



# CHAMBORD

2021

PRESENTATION FOLDER

[www.chambord.org](http://www.chambord.org)





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# Introduction

In 2021, Chambord is celebrating the 200th anniversary of the opening to the public of a monument that continues to elicit admiration and fascination throughout the world. Selected in 1840 for the initial list of historic monuments in France, listed since 1981 in the UNESCO World Heritage, Chambord stands out as one of the most awe-inspiring Renaissance constructions. Far from figuring as a residential palace or a hunting lodge, Chambord embodies genuine utopia: as an inexhaustible work of art, it has yet to deliver all its secrets. Indeed, utopia was the watchword of its 500th anniversary and the guiding ethos of the Renaissance.

In Chambord, you will discover an ideal site, a unique blend of harmony and modernity. Rather than representing a rigid, "fossilizing" attitude, conservation of the human heritage entails constant questioning through which interest is aroused in an ever wider public. Each year, new projects and environments are presented, and the four seasons are punctuated by a diversified program of cultural events.

■ **Arriving in Chambord, you accede to a world apart, suffused with mystery, a gateway to genius.**

Once you as a visitor have crossed the 20-mile-long (30 km) enclosure wall, you will find yourself in a world apart. As you behold the architecture of genius imagined by François I and inspired by Leonardo da Vinci, your first impression will be comparable to no other. After which, you can map out your personal itinerary throughout the estate, from place Saint- Louis to the château terraces; along the way, you can pause and admire the royal lodgings, the 18th-century kitchens, the l'Ormetrou vines, the permaculture vegetable gardens, the Maurice de Saxe stables, the French gardens and the grand promenade !

State property since 1930, in 2005 the National Estate of Chambord became a public company of an industrial and commercial nature under the high protection of the president of France and under the statutory authority of the French culture, agriculture and ecology ministries. The Board of Directors is presided by M. Augustin de Romanet. Since January 2010, the public company of Chambord has been headed by Jean d'Haussonville.





# History of the château

## 500 years of history

**1519. A palace is rising up from the Sologne marshlands. Construction has been ordered by a very young king: François I. Some years later, the building is a monumental architectural achievement** that the French monarch is proud to display to fellow sovereigns and ambassadors as a symbol of his power, engraved in stone. The château plan and settings have been implemented and revolve around a central axis: the renowned double helix staircase inspired by Leonardo da Vinci, an ascending spiral proceeding from the ground floor to terraces topped off by the lantern tower.

### ■ 17<sup>th</sup> century : The finishing touches

**Only during the reign of Louis XIV was construction finally completed, and it was during that epoch that the surroundings were developed. Stables were set up on the outskirts, and the Cosson river, which cuts across the park, was partially channeled, the objective being to disinfect the site.** On several

occasions, the Sun King sojourned in the château in the company of his court. It was in Chambord on 14 October 1670 that Molière presented the world premiere of his most celebrated comedy, *Le Bourgeois gentilhomme*, with Louis XIV and his court in attendance.

### ■ 18<sup>th</sup> century : Home improvement

During the 18<sup>th</sup> century, work was undertaken in view of modernizing and equipping the château interior, where Louis XV provided living quarters first (from 1725 to 1733) for his father-in-law, Stanislas Leszczyński, an exiled Polish king, and later (after 1745) to Maurice, Count of Saxony, as a reward for his military triumph in Fontenoy (1745). The need to heat the building and ensure creature comfort impelled the different occupants to have the castle permanently furnished and to adorn the apartments with wood paneling, parquets, suspended ceilings and the private space of *petits cabinets*.

During the French Revolution, when the château was pillaged and its furnishings sold off, the monument itself was relatively spared.

### ■ 19<sup>th</sup> century: From neglect to privatization

Before Napoleon donated Chambord to marshal Berthier as a token of appreciation for services rendered, the château was subject to continual neglect. Unfortunately, the officer did little more than pass through, and soon after his death, his widow requested authorization to sell off the spacious and indifferently maintained mansion. In 1821, the estate of Chambord was offered following a nationwide fund-raising campaign to the Duke of Bordeaux, grandson of King Charles X. However, ensuing political developments forced him into exile, preventing him from inhabiting the château, which he finally discovered in 1871 on the occasion of a brief sojourn, during which he penned out his celebrated "white flag manifesto", thereby broadcasting his refusal of the French flag and renouncing his right to one day inherit the French throne. That said and notwithstanding his geographical remoteness, the duke – who preferred to be known as the Count of Chambord – diligently oversaw maintenance of the château and its park. He had the estate administered by a steward, undertook large-scale restoration projects, and officially opened the château to the public. Following his death (1883), the estate was bequeathed to his nephews, the Bourbon-Parma princes.





## LEONARDO DA VINCI, CHAMBORD ARCHITECT ?

**Can the conception and design of the château of Chambord, an exceptional architectural achievement, be credibly ascribed to Leonardo da Vinci?**

After the battle of Marignan, François I discovered the marvels of Italian architecture and the work of Leonardo da Vinci. Back in France in 1516, the French monarch invited the Italian master to sojourn in the court of France as “premier painter, architect and king’s engineer”. Leonardo’s influence on the château design may be appraised by comparing on the one hand the architectural plans finally concretized (the centered keep, the double-helix staircase, the double-pit latrine and air duct, the waterproofing system on the terraces...), and on the other hand the sketches found in Leonardo’s notebooks. No other artist, architect or engineer left even the slightest trace corresponding to these outlines. It is consequently justifiable to surmise that Chambord was the first and last architectural realization of the master, who died in 1519 in the “Clos-Lucé” château in Amboise, just a few months before the construction of Chambord got underway.

### ■ 20th century: Chambord, asylum for masterpieces during World War II

Since 1930, the château and its park have been properties of the French state.

In 1939, following an order to evacuate the major Parisian museums, including the Louvre, thousands of artworks were convoyed to eleven castles and abbeys in central and western France, including Chambord. Closed at that time to the public, the château sheltered thousands of works of art, most of which came from public collections, the objective being to shield them from bombardments and Nazi covetousness.

**With 4000m<sup>3</sup> of crates in storage, by June 1944 Chambord had become the most consequential of the 83 repositories brought into being during the conflict. Iconic works such as the Mona Lisa (Leonardo da Vinci), Liberty Leading the People (Delacroix) and The Lady and the Unicorn were hidden in Chambord.**

Thanks to zealous curators and heritage-conscious civil servants, invaluable national treasures made it safely through the war, having transformed Chambord into an imaginary museum.

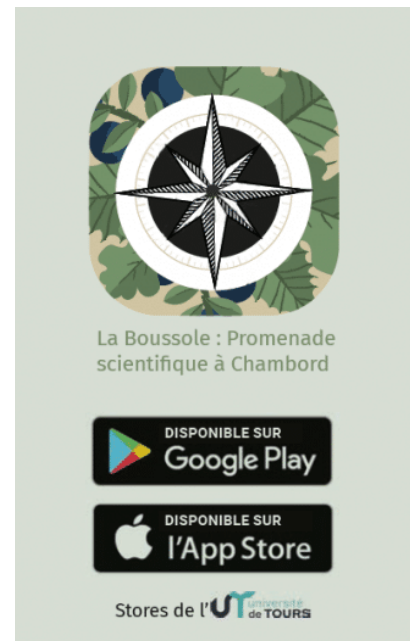
### ■ Research in Chambord

Intelligence des Patrimoines (heritage intelligence) is an ARD (Ambition Research Development) program undertaken by the CERS (Renaissance study center) of Tours and funded by the Centre-Val de Loire region

In conjunction with its missions of support for scientific research and knowledge transmission, the National Estate of Chambord has been engaged from the outset in the multidisciplinary heritage intelligence program. Hosting researchers, placing resources at their disposal, participating in concrete actions, contributing to the production of new means of mediation; these are but some of the synergies bringing together Chambord teams and those of the participating laboratories.

Highly ambitious scientific cooperation has paved the way to promotional actions. Two innovative digital mediation devices were placed at the disposal of château visitors on the occasion of the large-scale 2019 “500 years of Chambord” exhibition, one of them an interactive 3D model of the celebrated double-helix staircase, the objective being to better understand its architectural layout.

Since 2020, the Boussole (compass), a cutting-edge digital application, has been offering visitors an enhanced stroll on the newly developed circuits of *La Grande Promenade*.



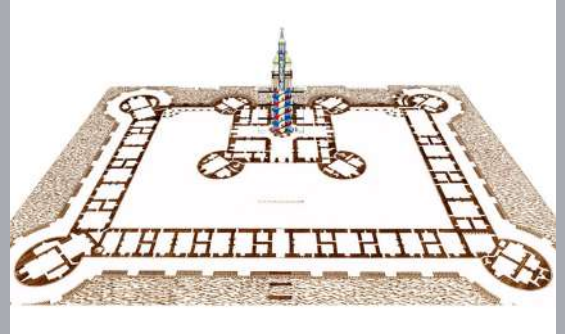
# The epitome of Renaissance expression

Espied from afar, its silhouette is immediately recognizable; dominating a plain crisscrossed with lawns and gardens, small houses and secondary roads, situated in the heart of the surrounding woods, the château stands out with its rooftops and their seemingly innumerable chimneys, turrets, dormer windows... In our times, it has come to resemble the castle of Sleeping Beauty, whereas in Renaissance days, it embodied the idealized palace showcased in fashionable chivalric romances such as *Amadis de Gaula* (1508). There is something singularly disquieting about an image that is at once rational and geometrical, profuse and fanciful, massive and aerial.

## ■ A centered plan

**The central part of the château of Chambord is the keep.**

Unparalleled in France, the internal composition of the keep bears an undeniably "Italian" signature. It is characterized by a Greek cross-shaped center-plan design; the four sides of the building open onto four large rooms (9 meters wide, 18 meters long) forming the "Greek" cross. In the center, the monumental double-helix staircase dominates. Last but not least, the angles of the cross-shaped room are projected toward the four lodging areas in the corner towers.



## A PHARAONIC CONSTRUCTION



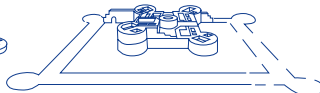
1539. After two decades of labor, the central keep of Chambord was finally completed. At the peak of activity, one thousand eight hundred workers labored at the construction site. Over twenty thousand tons of "tuffeau" stone, otherwise known as freestone, had been transported by barge up the Loire river from the town of Tours to the port of Saint-Dyé. Slate claddings were extracted from pits close to Angers, carpentry wood was removed from nearby forests, and lead piping from the British Isles crossed the English Channel. Present in abundance, the different raw materials subsequently had to be cut, carved, sculpted and mounted, at times at a height exceeding fifty meters; only subsequently could they be assembled.



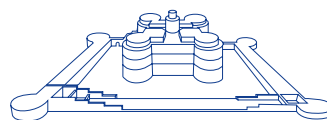
1519



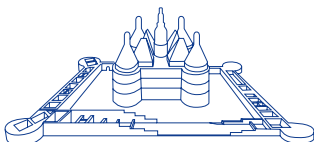
1524



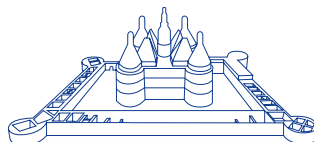
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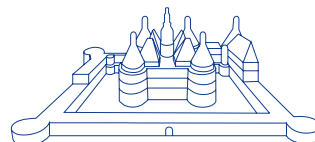
1529



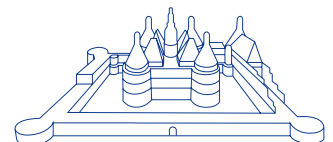
1531-1534



1539



1545



1547





## The double-helix staircase, the château jewel

In the heart of the monument, at the intersection of the main rooms, ascends a majestic staircase that at once astounds and raises questions in visitors' minds: the double-helix staircase. Composed of two openwork ramps winding one above the other around a central hub, it receives central lighting from the large windows of the cross-shaped rooms. It connects the principal floors of the keep and rises to the overhead terraces, where it is topped off by a narrow screw-shaped staircase leading to the ridge of the roof, at the summit of the lantern tower.

What perhaps awes visitors the most is the positioning of the staircase in the edifice, of which it may be considered as the "spinal column". Indeed, everything else revolves around the staircase and is adapted to its dimensions. Its extreme centeredness may be said to represent the most striking innovation of Chambord, originating as it did during an epoch when spiral stairways were often part and parcel of Renaissance facades, as in the off-work staircase of the royal château of Blois, or else discreetly niched in the masonry. Moreover, visitors do not immediately perceive (a) the presence of two ramps or (b) the winding and unwinding of the two spirals. Some are dumbfounded by the apparent disappearance of a person on his way up, while others have fun (or give up hope!) when seeking to cross paths with their friends after having climbed the two different flights of stairs. To conclude, the "playfulness" and "wizardry" of the parade staircase intrigue and bedazzle.



# The decors of the itinerant court of François I

Since 2019

## ■ A renewed visitor's experience

Up until the permanent installation in Versailles of Louis XIV (1682), French monarchs led a nomadic existence. They traveled through France with their entourage, lugging along their furniture and decorative items, which their supply officers (fourriers) unloaded and installed at each stop. That was the context in which Chambord came into being.

