer tour, created in 2014, is accessible all year long for walkers and bicyclists: the perfect way to discover the fauna and the flora of a fabulous biological reserve. Observatories, pontoons and educational supports await anyone with a curiosity about nature.



Visiting the château

An unguided visit

A free visitor's brochure in 14 languages is available on site.



The presentation film

A film presenting the architecture of Chambord and the broad outlines of its history provides the codes you need to know during your visit.



Guided visits

Created for the glory of the king, developed by the most enlightened minds and the most skillful hands of its time, ever since the 16th century Chambord has aroused the admiration of visitors. Guide-lecturers facilitate discovery of its unique history and the emblematic aspects of its architecture.

A discovery visit

An initial approach to the history of the château.
1 hour. Every day.
Prices: 5€/adult and 3€/5 to 17 years old (in addition to the entrance fee).



An instructive visit

The guided tour essential to understanding Chambord. Provides access to areas closed to unguided visitors (château mezzanines and attics).
2 hours. Every day.
Prices: 7€/adult & 5€/5 to 17 years old (in addition to the entrance fee).

An in-depth visit

The most exhaustive visit of the château. Provides access to areas closed to unguided visitors (mezzanines, attics and lantern tower).
3 hours. Group limited to 18 persons. Weekends and bank holidays at 2 P.M.
Prices: 11€/person (in addition to the entrance fee).



A visit with the HistoPad



An interactive digital tablet, created in the framework of partnership between Chambord and the company named Histovery, the HistoPad offers a virtual visit of the château rooms during the Renaissance. Thanks to the expert work of Renaissance specialists, the layout, decor and furnishings of some of the rooms as they were in the early 16th century have been re-imagined. Augmented reality and 3D reconstitution provide a spectacular experience immersing the visitor in the ambiance existing during the lifetime of Chambord's builder, François I. Short texts allow the public to understand the logic of the reconstitutions and prolong their discovery.

All of the contents are accessible to a worldwide public through translations of the texts into twelve different languages. The functionalities and contents of the HistoPad are updated two or three times a year so as to take into account the latest technological advances, scientific discoveries and museographical modifications in the château.

Prices: 6,50€ full price - 17€ for 3 HistoPads - Family Pack (in addition to the entrance fee).

A scientific committee has been created in collaboration with the National Renaissance Museum of the château d'Ecouen to further develop the immersive views afforded by the application. It is composed of members of the National Estate of Chambord as well as outside experts, specialists in Renaissance furniture or textiles, in and Renaissance architecture, and in life within the 16th century court. Their essential task consists in bringing together the different iconographic, archival and architectural sources fostering understanding of how spaces were laid out and equipped in royal Renaissance residences (particularly Chambord); how was the life of a sovereign organized? The reconstitutions are also based on in-depth knowledge of the patrimonial resources conserved in different castles and museums in France and in foreign countries, particularly furniture and objects of art dating back to the epoch of the Renaissance.

Room by room, object by object, the relevant spaces have been re-imagined in keeping with the practices of the epoch and with steadfast determination to maintain scientific accuracy and authenticity.



Also includes:

- Interactive maps to orient and organize visits.
- A visitor's guide of the château's 24 rooms, ideal for discovery of the history and collections.
- More than one hour of commentaries on the history and architecture of the château.
- For the young public, a playful interactive treasure hunt.

HISTOVERY is a "French Tech & Touch" start-up company specialized in innovations that enhance and showcase the cultural heritage. It designs, produces and operates "augmented visits" for museums and monuments.


Chambord for children

A playful visit

Encounter with a figure from the past

Children jump at the opportunity to meet Julien the master watchmaker, brother Thomas, Countess Eugenie de la Plume as well as Gaspard, the bodyguard of François I. Witnesses of the shining hours of the history of Chambord, these memorable personages take parents and children alike through the castle in a whirlwind adventure.

During the school holidays and some weekends (contact Chambord for information). Visit recommended for 5-to-10-year-old children accompanied by their parents. Groups limited to 30 persons.

Prices: 6€/adult & 4€ from 5 to 17 years of age (in addition to the entrance fee)  1h30

The book of castle riddles

Discover the castle while having fun

The book of Cassandra takes parents and children alike to the key venues of the château, where they will be asked to solve eight riddles. The most attentive and perceptive of the participants can discover the mystery word and earn a reward.

