

An aerial photograph of the Chambord Castle in France, showing the castle's complex architecture with multiple towers and turrets, surrounded by a large, formal garden with geometric patterns and a river. The image is partially overlaid with a large, stylized white graphic of a crown and a dragon on the left side.

Chambord 2018

Presentation pack
www.chambord.org



Chambord

Chambord is a radically singular work of art, one of the crown jewels of the human heritage. Inscribed since 1840 on the initial list of historical monuments, since 1981 it has been included in the UNESCO World Heritage List.

Chambord represents the quintessence of the Renaissance and serves as its symbol throughout the world. This is the case not only because Chambord is the most important civil building of its time, but also because its design and its symbolism express the ideas of perpetual renewal, of the life cycle, of man's place in the cosmos, and last but not least, a vision and a form of eternity.

Chambord is not only a château, but also an estate the size of Paris proper, with the largest enclosed park in Europe (approximately 13500 acres protected by a 32 kilometer/ 20 mile wall).

An abiding testimony to intelligence and beauty, Chambord is the brainchild of François I and Leonardo da Vinci. Its vocation is simultaneously symbolic, aesthetic and spiritual. At once affirmation of royal preeminence and evocation of an ideal city, the monument remains an enigma that is far

from having divulged its ultimate secret. Chambord is an achievement in architecture comparable to the Mona Lisa in painting.

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

Propriété de l'Etat depuis 1930, le domaine national de A state property since 1930, in 2005 the National Estate of Chambord became a public entity of an industrial and commercial nature placed under the distinguished patronage of the President of the Republic and within the purview of the French ministries of ecology, agriculture, and culture. Its board of directors is chaired by the incumbent president, Mr. Augustin de Romanet.

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

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On the eve of its 500th anniversary



« CHAMBORD WAS ORIGINALLY DESIGNED NOT AS A HUNTING LODGE, BUT RATHER AS THE IDEAL CITY, COMPOSED OF THE MONUMENT AS WELL AS THE ESTATE. AT HEART, TODAY'S PROJECTS SUBSCRIBE TO THE IDEA OF UTOPIA AT WORK, WHICH IS FOOD FOR THOUGHT ON OUR 2019 EXHIBITION »

Jean d'Haussonville

September 1519 marked the start of the construction, spearheaded by François I, of the most astounding building of the French Renaissance, the château of Chambord.

Five hundred years later, the National Estate of Chambord has decided to celebrate the anniversary by offering the public a variety of festivities including a simultaneously retrospective and prospective exhibition linking yesterday to tomorrow under the auspices of utopia.

Since November 2014, the establishment project known as "Chambord or the ideal city" has been the capstone of global development. Five key objectives have been defined: to achieve total financial autonomy with

100% self-financing; to redevelop the national wildlife reserve through application of scientific methods and sponsorship of the traditional battue hunts; to renew its cultural program with contemporary art exhibits, artist residencies and a music festival; to improve visitor reception and increase accommodation capacities; and, finally, to diversify its resources.

In the shadow of the celebrated double-helix staircase, sublime metaphor of perpetual renewal, the challenge for Chambord on the occasion of its 500th anniversary is to convey to a large public the dazzling beauty and the utter singularity of a monument indissociable from its surroundings.

2019 will also mark the 500th anniversary of the death of Leonardo da Vinci in Amboise and the birth of Catherine de' Medici. "500 years of the Renaissance in Val de Loire" will also be celebrated under the aegis of the Centre-Val de Loire region with Stéphane Bern as sponsor and ambassador.





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 entertain-

ment. And so, in the presence of the monarch, it was in Chambord that for the first time, Molière presented his legendary 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*. During the French Revolution, even though the château

was plundered and its furniture sold off, the monument avoided destruction.

■ 19th century: A privatized château

Chambord 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.



■ The 20th century: Chambord, a sanctuary for masterpieces during the second world war.

Since 1930, the château and the park have been state-owned.

