

<http://patrimoineeurope2018.fr>



LE MINISTÈRE
DE LA CULTURE
PRÉSENTE



ANNÉE EUROPÉENNE DU PATRIMOINE CULTUREL 2018

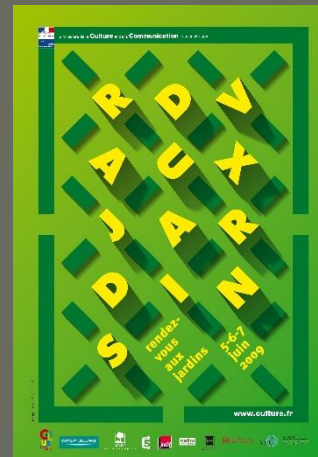
- Semaine de la francophonie 18-26 mars
- Tous à l'opéra 5-6 mai
- Nuit européenne des musées 19 mai
- La Classe, l'œuvre!
- Rendez-vous aux Jardins 1-2-3 juin
- Fête de la musique 21 juin
- Journées européennes du patrimoine mi-sept.
- Journées nationales de l'architecture mi-oct.
- Salon du patrimoine culturel 25-28 oct.

Rendez-vous aux jardins

Inspired by “*Journées du patrimoine*”, “*Rendez-vous aux jardins*” is organized on the first weekend of June since 2003.

In 2017 :

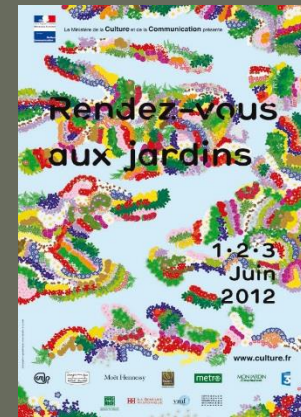
- 2 300 historical, contemporary, urban or rural, private or public gardens,
- nearly 2 million visitors during the weekend
- about 3 500 events, including workshops, competitions, sharing pictures and videos, ...



Rendez-vous aux jardins

Objectives :

- Awareness-raising on many issues (natural heritage protection, biodiversity, sustainable development, plant genetic resources, ...)
- Friday for schools : activities, workshops (particularly interesting & appreciated), owners are invited to contact schools located near their garden and teachers to set up activities.
- Organise events, concerts, guided tours, ...



How to participate ?

To participate for the first time to *RDV in Gardens* you need to fill in a form to register :

<https://rendezvousauxjardins.culturecommunication.gouv.fr>

- Short description of your garden and of your event
- Date (1, 2 or 3 days) and times
- Pictures
- Admission (free admission is advised)
- Contact details

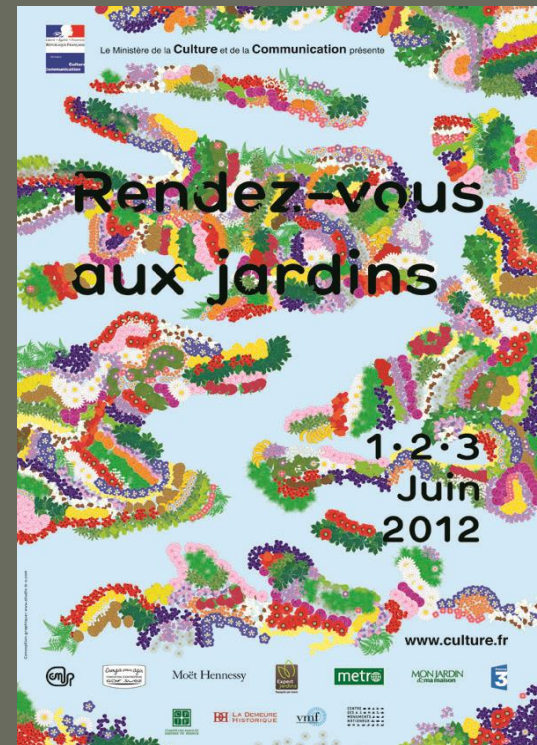
Automatic translation of the form will be provided in English, German, Italian and Spanish



Communication material

French ministry of culture will provide the visual identity for 2018 :

- Every country can download, translate and print the material
- This visual identity can be used for leaflets or websites
- Posters (all formats) will be designed
- Social networks : Facebook, Twitter and Instagram - #RDVJ!



