

Culture and economy...a successful alliance!

On 8 November, the doors to the 15th International Heritage Show closed after having welcomed close to **19,600 visitors** and **266 exhibitors**. In a difficult economic context, this first edition of the show to be organised by Ateliers d'Art de France was a **success**, as shown by the many testimonies from exhibitors satisfied both with the quality of the contacts they made and the orders generated through the show.

Highlights of the 15th show

The official visits

For the first time two French ministers, **Frédéric Mitterrand**, minister of Culture and Communication and **Hervé Novelli**, undersecretary for Commerce, Craftsmanship, Small and Medium Businesses, Tourism, Services and Consumption, inaugurated the show together during the evening preview. **Strongly symbolic** of the combined interest of the authorities in top quality craftsmanship and the 'expertise of excellence', their twinned visit also testifies to **the importance of the event** not only in terms of the world of heritage and culture, but also for the economic dynamism of the heritage industry.

The awards

Three prizes were awarded during the show: **Clio 2009** for archaeological research, Pèlerin's "**Un Patrimoine pour demain**" and the "**Ma Pierre à l'Edifice**".

The show in figures

15th show
266 exhibitors
19,574 visitors
27 conferences
1,854 attendees
8 countries represented
19 French regions
9 French towns/cities
187 participants in the heritage workshops

The heritage workshops

Conceived by the INFA in partnership with *Le Petit Léonard* and Direction Générale de la Compétitivité, de l'Industrie et des Services, the workshops welcomed several classes on Thursday and Friday as well as a great number of children at the weekend. On the programme: an introduction to **the secrets of the scriptures of the different religions** and **moulding workshops**.

The Keys to this Success

"The Heritage of Religions": a key theme...

An **appealing** theme for visitors and a **dynamic** one for exhibitors, the heritage sites based around the protection of sacred heritage are sizeable and growing. Many exhibitors took advantage of the theme to present the wonders of this thousand-year-old heritage. The theme also encouraged **media coverage** and was echoed in the majority of the **27 conferences** on offer during the show. The latter met with unprecedented success, with **1,854 attendees**.

The exhibitors and visitors

The quality of the visitors was a key element in the success of the 2009 show. The work carried out over the show's networks in fact made it possible to attract a targeted clientele for the exhibitors.

The high level of exhibitors was also saluted. In all they totalled **266** - a record number - 60 of them were newcomers; a strong indication of the show's appeal and its ability to **renew** itself without losing quality. The presence of a few "**creators of tomorrow's heritage**", using ancestral materials and techniques in the service of a heritage in the making, was in perfect harmony with the aims of the event.

The show communication tools

A showcase for the event, the official Web site at www.patrimoineculturel.com is a major medium for developing the show's visitor networks.

The Web site experienced a sharp increase in attendance this year, with a total of **57,326 visits, 43,613 visitors** (up 17% compared to 2008), **249,767 pages** consulted and **more than 5 million clicks** since its launch in July 2009. (Source: Online.net / AWWFull)

The four thematic newsletters sent out to **4,078 subscribers** and relayed over the Web site made it possible to present news of the event in advance.

Lastly, the show benefited from important exposure through **43** published advertising insertions, **56,000 flyers, 43,000** invitations and the distribution of **2,000** posters.

Partners, associated organisations and media

The **40 partnerships** set up within the context of the show with various institutional players, associations and targeted media are a **force** for developing the event's networks and exposure.

The partners: the French Ministry of Culture and Communication - the Undersecretary's Office for Commerce, Craftsmanship, Small and Medium Businesses, Tourism, Services and Consumption - le Figaro Magazine - Direct Matin - le Carrousel du Louvre - le Studio-Théâtre de la Comédie Française

The associated organisations: the Assemblée des Chambres de Commerce et d'Industrie Françaises - APCM, Chambres des Métiers et de l'Artisanat - Ville de Paris - Label EPV, Entreprises du Patrimoine Vivant - the "G8 Patrimoine": La Demeure Historique, Fédération Nationale des Associations de Sauvegarde des Sites et Ensembles Monumentaux, la Ligue Urbaine et Rurale, Maisons Paysannes de France, Rempart, Société pour la Protection des Paysages et de l'Esthétique de la France, Vieilles Maisons Françaises, La Sauvegarde de l'Art Français - L'Association des Journalistes du Patrimoine – Europa Nostra – French Heritage Society - L'Observatoire du Patrimoine Religieux

The associated media: Aladdin - Arts Magazine - Atrium Construction (Editions des Halles) - Beaux-arts Magazine – Cigale Magazine and Cigale TV - Connaissance des Arts - Editions Artclair (L'OEil & Le Journal des Arts) - Editions Faton (L'Estampille - L'objet d'art, Le Petit Léonard & Art et Métiers du Livre) - La Gazette Drouot - La Revue de l'Histoire - Le Monde des Religions - Obiwi - Patrimoine en région, Association le Passe Muraille - Patrimoine privé - Pèlerin - KTO Télévision Catholique - La Croix - Toute l'Histoire

Media coverage

In 2009, the show press coverage has **increased**. Information was relayed through the **media** (TF1, France 2, RFI...), in the mainstream and specialist **press** and on the **Internet**... **Media coverage** of the event was both **massive** and **qualitative**.