During World War II, collections from renowned Paris museums had to be evacuated and placed at a safe remove from possible exactions and bombardments of the French capital. So it was that *Venus of Milo*, *The Winged Victory of Samothrace*, paintings by Raphael and Leonardo da Vinci from the Louvre and the Savonnerie carpet from the château of Versailles... were carted off and transported to a unique triage and repository site, Chambord.

As early as 1938, an inventory of the sites able to house national collections in case of dire emergency had shown Chambord to be an ideal repository and transit area, located as it is amidst a forest, far from any military field or urban center and impressively large-scale, with rooms of a size exceeding 100 square meters.

Thanks to zealous curators and heritage officers, the national treasures escaped the wartime ravages unscathed, transforming Chambord into an imaginary museum, where *Mona Lisa* could have as a neighbor *The Lady and the Unicorn*.



Ground floor of Chambord during the World War II © famille Dreux

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.

■ Research in Chambord

Intelligence des Patrimoines (cultural heritage intelligence) is an ARD (Ambition Research Development) program supported by the Centre-Val de Loire region and implemented by the Tours-based *Centre d’études supérieures de la Renaissance* (center for advanced Renaissance study).

Chambord-Châteaux work in progress

The “Chambord-Châteaux” interdisciplinary research project has set as its main objective to study from a new perspective the exceptional Val de Loire site known as the National Estate



of Chambord. Chambord is the subject matter of a comprehensive study of the castle and its surrounding space, a study engaging and confronting numerous scientific disciplines: history, archeology, architecture, biology, sociology, the management sciences, the sciences and technologies of information and communication, etc.

Since 2014, several research units in the Centre-Val de Loire region have mobilized 80 researchers in the framework of this project, their common objective being to determine an innovative scientific approach and to enrich the patrimonial heritage with a novel form of intelligence. By pooling their methods, their practices and their know-how, they are contributing to the development of new knowledge and mediation tools.

The originality of the approach consists in its building on solidly established scientific resources in a project focused on offering new, primarily digital services of cultural and touristic mediation, one example being the *Grande Promenade numérique* (interactive and immersive visit) of Chambord.



The formal French gardens and the park of Chambord

■ The formal French gardens

In 2017, Chambord underwent spectacular transformation; the château recovered its formal French gardens. Commissioned by Louis XIV, located astride the castle, the French gardens cover close to sixteen acres. They were drawn up and brought into being in 1734. They are traversed, as with an arrow, by a 4.5 km (2.8 mile) axis pinpointing the position of the renowned double helix staircase.

Cost: **3,5** million euros of investment; exceptional patronage, in a personal capacity, of the American philanthropist Stephen A. Schwarzman.

THE GARDEN RESTORATION IN FIGURES: :

16 acres;

44000 m² of graveled alley;

32500 plants;

18000 m² of lawn;

800 trees planted;

5 months of work;



HISTOVERY OF THE GARDENS

In 1519, having been built owing to the inspiration of Leonardo da Vinci and the determination of François I, the château of Chambord sprung up from the heart of the Sologne marshlands. It possessed spacious game-rich outskirts in which the monarch could hunt to his heart's content. More than a century later, Louis XIV began to sanitize the site; more generally, he wished to provide the château with landscaped surroundings worthy of its architecture. He had two gardens brought into being, one to the north and the other to the east; they are clearly visible on the oldest site plans that have come down to us. In 1734, under the reign of Louis XV, the gardens were restructured and embellished with groves, copses and tree-lined alleys. Up until the 1930s, the northern and eastern sections were maintained and replanted in a configuration pointedly reminiscent of the 18th century. And finally, after 1970, the gardens were left in a minimalist form, which was conserved up until the outset of today's restoration.

With an area approximating 13000 acres, the National Estate of Chambord is the largest walled and enclosed park in Europe. Of exceptional landscape quality, it houses a wide array of flora and fauna. The park of Chambord belongs to the Natura 2000 network, of which the prime objective is the preservation of biodiversity.