Suivez-nous sur les réseaux sociaux



Communication tools

Interactive European map :

<http://www.herein-system.eu/gardens>

In France :

education.gouv.fr,

developpement-durable.gouv.fr,

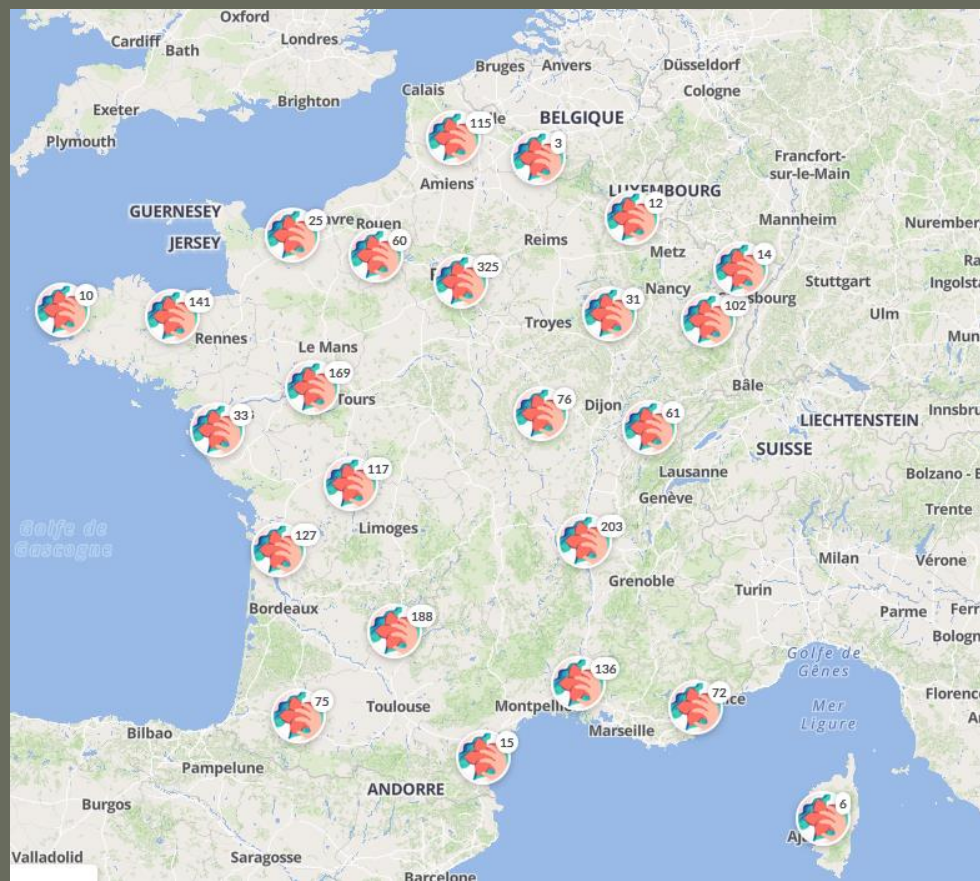
jeunes.gouv.fr, ville.gouv.fr,

agriculture.gouv.fr,

europe-en-France.gouv.fr, ...

Année européenne du patrimoine

<http://patrimoineurope2018.fr>



Calendar

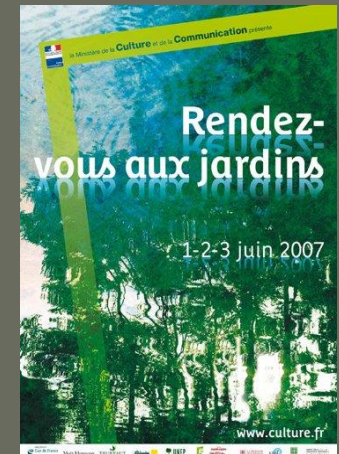
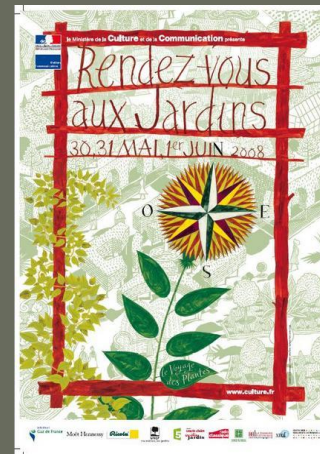
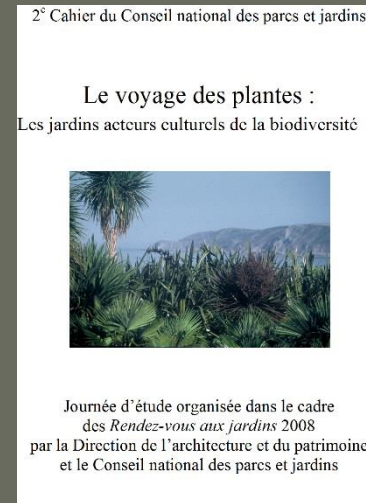
24 January 2017 : workshop on the theme 2018 “Europe of gardens”:
you are welcome !

February : visual identity provided

April : website online

May : communication campaign

June : *Rendez-vous aux jardins*



Rendez-vous aux jardins 2018

Friday 1st June (Scholars)
2 & 3 June : larger audience

7 Countries already :
Croatia, Estonia, France, Germany,
Hungary, Lithuania, Slovaquia, ...

Please join this initiative !

e.mail address :

Patrimoine2018@culture.gouv.fr
contact.rdvj@culture.gouv.fr

<https://rendezvousauxjardins.culturecommunication.gouv.fr>
<http://patrimoineeurope2018.fr>



Rendez-vous aux jardins
1-2-3 June 2018
« L'Europe des jardins »



Merci pour votre attention