Television

TF1: 6 announcements and reports on the 1 o'clock news on 2, 3, 4, 5 & 6/11 and 8 o'clock news on 5/11 - **France 2:** announcement in "Vous aurez le dernier mot" on 6/11 - **France 3 Corsica:** report on "The 12/13 news – Midi Pile Corsica Prima" on 8/11 - **TV5 Monde:** report in "Nec Plus Ultra" on 8/11 - **Canal Plus:** announcement in "Pop Com" on 8/11 - **Direct 8:** announcement in "Dieu Merci" on 6/11.

A few figures...

11 TV broadcasts
8 radio broadcasts
226 press publications
Over 200 Web sites announcing the event
(in addition to the exhibitors' sites)

(Source: Argus de la Presse)

Radio

RFI: 2 announcements on 7/11 and presentation of the show, interview in “Religions du Monde” on 8/11 - **RCF:** 3 special broadcasts live from the show on 5, 7 & 8/11 - **Radio Notre Dame:** announcements and interviews with exhibitors in “Le Bistrot de la Vie” on 5/11 - **Radio Vatican:** 1 announcement on 5/11

Press

The show benefited from very intense press exposure, with **226 publications:**

National: Direct Soir - Le Figaro Magazine - Le Figaro et Vous - La Croix - Le Parisien / Aujourd’hui en France - Pèlerin Magazine - Télérama Sortir - La Tribune - Valeurs Actuelles - Famille Chrétienne...

Regional: Ouest France - Sud Ouest - Le Journal du Périgord - L’indépendant - La Provence - La Dépêche du Midi - Midi Libre - Nice Matin - Le Nouvelliste - Corse Matin - Le Journal de la Corse - L’Est Républicain - Dernières Nouvelles d’Alsace - Le Républicain Lorrain - Le Progrès - Le Journal du Centre - Le Populaire - La Montagne - La Nouvelle République - Nord Eclair - La Gazette Nord Pas de Calais - Courrier Picard - L’Eveil de la Haute Loire...

Parisian: Direct Matin Plus - L’Officiel des Spectacles - Pariscope - Where Paris - Cigale Magazine...

Specialist press: Art & Décoration - Arts Magazine - Ateliers d’Art - Aladdin - Antiquités Brocante - Connaissance des Arts - L’Estampille l’Objet d’Art - La Gazette Drouot - Le Journal des Arts - L’Œil - Le Petit Léonard - Métiers d’Art - Univers des Arts - VMF, La Revue du Patrimoine – La Demeure Historique - Policultures - La Revue de l’Histoire - Atrium Construction - Pierre Actual - Le Moniteur - Bâti Gratuit - Les Cahiers Techniques du Bâtiment - Arts Sacrés - Le Monde des Religions - Religions et Histoire - France Catholique - Commerce International - L’Événementiel - La Gazette Officielle du Tourisme - Le Particulier Pratique - Revue des Vins de France...

Internet

More than 200 sites acted as a relay for the show on the Web:

Mainstream and specialist press: france2.fr - france3.fr - arte.tv.fr - direct8.fr - toutelhistoire.com - radiofrance.fr - france-info.fr - rfi.fr - rcf.fr - radiovaticana.org - lacroix.com - pelerin.info - ladepeche.fr - sudouest.com - lanouvellerepublique.fr - cityvox.fr - sortir-a-paris.com - parisinfo.com - evous.fr - familiscope.fr - patrimoineprivé.com - boursier.com - lavieimmo.com - revue-espace.com - terredevins.com - studyrama.com - afp.com - newspress.com...

Information sites dedicated to heritage, culture, art, crafts, architecture and decoration: patrimoine.blog.pelerin.info - patrimoinedefrance.fr - metiers-du-patrimoine.net - artisans-patrimoine.fr - metiersdart-artisanat.com - antiquaires-contact.com - archeophile.com - carrefour-des-patrimoines.net - cigaletv.com - patrimssf.org - artclair.com - artcover.com - panoramart.fr - cultureetart.com - culture.fr - policultures.fr - officioyarte.org - magazine.fabriquerenfrance.com - universityandheritage.net - avecnet.net - coe.int - cyberarchi.com - cyberbtp.com - notesdestyles.com - agendadecodesign.com...

Web sites linked to the theme “The Heritage of Religions”: narthex.fr - sauvegardeartfrançais.fr - patrimoinereligieux.fr - protestantismeetimages.com - eglisecatholique.fr - egliserusse.eu...

...and **all the exhibitors** who announced the event on their Web sites.

We wish to thank the exhibitors and partners, all of whom contributed to the success of the show!

**SAVE THESE DATES:
4, 5, 6 & 7 November 2010 at the Carrousel du Louvre
Theme: “The Mediterranean Heritage”**