GRANDE PROMENADE

In 2017, Chambord opened up new walking trails allowing visitors to go inside a section of the estate previously closed to the public. They can now stroll through 2500 acres of forest, footpaths, prairies and moorlands as they explore the largest walled and enclosed park of Europe. Forming a loop around the castle, the newly devised “Grande Promenade” circuit offers unprecedented vantage points on the monument and is conducive to discovery of signally unique natural spaces.



■ The Chambord vines

In 1519, François I (1494-1547) laid down the first stone of Chambord and brought a variety of Burgundy grape to Sologne. Less than a kilometer away, practically in the shadow of the castle, the Ormetrou farm is one of the historical enclosures where vines were grown, up until the outset of the 20th century. Initiated in 2015, replanting is now in progress, with a new vintage slated for harvest in 2019.

5 grape varieties – 3 vintages 2 colors

A grape variety initially introduced by King François, the Romorantin is the first cuvée to have been planted in Chambord. Pinot Noir is the variety

closest to the Auvergnat, which was grown in Chambord until the phylloxera epidemic (1870). As for the Orbois, a traditional Blois-based variety appreciated by François I, it was planted as a complement to the Gamay and Sauvignon grapes. Two white wine vintages and one red wine vintage enhance the reputation of Chambord at the most prestigious restaurants, not only in France, but also overseas. And finally, one Romorantin white wine vintage and two AOP Cheverny red and white wine vintages will be elaborated to celebrate the 500th anniversary of Chambord in 2019. All of these wines will be natural, without sulfite additives or cultivated yeast. Within a 35-acre enclosed area, 60,000 bottles will be produced in ac-

cordance with the norms of eco-certified organic farming. Vineyard cultivation and wine production are carried out in partnership with the Marionnet winery. A wine storage house is now under construction and will be flanked by accommodations susceptible to favor regional vitourism (also known as enotourism).

Adopt a vine plant

By sponsoring a vine plant, anyone and everyone can constructively contribute to development of the Chambord winemaking project. A panel with the name of the sponsor shall be placed in close proximity to each sponsored vine plant; he or she will thereby be associated with the history of Chambord and promotion of the French art of living.

ECO-GRAZING

Current development of organic farming in the prairies of Chambord involves adoption of the principles of conservation agriculture through introduction of a herd of eco-grazing Sologne ewes. An official agreement has been signed with the association dedicated to the conservation of this endangered species, present since the early 20th century and close to extinction in 1965. Chambord now hosts 150 Sologne ewes.



Visiting the château

An unguided visit

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



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 € (3 HistoPads) - Family Pack (in addition to the entrance fee)



HISTOVERY

Grand prix AVICOM
Claude-Nicole HOCQUART,
Festival International
de l'Audiotvisuel et du
Multimédia sur le Patrimoine
(FIAMP), 2015.



Also includes:

- Interactive maps to help visitors to see where they are and orient their 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.

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 (information: reservation@chambord.org). Visit recommended for 5-to-10-year-old children accompanied by their parents. Groups limited to 30 persons.

1h30. Groups limited to 30 persons.