For 8-to-12-year-old children accompanied by their parents. Price: 4€ on sale at the château ticket office



The book of nature riddles

A playful prance around the canal

Cassandra the Salamander invites children for help in accomplishing her mission: To conclude a parting message, a farewell to Balbu the Osprey, before the bird takes off and migrates.

A book of games to get better acquainted with the animals in the park, while enjoying a walk on the outskirts of the castle. For 8-to-12-year-old children accompanied by their parents.

Price: 2€ on sale at the château ticket office and gift shop



The educational activities

Throughout the year, the Chambord educational service addresses to teachers its proposals for animations and workshops having to do with the natural and architectural heritage. Discovery of the patrimonial wealth of the château and the surrounding park contributes to the artistic and cultural initiation of the young pupil. History, the natural and life sciences, mathematics, the visual arts and the physical sciences are among the many subjects taken up in the different visits proposed. In the heart of the forest or the rooms of the castle, pupils can explore the site in a playful and participative way and thereby better understand the way of life in the day and age of the builder of Chambord.

Brochure available on request at service.educatif@chambord.org

Discovering the park

Rental of an electric cart, a boat or a bike

From 1 April through 5 November

Prices at the château entrance or at www.chambord.org



Carriage ride

From 1 April through 5 November

Carriages with coachmen escort visitors into the private portion of the estate and allow them to meet up with the ambient fauna and flora. Groups limited to 20 persons.

45 minutes. Reservation recommended.

Prices: 11€/adult & 8€ from 5 to 17 years of age

Twin ticket château + carriage ride: 21€.

Fact sheets:



Visits to the reserve

Visitors seat themselves in an all-terrain vehicle to explore the private portion of the estate in the company of a nature guide. An occasion to discover the exceptional biodiversity of a park like none other in Europe.

1h30. Groups limited to 8 persons.

Minimum required age: 3 years

Prices: 18€/adult & 12€ from 5 to 17 years of age.

Fact sheets:

Listening to deer squalls

From mid-September to mid-October

The mating period for deer, known in French as the brame and in English as the slab or bellow of the stag, is the perfect moment for observation of the king of the forest. Accessible from a watchtower in a zone closed to the public.

3h. Groups limited to 16 persons.

Minimum required age: 12 years.

Reservation recommended.

Prices: 35€ / 40€.



A horse and bird of prey show
From 29 April through 1 October

François I, the chevalier king



In the stables of Marshal Maurice, Count of Saxony, the public embarks on a grand cavalcade paced by horses. Birds of prey rub shoulders with visitors as they are catapulted into the atmosphere of the court of François I, whose reign comes back to life as they watch the show.



The six-part spectacle represents the work of the Pégase Production company. Text and staging are by Taira Boré. Frédéric Sagot is in charge of the scenography, with original music by Patrick Morin. The actor, director and scriptwriter Jacques Weber has been kind enough to honor us by serving as the voice of the narrator.

PEGASE PRODUCTION

Based in Salbris, the Pégase Production company, directed by Frédéric Sanabra, is specialized in equestrian stunts and has been active on movie sets for thirty years.

Over the years, Frédéric Sanabra has won acclaim as a major player on the field of horse performance for films. He has actively participated in hundreds of shootings for movies in France and overseas such as *Marie-Antoinette* by Sophia Coppola, *Grace de Monaco* by Olivier Dahan, and *Sa Majesté Minor* by Jean-Jacques Annaud.

At present, Frédéric Sanabra is a show designer, director and coordinator of action scenes in movies, *Grande Ecole* esquire and master swordsman.



Every day of the week except Monday, and every day of the week from 4 July through 28 August.

Prices: 14.5€/adult & 11€ from 5 to 17 years of age
Twin ticket château + show: 24€.

The hawk Solognot

François Cohu started his career with the reproduction of birds of prey. Ten years of activity at the Haut Koenigsburg aviary earned him international recognition. Following which, he created the first falconry show at the Puy du Fou park. In Chambord, no less than 23 birds of prey are present, both as actors in the spectacle and for demonstrations of flights in the Renaissance encampment.