**Vivid evocation of the mobile and textile decors arrayed by François I during his final (1445) sojourn in Chambord and “virtual” presentation of a king's chamber have spectacularly transformed the visitor's experience by means of a scientific, didactic approach. The atmosphere pervading the château during the reign of François I has been recreated through 21st-century technological magic.**

Indeed, the visitor's discovery of Chambord is being fundamentally transformed through installation of an experimental decor; no structure has been altered, and the setting is removable; it may even be likened to a permanent exhibition! Elaboration of the scenography stems from the idea that the king's furniture was essentially movable property that could on a moment's notice be rolled up and packed in trunks that would accompany the monarch in his multitudinous peregrinations.



On a parallel track, on the 1st floor, in the place where *Monsieur de Pourceaugnac* (1669) and *Le Bourgeois gentilhomme* (1670) premiered, the atmosphere of the theater set up by Louis XIV for the Molière troupe has been reproduced.

The decors were drawn up with the aid and advice of the renowned decorator Jacques Garcia.



## Objectives

■ To position King François I, grand patron of Chambord, in the heart of the visitor's experience. Previous museography of the sovereign's apartments was largely inaccurate and incongruent with (a) present-day knowledge of the period under consideration and (b) the expectations of the public.

■ To provide keys for improved understanding of the French king's court, which remained geographically disparate up until the reign of Louis XIV. From one season to the next, the monarch and his entourage moved from one provisional abode to the next, with furniture in tow. Given the fact that François' sojourns were few and far between (all in all, he was physically present for 72 days), during his reign Chambord would periodically devolve from a sumptuously decorated château into a vacant castle.

■ To welcome the visitor as though that person were the king's guest; he or she is invited to witness a festive Chambord as it was set up, with lush and luxurious decors, for the arrival of the king and his court.





# Chambord, a major hunting and nature estate (16th-20th centuries)

## Permanent exhibition



In summer 2020, the National Estate of Chambord opened to the public a number of new permanent exhibition rooms dedicated to its long history and venerable tradition as a hunting center.

From the establishment by François I of an enclosed hunting park known as the capitainerie royale to the more recent presidential hunting parties (1965-2010), along with representations of the royal hunting parties and life of the estate and its wardens in the 19th century, the exhibition portrays a little-known aspect of the history of Chambord.

Nearly a hundred works and documents from château collections, donations and acquisitions are presented to the public in seven 2nd-floor rooms. The remarkable works are highlighted by three tapestries from the *Tenture des Chasses du roi François* (Manufacture du Faubourg Saint-Marcel, early 17th century), a truly amazing horse-drawn hunting boat (19th century) and the "Saint Hubert and the Deer" sculptures utilized in 1970 for the film entitled *Peau d'âne* (donkey skin).

The exhibition is complemented by a wide-ranging assortment of 4000 hunting buttons from the Bernard Tollu collection, deposited in Chambord by the *Société de Vénérie* (hunting society) in 2015. T

he visitor's itinerary is punctuated by mediation schemes (sound shower, video, handles...) accessible to all publics and propitious to playful, pedagogically adapted, multisensory discovery and exploration of the different themes.



In 2021, the exhibition has been completed by a presentation of the stuffed animals representative of the species emblematic of Chambord and/or the species traditionally hunted by sovereigns and château guests alike (stag, buck, boar, fox, badger).

Artfully showcased on a central podium, the exhibition presents a multisensory encounter with wild animals seldom observed in nature, while graphically illustrating the history of the estate. .

### Practical information :

The exhibition rooms are free of access, without supplement to the château admission price.

### New 2021 exhibit





# History of the gardens and the park

## History of the gardens

From the outset of construction (1519), Chambord was graced with spacious and game-rich surroundings in which kings could unstintingly partake in the pleasures of hunting. As for Louis XIV, he initiated sanitization endeavors and, more generally, strove to endow the château with landscaped outskirts worthy of its architecture. He had plans drawn up for two gardens, on the north and east sides of the monument; while they may be seen on the oldest surviving outlines, they were never implemented. It was only during the reign of Louis XV, in 1734, that the gardens were redesigned and embellished with tree-lined alleys, groves and hedgerow embroidery. For close to two centuries, they remained in the same configuration, before falling into disuse and little by little deteriorating into masses of grass. It was only in 2016, after over a dozen years of historical research, that it was decided to have the gardens restored as they had been designed under the authority of Louis XIV.

### ■ The French gardens

In 2017, Chambord was spectacularly transformed; as a result, the French gardens now cover 16 acres at the foot of the château.

### ■ Ther grand perspective

Close to 3 miles (4.5 km) long, the "grand perspective" traverses the château from north to south on an axis at the center of which, the renowned double-helix staircase looms large. Its 2018 rehabilitation was rendered possible thanks to the support of AXA France.

### ■ The English garden

Designed during the 19th century, it had practically disappeared before being integrally recreated in 2014. An 1889 survey shows groves of trees in front of the château and a shrub border close to place Saint-Louis (the village square) and the mayor's office. During the 20th century, for reasons of unfashionableness and maintenance, the groves were removed. Today's landscaped garden features curved pathways, a lawn sloping gently down towards the château, flowery groves, and large isolated trees (cedars, sequoias...).



## SOME KEY FIGURES

### THE FRENCH GARDENS :

- 6,5 hectares (16 acres)
- 44 000 m<sup>2</sup> of graveled alleways
- 32 500 plants
- 18 000 m<sup>2</sup> of lawns
- 800 planted trees
- 5 months of work

• Cost: 3.5 millions euros of investment, exceptional private patronage by the philanthropist Stephen A. Schwarzman.





## ■ The permaculture vegetable gardens

Reestablished in 2019, the Chambord vegetable gardens are imbedded in the one-time Maurice of Saxony stables and the "barracks" bordering the stables over an expanse approximating 14 acres. Produce growers cultivate fruits, vegetables and aromatic plants by applying the principles of agro-ecology, bio-intensive market gardening and permaculture.



## ■ The estate

Covering approximately 13500 (5440 hectares), the National Estate of Chambord is the largest walled and enclosed park in Europe. Known for the exceptional quality of its landscapes, the estate hosts a likewise exceptional variety of fauna and flora. Building of the eponymous Chambord château got underway in earnest in 1519. At the same time, with the objective of developing the park, François I acquired the agricultural soils bordering the Boulogne forest massif north of the Cosson river; more than 6200 acres of farmland were reclaimed. The area consisted mainly in cultivated soils, scattered groves and, quite plausibly, tracts of moorland nourishing the neighboring peasants' sheep. In 1645, Gaston, Duke of Orleans, brother of King Louis XIII, enlarged the estate and completed construction of the enclosure wall; acreage thereby attained its present-day dimensions.

The park of Chambord is registered in the Natura 2000 network, of which the main objective is the conservation of bio-diversity.



## ■ The national hunting and wildlife reserve

The reserve was created in 1947, the objective being to repopulate France with big game. Thanks to a strategic scientific program, in 2021 Chambord serves as a reference regarding large wild ungulates. Indeed, it is the only site in France possessing (a) an area large enough for the hoofed animals to behave naturally and (b) a wall effectively preventing them from entering and exiting.

For several decades, forest rangers specialized in wild fauna and technically adept in panneautage (live animal capture) have been collecting and conserving data on cervids (deer, elk...). The conjunction of these factors enables coherent monitoring of populations of large wild animals.



## ■ The promenades

In 2017, Chambord opened new walkways allowing visitors to explore areas of the park previously closed to the public. They can now stroll through 2500 acres (1000 hectares) of forests, equestrian trails, footpaths, cycling routes, prairies and moorlands.

The new "Grand Promenade" circuit loops around the château, offering unprecedented views of the monument and a chance to discover natural spaces typical of wild Sologne (the La Boussole compass application can be downloaded, and educational panels may be consulted).







# Lines of development

Notwithstanding the health crisis, the National Estate of Chambord carries on with its projects and views the future with confidence.

Four lines of development are structuring its ongoing actions.



## Agricultural Chambord

From the time of its conception, 500 years ago, Chambord was thought out as a cohesive whole; a palace was built in the midst of an immense natural space labored by humans for untold centuries. Up until the 19th century, numerous farms in the confines of the estate remained active.

At present, Chambord aspires to recover its agricultural vocation as a food producer, especially by means of the planting of organic grapes and the creation of vegetable gardens.

In 2015, 35 acres (14 hectares) of grapes were replanted in north-south orientation less than two kilometers from the château, in the hamlet called l'Ormetrou. The land is predominantly sandy, with a substrate of clay soil.

In 2019 a bio-intensive market gardening project got underway in the "Maurice de Saxe" stables at the foot of the monument. This initial vegetable garden was complemented in 2020 by a 13-acre extension on the plot of land known as "des casernes" (the barracks). The long-term objective is to develop a diversified agroforestry farm characterized by market gardening, arboriculture and animal husbandry.



# Sustainable Chambord

For several years, Chambord has been actively engaged in the **preservation of natural species** (Sologne black bee, Sologne ewe) and in sustainable development initiatives (eco-grazing in the prairies, “ecological” mowing, etc.).

Chambord visitors are now asked to become “locavores” during their day on the premises. The produce harvested on the estate is commercialized via short distribution channels, of which the initial beneficiaries are visitors, who can purchase vegetables or sample local food and drink in the restaurants on site. Moreover, they are urged to leave the park with an original and durable souvenir, for example a basket of vegetables or a bottle of “Chambord organic” wine.

On its scale, the National Estate of Chambord is endeavoring to contribute to increased awareness of the urgency of the ecological transition and, more concretely, to propose a new experience of sustainable tourism, with a visitor-centered approach.



## Educational Chambord



Paragon of the cultural heritage of an epoch, privileged venue where architecture and nature enhance one another, at any and every moment the National Estate of Chambord appeals to the sensitive perception of the young public.

Challenges regarding the transmission of knowledge and sensitization to the preservation of environmental balance are part and parcel of its mission.

Numerous activities and workshops in connection with EAC (artistic and cultural education) on the cultural and architectural heritage of Chambord are proposed. The richness of the site creates multiple opportunities for the implementation of multidisciplinary projects allowing young and old alike to explore and interrogate the common heritage.

In this singular site where everything can contribute to discovery and education, the future and the past come together and are interwoven. Chambord is a unique patrimonial space where children are confronted with the realities of time and space, quite possibly helping to broaden and deepen their incipient artistic and cultural pathways.

## Social Chambord

As a full-scale company, Chambord employs 200 full-time agents, and **32 professions are represented, with an exceedingly wide variety of skills and qualifications. In 2019 alone, 10 apprentices and 48 trainees were accommodated.** Chambord aspires to be a place in which professional vocations are revealed, particularly among young persons in work-linked training, in trainee placement or under professionalization contract.

**More recently, a social component has come to characterize training policy; a social integration clause is now included in restoration-related procurement contracts.** For example, a work program dedicated to professional qualification and integration got underway on 27 January 2020, the objective being the restoration of the 20-mile-long Chambord enclosure wall.

The aim of the initiative is not only to provide job seekers with an opportunity to work at a prestigious construction site, but also to transmit from one generation to the next the precise gestures and overall know-how proper to the restoration of historic structures. The individuals selected for participation in this endeavor are for the most part (a) young adults looking for a job and desiring training in heritage-related professions, (b) unemployed people and (c) political refugees.





# The major 2021 projects

## For the monument

The restoration of the monument is under the direction of Chatillon Architects and François Chatillon, Chief Architect of Chatillon, Chief Architect of Historic Monuments, in charge of the in charge of the Domaine de Chambord since 2019.

### ■ Roff lantern restoration

This project addresses two major challenges :

- **Public safety and the carpentry**

The first aim of this project is to restore the frameworks and roofs of the lanterns of Chambord, whose endings are threatened by infiltration. The waterproofing is no longer guaranteed, water and lead produce ceruse (a whitish deposit) which attacks the lead roofing and could, in the long term, damage the frameworks.

**Aside from occasional repair operations, no lantern restoration had taken place since 1967.**

The operations began in May 2021 and are slated to last 24 months. They are supervised by François Chatillon, member of the *Académie d'Architecture* and architect in chief of French historic monuments since 2004.



- **Restoration and enhancement of the original Chambord heritage**

During the project, the leaden ornaments of yesteryear are being restored and receiving polychromatic treatment.

### ■ Restoration of the masonry of the northern and eastern parterres

The objective is to restore the masonry walls of the château of Chambord exactly as they were. At the periphery of the 14-acre hub, they constitute a perimeter of 1.32 kilometers dating back to the creation of the gardens during the 17th and 18th centuries. The two bridges provide access to the parterres, which are likewise undergoing restoration.





# In the heart of the estate

## ■ The market gardeners of Chambord

Since 2019, the one-time Louis XIV stables, which were subsequently converted into military barracks and, in the 19th century, into a vegetable garden enclosure, are the site of the organic vegetable gardens (5000 m<sup>2</sup>) brought into being in the framework of a large-scale program aimed at reviving the agricultural vocation of Chambord. Since 2020, the adjoining plots of land (14 acres), known as “des Casernes”, are likewise dedicated to market gardening and agroforestry.

The vegetable gardens are managed in compliance with the principles of bio-intensive agriculture, bringing together productivity and environmental friendliness. The approach is designed to reposition the human being in the center of the cycle of agricultural production, limiting mechanization while striving to express the quintessence of each square meter of the garden.

In the Chambord gardens, it is possible to cultivate more than 250 varieties of fruits, vegetables, edible and melliforous flowers and aromatic and medicinal herbs. The crops are marketed via short supply chains in local stores and restaurants; they are also served at the table in our own restaurants, and can be purchased in baskets or sold as retail in the “stable” shop (*la boutique des écuries*).

The project goes hand in hand with training programs, guided visits and educational workshops, the common objectives being to transmit the guiding tenets of bio-intensive agriculture and to arouse sensitivity to the need for environmental protection and healthy eating.