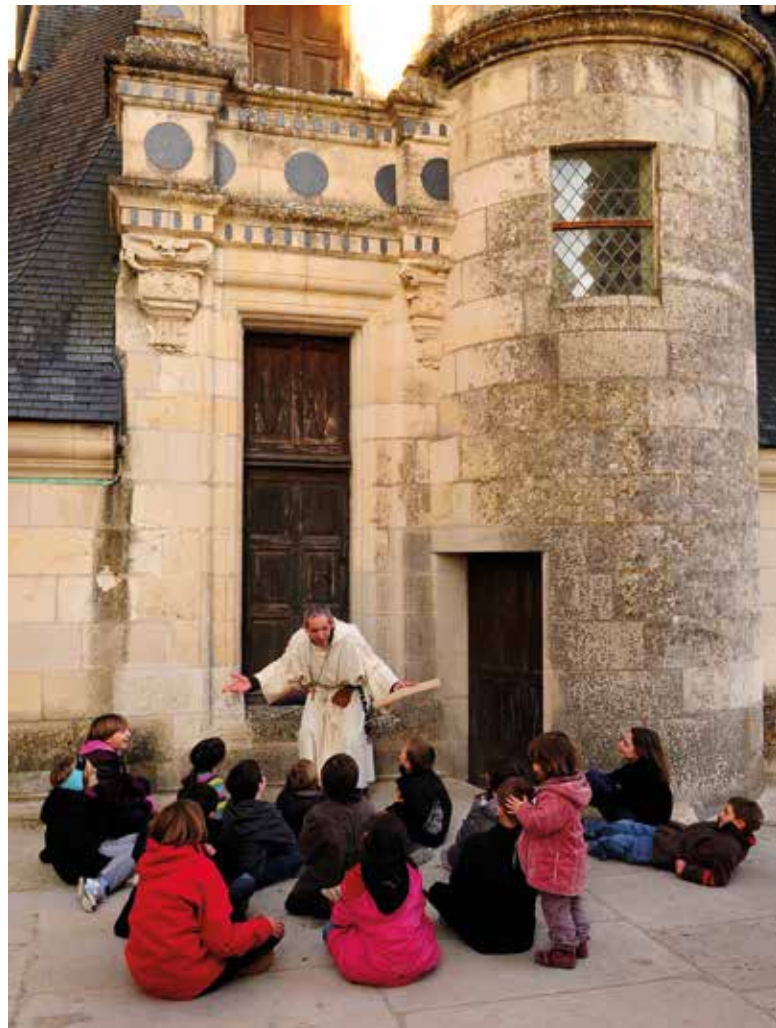
Prices: 6 €/adult & 4 € from 5 to 17 years of age (in addition to the entrance fee)

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 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.

Information at www.chambord.org
or service.educatif@chambord.org



Discovering the surroundings of the château

Discovering Chambord by boat on the canal, by bike in the alleyways or by an electric cart.

Rental of an electric vehicle, a boat or a bike

From 31 March through 4 November

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



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 call

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 28 April through 30 September

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 Taïra 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.



From 28 April through 30 September, closed on Mondays except on 3 April, 7 May and 21 May closed on 2, 9 and 22 May).

Open every day of the week from 3 July through 26 August.

Two representations per day at 11h45 and 16h.

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.



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 Arnaud.

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





A cultural program



From the outset of its history, Chambord has been dedicated to the arts; following its construction by François I, numerous artists came to partake in the festivities of the royal court or to savor the entertainment proposed by the king. Ever since that time, this tradition has been perpetuated, as sovereign rulers and prominent personalities alike have left traces of their passage on the site. Observant of this centuries-old artistic tradition, in 2010 the National Estate of Chambord brought into being a far-reaching cultural program, which in its broad outlines showcases the three main cultural fields in Renaissance times: texts, music and the fine arts (theater and dance were added on at a later time). The artists having exhibited their works in Chambord since 2010 include Georges Rousse, Paul Rebeyrolle, Guillaume Bruère, Djamel Tatah, Philippe Cognée, Bae Bien-U and Koïchi Kurita.



Courtesy from the artist and the Gallery of Nathalie Obadia, Paris / Bruxelles

Exhibition

Jérôme Zonder

From 10 June through 16 September

Jérôme Zonder was born in 1974. In 2001, just out of the Paris-based Beaux-Arts school, he gave himself a set of rules: to engage in drawing alone, to work only in black and white, to never use an eraser or rework a design, and not to restrict himself to the customary dimensions of a sheet of paper. Haunted by the Nazi concentration camps and by the violence intrinsic to humanity, his (grand) works, of which the style is frequently hyper-realist, expose the somber and concealed side of our species. As an artist in residence for one month at the chateau, he will present a second-floor exhibit on the theme of the forest.

Music

In addition to the concerts to be given during the residencies of performing artists such as Haj Youssef and Olivier Baumont, a series of summertime musical events is scheduled for June and July.