Cultural programs



From the outset of its existence, Chambord has been dedicated to the arts; following its construction under the supervision of François I, many were the artists to come and participate in the court festivities and entertainment put into place by the king. Over the ensuing epochs, the tradition was maintained, and numerous sovereigns and personalities left their imprint on the site. Wishing to remain faithful to this long-standing artistic orientation, since 2010 Chambord has been presenting ambitious cultural programming, of which the broad orientations cover the three major cultural spheres of the Renaissance: texts, music and the fine arts, supplemented by theater and dance. Among the artists having exhibited their works in Chambord since 2010, we may cite Georges Rousse, Paul Rebeyrolle, Guillaume Bruère, Djamel Tatah, Philippe Cognée, Bae Bien-U and Koïchi Kurita.



Exhibition

Georges Pompidou and art, a viewer's adventure

From 18 June through 19 November

■ A shared anniversary

In 2017, throughout France the Pompidou center will be celebrating its 40th anniversary. Wishing to decentralize this occasion, in partnership with 40 different sites it has put together an original program consisting in exhibitions, exceptional loans, gatherings and events throughout the calendar year. Chambord has decided to associate itself with this anniversary by organizing an exhibition dedicated to the figure through whom the estate is closely linked with the Pompidou center, Georges Pompidou himself. The one-time French president was not only responsible for the creation of the center, but was also a frequent visitor of a château that echoed his abiding passion for architecture and his practice of hunting. However, the Chambord exhibition will be devoted not to the prominent historical and political figure, but rather to his unwavering personal commitment to the art of his times.

■ An exceptional eye

From his 1930 purchase of Max Ernst's *The Hundred-Headed Woman* to a portrait by Jacques Villon a few days before his death in 1974, Georges Pompidou passionately viewed, collected and hung works by the pioneers of modern art and the experimentations of the avant-garde from the 1950s through the early 1970s on the walls of his home (and, subsequently, on those of Matignon, where he served as French Prime Minister, and the Elysée palace. Replicating the choices made by the late head of state, the exhibition will bring back together the artists present in his personal collection or honored in the seats of power, and it will represent a precipitate of three decades of French painting. It will showcase the pertinence – and, occasionally, the audacity – of Pompidou's eye, of which the versatility and the liberty are particularly evident today. More than 80 artworks (paintings, drawings, sculptures), including the celebrated Paulin salon at the Elysée, will be displayed beneath the coffered vaulted ceilings of Chambord. Drawn from the collections of the Pompidou center and private lenders, including those of Alain Pompidou, these rarely shown works will form an exceptional and harmonious ensemble, rendering this exhibition the most important to have been staged in Chambord. The exhibition will cover 700 m², and the works will be divided into five sections: Modern masters; Abstractions; New Realism; Kinetic art, Figurations.

THE ARTISTS PRESENTED

Without providing an exhaustive list of the artists whose works will be displayed, the names cited below in alphabetical order should provide an initial idea of the importance of the creations gathered together in Chambord: Adami, Agam, Arp, Buffet, Viera da Silva, S. Delaunay, J. Fautrier, Fontana, Giacometti, Hartung, Kandinsky, Klein, Kupka, Matta, Michaux, Monory, Raysse, Soto, Soulages, Vasarley, B. van Velde, Villeglé, etc...

World Music Day Wednesday 21 June

For the 13th edition, the programming will be as wide-ranging as ever, with a mixture of musical genres meant to give pleasure to one and all. Honoring a cherished tradition, the evening will open with a performance by the students at the hunting-horn school of Chambord.

The grand hunting-horn concert Saturday 24 June



Year after year this now-traditional musical event brings together more than 500 listeners from throughout Sologne, connoisseurs or onlookers, who have come to acclaim up to thirty sonneurs, who regale the public with a concert in which the hunting horn harmonizes with other instruments or the human voice. In 2017, for the first time the National Estate of Chambord will welcome the Rallye Trompes des Vosges, which is now, 60 years after its founding, one of the main references in hunting-horn music. Indeed, the ensemble has performed throughout France, and also in Great Britain, the United States and Canada. Each of its concerts provides the audience with an opportunity to appreciate the diverse vibrations and emotions generated by the "re" hunting horn. Tomorrow's annals will recall the preeminent role of the group in a fundamental transformation of the brass instrument's expressions and its progressive association with an organ, a chamber music orchestra or a mixed choir. The Rallye Trompes des Vosges distinguishes itself through an impressive choice of works, a wide spectrum of contemporary creations and a singularly dense discography.