### • Glass greenhouses for the vegetable gardens

Over the course of history, glass greenhouses have had a double function, at times being built to protect crops, and at other times for esthetic reasons. With these considerations in mind, Chambord wishes to provide itself with a 19th-century-style greenhouse, which will be set up in the heart of the one-time Maurice of Saxony stables, just a few meters from the château.

## The challenges :

- A heritage challenge with redevelopment of the stables and the market gardening plots of land;
- A societal challenge with healthful and sustainable food production;
- An economic challenge with a financially viable project involving job creation;
- A pastoral challenge in which Chambord strives to recover its agricultural vocation through several converging initiatives (vineyards, eco-grazing, market gardening...)



## ■ Restauration of the estate enclosure wall

On the occasion of the 500th anniversary of the monument (2019), Chambord launched a number of projects aimed at enhancing and showcasing its heritage, one of them being the restoration of the enclosure wall, of which the construction began in 1542 at the request of François I; covering 20 miles (32 km), it encircles the estate. As a patrimonial element essential to comprehension of the history of Chambord, it is currently classified as a historic monument. Unfortunately, it has been repeatedly damaged, most recently due to the 2016 floods.

A 100% job integration worksite has been set up in conjunction with the Acta Vista association, a pioneer in the field of heritage-based inclusion. For nearly 20 years, Acta Vista has been developing a model bringing together vocational training, employment for job seekers and exploitation of territory-based cultural and patrimonial assets. In Chambord, twelve employees (eleven men and one woman, of five different nationalities) were recruited in January

*The National Estate of Chambord wishes to thank the Fondation Malatier-Jacquet, hosted by the Fondation de France and LafargeHolcim France, for their support in restoration of the enclosure wall by means of a job integration project.*



## ■ Construction of the Chambord winery



In 2015, in conjunction with its heritage conservatory mission and as an application of eco-responsibility, the National Estate of Chambord made the decision to replant vines less than two kilometers (a little more than one mile) from the château, thereby providing itself with a wine-growing holding, where grapes could be harvested and vinified.

An initial provisional winery was set up in the l'Ormetrou farm, in close proximity to the grapes. A permanent winery and a number of spaces will be installed in pre-existing buildings.

Work got underway in autumn 2020 with the objective of rendering the new building operational by autumn 2021, in time for the vendange. The site will contain accommodations (cottages and bed & breakfast) that could help Chambord to achieve status as an oenotourism destination. Wine tasting sessions will be organized in the renovated winery workshop, which will afford a magnificent view of the château.

The spaces to be set up are as follows:

- The vat room
- A storage zone
- A warehouse
- Offices
- Accommodation areas
- Hospitality areas: a reception room
- Provisions

## The varieties :

- 4 hectares (10 acres) of Romorantin derived from pre-phylloxera (non-grafted) roots
- 4 hectares of Pinot noir
- 2 hectares of Orbois
- 3 hectares of Sauvignon
- 1 hectare of Gamay

*All of these wines are natural, having been produced by eco-certified organic agriculture, without intake of artificial yeast or sulfites. Each of these wines was aged in a stainless-steel vat for six to eight months prior to bottling, which was carried out in June 2021.*



## ■ The Sologne ewes

The introduction of Sologne ewe breeding in Chambord is part and parcel of a comprehensive ecological approach initiated by the estate several years ago.

Project objectives are multiple. First and foremost, it is a matter of **contributing to the survival and development of the Sologne ewe**, an endangered species that had all but disappeared after World War II and currently consists in no more than a few thousand heads.

The second objective is to **favor bio-diversity and soil enrichment by means of a dynamic eco-grazing system**. Pasture rotation considerably reduces the amendment of chemical and organic input on estate soils, and the introduction of ewes enables pollinating insects to proliferate.

Lastly, it is a matter of **reviving the pastoral character of the estate**. The Sologne ewe is of major importance in the local heritage; its characteristics are ideally suited to survival in the humid Sologne climate.

**As an ardent defender of the local and rural French heritage, Chambord perpetuates a tradition of animal husbandry.**



# For the public

## ■ The discovery cabinets

New 2021



*Discovery while having fun: That is the watchword for a new space, unequivocally dedicated to the young public!*

In line with its vocation as a learning and sharing stronghold, as of Christmas 2021 the National Estate of Chambord is proposing a permanent new space dedicated to families and to the young public, the objective being to discover Chambord while having fun.

Thanks to digital devices, handles and playful multisensorial experiences, visitors will better get to know François I and the history and architecture of the château.

Small children will not be forgotten; they will be welcomed into a zone of adapted discovery containing stimulation activities and a reading corner.

Consisting in three rooms, the new space will be freely accessible to holders of the château entrance ticket.

*The mediation installations have been drawn up for the sake of a family public (from 2 years of age), in view not only of favoring discovery, questioning and dialogue, but also of offering a place for relaxation and entertainment in the heart of a visit.*

## ■ A visitor's trail dedicated to World War II: Chambord, 1939 - 1945: "Saving a trace of the world's beauty"

In autumn 2021, Chambord is inaugurating a new and permanent space dedicated to the usually unrecognized history of the monument during World War II, when the château served as a repository for iconic works from the great French collections, including the *Mona Lisa*, which was sheltered on four occasions in the château of François I. Large and small-scale history is interrelated through testimony and a host of archival photos. Diversified aspects of the conflict are brought to the attention of the visitor, including evacuation of national museums, with the Occupation and local resistance as a leitmotif.

This exhibit, which typifies a comprehensive approach centered on the transmission of knowledge to the young generations, echoes the release of the film *Coeurs vaillants* (Valiant Hearts), directed by Mona Achache and shot last year in Chambord, with Camille Cottin and Swann Arlaud in the lead roles: the story of six Jewish children who found refuge in Chambord in summer 1942 while waiting for a chance to cross into the Free Zone.

Also in autumn 2021, Chambord is hosting a temporary exhibition by Dominique Blain, *Déplacements* (Displacements), organized in partnership with the Canadian Cultural Center and focused on the protection of artwork during military conflicts.



View from the Histopad



# 2021 cultural program

Since 2010 the National Estate of Chambord has been staging a cultural program of which the three thematic axes echo the three main cultural domains of the Renaissance: text, music, and the fine arts, which are complemented by music and dance. Among the artists who have exhibited their work in Chambord since 2010, we may cite Georges Rousse, Paul Rebeyrolle, Guillaume Bruère, Djamel Tatah, Philippe Cognée, Bae Bien-U and Koïchi Kurita.

## EXHIBITION

### Lydie Arickx : Arborescences

30 May – 17 October

Echoing a return to life, the Lydie Arickx exhibition marks a celebration of vital energy.

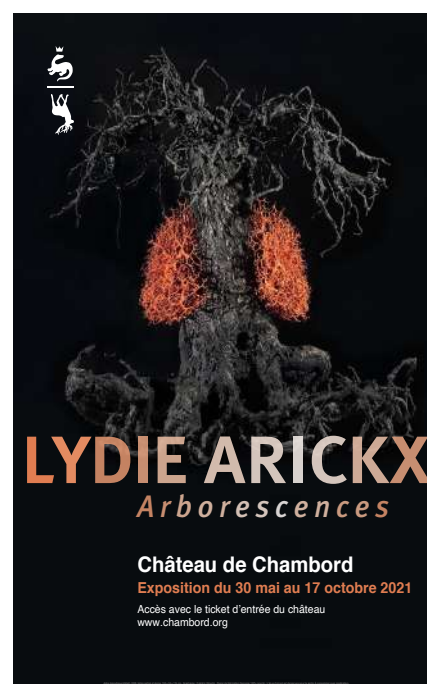
As a plastic artist, a major figure in French expressionism, Arickx brings forth work that is at once powerful, multifaceted and seemingly boundless, interrogating life in all its aspects. A permanent search for new forms and materials enriches her production.

**In Chambord, the exhibition arborescences, 150 works of which more than three quarters have been created for the occasion,** meet up with the tree of life embodied by the central staircase of the castle with its double-helix structure resembling DNA as well as the vegetal space surrounding the monument.

The works presented in the château also bring to mind the figures represented by the artist's "grand ancestors", ranging from Botticelli, whose celebrated *Printemps* she has reinterpreted in public, to Germaine Richier; other forerunners include Bosch, Rubens, Greco, Goya, Courbet, Ensor and Rebeyrolle, and the whirlwind of colors, materials and formats employed by Arickx is nothing less than stunning.

Since 30 May, on the second floor and in the château chapel, Chambord has been hosting an outstanding exhibition. Covering over 1000m², the artists' works spread their wings. Whether using canvas, cement, soil, metal, tissue, 3D prints or ashes, Lydie Arickx transmits unparalleled energy, which has rendered her a most inventive and captivating creator.

Following her projects in the Cordeliers convent, the La Piscine museum, the Conciergerie and the château of Biron, for four months in Chambord she is proposing a sensually stimulating exhibition shedding light on porosity between the mineral, vegetal and animal realms.



#### Practical information:

Public performances: afternoons from 12 to 23 April, 2nd floor of the château

Exhibition commissioner: Yannick Mercoyrol

Catalogue : In Fine éditeur, 160 pages, 200 illustrations, 35 €. With texts by Yannick Mercoyrol, Yves Michaud, Olivier Kaepelin, Marie Darrieussecq, Patrick Grainville, Philippe Bélaïval, Thierry Delport, Juliette Bonheure

## EXHIBITION

# Dominique Blain, *Déplacements*

From 21 November

Coinciding with the opening of new spaces dedicated to the history of Chambord during World War II and highlighting the château's role in the preservation of artistic treasures, the temporary exhibition entitled *Déplacements* (Dominique Blain), organized in partnership with the Canadian Cultural Center, will provide the visitor with an occasion to ask questions on what artwork represents; what would you or me be ready to do to protect our masterpieces, especially in times of war?

Among the works presented on the 2nd floor of the château, two videos, a luminous glass sculpture and a number of photographs will resonate with *Monuments II*, of which the main element is to be installed beneath the coffered vaults: a monumental sculpture identically reproducing the crate in which Titien's *Assumption of the Virgin* was transported so as to be spared the possible ravages of World War I.



View of the Canadian Cultural Center exhibition, 2019-2020

## ARTISTIC AND CULTURAL EDUCATION AND ARTIST RESIDENCIES

As is the case each year, Chambord proposes a number of projects designed to promote cultural democratization, particularly with regard to schools, enthusiasts, associations, media libraries and "impeded" publics (detention centers, EPHAD old age homes, deprived neighborhoods). Initiated in 2011, the residencies enable Chambord to contribute to contemporary creation as well as cultural dissemination. Presence in the château of artists from many different disciplines facilitates the organization of encounters via readings, concerts, conferences ... and educational sessions.

## Alexandra Grimal

Alexandra Grimal is a composer, a saxophonist and a singer. In her residence as a composer at the *Scène Nationale d'Orléans* (DGCA-SACEM), in 2016, along with Éric Echampard and Sylvain Daniel, she created the kanku trio, and in 2017 she staged the concert version of her clandestine opera, *La vapeur au-dessus du riz* (The steam above the rice).

The January-September 2021 Chambord residency of Alexandra Grimal will have afforded her the opportunity to compose *The monkey in the abstract garden*, to complete her choreographic piece *Shânta*, and to start composing music for a work by Mishima staged by Raphaël Trano de Angelis (Compagnie de l'Eventail), which will quite probably occasion a residency performance this year. During the 10th festival of Chambord, Alexandra Grimal participated in the July 4th open air *La Grande Volière* concert.

## Stéphane Lambert

During autumn, Chambord pursues its mission of support for contemporary creation by hosting Stéphane Lambert, a young Belgian author known for his sensitive and rigorous texts. During his residency, he is dedicating himself to a work on Rembrandt, a fascinating master of western art with exceptional creative power. His sojourn in the château will also provide Lambert with the occasion to encounter different publics (readings in a media library, classroom workshops, and the house of detention of Blois).

## Roland Kern

Roland Kern is one of the rare musicians to compose for the viola da gamba, an emblematic Renaissance instrument. His most recent album may be considered as a tribute to the eight castles that welcomed him in winter 2020: Beauregard, Blois, Chambord, Cheverny, Langeais, Le Rivau, Ussé and Villandry.

Each sojourn led to one of the works that were recorded during last September's Chambord residency. On that occasion, a musical encounter with the artists was organized close to the estate in the psychiatry clinic of Saumery.

From January to March 2021, Roland Kern spent four weeks in the resident artist's apartment of the château with the objective of composing and participating in the different artistic workshops organized in Saumery.

## EUROPEAN HERITAGE DAYS - 18/19 SEPTEMBER 2021



A special program in conjunction with the nationwide theme "Together, keep the heritage alive" has been organized: a game booklet, guided visits, workshops, encounters, exceptionally opened sections; a diversified program allowing for discovery, fun and amazement, as a family or with friends.

For the first time, a guided "lamp and torch-lit visit" will take place on Saturday, September 18th, after the closing of the monument. Visitors will be given the chance to discover the most famous graffiti of Chambord, which will be (re)read by its walls!

■ For further information : [www.chambord.org](http://www.chambord.org)





# 10 years of the Chambord festival

from 3 to 17 July

To celebrate its 10th anniversary, the Festival exceptionally consisted in 17 concerts, including a few surprises : a concert in the forest, a recital at the foot of the double-helix staircase, an evening in tribute to the Argentinian king of tango Astor Piazzolla, a concert / reading session featuring Vanessa Wagner and Arthur H, and a new concept: a musical promenade in the château, after closing time...

