



## Salon du Patrimoine Culturel

8 • 11 November 2007

Carrousel du Louvre, Paris

Theme for 2007: Heritage and Environment

### Report on the 2007 fair

The 13<sup>th</sup> Salon du Patrimoine Culturel has come to a close. This year's fair focused on a matter that is an essential concern to every one of us: the Environment, both the natural environment and the urban environment.

There were twenty-two conferences dedicated to the subject and many exhibitors' displays approached this highly topical theme as well.

#### The Strong Points of this 13<sup>th</sup> Cultural Heritage Fair

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- The **theme "Heritage & Environment"** aroused wide interest among our exhibitors, the public and institutional representatives. The well-attended conferences and panel discussions on the subject brought together the top specialists.
- The noticeable increase in the number of exhibitors, particularly the craftsmen and small companies, helped attract **trade visitors** in greater numbers. This was to the great satisfaction of our exhibitors; quality visitors are a source for the orders and work hours that are essential for the future of the trades participating in the fair.
- The **fair has become more international** with the participation of exhibitors from seven European countries, including Italy and Russia who had national pavilions. Moreover very promising contacts were made to welcome new European stands in 2008, notably Spain and Belgium. A foreign presence which allows French companies to open up to export, a vehicle essential to their development.
- A **significant participation of the trade organizations, territorial authorities and institutional networks**: the Ministère de la Culture et de la Communication, Secrétariat d'Etat aux Entreprises et au Commerce Extérieur, APCM and SEMA were joined this year by:
  - the ACFCI, Assemblée des Chambres de Commerce et d'Industries, which presented its initiatives regarding vocational training and patronage.
  - The EPV (Entreprises du Patrimoine Vivant – living heritage company) seal of approval was present at the fair for the first time. The ISM (Institut Supérieur des Métiers) mounted an exhibition of works by about a hundred approved companies from the heritage restoration and conservation sector.
  - VMA (Ville et Métiers d'Art) mobilised 15 towns and cities in its network to promote more than 80 craftsmen and companies.

#### Important Official Visits

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Three ministers honoured us with a visit to the fair to meet exhibitors: **Christine Albanel**, Ministre de la Culture et de la Communication; **Hervé Novelli**, Secrétaire d'Etat chargé des Entreprises et du Commerce Extérieur; **Luc Chatel**, Secrétaire d'Etat chargé de la Consommation et du Tourisme.

All three were particularly happy to meet so many dynamic and determined companies. They also appreciate the efforts, deployed by the organizers to help develop heritage trades, an essential sector in promoting.

Valérie Giscard d'Estaing, former President of the Republic, and his wife also honoured us with their first visit to the fair.

## The Fair in Figures

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- **252 exhibitors** registered, not counting the craftsmen who alternated at some stands; an active and increasing participation.
- **19,177 visitors** came to the fair; while this represents a slight decline in attendance, the quality of the visitors very high.
- **122 speakers** contributed to the **27 conferences and panel discussions** attended by **1,192 attendees**. The sessions essentially dealt with the environment, cultural tourism, Europe, the building trades and crafts.
- **Awards**
  - The *Patrimoine bâti, jeune entrepreneur* was awarded by the VMF and the SEMA to Philippe Gandino, craftsman, dry stone mason.
  - *10<sup>th</sup> Prix Clio for Archaeological Research*. 1<sup>st</sup> Prize was awarded to Laïla Nehmé, the CNRS - Mada'in Salih archaeological mission (Saudi Arabia).
  - *For its first year, the European QUALICITIES* Label for sustainable management of historic towns and cities, created on the initiative of AVEC (Alliance des Villes Européennes de Culture), was awarded to 5 local authorities that met QUALICITIES requirements: Andrelecht (Belgium), Arles (France), Birgu (Malta), Evora (Portugal), Vienne (France).
  - The *Coupe des fleuristes d'Ile de France*. Designing floral bouquets at the fair, the 2007 Ile de France Florists' Cup was awarded at the fair for the first time.
- **Workshops**
  - More than 300 children, either from schools or accompanied by their parents, took part in the *Heritage workshops*. Dedicated to the environment, these workshops introduced children to pictorial techniques linked to nature: floor paintings, mould making and origami.
  - *Discovering precious stones*, organised by the EAC (Ecole des Métiers de la Culture) and the Institut National de Gemmologie. Open to the public Sunday afternoon, the workshop was a great success.

## Media Coverage

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Special thanks go to:

**TF1**: over 1 week, 6 reports devoted to *Ville Métiers d'Art (VMA)* and the trades representative of each of the cities belonging to the network • **France 3 Ile de France**: programme "C'est mieux le matin", dedicated to the *Arts de la table*.

**Europe 1**, partner of the event, for the programme by Franck Ferrand, broadcast live from the fair.

**Le Figaro magazine**, partner of the event, and the specialist press, which dedicated several pages to the fair and its theme: **Atrium** • **La pierre d'Angle** • **Connaissance des arts** • La Gazette de l'Hotel Drouot • **Aladin** • **Métiers d'Art** • **Art Magazine** • **Pèlerin**.

The publications which, through articles or advance stories, encouraged the public to visit the fair: **Le Figaro** • **Le Parisien** • **Le Journal du Dimanche** • **Matin plus** • **Les Echos régions** • **Le Quotidien du médecin** • **Le Journal des Arts** • **Pierre Actual** • **Paris Capitale...** and the **regional press** supporting the local exhibitors.

The Italian press **Gazetta di parma** and **Courriere del Mezzogiorno**.

The **Internet press**, targeting the environment, heritage, trades, and decoration...gave the fair a great deal of exposure on its pages...

...and **all the exhibitors** who advertised the Salon du Patrimoine Culturel on their own Web site.

## NEXT CULTURAL HERITAGE FAIR 6 - 9 NOVEMBER 2008

Themes:  
**Heritage and Patronage**  
**Heritage and Cultural Tourism**