Fete de la musique Summer solstice night of music

For the 14th edition of this annual rite, 15 artists, most of them residing in the Centre-Val de Loire region, will perform on the outskirts and in the courtyard of the château, offering a varied program to musically jubilate over the return of summer.

From 8 P.M. (free admission and free parking).



The 8th Festival of Chambord From 30 June through 14 July

A not-to-be-missed event for music lovers inside and outside the department of Loir-et-Cher, the Chambord festival is anything but restricted to a given epoch or specific category of artists; with a wide-ranging program, it is addressed to a broad spectrum of publics.

For the 8th edition, the Chambord festival is planning to carry on with its exploration of different repertoires by presenting renowned artists, young players, soloists and orchestras performing under the artistic direction of the pianist Vanessa Wagner.

The opening concert will be given by the Centre-Val de Loire region / Tours symphony orchestra.

Admission prices: from 15 € to 50 €.

Horns galore Friday 29 June



For more than 10 years, the National Estate of Chambord has been organizing a concert in which the sonneurs, the horn blowers of the school accommodated on the grounds invite a highly renowned ensemble to co-star with them on the stage set up in the castle courtyard. In 2018, against this unique backdrop, the horns of the French national forestry office will come and play for the first time ever.

At 8 P. M. Full price: 20 €. Reduced price: 15 €.

30 June at 8 P.M.:

Centre-Val de Loire region /
Tours symphony orchestra.
Conductor: B. Pionnier:
Cello concerto N° 1
(Shostakovich), *Romeo*
and *Juliet* (Tchaikovsky)

1 July at 6:30 P.M.:

"Plein Jour" company
E così (F. Krawczyk), drawn from
Così fan tutte (Mozart)

3 July at 8 P.M.:

Douce Mémoire/Sweet
memory and *La Rêveuse*
(the dreaming woman)
Honi soit qui mal y pense!
Evil to him who evil thinks
(16th-century English music)

4 July at 8 P.M.:

The CNDC company
of Angers & two soloists
Event, choreography by Merce
Cunningham Staging: Robert
Swinston

5 July at 8 P.M.:

Vanessa Wagner &
the Paris chamber orchestra

6 July at 6:30 P.M.:

Sainte-Dyé-sur-Loire church
The shadows *Leçons*
de ténèbres (Couperin vocal
pieces) and contemporary
works (G. Pesson)

9 July at 8 P.M.:

Vanessa Wagner &
the "spirito" vocal ensemble

10 July at 6:30 P.M.:

Jasser Hal Youssef, Gaël
Cadoux and Lama Gyoumé:
Creation

11 July at 6:30 P.M.:

Adam Laloum & Victor
Julien-Laferrière:
Beethoven, Poulenc,
Janacek and Rachmaninoff

12 July at 8 P.M.:

The Karénine trio:
German program

13 July at 8 P.M.:

Vanessa Wagner
& the Talich quartet:
Schumann & Brahms

14 July at 8 P.M.:

The Nouvelle-Aquitaine
chamber orchestra



Writers in Chambord

Chambord is proposing a new season of literature by inviting authors to share their writing, thereby distantly echoing François I, who was a man of letters. Close to his sister Marguerite de Navarre, who was one of the greatest writers of her century, the monarch composed his poems himself, significantly enlarged the royal library and, last but not least, created the *Collège de France*.

Year in and year out, the Chambord readings have been quite successful, and they can now lay claim to a loyal public. Since 2011, the established writers welcomed at Chambord include Mathias Enard, Lydie Salvayre, Eric Vuillard...

Each year, the public is invited to come and listen to a writer reading extracts from his or her work, after which, exchanges ensue. In 2018, these literary events will take place during **the weekends of 14/15 April and 13/14 October**.

Artists' residencies

In 2011, the National Estate of Chambord inaugurated artists' residencies, which represent a way not only to bring alive, in the heart of the château, the processes of contemporary creation, but also to bolster the positioning of Chambord as a site for creative activity as well as dissemination.