Ten candles to blow out and 17 occasions to encounter talented artists presenting programs ranging from baroque to contemporary music !

## ■ A flamboyant festival

A regular guest at the festival, several times the closing attraction, this year the Centre-Val de Loire/Tours symphony orchestra opened the 10th edition under the baton of a young conductor : Sora Elisabeth Lee..

Recognized due to the quality of its musicians and the originality and diversity of its programming as one of the best French orchestral groups, they launched the long-awaited anniversary festivities by performing the joyous *Sinfonia Concertante for Four Winds K297b* (Mozart) and the powerful *Heroic* (Beethoven).



# The festival program

## ■ Saturday 3 July at 8 P.M.\*

– Château courtyard  
Orchestre Symphonique Région Centre-Val de Loire / Tours  
Conductor: Sora Elisabeth Lee  
**Mozart, Sinfonia concertante** for oboe, clarinet, horn, bassoon and orchestra in E flat major K297b  
Beethoven, Symphony n°3 "Heroic" A regular guest at the festival, more than once the closing attraction, the Centre-Val de Loire/ Tours symphony orchestra opened the 10th edition under the baton of the young conductor Sora Elisabeth Lee. Recognized due to the quality of its musicians and the originality and diversity of its programming as one of the best French orchestral groups, it launched the long-awaited anniversary festivities by performing the joyous Sinfonia Concertante for Four Winds K297b (Mozart) and the powerful Heroic (Beethoven).



## ■ Friday 4 July at 4 P.M. \*\*

– Forest (open air – folding chair advisable)  
La Grande Volière (the grand aviary) (saxophones)  
**"Concert on a perch"**  
In the image of birds of different species all singing at the same time without drowning each other out, this forest concert brought together six saxophonists with different musical practices (improvisation, jazz, contemporary music...), who amplify the resonance of a small part of the park of Chambord; perched high in the trees, they played their instruments while paying unusual attention to the acoustics of the venue.  
NB : This open-air concert necessitated 20 minutes of walking.



## ■ Sunday 4 July at 8 P.M.\*\*

Adèle Charvet (mezzo-soprano) & Florian Caroubi (piano)  
– Château  
**Lieders of Mahler, Strauss and Brahms**  
Selected in the 2020 *Victoires de la Musique Classique*, Adèle Charvet was recently noted for having at the last minute replaced a singer in mid-performance of Handel's *Messiah*, which she happened to be attending. An aficionado of the melody

and lieder repertory, for several years she has formed a duo with the pianist Florian Caroubi, and they have been awarded a number of prizes. Following these successes, they gave a lieder recital at the foot of the celebrated double-helix staircase.  
Prices: 20€ (normal) – 15€ (reduced)



## ■ Monday 5 July at 8 P.M.\*

– Château courtyard Vanessa Wagner (piano) & the Tana quartet (strings)  
**Mozart, Rondo n° 3 in A minor, K. 511, for piano**  
**Partition, Mozart-Adagio for piano violin violoncello trio**  
**Mozart, Piano and string quartet n°1 in G minor K. 478**  
**Glass, String quartet n°3: Mishima Glass, Etudes for piano**  
Glass, Quintet with piano: "Annunciation"  
Artistic director and frequent collaborator at the festival of Chambord, Vanessa Wagner shared her first encounter with the public on a grand stage with the Tana quartet, a highly dynamic and creative group. Accompanied by the four young virtuosos, she proposed a program associating the classicism of Mozart with the blueprint of Philip Glass.



## ■ Tuesday 6 July at 8 P.M.

– Château  
**« Château en musique »** with: Astrig Siranosian (violinoncello and voice)  
Continuum – Yves Rousseau & Jean-Marc Larché (double bass and saxophones)  
Maroussia Gentet (piano)  
A new feature of the 10th edition: The public was invited to enjoy a free evening in the château; during the visit, it was possible to listen, in more or less outlandish venues, to three recitals involving different repertoires and instruments. From discovery to intimacy, a musical stroll had surprises in store for one and all.  
Prices: 23€ (normal) – 17€ (reduced) including the château visit



## ■ Wednesday 7 July at 8 P.M.\*

– Château courtyard  
Sélim Mazari, Théo Fouchenneret & Nathanaël Gouin (piano)  
**Sonatas by Beethoven**

For the 250th anniversary of Ludwig van Beethoven's birth, three talented young pianists paid tribute to the great German composer with their interpretations of some of his 32 piano sonatas.



## ■ Thursday 8 July at 8 P.M.\*

– Château courtyard  
**Les Arts Florissants & Erik Orsenna (narrator)**  
From Marriage to Wedding.  
Mozart & Salieri  
Texts by Erik Orsenna  
One of the most reputed baroque ensembles in the world, *Arts Florissants* proposed a Mozart/ Salieri program interpreted by a string quartet, a pianist, and a female singer. A lover of music and a faithful companion of the ensemble, Erik Orsenna read extracts from his book: *Beaumarchais, un aventurier de la liberté*.



## ■ Friday 9 July at 8 P.M.\*\*

Vanessa Wagner (piano) et Artur H (narrator)  
**Concert-reading on an album [Inland]**  
A piano on which resonate the subtle notes from an album [Inland] dedicated by Vanessa Wagner to the minimalists, particularly Philip Glass. A unique voice, that of Arthur H, zany poet reading a choice of poems resonating with the different works being interpreted. Two inquisitive, elegant, demanding artists ... for one evening at the foot of the château, associating a grand repertoire and contemporary music.



## ■ Saturday 10 July at 6 :30 P.M. \*\*

– Château courtyard  
**François Salque (violinoncello) & Vincent Peirani (accordion and voice)**  
**Carte blanche for Vincent Peirani: works by V. Peirani, M. Portal, S. Grappelli, A. Piazzolla, Schumann, Schubert, D. Reinhardt & traditional music from central Europe**  
As a well-matched and dynamic duo, François Salque and Vincent Peirani gave a concert without borders in which several repertoires crisscrossed: classical jazz, contemporary inspirations and world music. As the fruit of encounters between musicians and composers evolving in different spheres, an audacious virtuoso program punctuated by explosive bursts of folkloric matter, represented an invitation to travel through the world of adlibbed as well as written musical expression.

## TARIFS :

\* Cat. A : 50€ / 35€ - Cat. B : 30€ / 20€  
\*\* Single cat. : 20€ / 15€ Free place-ment – Sheltered public

Festival pass (All Category A cencerts) : 175€

5-concert pass(catégorie B) : 80€  
One place reserved = free entrance to château, gardens and exhibition.





#### ■ Saturday 10 July at 9 P.M.\*

– Château courtyard  
Orquesta Silbando, Ludmila Pagliero (prima ballerina) and Omar Hasan (baritone)

#### A homage to Astor Piazzolla

Formed in 2010, the Silbando orchestra is one of the tango ensembles most in demand in Europe. Based in Paris, it arose among young musicians of diverse nationalities sharing the same ambition: to create a typical Argentinian tango orchestra.

In Chambord, the orchestra was accompanied by the prima ballerina Ludmila Pagliero and the baritone Omar Hasan in a program commemorating the 100th anniversary of the birth of Astor Piazzolla, who went on to revolutionize the tango.

With the support of the Argentine Embassy on the occasion of the 100th anniversary of the birth of Astor Piazzolla.



#### ■ Sunday 11 July at 8 P.M.\*

– Château courtyard  
Les Folies Françaises (*The French Follies*) & la Compagnie de l'Éventail

Director: Patrick Cohën-Akenine Choreographer: Marie-Geneviève Massé

#### The king is dancing!

Throughout his reign, Louis XIV showed pronounced interest in dance. It was following his participation in a court ballet (he played the part of Apollo) that he was nicknamed the "Sun King"... In this three-part show, accompanied by the refined music of Couperin, five dancers from the *Compagnie de l'Éventail* provided an illustration of the "Belle danse", which was of paramount importance in the life of the great French monarch



#### ■ Monday 12 July at 8 P.M.\*\*

– Château courtyard  
Vanessa Wagner and Wilhem Latchoumia (piano)

#### Program This is America! Meredith Monk, Ellis Island

Philip Glass, Four Movements for Two Pianos

John Adams, Hallelujah Junction  
Leonard Bernstein, Suite West Side Story

Friends and accomplices in life, the two pianists have imagined a stroll amidst American minimalist music. Initially rejected by the established institutions, the influence of minimalism skyrocketed in the 1970s and the 1980s, somewhat popularized by the success of Philip Glass's film scores. Little by little, Glass inspired composers such as John Adams, one of the most illustrious American representatives of the movement.



While the minimalists found an echo in audiences larger than those of classical music alone, their work was frequently criticized by commentators who found their music to be simplistic or superficial. Vanessa Wagner and Wilhem Latchoumia have striven to put an end to this misunderstanding.



#### ■ Tuesday 13 July at 8 P.M.\*

– Château courtyard  
Ensemble Consonance & Véronique Gens  
Direction : François Bazola

#### Dido & Aeneas by Henry Purcell

Eleven singers of the Consonance ensemble revitalized the characters such as heroic princes, wicked witches, evil ghosts... appearing in the Purcell masterpiece, the first English-language opera. Enhanced by evocative staging, their deep and powerful yet nuanced voices were accompanied by ten musicians, offering a top-flight concert.



#### ■ Wednesday 14 July 2021 at 8 P.M.\*\*

– Château courtyard Musicatreize

Director: Roland Hayrabedian

**Twelve letters to Élise**, creation for twelve voices, accordion and piano As an ensemble of varying scale and scope, Musicatreize enjoys comparing and contrasting epochs and esthetics. Having desired in a characteristically non-conventional manner to be associated with the anniversary of Beethoven's birth, Musicatreize asked twelve composers, some of them German, to compose twelve "letters to Elise" for groups ranging from one to twelve voices, accompanied by piano or accordion. Some other piano works by Beethoven punctuated the new show...



#### ■ Thursday 15 July 2021 at 8 P.M.\*

– Château courtyard

Les Siècles

Direction : François-Xavier Roth

Violoncello soloist: Sol Gabetta

Saint-Saëns, Danse macabre

Saint-Saëns, Concerto for violoncello n°2  
Saint-Saëns, Symphony n°3

Invited for the inaugural concert of the Chambord festival, the Siècles (centuries) returned on the occasion of the 10th anniversary. In the château courtyard, the ensemble directed by François-Xavier Roth presented a program dedicated to work by Saint-Saëns, the 200th anniversary of whose death is being commemorated in 2021. The soloist, Sol Gabetta, is one of the most celebrated young violoncellists in the world.



#### ■ Friday 16 July at 8 P.M.\*\*

– Château courtyard  
Trio Chausson & Orchestre des Jeunes du Centre

Director: Simon Proust

**Strauss, Feierlicher Einzug**

Haydn, Trio Hob XV n°27 in C major

Smetana, La Moldau

#### Beethoven, Triple concerto

Le Chausson piano trio, which over recent years has become an indisputable reference in the musical landscape, shared the stage with the *Orchestre des Jeunes du Centre*, of which the mission consists in initiating young musicians to orchestral performance during a working residency followed by a musical tour in the Centre-Val de Loire region. The concert closed with a "delayed" tribute to Beethoven, the 250th anniversary of whose birth was celebrated in 2020; the orchestra and trio performed the Triple concerto, an exceptional piece of work conjoining concerto, chamber music and symphony. A special evening bringing together today's and tomorrow's top talents...



#### ■ Saturday 17 July at 8 P.M.\*

– Château courtyard  
Alexandre Tharaud (piano)

Pieces by Rameau

Schubert, Impromptus opus 90 Rachmaninov, Morceaux de Fantaisie opus 3

A triple album released in 2020, *Le Poète du piano*, is a painstakingly constituted anthology reflecting not only the talent, but also the eclectic tastes of Alexandre Tharaud: ae eventful journey in musical history. For the last concert of the year, the festival public was invited to sample the repertoire of an artist who was awarded the instrumental soloist prize in the most recent French *Victoires de la Musique*.

[www.chambord.org](http://www.chambord.org)  
[reservations@chambord.org](mailto:reservations@chambord.org)  
02 54 50 50 40

*The National Estate of Chambord wishes to thank Caisse d'Epargne Loire Centre (bank) and the Centrale EDF of Saint-Laurent-Nouan (power plant) for having supported the 10th edition of the Festival of Chambord.*

#### TARIFS :

\* Cat. A : 50€ / 35€ - Cat. B : 30€ / 20€

\*\* Single cat. : 20€ / 15€ Free placement - Sheltered public

Festival pass (All Category A concerts) : 175€

5-concert pass(catégorie B) : 80€  
One place reserved = free entrance to château, gardens and exhibition.



## Christmas in Chambord

Just like every year, as of 1 December the forest of Chambord will be invited to the château at the side of the ground floor Greek cross. From the entrance porch to the French gardens, a fairy tale decor will clothe the castle!

Visitors will stroll amidst snow-covered trees and glimpse the secrets of an inhabited forest... A timeless show will immerse young and old alike in winter wonderland.

The outdoor alleyways will likewise be adorned, and a hundred Christmas trees will light up at nightfall, evening in and evening out.

In the French gardens, the fir trees will be decorated with glittering tinsel. lantes.



There will be many events and attractions inside the château:  
From 1 December: traditional wood games (Louis XIV billiard, trou-madame or "small trunks" ...) and board games  
Weekends and vacation: Renaissance music and dance, strolling figures in period costumes, initiation to dance and poetry, film showings, readings of tales, horn concerts, nature entertainment, creativity workshops, family game booklet, encounters with Santa Claus, and countless surprises...