7th Festival of Chambord 1st through 15th July

For its 7th edition, the Festival pursues its exploration of different repertoires by alternating between soloists and orchestras, major works and lesser known pieces, emerging performers or internationally acclaimed personalities – and doing so in a variety of configurations of voices mixed with instruments. In the luxurious surroundings of the castle court or the more intimate settings of château rooms, always supported by impeccable acoustics, it is for our pleasure that the program traverses several centuries of music. As per usual, the festival is restricted neither to an epoch nor to a category of artists – and not at all to a given nationality. Quite on the contrary, given its diversified programming mixing internationally renowned musicians and emerging talents, it is addressed to all publics. And with its advantageous pricing policy (reduced prices for many categories including Blois library subscribers; unrestricted access Pass; five-concert Pass; free entrance to the monument for each ticket bought), Chambord intends to foster access to one and all for top-quality concerts.



Following the preceding editions of the festival, under the artistic direction of Vanessa Wagner, in which regional ensembles (*La Rêveuse*, *Les Folies françaises*, *Douce Mémoire* and the *Jacques Moderne* ensemble) were warmly welcomed, spectators in 2017 will once again have an opportunity to applaud nearby neighbors: the *Diabolus in Musica* ensemble and the *Orchestre Symphonique Région Centre-Val de Loire/Tours*.

1 July, 8 P.M.

The Orchestre de la Garde républicaine & Wilhem Latchoumia (piano)
Program: "Amériques" with works by Bernstein, Gershwin and Villa-Lobos

2 July, 8 P.M.

Anne Queffélec (piano)
Program: Debussy, Satie and Ravel

4 July, 8 P.M.

Vanessa Wagner (piano) & Augustin Dumay (violin)
Program: Schumann and Brahms

5 July, 8 P.M.

Diabolus in Musica (ancient music)
Program: Requiems by Jean Ockeghem and Pierre de La Rue

7 July, 8 P.M.

Abdelmoumen & Françoise Atlan (chant) ensemble
Program: Arabic-Andalusian themes

8 July, 8 P.M.

Simon Zaoui (piano), Pierre Fouchenneret (violin) & Raphaël Merlin (violoncello) trio
Program: Fauré project

9 July, 6:30 P.M.

Alternance ensemble (contemporary music)
Program: Music & architecture, featuring works by Xenakis and Boulez

11 July, 8 P.M.

The Pasiphaé & Jean-Marc Larché (saxophone) vocal ensemble
Program: De Folie et d'amour (madness and love), creation by Yves Rousseau drawn from the poems of Louise Labé

12 July, 8 P.M.

Vanessa Wagner (piano) & Hermès quartet (strings)
Program: Frères by Arvo Pärt and Mozart's Piano concerto n°12

13 July, 6:30 P.M.

Pierre Hantaï (harpsichord)
Program: Handel, Bach, Couperin and Rameau

14 July, 3:30 P.M. and 6:30 P.M.

Concert for young audiences
Program: Zorbalov and the magic Yanowski organ, with Yanowski (storyteller), Samuel Parent (piano) and Hughes Borsarello (violin)

15 July, 8 P.M.

Orchestre de Tours & Catherine Hunold (soprano)
Dir.: B. Pionnier.
Program: The Four Last Songs (Strauss), Prelude and the Death of Isolde (Wagner)

Writers in Chambord

Chambord is initiating a new literary season by inviting authors to share their writing and thereby offer a distant echo to the honorable man of letters known as François I. Close to his older sister Margaret of Navarre, who was one of the most eminent writers of the century, the king wrote poetry, built up the royal library and created the *Collège de France*.

■ 2017 schedule:

26 February: Mathias Enard and Marilyn Leray (actress)
26 March: David Bosc
30 April: Pierre Senges
24 September: Emmanuelle Pagano
29 October: to be announced
26 November: Eugène Savitzkaya

Residences

■ Diabolus in Musica

Consisting in singers and musicians who bring both known and unheard works to life, *Diabolus in Musica* shall be residing in the château of Chambord for two weeks (spring 2017) in order to finalize a July concert program for the *Festival de musique*. The medieval music ensemble is planning to perform the first two requiems in the history of music, those by Ockeghem and by Pierre de La Rue.

■ Sarah Klingemann

An artist/director, Sarah Klingemann is residing in the château of Chambord over the first three months of 2017. During her sojourn, she has been working on an approximately 40-minute experimental film on art entitled *Bas choeur* and created in collaboration with the composer Nicolas Losson.