The artists are invited to meet the local public in outreach initiatives, most of which take place outside the castle walls. In the framework of our multidisciplinary residencies, this year we are welcoming the writer Eugène Savitzkaya, the two musicians Jasser Haj Youssef and Olivier Baumont, the designer Jérôme Zonder, and an American architecture student.

■ Eugène Savitzkaya

Following his repeated 2017 sojourns in the château, where he worked on his upcoming novel, Eugène Savitzkaya will return for two weeks, in January and February; on 17 February, he will read extracts from his work in the *Les Temps Modernes* bookstore (Orléans).

■ Jasser Haj Youssef

Of Tunisian descent, Jasser Haj Youssef is the one and only musician who plays Oriental music and jazz with a viola d'amore, an instrument of European origin adopted by the Ottomans during the 18th century before little by little vanishing from Western countries prior to being rediscovered over the last century. Jasser Haj

Youssef embodies a musical bridge spanning the distance between these two civilizations. In April, he will give a free concert in one of the villages of the *Communauté de Communes du Grand Chambord*, where he will on a number of occasions meet publics that are said to be "excluded" and "neglected".

■ Olivier Baumont

A renowned harpsichordist, in 2014 Olivier Baumont came to Chambord for a residency, his objective being to complete his study on music in the *Mémoires* of Saint-Simon. He is returning this year to work on the book he is dedicating to the Marquis of Cinq-Mars, which he is slated to present at a concert-conference at the Abbé Grégoire library in Blois (to be confirmed). At the end of his residency, he will be giving a concert in a church to be found in a neighboring village.

■ Étudiant(e) américain(e)

In the framework of its architecture-based partnership with the School of the Art Institute of Chicago (SAIG), from 2017 to 2019 the Chambord estate is hosting a SAIG student who has come for three months to pursue his or her study of the château. That person's completed work will represent an integral part of the exhibition to be presented in 2019 as a celebration of the 500th anniversary of the outset of the building of Chambord.

EAC (cultural and artistic education) at Chambord

Each year, Chambord spearheads cultural awareness campaigns conducted by the invited artists, who are called upon to address specific publics: schools, associations, amateur artists, detention centers, hospitals, retirement homes, rural dwellers...

In addition...

16 May

A "between Orient and Occident" evening will be organized in the château with a concert-conference on Montaigne and conversation in our times. With the philosopher Ali Benmakhlouf and two musicians.

Prices: 20 €/15 €

7 November

After having embarked five locally based classes, the La Rêveuse will have the public board the "Opera Bus" for a commented discovery concert on the history, the music and the instruments of the 17th and 18th centuries.

Prices: 10 € / 5 €



Événements

23rd Chambord flea market

1 May

Each year, thousands of visitors come to stroll through the alleyways of Chambord on the occasion of the grand flea market, one of the most celebrated in France, organized by the festivities committee (*comité des fêtes*). Through the village streets and around the castle, the event provides exhibitors with an exceptional, majestic backdrop, an outdoor decor showcasing their furniture, their knick-knacks, their earthenware pottery, their ancient tools, their pieces of art...

European heritage days

15 and 16 September

Each year, the National Estate of Chambord participates in the days initiated in 1984 by the French culture ministry. A nationwide theme will shed light on an original or innovative aspect of the common heritage, thereby favoring cultural openness and uncommon entertainment.

Christmas in Chambord

December

This year, yet again, Chambord will celebrate the end-of-the-year holidays! The château of François I opens its doors to visitors of all ages with magical decorations and a veritable panoply of enchanting attractions.

To be programmed: Storytelling around a fire, Christmas carols, an 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.

Thursday 11 October 2018

Franco-Chinese colloquium in Chambord on the theme: "Philosophy and poetry in the art of the garden in China and in France".

■ 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 the site of 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 “Château de Chambord” brand has been developed to conserve the immaterial heritage – name and image – of Chambord, and to generate new financial resources. In the context of globalization, France possesses a unique signature, which appears in its history and its art of living. The marketing of branded products, in stores or on-line as mass market goods, involves the consumer in the protection and maintenance of the national heritage.