**Program to be consulted on [chambord.org](http://chambord.org)**

# Visiting the château

## Unguided visit

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



Two films on the history and architecture of the château are streamed continuously on the ground floor of the keep.

Created for the glory of a king with one of the most enlightened minds and adroit hands of his times, since the 16th century Chambord aroused visitors' admiration. Every day, guide-lecturers facilitate discovery of its unique history and the emblematic elements of its architecture.

## Guided visits

### ■ Discovery visit

The visitor explores the singular history and architecture of the François I château and receives access to habitually inaccessible spaces.

#### Practical information:

Duration: 1h30

All days at 10h / 11h / 14h / 15h.

Other hours: consult us. Visit advisable from 7-8 years of age.

Château entrance fee (see price)  
+ 6€/adult / 4€/ 5 to 17 years old



## A "revisited" itinerary

In the monument, the signage has been reconsidered and revamped.

The directional panels and captions presenting the rooms and artworks have been redesigned to facilitate comprehension of the spaces and history of the château; for example, the sojourns of François I and Louis XIV are more clearly and specifically indicated.

The graphic identity of the panels has been modernized and unified using anthracite gray wood paint as a backdrop for texts in white, thereby highlighting the contrast and improving readability. "Digital" captions organized as slide presentations and appearing on screens are henceforth incorporated in the most amply furnished and decorated rooms (the royal apartment, the queen's chamber).



### ■ In-depth visit

A privileged visit, organized in the intimacy of a group limited in size, is conducive to thoroughgoing examination of the history and architecture of the François I château. The visit affords access to areas closed to unguided visitors: mezzanine rooms, back stairways, attics and the lantern tower.

#### Practical information:

Duration: 3h

Weekends and legal holidays at 2 P.M.  
Château entrance fee (see prices) + 11€.



## Virtual visit with the HistoPad

The HistoPad offers a spectacular experience immersing the visitor in the life and times of François I. You will discover nine château rooms integrally reconstituted in 3D and virtual reality thanks to the expert work carried out by Renaissance specialists.



Since 2019, new immersive views are to be found in the chapel!

### ALSO INCLUDED:

- Interactive maps to help visitors to orient themselves and plan out their itineraries.
- A visitor's guide of the château's 24 rooms designed to enhance discovery of their history and collections.
- Over one hour of audio commentaries on the history and architecture of the château.
- For the young public, a playful interactive treasure hunt. A new piece to be found in the chapel...



### Practical information:

All of the contents are accessible to an international public thanks to translation of the texts into twelve languages. The HistoPad has been developed in the framework of partnership between Chambord and the Histovery company.

Prices: 6.5€/adult / 5€/ 5 to 17 years (in addition to the entrance fee) or family pack 17€ / 3 tablets.

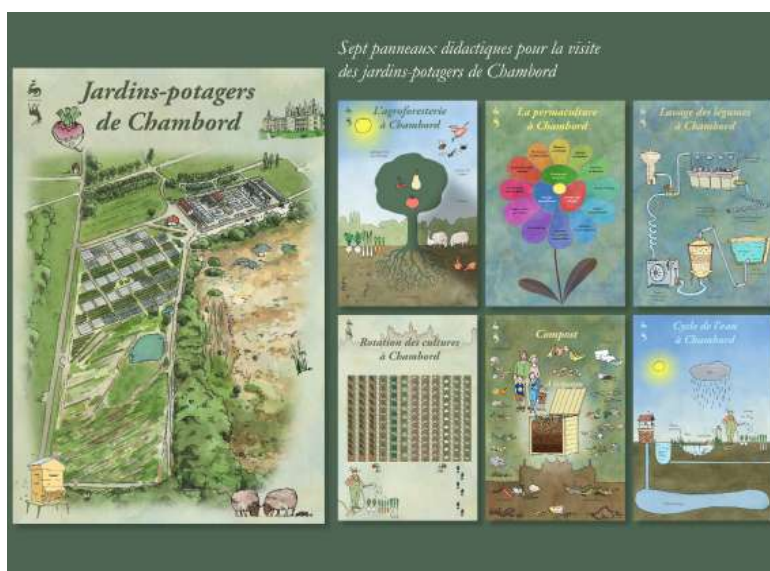
## Visiting the vegetable gardens

### ■ Guided visit

The guided visit of the organic vegetable garden is at once playful and interactive. Drawn from permaculture, the production methods are graphically presented. Giving concrete and readily comprehensible examples, the guide outlines and details a number of themes: organization in space, the water cycle, utilization of low-tech tools, bio-diversity...



**New 2021**



### Practical information:

Recommended from 7-8 years of age. All publics. Duration: 1h30. Every day. Departure at 10 A.M..

Meeting point: In front of the entrance to the Maurice of Saxony stables, close to the "visit departure" panel.

Distance covered: app. 700 m. Pathways in the fields provisionally inaccessible for persons with reduced mobility. Benches may be found at several locations.

Advice for visitors: outdoor activity. Climatic variations may necessitate umbrella, cap, water...

Guided group visits on reservation at +33 (0)2 54 50 40 00 / [reservations@chambord.org](mailto:reservations@chambord.org)

# Visiting the estate

Visitors can stroll along kilometers of pristine pathways, admire prototypical landscapes, and breathe fresh air in a historically fascinating, exceptionally landscaped forest. Chambord is the largest walled and enclosed park in Europe, with 5 440 hectares, of which over 100 are accessible to one and all.



## Rental of a boat, an electric cart or a bicycle in the embarkation area

Discover a different Chambord in a boat on the canal, on a bike in the alleys or on an electric cart

### Practical information:

From 4 April through 1 November  
Prices in the embarkation area, at the château reception or on [www.chambord.org](http://www.chambord.org)

## Fishing station rental

New

Fishing amateurs or specialists can fish in the Cosson canal (near the château).

### Informations on [chambord.org](http://chambord.org)



## Visiting the reserve



Visitors are seated in an all-terrain vehicle to explore the private section of the estate in the company of a nature guide.

An occasion to discover the exceptional bio-diversity of a one-of-a-kind park in Europe.

### Practical Information:

1h30. Group limited to 8 persons.  
Minimum required age: 3 years

Prices: Adult 18€ / 12€ 5 à 17 years of age.

## On the alert for 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 in the company of a nature guide of the king of the forest. Accessible from a watchtower in the reserve, which is closed to the public.

### Practical information:

3h. Group limited to 16 persons.  
Minimum required age 12 years. Reservation advisable.

Prices: 35€/pers. Morning departure between 6 and 7 A.M.

40€/pers. Evening departure between 6 and 7 P.M.

## Horse and carriage ride

Carriages with coachmen escort visitors in the private section of the estate for discovery of the ambient fauna and flora (horse rental possible).

Practical information :  
[www.chambord.org](http://www.chambord.org)





# The horse and bird of prey show

## *François I, the king chevalier*

From 1 April through 3 October

In the stables of Maurice, Count of Saxony, spectators embark in a grand horse-driven cavalcade propelled by the voice of Jacques Weber. Birds of prey rub shoulders with visitors as the spectacle immerses them in the atmosphere of the court of François I, highlights of whose reign will parade before their eyes.

At once playful and educational, the six-tableau story is produced by Pégase Production, and represents an excellent prolongation of a visit to the monument.

From 3 April to 3 October at 11 :45 A.M. and/or 4 P.M.

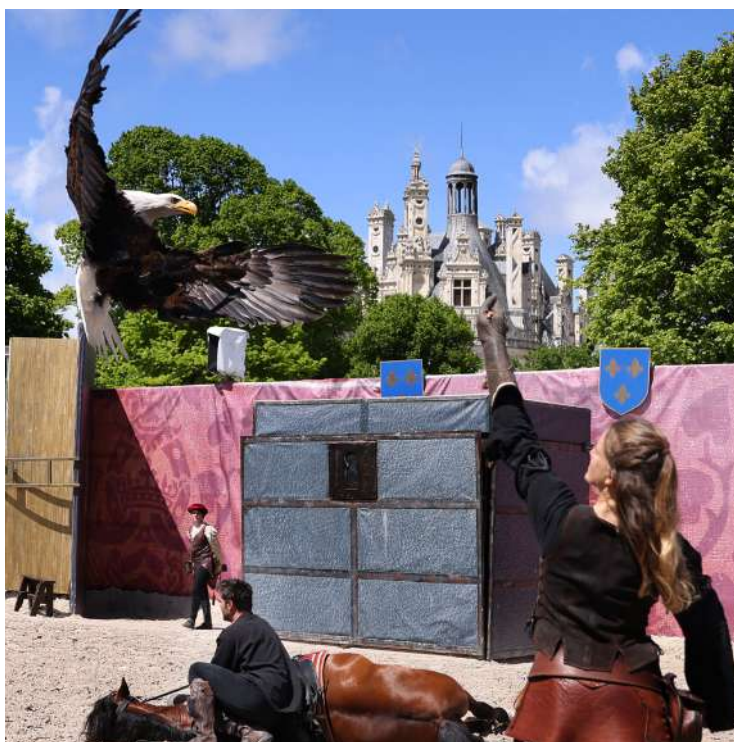
Every day from 8 July through 22 August

Off days indicated at [chambord.org](http://chambord.org)

15.5€ /adult – 12€ / 5 to 17 years of age

Combined adult ticket château + spectacle: 26€

Summary sheets:



## One-day Chambord passport

Entrance château and French gardens  
+ Horse and bird of prey show  
+ HistoPad

+ Discounted recreational activities

Valid from 3 April through 3 October. Subject to availability limits for the horse and bird of prey show.

30€/adult / 20€/ 18 to 25 years of age / 16€/ 5 to 17 years of age.

## Pégase production

Located in Salbris and directed by Frédéric Sanabra, the Pégase company is specialized in equestrian stunts and has been active on movie sets for three decades. Over the years, Frédéric Sanabra has won acclaim as a major horse performance player in films. He has actively participated in hundreds of shootings for movies in France and overseas such as Marie-Antoinette (Sofia Coppola), Grace de Monaco (Oli-



vier Dahan) and Sa Majesté Minor (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.



## Total immersion

At the end of the show, visitors can depart with numerous quality souvenirs specific to Chambord. Costumes from the show associated with the iconography of the epoch are offered for sale to children (further information on page 35).



# For children

## A playful visit

Encounter with a figure from the past

Children will jump at the opportunity to meet Julien the master watchmaker, brother Thomas ... and Gaspard, the bodyguard of François I. Eyewitnesses of the shining hours in the history of Chambord, the characters will propel parents and children alike in a whirlwind chateau adventure.

### Practical information:

During the school holidays and some prolonged weekends (information: [reservations@chambord.org](mailto:reservations@chambord.org)). Subject to evolution of the sanitary conditions.

Visit recommended for 5-to-10-year-old children accompanied by their parents.

1h30

Prices: 6 €/adult / 4 €/ 5 to 17 years old (in addition to the admission price).

## Books of riddles, Cassandra the Salamander

As the emblem of François I, the "Salamander" mascot has been entertaining and educating young visitors for twenty years. Cassandra shepherds children through the discovery of Chambord with two books of riddles to be solved in the chateau and the French gardens.

### ■ Book of riddles, Cassandra the Salamander in the chateau

Discover Chambord while having fun

Cassandra invites the young public to discover the secrets of Chambord. An eighteen-page notebook propels the child and his family to the not-to-be-missed sites in the chateau.

To read, to observe, to orient oneself, to count and to write; that is the strategy to adopt to outdistance the riddles by finding a definitive mystery word ... and being awarded a gift. This is a perfect way to explore the chateau as a family, all the while having fun.



### ■ Book of riddles, Cassandra the Salamander in the French gardens

Discover the French gardens while having fun

Chambord teams have created a new version of the book of riddles on the theme of French gardens.

Nowadays, Cassandra leaves behind the monument walls and strides through the "French-style" gardens. As you follow in her footsteps, you will enjoy a new outdoor family adventure.

Situate yourself in space, learn to set up a French garden, familiarize yourself with the Chambord plantation species... There is so much to discover by exploring the six and a half hectares of gardens !

New 2021



### Practical information:

The Cassandra the Salamander books are to be found at the chateau ticket office.

Pirce: 4€ includes a notebook, a pencil and a reward to be picked up at the chateau gift shop.

Recommended for 7-to-12-year-old children with their families.

The French gardens close 30 minutes before the chateau closing (4 :30 P.M. in winter). The Cassandra book of riddles for the gardens is on sale until 3 :30 P.M.



# The workshop

**Practical information :**  
Informations on [www.chambord.org](http://www.chambord.org)  
or [service.educatif@chambord.org](mailto:service.educatif@chambord.org)

## New 2021



### Practical information:

During school vacations and legal holidays.  
1h30 to 2h30

The program and reservation modalities are indicated on [www.chambord.org](http://www.chambord.org)

## Royal holidays in Chambord

Starting in late October 2021, Chambord is proposing a family (re)discovery program of workshop visits during midterm school vacations and legal holidays.

An occasion to share an educational and entertaining moment dedicated to different themes associated with the château or the natural heritage of Chambord: initiation to stone cutting, construction of a château model, retracing the footsteps of forest animals, land-art creation...