■ Dominique Frot

Dominique Frot is an actress in theater, film and television (including the signally popular SODA series). Having a passion for literature, she has provided stagings and interpretations of numerous contemporary authors including Christine Angot, Annah Arendt, Leslie Kaplan, Éric Chevillard and Éric Vuillard. During her April-May-June residence in Chambord, she will organize reading panels and share her tastes for some of today's writers and filmmakers. In partnership with libraries, literary cafés with two or three groups of readers will also be proposed.

■ Eugène Savitzkaya

Author of poetry collections, plays and novels, in 1994 Eugène Savitzkaya was awarded the *Prix triennal du roman* for *Marin mon coeur*; in 2015, he received the *Prix Rossel* for *Fraudeur*; both of these books were published by the *Editions de Minuit*. In residence at Chambord for periods of time ranging from April to December, Savitzkaya is planning to organize not only writing workshops, but also strolling workshops consisting in wanderings in the château and the forest... He will top off the year on 26 November with a reading in the château in the overall framework of the *Écrivains à Chambord* cycle.



EAC (cultural and artistic education) in Chambord

Each year, Chambord organizes an awareness-raising program concerning culture; it is conducted by the artists invited and addressed to targeted publics: schools, associations, amateur artists, detention centers, retirement homes and rural publics.

In 2017, access to some readings by D. Frot, as well as the *Diabolus in Musica* concert and the flavorful strolls proposed by E. Savitzkaya will be accessible to as wide a public as possible.

Events

22nd flea market (grande brocante) of Chambord

1 May

Every year, thousands of visitors come to stroll through the alleys of Chambord on the occasion of the grand flea market – one of the most celebrated in France - organized by the festivities committee. Taking place on the village streets and around the castle, the event offers exhibitors an exceptional and majestic environment, highlighting the quality of the furniture, knick-knacks, earthenware, old tools, art objects...



European Heritage Days

16 and 17 September

Every year, the National Estate of Chambord participates in this weekend event, which was first organized in 1984 by the French ministry of culture. A nationwide theme sheds light on an original or innovative aspect of the common heritage, thereby favoring cultural openness and magnificent entertainment.



Spectacle

Christmas in Chambord

December

Once again, Chambord shall celebrate the end-of-the-year holidays! The château of François I welcomes guests of all ages with magical decorations and a panoply of enchanting attractions.



To be programmed: A brand-new large-scale show, storytelling around a fire, Christmas carols, encounter with Santa Claus... and for children, other surprises galore!





Chambord around the world



Twinning

Half of Chambord's visitors come from outside of France. For several years, Chambord has been developing its exchanges with major heritage sites throughout the world. The common foundation for their twinning (or matchmaking) consists in exchanges of expertise with regard to heritage preservation and enhancement, cultural cooperation and tourism development on the different sites.

■ Twinning with the new summer palace of Beijing (China)



In the framework of its outreach strategy addressed to worldwide – and particularly Chinese – visitors, in 2015 Chambord signed a twinning agreement with the new summer palace of Beijing; its primary purpose is to reinforce cooperation between the two countries and thereby boost mutual knowledge and understanding of their respective cultures and histories.

■ Partnership with the City Palace of Udaipur in Rajasthan (India)



In April 2015, Chambord signed a partnership agreement with the City Palace of Udaipur. As an initial cooperation project between the Loire Valley and Rajasthan, its immediate objectives are to develop Indian tourism in France, and to preserve and make better known the Indian heritage. The following step will consist in organizing in Udaipur a promotional event for Chambord, with the support of the French Embassy in India as well as our partner, the Maharani Mewar Charitable Foundation.

■ Partnership with La Venaria Reale (Italy)



In 2015 Chambord signed a partnership agreement with La Venaria Reale in Piedmont. The two sites wish to engage in promotion of their cultural, educational and scientific activities in France and in Italy, and thereby develop and intensify tourism between the two countries. The twinning will allow teams from Chambord and La Venaria Reale to exchange ideas on the patrimonial management of their respective estates, including architectural and natural elements, and on the incorporation of contemporary artistic creation on heritage sites.

The “Château de Chambord” brand

The public establishment of the National Estate of Chambord is pursuing its objective of developing the “Château de Chambord” brand in order to: 1) preserve the intangible heritage (name + image) of Chambord and 2) exploit the natural resources of the estate and thereby generate new financial resources.