Every euro collected by Chambord as a royalty fee drawn from objects bearing the “Château de Chambord” trademark will be a euro reinvested in restoration projects and reception of the general public.

Artists are not the only persons to have drawn inspiration from the unique character and the enchanting dimension proper to Chambord. Numerous companies throughout the world employ its name to promote their miscellaneous products, most of the time without authorization or any coherent connection with the monument. In 2011, the estate registered with the French national institute of intellectual property (INPI) the “Château de Chambord” trademark.

Are currently on sale: honey, small leather goods, objects in wood from the forest of Chambord, objects drawn from stag antlers and game terrines. As of 2019, year marking the 500th anniversary of the outset of château construction, the wine produced on the estate shall be commercialized.

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 the castle boutiques. The authenticity of these products, which were nurtured in an exceptionally sound and well-preserved environment, is guaranteed by their origin.

Today, the products on sale in the estate’s gift shops include leather goods manufactured from the hides of deer and boars inhabiting the forest of Chambord, honey, game terrines, objects in wood and objects manufactured from deer antlers. As of 2019, oak barrels and wine produced in the estate will likewise be available. Year marking the 500th birthday of the commencement of château construction, the wine produced on the estate will likewise be commercialized. All these products are created by master craftsmen whose work is imbued with respect for the French art of living; some are employed in the Chambord estate. Craft manufacturing, 100% French.



2 Trademark license granted to some distributors for validated product lines



These product lines are produced under license, which is granted to French companies for the marketing, by negotiated channels, of “Château de Chambord” articles.

The marketing of the products, on-line or as mass market goods, renders the Chambord estate commercially visible and involves the consumer in the protection and maintenance of the national heritage.

3 Co-branding

Chambord estate is planning to associate itself from time to time with other brands whose know-how is at once exceptional and French. These temporary partnerships shall associate the prominence of a heritage site unlike any other in the world with a brand selected for its excellence in a specific field.

For example, Sébastien Gaudard has drawn inspiration from the atmosphere of the estate and the history of the château of Chambord to create original compositions on the themes of tea, tisane (herbal tea) and pastry – with a wink and a nod to Stanislas Leszyzynski, celebrated guest at Chambord and original lover of the rum baba.

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

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 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.).

- House of Wines: +33 (0)2 54 50 98 40
- Cellar of the kings: +33 (0)6 99 30 17 53
- Sheepfolds of Sologne: +33 (0)2 54 33 32 03
- Chambord biscuits: +33 (0)2 54 81 60 97
- Crêperie du Cerf : +33 (0)2 54 42 21 22
- Le Saint Louis (bar & grill): +33 (0)2 54 20 31 27
- Arms of the castle: +33 (0)2 54 42 29 44

The gift shops

■ 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.

Hotel opening : « Le relais de Chambord »

Renovation of the new hotel « Le Relais de Chambord » got underway in autumn 2015 with opening to the public planned for 2018. The project epitomizes recognized French know-how in architecture (Jean-Michel Wilmotte), dining, management and hotel services. This thoroughly revamped, top-quality accommodation consists in sixty rooms, a “bistronomic” restaurant, a steam room and a sauna. The hotel features a terrace with approaches inspired by French-style gardens and space dedicated to well-being and special events that will be open to groups, to nature lover, to adepts of Chambord...

www.relaisdechambord.com



The hotel contains 55 rooms and suites including:

- 15 rooms with Château view
- 18 rooms with Cosson river view

Nightly room rates range from 150 to 400 euros (view, season, size).
The 4-star hotel-restaurant is open all year long.

Offers

The « Chambord passport »

■ A day in Chambord

Available for visits from 28 April through 30 September, the “Chambord passport” covers a château visit with the HistoPad and the “horse and raptor” spectacle. Ticket holders are also entitled to preferential prices for recreational activities.

Ticket for children (5-17 years) at 15 €, free for children under 5, young adults (18-25 years, nationals of a member of the European Union) at 19 €, young and other adults (18-25 years, nationals of a non-member of the European Union and + 26 years) at 28 €.