### CHÂTEAU WORKSHOP

- Furnishing the royal lodgings
- Architect's apprentice(s)
- Stone-cutting workshop
- Playful visit

### LES ATELIERS EN FORÊT

- Following the animal tracks
- The pond environment
- Art-nature
- Hiking-nature

## My birthday in Chambord

For the first time, the National Estate of Chambord is inviting children to celebrate their birthdays through playful and educational activity in an exceptional environment. Supervised by a facilitator, children will be initiated to freestone (*tuffeau*) sculpture, discover life in a Renaissance court or set out in search of animal tracks in the forest. The activities will conclude with a "royal" snack prepared by the "chef" and consisting in organic products from the Chambord vegetable gardens or local cultivators.

### ALSO INCLUDED :

- Workshop supervised by a nature guide or a heritage curator
- The "house" snack
- A souvenir of the activity (according to workshop: molding of animal tracks, block of sculpted stone or sticker games)
- Utilization of a room in the château or the estate
- An invitation to download, print and personalize



## New 2021

### MY BIRTHDAY IN THE CHÂTEAU

#### *"Acting as a king's guard; setting up Renaissance lodgings" workshop*

After having discovered court organization, the daily life of an itinerant sovereign or a few historic château rooms, the children will simulate the arrival in Chambord of François I and equip his lodgings with dummy furniture and other objects.

A workshop allowing you to step into the shoes of a king's guard!

### MY BIRTHDAY IN THE FOREST

#### *"In pursuit of animal tracks" workshop*

Children shall transform themselves into detectives tasked with identifying the inhabitants of the woods, noting whatever clues they have left behind: leftover food, droppings, nests, tracks... The forest becomes a site to be fine-tooth combed!

Budding detectives will immerse themselves in the lives of forest animals, mold an imprint of their tracks, and take away whatever they shall have produced.

### MY FREESTONE SCULPTURE BIRTHDAY

#### *"Initiation to freestone sculpture" workshop*

Following a phase of observation and discussion about château building materials, its sculpted decors or the professions involved in a Renaissance worksite, children will be initiated to freestone sculpture.

Equipped with the traditional tools of stone cutters, they will replicate the gestures of yesteryear, the objective being to recreate one of the motifs characterizing the château (salamanter, the letter "F", fleur-de-lis, rhombs...); they will take away whatever they shall have produced.

### Practical information:

Opening in September 2021.

Saturday, from 2 :15 to 4 :15 P.M. Children from 6 to 12 years of age.

The schedule and modalities of organization and reservation are available on : [www.chambord.org](http://www.chambord.org)



# The “Château de Chambord” brand

Artists and writers are not the only persons to have drawn inspiration from the unique character and the dreamlike dimension proper to Chambord. Numerous companies throughout the world have employed its name and image to promote their miscellaneous items, in many cases without authorization or any clear connection with the history of the monument.

*Château  
de  
Chambord*



The role of Chambord as a public establishment is to protect its image and renown, and to do so in certain instances in the framework of exterior commercial use.

Chambord has set as an objective to protect and develop the “Château de Chambord” brand. This is on the one hand a matter of defending the intangible heritage of Chambord (its name, its image...), and on the other hand of exploiting the heritage by creating products derived from the natural wealth of the estate or by associating itself with other brands.

The Chambord brand possesses a singularly distinctive character due to its lengthy and eventful history, its reputation amongst a national and international public, and the image of the eponymous monument.

## Defense

Since 2021, the estate has been registering its trademarks at the INPI, the French national institute of industrial property. As of now, Chambord possesses a portfolio of more than 20 trademarks.

While a trademark is a means protecting a name, the image enters into a different legal framework. In 2016, a major change took place with the creation of a new legal principle pertaining to the utilization for commercial purposes of the images of establishments considered as national estates and presenting a pronounced connection with the history of the nation.

The 7 July LCAP law (law pertaining to the liberty of creation, architecture and heritage) added a new article, L621-42, to the existing heritage code: “The utilization for commercial purposes of the properties constituting the national estates, using any medium and in any form, is subject to prior authorization by the administrator of the relevant part of the national estate. Authorization can take on the form of a unilateral act or a contract, with or without financial conditions. The license fee or royalty takes into account the advantages of any kind procured by the authorization holder. The authorization mentioned in the first paragraph is not required when the image is utilized in the framework of the execution of public service tasks or for cultural, artistic or pedagogical purposes, and/or with respect to teaching, research, information transmission or illustration of news events. A decree by the French Council of State defines the rules for implementation of the provisions of the present article”.

It is on the one hand a matter of subjecting any commercial utilization by a third party to the authorization of the administrator of the estate, and on the other hand of having a royalty attached to the latter. Chambord is presently attempting by several avenues to recover the use of its name and image in its dealings with national and international companies.



# Exploitation

Several trademark development methods are presently being employed:

## ■ Authentic products

(manufactured from the own resources of the estate)

Selected products professionally manufactured from the natural resources of the estate are now on sale with the “Château de Chambord” brand name in a clearly identified place in the castle boutique. Determined to conclusively verify each production step, from product creation to sales strategies, Chambord is committed to the direct selling (single-level marketing) of its products not only in its gift shops and online, but also outside of its walls, in carefully selected distribution networks. Its products for sale include: wine (three vintages), birch water, honey, game terrine, wood objects from the forest of Chambord, articles made from deer antlers (key rings, walking sticks...) and a range of small leather items. Each of these products is accompanied by an authenticity certificate relating its origins.



## ■ Trademark licenses and brand associations

As a quid pro quo characterizing this type of contract, distributors are allowed to utilize the name and/or the image of Chambord in a precisely defined and time-limited framework. The objective is to commercialize given products outside of the estate via classical distribution networks, especially the web and mass retail. All of them will mandatorily have been validated by Chambord. Contracts are negotiated with manufacturers for the exploitation and commercialization of proprietary products trademarked “Château de Chambord”. Each contract stipulates a guaranteed minimum lump sum and royalties on each item sold. All of the products contain a mention explaining to the purchaser that his purchase contributes to the development of new estate products; examples include Faïencerie de Gien, Cémoi chocolates, La Sablésienne, a household linen manufacturer...



CELINE



SEBASTIEN GAUDARD  
PARIS

## The seal of Chambord



Just like the fleur-de-lis or the crown worn by François I, the Chambord seal is a royal symbol.

The seal was tailored to the estate based on a forest hammer used for centuries in Chambord. On one side, the tool contained an axe blade removing pieces of bark, and on the other side a mass engraved with a punch to strike the trunk. The “brand” of the trees to be chopped down was thereby imprinted; the operation was known as “hammering”.

Today, Chambord uses this royal seal on all of the estate’s wine production and so as to certify the origin of the products made directly from the estate’s own resources.



# The products of the estate

When purchasing Chambord products, visitors contribute to the renaissance of a French heritage emblem; all of the resource royalties are reinvested in Chambord's public reception areas.

## The wine of Chambord

The Chambord viticulture project is peculiarly historical. In 1518, while initiating the construction of Chambord, François I ordered the planting in Val de Loire of a grape variety from which the Romorantin is likely to have originated.

On the occasion of the celebration of the 500th anniversary of the estate, historic varieties were reintroduced in an eco-responsible manner in a hamlet near the monument (l'Ormetrou). Just a thousand meters from the castle, a single 35-acre (14 hectares) segment was planted, with north-south exposure. The land is predominantly sandy, with a mixture of sand and clay at the underground level.

**To vinify the wine, Chambord has availed itself of Marionnet house expertise.**

In 1999, Henry Marionnet discovered and acquired a non-grafted and non-phylloxera vine first planted prior to 1850.

The Chambord vines are managed directly, with the assistance of a winegrower recruited by the estate, according to a contract with an eco-certified laboratory and with guidance from the Marionnet family.

The Chambord vineyard varieties are Romorantin, Sauvignon and pinot noir.

Three vintages, with a word from the sommelier:

*The dapper Romorantin combines elegance and complexity. An exceptionally lively and stylish wine, with traces of lemon, quince, lime and flowers.*

*The Sauvignon bouquet is subtly smoky and fruity. Pineapple, grapefruit and to lesser extent blackcurrant can be tasted.*

*The color of Pinot noir is highly pronounced and its aromas are close to those of black fruits: mulberries, cherries, blackcurrants. The palate is ample, bringing together density, complexity and fineness.*







Wines from the 2019 vendanges marketed in 2020:



- Red wine - Pinot noir 2019  
8100 bottles of 75cl  
300 bottles de 150cl



- White wine - Romorantin 2019  
5700 bottles of 75cl  
400 bottles of 150cl

- White wine - Sauvignon 2019  
3400 bottles of 75cl

Wines from the 2019 vendanges marketed in 2021:

- Red wine - Pinot noir 2020  
7200 bottles of 75cl  
250 bottles de 150cl

- White wine - Romorantin 2020  
7800 bottles of 75cl  
250 bottles of 150cl

- White wine - Sauvignon 2020  
2000 bottles of 75cl

The bottle in "à la baronne" (ancient diva) form was chosen in memory of a model originating in the personal cellar of Maurice, Count of Saxony, master of Chambord in the mid-18th century. An exemplar was unearthed during archeological digs.

#### ■ Prices

30€ bottle of white wine  
20€ bottle of red wine

All of these wines are organic, manufactured without sulfates or artificial yeasts. The grapes were hand-picked by volunteers, some of whom are employed in Chambord.

## THE VINTAGES

### NATIONAL ESTATE OF CHAM-BORD

*White wine of Chambord,  
« Vin de France » - Romorantin.*

- Soon to be AOP (registered designation of origin) Cour-Cheverny
- Single-grape Romorantin
- Vine stock derived from cutting and grafting of a pre-phyloxera vine

#### TECHNIQUE

In order to ensure equilibrium between acidity and maturity, the grapes are picked once they have ripened, and are gorged with sugar. The grapes are destemmed under inert gas in a modern wine press. Fermentation occurs slowly, at a low temperature, without malolactic fermentation.

### ESTATE OF CHAMBORD

*White wine of Chambord -  
Sauvignon.*

- IGP label (protected geographical indication)
- 100% sauvignon

#### TECHNIQUE

Vinification can differ from one year to the next according to the vintage, the maturity and the acidity of the vendange. Globally, this Sauvignon is often elaborated from pellicular maceration. Once picked, the grape is destemmed and tanked for about 18 hours, before being pressed. After which, the juice is put into a vat and ferments slowly, at a temperature of 15°.

### CHÂTEAU OF CHAMBORD

*Red wine of Chambord -  
Pinot noir.*

- AOP label (registered designation of origin) Cheverny
- Assemblage 16% Gamay and 84% Pinot noir

#### TECHNIQUE

The grapes are vinified in whole bunches (without destemming) in stainless steel vats. Due to the indigenous yeasts present in the grape skin, fermentation occurs naturally, as little by little in each grape berry, the juice is transformed into wine.

BOTTLED BY THE NATIONAL ESTATE OF CHAMBORD

## The casks of Chambord

In a context marked by the timber industry's concerns about the exportation of French oak in the form of raw material, in 2018 Chambord launched the manufacture of casks derived in their entirety from the oak trees to be found in its own forest.

The Chambord forest neighbors the state-owned forests of Boulogne, Rusy and Blois, all of which contribute to the manufacture of oak barrels. Its territory (including the forested areas) is classified and protected as a historic monument. A limited number of high-quality oak barrels are marketed each year.

The manufacturing process is painstakingly mastered with regard to oak selection, stave manufacture and cask design.

Manufacture and heating of the casks is carried out by the Burgundy-based Cadus cooperage. For each cask delivered, the cooperage has pledged, in partnership with a tree nursery in the same region, to replant an oak tree in France.

The project is at once patrimonial, economic and sustainable; indeed, Chambord wishes to situate its forest in the history of France, to showcase the timber sector, to develop brand awareness and to apply an integrated oenotourism-based approach.

Chambord oak is staved by hand in accordance with the rules and aged outdoors within the estate for two years. Chambord oak imparts structure, length, refinement, freshness and complexity to the most renowned wines of France and other countries.



## Honey from the black bees bred in Chambord



In 2015, forty beehives were installed in heathlands located in the eastern part of the estate, at a considerable distance from the château and the public.

The project involved the collection of several types of honey: acacia honey, forest honey... It is certified as having been produced in the black bee colonies of Sologne.

**Sébastien Gaudard, whose pastry making mastery has run in the family since 1955, was selected by the Pudlo guide as “2012 pastry chef”; he is the exclusive distributor of Chambord honey.**

The time has come for historic, prestigious ... and gourmet collaborations!

In collaboration with the château of Chambord, Sébastien Gaudard has unveiled a decidedly original creation.

Known as “the beehive” (*La Ruche*), this frozen dessert in the form of a bee swarm, a symbol of French elegance, showcases the château forest honey harvested at the end of summer. In the image of the beehives residing in the château of Chambord, the Gaudard swarm is a gourmet trompe l'oeil of Renaissance inspiration; Chambord honey is composed of iced nougat, almonds, hazelnuts and torrefied pistachio, amarena cherries, Corsican candied fruit on a biscuit, pearly sugar straws and flower-and-bee almond paste.

On sale from 15 September in the Sébastien Gaudard shops.



**Sébastien Gaudard, whose pastry making mastery has run in the family since 1955, was selected by the Pudlo guide as “2012 pastry chef”; he is the exclusive distributor of Chambord honey.**

## The estate's wood products

These objects are unique specimens, certifiably manufactured from the antlers of Chambord forest deer. Each spring, the stags lose their antlers, some of which are collected by forest rangers. Handmade key rings, knife holders and walking sticks are manufactured by Chambord carpenters.