The Chambord brand already possesses remarkable distinctiveness due to its lengthy and event-filled history (five centuries), its sterling reputation with a nationwide and worldwide public, and the high-profile image of its eponymous monument. Exploitation of the brand will generate additional revenues that will help achieve the objective that the estate has set for itself (100% in 2019) as regards self-financing of its functioning (current self-financing comes to 86%). In 2011, the estate’s brand name “Château de Chambord” was registered with the Institut National de la Propriété Intellectuelle (INPI = national institute of intellectual property).

Up until now, three main themes have been elaborated in view of developing the brand:

1 Authentic products manufactured from the resources belonging to the estate



A selection of products professionally manufactured from the natural resources of the estate is now for sale with the brand name “Château de Chambord” in a clearly identifiable space inside the castle boutique. Determined to fully verify each production step, from creation to marketing, Chambord is committed to the direct selling of its products, which currently include honey, game terrine, wooden objects from the forest of Chambord, objects made from deer antlers (key rings, walking sticks...). As of 2019, year marking the 500th birthday of the commencement of château construction, the wine produced on the estate will likewise be commercialized. All in all, three grape varieties have been planted on more than 20 acres of soil: 8 acres in Romorantin, 4 acres in Pinot noir and half an acre in Gamay. By respecting the ancestral methods applied in the region, Chambord shall defend a certain idea of the French art of living by proposing top-quality natural and biological wine.



2 Trademark license granted to some distributors for validated product lines

Through the intermediation of specialized agencies, contracts with a manufacturer are concluded in view of facilitating the exploitation and commercialization, over a given period of time, in precise and previously negotiated sales territory and sales channels, a number of proprietary products labeled “Château de Chambord”. The manufacturer is called upon to preliminarily secure the full commitment of a distributor benefiting from a national and possibly international reputation. He is compelled to pay an advance on projected sales, which is known as the Guaranteed Minimum, as well as royalties on his sales, usually amounting to 8 to 10% of his sales revenue.



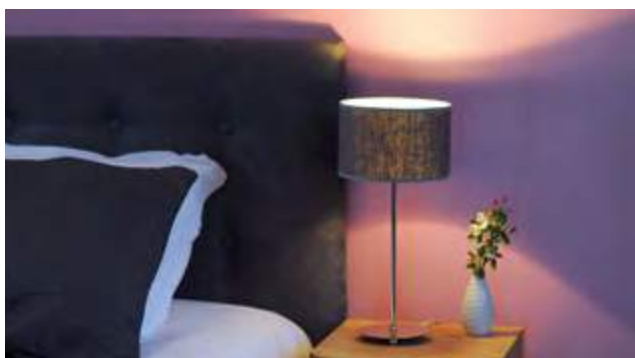
3 Association of brands

The Chambord estate is planning to sign brand holder association agreements in cases where relevant know-how is exceptional and French. Possible examples? Development of a collection of very high-end leather objects, a tableware line... Future partnerships will associate the renown of a heritage site unique in the world with a brand chosen for his excellence and distinctive qualities.

Services

Three-star and four-star cottages (gîtes)

Just a few meters from the château or on the outskirts of the estate, for a weekend or a full week, visitors to Chambord can reside in the heart of an exceptional site. Cottage rental from 460 €.



For further information:

gites-chambord@chambord.org

or www.chambord.org

■ Gîtes Cerf et Salamandre

Drawing their inspiration from traditional Sologne houses, the Cerf et Salamandre cottages**** afford high-quality lodgings just a few steps away from the château. Benefiting from an elegant decor, a cozy atmosphere and a private garden, each gîte can welcome as many as eight persons.

■ Gîte La Gabillière

Located on the outskirts of the Chambord forest just a few meters from the first wild animal lookouts, the *La Gabillière* cottage *** offers rare neighborliness with nature. A one-time estate farm featuring a private garden, it is equipped to host as many as six persons, in a warmly welcoming pastoral atmosphere.

Food and drink

Three food and drink areas, located in the heart or on the outskirts of the château, propose a wide variety of products, particularly local specialties, and offer quality service.

■ Café d'Orléans

Located in the heart of the château with a terrace facing the courtyard and a chimney that crackles when autumn arrives, the Café d'Orléans welcomes visitors for tea or a meal, during the opening hours of the castle. Open from February through November and the Christmas holidays.



■ Café des écuries

In the heart of the stables of Maurice Marshal of Saxony, this privileged space welcomes to share refreshments just a few meters from the equidae. Open on the same dates as the show of horses and birds of prey.