From 15 €

Reservation on line at www.chambord.org



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
or 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



Key figures for 2017

Budget implementation

18 M€

OPERATING **EXPENSES**
(AMORTIZATION INCLUDED)

5,2 M€

OF INVESTMENT INCLUDING 4 M€
SELF-FINANCED

19 M€

OPERATING **REVENUE**

14,7 M€

SALES REVENUE

90,4 %

FINANCIAL INDEPENDENCE CALCULATED
ON THE BASIS OF OWN RESOURCES

Staff

131 **PERMANENT** EMPLOYEES

30 STATE-SUPPORTED **JOBS**

Work projects

1500 **RECORDED (RE)CONSTRUCTION**
SITES DURING 2017

The forest

5 440 **ACRES**
CHAMBORD ESTATE **AREA**

20 **MILES**
LENGTH OF **THE ENCLOSURE WALL**

Fréquentation

1 050 074 **VISITORS**

(+ 26% COMPARED TO 2016)
(916,888 CHÂTEAU VISITORS,
133,186 RECREATIONAL ACTIVITY CLIENTS)

2 **MILLION**
VISITORS ON THE SITE

200 000 **VISITORS**
AT THE POMPIDOU EXHIBITION

62 625 **STUDENTS**
WELCOMED FOR SCHOOL OUTINGS

Communication

+928%
INCREASE IN **THE NUMBER OF APPEARANCES**
IN THE NATIONAL AND REGIONAL DAILY PRESS
FROM 2010 TO 2016

+103% INCREASE OF
THE "COMMUNAUTÉ DE CHAMBORD"
ON **THE SOCIAL NETWORKS**

1 141 199 **UNIQUE VISITORS**
ON THE INTERNET SITE



2018 communication campaign

Practical information

Reservation on line at
chambord.org

CHÂTEAU OPENING HOURS

The château is open every day of the year, except for 1 January, the last Monday of November and 25 December.

Opening hours:

- April through October:
9 A.M. - 6 P.M.
 - November through March:
9 A.M. - 5 P.M.
- Final access ½ hour before closing of the château.

Access to the château and the gardens

13€ Full price

11€ Group of
20+ persons

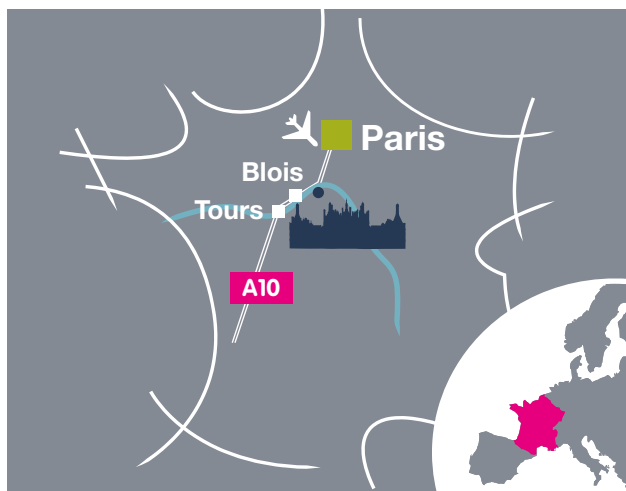
11€ Reduced
price

28€ **Passeport Chambord**
(A day in Chambord)

FREE ADMISSION

(individual public):
under 18 years of age
and 18-25 years of age
for European Union
nationals

40€ **Privilege card**
(advantages valid 1 year)



Access to the site

- Parking P0 600 meters from the château (cars, motorcycles): 6 €/day
- Parking P1 (minibus/van): 11 €/day
- Parking P1 (bus/coach): 50 €/day
- Parking P1: 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
- Parking P2 (camper vans/motor homes): 11 €/24 hours
- 10 parkings card (light-duty vehicles): 10 € valid 1 year
- Free bicycle parking

Find us! Château of Chambord





domaine national de Chambord

■ Contact

www.chambord.org

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