## Leather goods

Created from the skins of stags and boars in the forest of Chambord, each article is unique and available only in small quantities. The handmade products are created by Alexandre Mareuil, a specialist in the universe of hunting.



From stags: rifle sheaths, backpacks, belts, bracelets, pants.

From boars: bullet pouches, tripods, label holders, key rings.

## Birch water

In the shops and restaurants of the château, Chambord directly commercializes some of the birch sap harvested in the park by estate employees. As a beverage or as a cosmetic, the products are naturally derived from a royal terroir.

**Birch water is proposed as a refreshing beverage** in 50 or 25cl bottles or in 2l cubes. Chambord birch water is also on sale, similarly to the vegetables from the château vegetable gardens, in the organic stores and gourmet shops in the region.

**A range of organic birch water cosmetics is being developed in conjunction with Odaloire, a laboratory in Tours.** These Chambord products are manufactured at cool temperatures or in a water bath, the objective being to conserve all the properties of the ingredients (detoxifying, draining, revitalizing, rejuvenating, healing...). And they are formulated in such a way as to minimize any risk of allergic reactions (absence of essential oils...).

Hand creams, day creams, micellar water and lip balm are also proposed.



## Venison

The innovative Gibier de Chambord (Chambord game) range has been created from local, authentic, high-quality products.



Just a few kilometers from the estate, Chambord game is transformed in view of achieving an ecologically and deontologically sound solution to the issues posed in venison handling.

Cerf terrine, boar terrine, rillettes, sausages and smoked ham are proposed.

## The organic fruits and vegetables of Chambord



Since the vegetable gardens were imagined entrepreneurially and in accordance with the "own resources" principles already applied in Chambord, the harvested products are commercialized.

Product marketing favors short and direct distribution circuits of which the initial beneficiaries are the estate employees, the restaurants of Chambord, small supermarkets, organic food stores and estate visitors.

## The estate gift shops

Decoration, regional gastronomy, art objects, coffee table books: The Chambord gift shops propose a choice of painstakingly selected articles. Different themes – the forest, children's activities, the arts of the table ... - afford ample opportunities to find the perfect gift. A 400m<sup>2</sup> space in immediate proximity to the château entrance is accessible without an admission ticket. Another gift shop awaits you in the entrance hall, and yet another store is opening in the vegetable gardens.

**New 2021**

### THE STABLES SHOP

- The store presents two new exclusive ranges of products, one having to do with the universe of the horse and bird of prey show and the other prolonging a visit of the vegetable gardens.

### Playing the part of François I

The horse show products afford visitors the opportunity to immerse themselves anew in the decors of the "François I, the king chevalier" horse and bird of prey show they have just attended. Books, stuffed toys, chevalier disguises manufactured near Chambord, shields and swords in personalized wood with the colors of the château and equestrian jewelry are but some of the articles presented.

### Food and garden shopping in Chambord

Visitors can exit from Chambord with locally grown, recently harvested organic vegetables. They can enjoy a moment of immersion in the Chambord terroir with soup, pineau marmalade, honey or birch water, all of them coming directly from the park. A permaculture bibliography, a range of gardening tools, and seeds to be sown are likewise proposed in a new boutique catering to nature and gardening lovers.



# Chambord 2.0

The pandemic has had a significant impact on users' practices.

The unprecedented context has accelerated everyday digitalization and further intensified internet use and development.

**The recent lockdowns facilitated revamping of the digital ecosystem of Chambord:**

- Redesign of the internet site [www.chambord.org](http://www.chambord.org) (dating from 2016)
- Redesign of online ticketing (dating from 2016)
- Creation of an online store (launched 1st semester 2021)
- Creation of an online donation platform (launched 1st semester 2021)
- Creation of a 360° film

## Redesign of the internet site



CHÂTEAU



JARDINS



DOMAINE



POTAGERS



VIGNOBLE



ECURIES



VOUS ÊTES ?

Following 2019, another digital development step was required. **In 2020, 14.8 million visitors consulted the internet site, as opposed to 2.5 million in 2019.**

Since the most recent internet redesign (2016), the offer put forward by "destination Chambord" has sizably grown. The creation of the French gardens, the vegetable gardens, the vineyard and a number of new rooms have enabled Chambord teams to propose numerous services, some of them new. The multiplication of visitor reception areas necessitates improved digital access; it has become indispensable to upgrade our internet site so as to allow more visible and relevant inclusion of the new elements and to fluidify navigation.

## 360° film, "Chambord, the all-encompassing visit"



In 2020, museums and cultural institutions were closed to the public for several months, and the situation has persisted in 2021. In the context of a worldwide sanitary crisis, Chambord has been striving to expand and enrich its digital offer.

In this immersive documentary, the spectator discovers the monument and the wealth of its architecture from a totally unprecedented viewpoint. Indeed, many of the areas filmed remain inaccessible to the naked eye.

In a dedicated room using virtual reality helmets, the public will take maximum advantage of a 10-to-15-minute immersion.

The film will also be released outside of Chambord's walls in movie houses equipped with the necessary 360° technology.

Written and directed by Arnaud Lemaire and Arnault Berthou, the film has been produced by Kemmel production, which is active in fields as diversified as sports, fashion, luxury goods and culture. Kemmel is aiming to develop associated operations in the production of immersive films on cultural heritage.

While viewing the film, visitors will espy Lambert Wilson or recognize the voice of Claire Chazal.



# Creation of an online gift shop



It is now possible to discover on line more than 200 references divided into six categories :

■ **Youth.** A series of stuffed toys, play activities and historical tales for small and not-so-small children (under 13 years of age).

■ **Gastronomy.** Vegetables, honey, cold cuts, organic wines. The estate prioritizes authentic, locally manufactured, territorially rooted products.

■ **Arts of the table.** Symbol of a certain French art of living, Chambord proposes its collections of tableware, engraved glasses or implements essential to the tasting of Chambord wines.

■ **Bookshop and souvenirs.** Films, publications, office supplies, collectors' items... Chambord offers content certified for the learning and sharing of culture.

■ **Fashion and decoration.** Between nature and culture, Chambord offers a range of handcrafted leather goods and handmade organic candles and soaps.

■ **Nature and well-being.** Our environmentally friendly, organic products are derived from the natural resources of Chambord and transformed by local craftsmen.

Reflection on an online gift shop project was launched two years ago. The sanitary crisis and a sizable increase of consultations on the Chambord internet site during the recent lockdowns accelerated project implementation.

Affirmation of the "Château de Chambord" brand name in France and overseas has been intensified, with special attention paid to trademark protection and development through the production of "authentic" products (wine, organic birch water cosmetics...) as well as associations and collaborations with other brands. Year after year, demand is growing.

In 2020, the gift shop teams put together 500 packages on yearly average, the objective being to respond to specific requests for Chambord, products. In the long run, the objective is to enhance the repute of the Chambord brand, to such an extent that throughout the world, anyone can easily receive, at his or her home address, something originating in Chambord.

<https://boutiquedechambord.fr/>

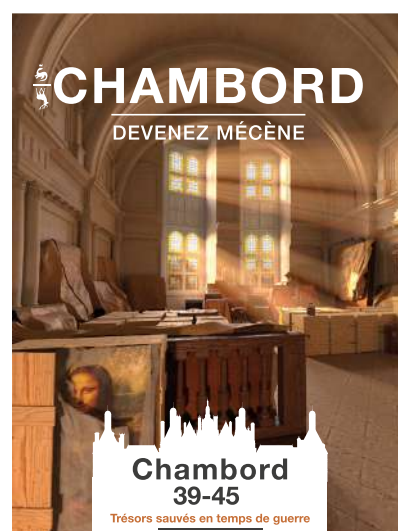
# Introduction of an online donation platform

Creation of an online donation platform is essential to the development of patronage and sponsorship activities in Chambord.

Markedly affected by the sanitary crisis, 2020 was also characterized by large-scale **donation digitalization**; the proportion of online donation rose by 72% from one year to the next, and it has become an indispensable tool, enormously simplifying donation procedure.

Fundraising in 2021 has enabled each and every donor to contribute to the financing of the new château space dedicated to World War II.

[https://don.chambord.org/crowdfunding/Tresors\\_de\\_guerre\\_39\\_45](https://don.chambord.org/crowdfunding/Tresors_de_guerre_39_45)



\* conformément aux dispositions de la loi du 1<sup>er</sup> août 2003 relative au mécénat



In 2019, EDF carried out skill-based sponsorship: château illumination.

# Chambord sponsorship

By supporting Chambord, sponsors contribute to the restoration of a historic monument and, consequently, to conservation of the French and human heritage. For companies as well as individuals, sponsorship represents a unique occasion to be associated with the future of one of the masterpieces of humanity and to follow in the footsteps of the grand patrons of art and heritage.

The sponsors' names are associated with an emblematic monument of which, over recent years, the image has been thoroughly renewed.



Chambord: adoption projects or large-scale endeavors such as restoration of the enclosure wall, development of the permaculture vegetable gardens, construction of the Chambord winery...

## Company sponsorship

Becoming a Chambord sponsor, you can enjoy tax advantages: 60% corporate tax reduction (ceiling of 5% of annual sales revenue).

A company can engage in different forms of sponsorship:

- Financial sponsorship: donation in cash
- Sponsorship in kind: donation of an article/product
- Skill-based sponsorship: supply of employees or services

The three types of sponsorship provide access to fiscal incentives: For small (TPE) and medium-sized (PME) companies, special provisions were instituted in 2019; the 0.5% sales revenue ceiling no longer applies; the limit is now lump sum, and comes to 20000 euros.

## ■ Examples of material compensations:

- Free pass (laissez-passer) to visit the château and the French gardens
- Guided visits to the château, the reserve, the vegetable gardens
- Listening to the stags' bellows
- Prestige château visits, a glass of champagne included.
- Privatized spaces for the organization of special events.
- Products of the National Estate of Chambord
- invitations to events (concerts, openings ...)

## ■ Intangible compensations (communication and visibility) :

- Name of the company on the sponsors' and patrons' wall under the royal porch of the s château.
- Logo or mention on Chambord communication supports (posters, presentation packs...).
- Logo or insert on the Chambord website.

There are several ways to support



## Adoption projects

Adoption projects have been instituted by the National Estate of Chambord. They enable a sizable number of persons to support Chambord, as each one of them adds his or her own stone to the building.

- Adopting an orchard tree: 500 euros
- Adopting a vine plant: 1000 euros
- Adopting a linden tree in the French gardens: 1000 euros
- Adopting a bench located outside the château: 2000 euros
- Adopting a citrus tree in the French gardens: 3000 euros

## For an individual

All donations to the National Estate of Chambord are eligible for the tax reduction stipulated in the French tax code.

- 66% income tax reduction
- 75% estate tax reduction



Contact : [mecenat@chambord.org](mailto:mecenat@chambord.org)  
+33 (0)2.54.50.40.03

## Sponsors and partners 2021

The National Estate of Chambord wishes to warmly thank the first sponsors and partners to have provided support for its diversified 2021 projects. Here are the sponsors and partners who were supporting Chambord as of 1 March 2021.

Fondation  
**Malatier  
– Jacquet**  
abritée à la Fondation de France



Mécénat



CAISSE D'ÉPARGNE  
LOIRE-CENTRE



FONDS  
LELIEVRE



FONDATION  
YVES ROCHER



**Groupama**  
PARIS VAL DE LOIRE

The sponsorship by Groupama Paris Val de Loire in favor of the vineyard and the building of a winery is significant. Spread out over two years, its support is in line with the overall approach of a company that has been investing in regionwide culture and heritage for several years.

# Chambord around the world



More than one third of Chambord's visitors come from outside of France. For several years, Chambord has been developing exchanges with fellow heritage sites throughout the world. The common foundation for their twinning consists in shared expertise with regard to heritage preservation and enhancement and the development of tourism at the different sites.



## Twinning with the summer palace of Beijing (China)

In the framework of its outreach strategy addressed to worldwide (particularly Chinese) visitors, in 2015 Chambord signed a twinning agreement with the new summer palace of Beijing, its primary purpose being to boost cooperation between the two countries, thereby deepening knowledge and understanding of their respective histories and cultures. Each year, a thematic colloquium on gardens is organized in China or Chambord.



## Partnership with the City Palace of Udaipur au 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, and also to preserve and make more widely known the Indian heritage. The next step shall consist in organizing in Chambord an exhibition on Rajasthan by the Maharani Mewar Charitable Foundation.



## Partnership with la Venaria Reale (Turin, Italy)

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





# Groups, space rental, film shooting

*À Chambord, rien d'impossible !*



**CHAMBORD** Location d'espaces

## Space rental, seminars and events

In Chambord, numerous special events are organized in highly diversified formats: jewelry collection presentation; shooting of commercials, full-length films and mass media blockbusters; vintage car displays; sports rallies; gala dinners; political seminars; cultural encounters; weddings; family celebrations; company anniversaries... In Chambord, nothing is impossible; the sky's the limit!

### Practical information :

Informations at [www.chambord.org](http://www.chambord.org)  
or [evenements@chambord.org](mailto:evenements@chambord.org)

## Shootings

The chateau of Chambord and its 13500-acre (5440 hectares) estate offers numerous "shooting" options : cinématographique, documentary, TV...



## Groups

Throughout the year, Chambord proposes "à la carte" or "packaged" services for groups. Restaurants in the chateau allow visitors to make the most of a full day on the estate with its numerous activities.