■ Autour du Puits

At the foot of the château, *Autour du Puits* (around the well) proposes salted and sugared food to take away or eat on the site from April to October.

■ Restaurants and shops on Place Saint-Louis

All year long, restaurants and shops are open for visitors on the village square of Chambord (between the parking areas and the château), offering varied menus, local specialties and origin-linked products (wine, terries, biscuits, etc.).

- Maison des vins / House of Wines
- La cave des rois / Cellar of the kings
- Bergeries de Sologne / Sheepfolds of Sologne
- Biscuiterie de Chambord / Chambord biscuits
- Monument Café (restaurant)
- Le Saint Louis (bar & grill)
- Les armes du château / Arms of the castle

The gift shops (boutiques)

■ In the château

Integrally restored in 2014, the Chambord boutique proposes a number of meticulously selected items (decoration, regional gastronomy, objects of art, beautiful books...). Different sections dedicated to themes including the forest, children and the arts of the table will allow the visitor to discover the ideal gift. This lovely space covering 400 m² is free of access through the main entrance and open every day, except on days when the château is closed.



■ On the village square

In the heart of the brand-new reception hall, this boutique proposes a range of regional products and flagship articles also sold in the main boutique of the château.

The future hotel « Le Relais de Chambord »

Renovation of the future “Le Relais de Chambord” hotel commenced in autumn 2015, and its reopening to the public is scheduled for autumn 2017. The project brings together renowned French know-how as concerns architecture (Jean-Michel Wilmotte), restaurant facilities, management and hotel services. It will offer totally renovated, top-quality accommodations: sixty rooms and a gastronomical restaurant. The future hotel will also feature a terrace with outskirts reminiscent of French-style gardens and areas dedicated to special events and well-being and to the welcoming of groups... and to lovers of nature, and Chambord.



The hotel will include 55 rooms including:

- **15 rooms** with a view of the Château
 - **18 rooms** with a view of the Cosson river
- Nightly room rates will range from 150 to 400 euros (according to view, season, size).

The hotel-restaurant will remain open all year and be referenced 4 stars.

There will be classical rooms as well as suites in the different wings of the building.

Offers

An all-inclusive “Day in Chambord”

The year 2017 is being marked by the launching of a new product addressed to the general public. On sale from May through October; the “Journée Chambord” ticket includes a château visit with HistoPad and the horse and birds of prey show, as well.

The “Journée Chambord” ticket will be priced at 15€ for children from 5 to 17, at 18€ for youth from 18 to 25, and at 25€ for adults (+ 26 years): a 14 to 18% discount.



Groups

All year long, Chambord proposes a number of options for groups, either item-by-item or all-inclusive. Food and drink facilities on the castle grounds allow visitors to spend a full day at the site, thereby making the most of their stay at the estate with its numerous activities.

Information at www.chambord.org
To receive the brochure, write to:
devtour@chambord.org

The privilege card

For regular Chambord visitors, the privilege card opens the door to preferential offers to be shared with kith and kin: unlimited free entrance, reduced prices for as many as five accompanying persons, free parking, reduced prices for the different activities and a 5% discount at the boutique and the food and drink areas of the château.

Personalized card: 40€, valid for one year.



Patronage

Built by François I, the château of Chambord is a response to the great challenge of its times: Would it be possible to bring into being an exemplar of technical and aesthetic Renaissance expertise, an achievement at once innovative and permeated with erudition, an emblem and a symbol of the grandeur and prestige of France?

In order to make sure that a heritage unique in the world continues to exist, Chambord stands in need of your support. As a patron of the National Estate of Chambord, you will be contributing to the enduring renown of an exceptional monument and its crown jewel, unique in the world, flagship brand of the worldwide heritage; for five centuries, it has never stopped bedazzling lovers of the arts and nature.

Any individual or company wishing to provide financial support for the estate of Chambord can become a patron and be associated, on a general or a specific basis, with either the programming of a season through support of a cultural, musical or artistic production, or restoration of a patrimonial element in the heart of the castle, amidst the gardens, within nature, or with any other associated project.



Information at www.chambord.org
or mecenat@chambord.org



Seminars and special events leased-out spaces

Numerous exceptional events are organized at Chambord in highly diversified formats: jewelry collection presentations, advertising shoots, full-length films and mass audience programs, vintage car meetings, sports rallies, gala dinners, political seminars, cultural encounters, weddings, family celebrations, business anniversaries... At Chambord, the word “impossible” does not exist!