**Practical information:**  
Group from 20 persons Information on [www.chambord.org](http://www.chambord.org),  
[devtour@chambord.org](mailto:devtour@chambord.org)





# Restaurant service

## The locavore model

In our two restaurants, at the foot of the château and in the courtyard, the vegetables, cold cuts, organic wines from the estate and other local products are proposed and enhanced by the head chef of Chambord.

### ■ Autour du puits

In this restaurant, local distribution networks are privileged, with fresh quality produce originating from the Chambord terroir or close by.

#### Practical information:

From 4 April through 1 November.

11 :30 A.M. – 6 :30 P.M..



### ■ Café d'Orléans

Located in the heart of the château of Chambord with a terrace opening onto the courtyard and a crackling chimney in autumn, the café welcomes visitors for lunch during château opening hours.

In this restaurant, the short distribution circuit is privileged, with fresh quality products originating in Chambord or quite nearby.

#### Practical information:

From 8 February to 1 November and school vacations.

Accessible to persons with reduced mobility. .



## New menu



## On the village square

All year long, stores and restaurants remain open for business on the Chambord village square (between the parking spaces and the château) : varied menus, local specialties and home produce (wine, terrines, etc.).

- Maison des vins - +33 (0)2 54 50 98 40.
- La Cave des rois - +33 (0)6 99 30 17 53.
- Bergeries de Sologne - +33 (0)2 54 33 32 03.
- Biscuiterie de Chambord - +33 (0)2 54 81 60 97.
- Crêperie du cerf - +33 (0)2 54 42 21 22.
- Le Saint-Louis - +33 (0)2 54 20 31 27.
- Les Armes du château - +33 (0)2 54 42 29 44.
- Le Grand Saint-Michel - +33 (0)2 54 81 01 01.



# Accommodations

Just a few steps away from at the château or at the gates of the estate, Chambord allows you to remain in the heart of a distinctive site figuring in UNESCO's World Heritage List.



## Cottages (gîtes)

### ■ “Cerf” (stag) and “Salamandre” (salamander)

The two 4-star lodges are located just 200 meters from the château. Inside a historic building, high-class space is available for a sojourn with friends or family. As houses presenting remarkable comfort, refined appearance and access to a large private garden, the cottages are an ideal site for unwinding in the estate. Each of them contains four rooms and can host as many as eight persons.

## Hotel



### ■ Le Relais de Chambord \*\*\*\*

Located just 50 meters from the château, the 4-star hotel contains 55 rooms and suites, fifteen of which offer an exceptional view of the château and the French gardens, while eighteen look out upon the nearby Cosson river.

In 2018, the hotel was thoroughly renovated and transformed into a luxury establishment by the celebrated French architect Jean-Michel Wilmotte. The decoration was thought out in view of reproducing the warmth of a country house, with living spaces drawn up so as to favor meeting and discussion around a fireplace, a library, a billiard table...

Situated opposite the château, its bistronomic restaurant, the Grand Saint-Michel, opens onto a monumental terrace and proposes a menu changing from one season to the next. The food places a premium on French traditions and culture, favoring high-quality produce originating from local breeders and cultivators or the vegetable gardens of Chambord.

The SPA is a haven of peace and well-being where a professional team proposes a wide range of NuxeSpa skin care procedures. The space is equipped with two body care cabins, one of them double, a hammam, a sauna and wellness and relaxation space offering a number of herbal infusions, and an outdoor jacuzzi with a view of the château.

A bar and meeting rooms complete the package.

#### Practical information:

Open all year long, the Relais de Chambord is managed by the Marugal company, designer of unique destinations specialized in Small Luxury Hotels.  
Information and reservations: <http://relaisdechambord.com>  
– [info@relaisdechambord.com](mailto:info@relaisdechambord.com) – Tél. +33 (0)2.54.81.01.01



### ■ The “Gabillière”

This cottage is located at the estate entrance and the edge of the forest of Chambord.

A 3-star dwelling, exceptionally close to nature, it is situated just a few meters away from the first watch-towers for observation of wild animals.

As a one-time estate farm, this single-floor cottage can host as many as six persons, in a cozy country atmosphere.

Equipped with a fireplace and a private garden, it contains three bedrooms and all the facilities needed during a sojourn.



# Key 2019 figures

## Budgetary implementation

**20,6 M€**

OPERATIONAL COSTS  
(EXCLUDING DEPRECIATION)

**3,9 M€**

INVESTMENT

**18,8 M€**

SALES REVENUE

**92,1 %**

FINANCIAL SELF-SUFFICIENCY CALCULATED ON  
THE BASIS OF OWN RESOURCES

## Payroll

**162**

PERMANENT STAFF  
(VS. 134 IN 2018)

**9**

SUBSIDIZED CONTRACTS

## The fortest

**13500 ACRES/5440**

HA AREA OF THE CHAMBORD ESTATE

**20 MILES/32 KM**

ENCLOSURE WALL LENGTH  
D'ENCEINTE

## Fréquentation

**1 130 852**

VISITORS

**2 MILLIONS**

VISITORS ON THE SITE

**30 000**

SCHOOLCHILDREN

## Communication

**+ DE 68**

FILM SHOOTINGS HOSTED  
DURING 2019

**+110%**

INCREASED IN PRESENCE OF THE  
CHAMBORD COMMUNITY ON SOCIAL NETWORKS

**1 842 190**

UNIQUE VISITORS ON THE  
INTERNET SITE

# Chronology

**1515** Victory of Marignan.  
François, I becomes king of  
France.

**1519** Death of Leonardo da  
Vinci in Amboise, beginning of  
the construction of Chambord.

**1539** Completion of the  
keep. François I invites  
Charles V to Chambord for  
one night.

**1542** Start of park enclosure  
wall construction

**1545** Final stay of François  
I in Chambord. Completion of  
the royal wing.

**1547** Death of François  
I. His son, Henri II, is en-  
throned and pursues château  
construction.

**1556** Suspension of  
construction. The chapel  
wing and the lower enclosure  
remain unfinished.

**1626** Gaston, Duke of  
Orleans, receives Cham-  
bord in appanage (exclusive  
property).

**1641-1642** Initial château  
restoration work. Construction  
of the enclosure wall is pur-  
sued anew.

**1643-1662** Final acqui-  
sitions of the lands to belong to  
the estate.

**1660** Death of Gaston, Duke  
of Orleans. Chambord reverts  
to the French crown. First  
sojourn of Louis XIV.

**1685** Construction of stables  
in the château forecourt.  
Last sojourn of Louis XIV in  
Chambord.

**1686** All ongoing work is  
suspended.

**1725** Stanislas Leszczynski  
settles in Chambord

**1730-1734** Resumption of  
landscaping and sanitizing of  
the château outskirts.

**1733** The former king of  
Poland leaves Chambord for  
the last time.

**1745** Maurice, Count of  
Saxony, is granted enjoyment  
of the château and its estate  
from the hands of Louis XV.

**1748** Maurice settles  
abidingly in the château and  
completes landscaping of the  
outskirts.

**1750** Maurice dies in the  
château.

**1781** The estate and the  
château are entrusted to the  
royal stables, directed by the  
Marquis of Polignac.

**1792** The château furni-  
shings are auctioned off  
during the French Revolution.

**1809** Napoléon offers  
Chambord to Marshal Louis  
Alexandre-Berthier, prince of  
Wagram.

**1821** The estate is offered  
Henri d'Artois, duke of Bor-  
deaux, the youngest member  
of the Bourbon dynasty.

**1840** Inscription of the châ-  
teau on the list of historical  
monuments of France.

**1871** The one sojourn of  
Henri d'Artois, who has  
become Count of Chambord.

**1883** Death of the Count  
of Chambord. His nephews  
(Bourbon-Parma) inherit the  
estate.

**1923** The château outskirts  
become a registered site.

**1930** The estate is reac-  
quired by the public authori-  
ties.

**1939-1945** Thousands  
of artworks from French  
museums are sheltered in the  
château.

**1947** The estate becomes a  
national hunting and wildlife  
reserve.

**1981** Listing of the château  
in the World Heritage of Hu-  
manity (UNESCO).

**1997** The estate in its enti-  
rety is registered as a historic  
monument.

**2005** Creation of the public  
establishment known as the  
National Estate of Chambord.

**2017** Opening of the French  
gardens.

**2019** Celebration of the  
500th anniversary of the  
château of Chambord.

**2021** Celebration of the  
200th anniversary of the  
opening of the château to the  
public.



# Practical information

## Opening of the château

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

### Opening times:

- April through October: 9 A.M. – 6 P.M.
- November through March: 9 A.M. – 5 P.M.

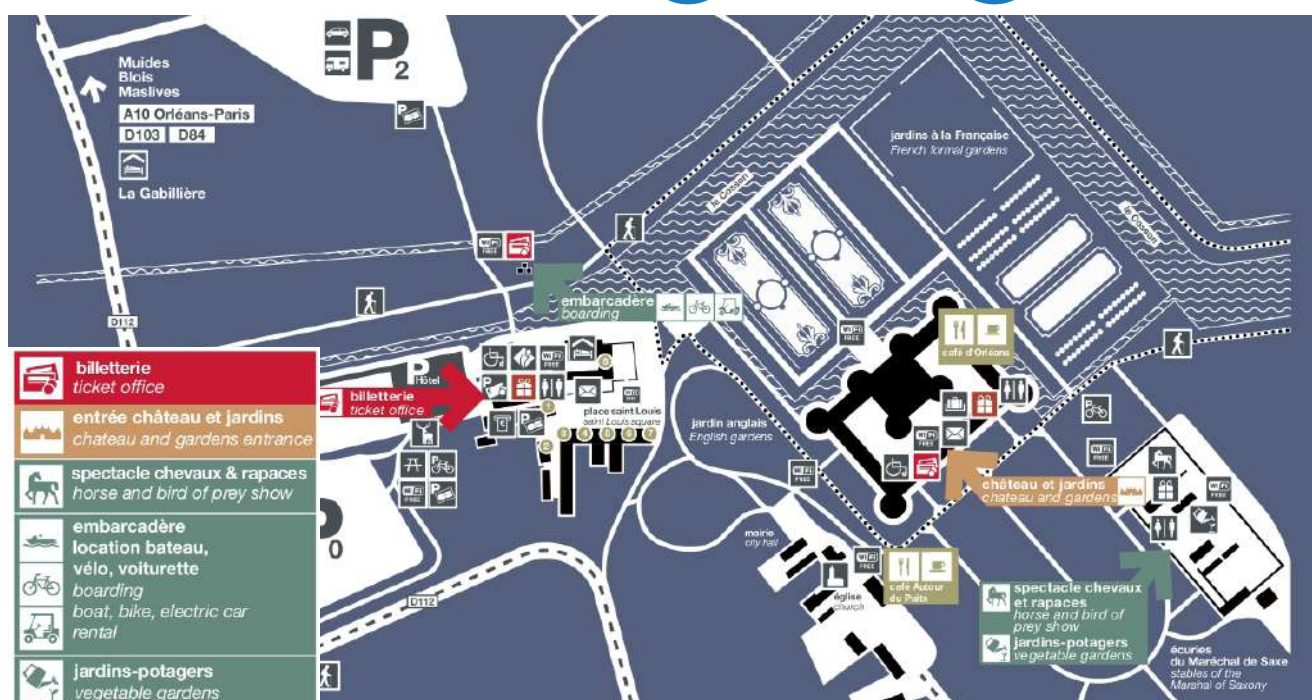
## Access to the château and the French gardens

14,5 € Full price

12 € Groups of at least 20 persons

12 € Reduced

30 € Chambord passport (complete day)



- toilettes  
toilets
- distributeur de billets  
cash point
- office de tourisme  
tourism office
- consigne  
cloakroom
- boîte aux lettres  
mailbox
- aire de pique-nique  
picnic area
- navette châteaux Rémi  
Rémi shuttle service

- caisse parking  
parking fee
- hôtel - gîtes  
hotel - cottages
- parking vélo  
bike parking
- prêt de fauteuil roulant  
wheelchair loan
- départ visite réserve  
reserve visits departure
- balade autour du canal  
sentiers de promenade  
pathway around the canal  
walking paths

- boutiques  
gift shops
- restaurants  
cafés  
restaurants  
coffee shops
- 1. Maison des vins  
2. Bergeries de Sologne  
3. Biscuiterie de Chambord  
4. La Cave des Rois  
5. Monument Café  
6. Le Saint Louis  
7. Les Armes du château  
8. Relais de Chambord  
Le Grand Saint-Michel

## Access to the park of Chambord

- Parking P0, 600 meters from the château (automobiles, motorcycles): 6 € / day.
- Parking P1 (vans, minibus): 11 € / day
- Coach: 50 € / day. Free parking for groups having visited the château (proof of purchase of at least 7 entrance tickets to be presented at checkout).
- Stationnement P2 (automobiles) : 4 € / jour. (Motor home): 11 € / 24h.
- Card for parking up to 10 times (vehicles): 10 €, valid 1 year. Free
- Free bicycle parking.

Follow-us !  
@chateaudechambord





Royalty-free images on  
request :  
[communication@chambord.org](mailto:communication@chambord.org)









domaine national de Chambord



## Access

From Paris (less than 2 hours)

By autoroute A10, direction Bordeaux, exit Mer (n°16) or Blois (n°17)

By train, departure gare d'Austerlitz, exit Blois-Chambord or Mer stations

### ■ Contact

**DIRECTION DE LA COMMUNICATION  
DE LA MARQUE ET DU MÉCÉNAT**  
(Brand name and sponsorship communication)

#### COMMUNICATION

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[www.chambord.org](http://www.chambord.org)