Information at www.chambord.org
or evenements@chambord.org



Some key 2016 figures

Budget execution

16903 M€

OPERATIONAL COSTS

9660 M€

INVESTMENT

INCLUDING 3,017 M€ SELF-FINANCED

11713 M€

SALES REVENUE

86 %

FINANCIAL INDEPENDENCE

CALCULATED ON THE BASIS OF THE ESTATE'S OWN FUNDS AND RESOURCES

Attendance

831,542 VISITORS

(728 133 CHÂTEAU VISITORS,
103 409 LEISURE ACTIVITY CUSTOMERS)

1.5 MILLION

VISITORS ON THE SITE

Personnel

131 PERMANENT STAFFERS

27 SUPPORTED EMPLOYMENT JOBS

Activities

327

EVENTS ORGANIZED À CHAMBORD

50000 PUPILS

WELCOMED IN A SCHOOL-BASED CONTEXT

FESTIVAL OPENING ON 1 JULY
WITH CONCERT AND FIREWORKS

4100 PERSONS

The forest

13500 ACRES

AREA OF THE CHAMBORD ESTATE 440 HA

32 KM

LENGTH OF THE ENCLOSURE WALL



TWITTER:
beginning of 2016:

1800 FOLLOWERS
end of 2016:

9432 FOLLOWERS
Increase: 424 %



FACEBOOK:
beginning of 2016:

7561 FANS
end of 2016:

24002 FANS
Increase: 217 %



INSTAGRAM:
beginning of 2016:

2915 SUBSCRIBERS
end of 2016:

11089 SUBSCRIBERS
Increase: 280 %

INTERNET SITE:

838,055
UNIQUE VISITORS
on the Internet site

Practical information

Press contact:
Communication and brand name
management
Cécilie de Saint Venant, director
communication@chambord.org
Tel. : 02 54 50 50 49

CHATEAU OPENING

The château is open all year long, except on 1 January, the last Monday of January and 25 December.

Opening hours:

- April through October: 9 A.M. - 6 P.M.
- November through March: 9 A.M. - 7 P.M.

Final entrance ½ hour before closing of the château.

Access to château and gardens

13€

Full price

11€

Group from
20 persons

11€

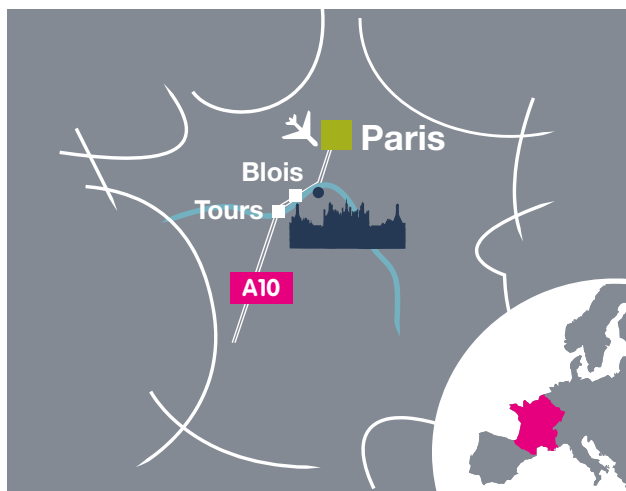
Reduced
price

40€

Carte privilège
(avantages valables 1 an)

Reservation on line at chambord.org

FREE ENTRANCE (individual public) : less than 18 years and 18-25 years European Union citizen



Access to the site

- Parking P0 200 meters from the château (cars, motorcycles) : 6€ / day.
- Parking P1 (minibus / van) : 11€ / day
Bus / Coach: 50€ / day.
Free parking for groups having visited the château (proof of purchase of at least 7 entrance tickets, to be presented at the cash desk)
- Parking P2 (cars): 4€ / day.
(Camper van / Motor home) : 11€ / 24h.
- 10 parkings card (light-duty vehicles): 10€ valid 1 year.
- Free bicycle parking.

See you soon! Château de Chambord





domaine national de Chambord

Contact

www.chambord.org

INFORMATION

41250 Chambord - FRANCE

Tel. : +33 (0)2 54 50 40 00

info@chambord.org

RESERVATION

By telephone:

+33 (0)2 54 50 50 40

reservations@chambord.org

 Val de Loire
FRANCE

