



The "Impressionisms Routes ©" Network Objectives, Structure and Organization

Preamble

The Network of Impressionism Routes in Europe (Impressionisms Routes © ") was created for certification as a Cultural Route of the Council of Europe. This label is awarded to European initiatives that build on the strong elements of European history and heritage.

According to the Council of Europe, these initiatives are particularly relevant to the protection of cultural values, the exchange of information and experiences, new forms of cooperation between different forms of research and cultural tourism, new opportunities for meeting European youth, highlighting places and little known heritage landscapes and developing multiple networks of interdisciplinary collaboration.

This international and multidisciplinary collaboration requires formal and legal structuring. The structure in place is that of the Eau & Lumière Association, an association under French law with a non-profit purpose (law of July 1, 1901), whose objectives are many and whose organization perfectly meets the needs of managing a network such as "Impressionisms Routes".

Eau & Lumière is the only international carrier of the Project as a whole, but each network corresponding to each artist (Renoir, Sisley, Morisot, Grohar, Toorop, Monet, Caillebotte ...) is the beneficiary of the homologation and makes visible its membership to Eau & Lumière for its actions of image, marketing, promotion and valorization of its initiatives and activities.

The Graphic Charter and the "Impressionisms Routes" logo are common to all.

The Association intervenes permanently at different levels:

- The coordination and promotion of all initiatives and activities on the European territory,
- The enhancement of the cultural heritage attached to the history of the Impressionist movement in Europe,
- External relations with all potential partners,
- Relations with the Council of Europe and the Institute of European Cultural Routes of Luxembourg,
- The administrative management of the adhesions and the financing of the project,

- The management of the common bilingual website: www.impressionismsroutes.eu,
- Cultural exchanges between young Europeans,
- Sustainable development in cultural and artistic tourism,
- Specific actions important for the promotion of Impressionisms Routes such as participation in the European Year of Cultural Heritage 2018 (European Union).

The operation of the Eau & Lumière Association is based on:

- 1- The statutes of the Association
- 2- The Charter of Existing Values
- 3- The Graphic Charter

Historical

The Eau & Lumière Association was created in 2009 with the aim of recognizing the heritage and touristic value of the places and landscapes represented by Plenairist painters from the mid-19th to the early 20th century, including, first and foremost, the Impressionists...

Since its creation, Eau & Lumière has displayed its ambition to inscribe on the UNESCO World Heritage list the sites represented by Impressionist painters, in France and throughout Europe.

The strategy led by the Association showed around 2010/2012 the interest and the need to submit an application as a Cultural Route of the Council of Europe to the Institute of European Cultural Routes (IEC) located at Luxembourg. This objective has led to a restructuring of the Association's governing bodies and, in particular, increased internationalization of the governing bodies and the Scientific Committee.

The project is being carried out in close cooperation with the EuroArt Association, a European federation of artists' colonies which now has 43 colonies in 13 countries and is headquartered in Worswede, Germany (*website: www.euroart.eu/in/artists_colonies/*)

Objectives

The project "**Impressionisms Routes®**" (The Network of Impressionisms in Europe) supported by the Association "Eau & Lumière" aims to create and make live a set of significant sites of Impressionist painting of the nineteenth and twentieth centuries in Europe. This network brings together the places where painters lived, those who inspired them, the artistic colonies they founded or in which they participated, the museums where their works are exhibited. The activities of this network aim to enhance the universal character of Impressionism and the important role it plays in the knowledge and preservation of European heritage.

Indeed, if Impressionism is often perceived as a movement essentially French, in fact, as well in its origins: Turner, Constable, Whistler ..., as in its influence, it strongly irrigated the whole of the European continent through multiple exchanges between artists from many countries.

The "**Impressionisms Routes ®**" project that we propose for certification as a European Cultural Route is deliberately oriented towards this strong and original idea: Impressionism in the broad sense can and must be considered as European. It conveys perfectly the values and heritage of our continent in the sense desired by the Council of Europe...

The bilingual program published by Eau & Lumière in 2016 entitled "Impressionisms Routes" shows that at least 23 European countries have participated to some extent in the Impressionist adventure.

Who, better than the Impressionists, undisputed masters of the light, magicians recognized colors, can better testify to the importance of the landscape and encourage the populations - and especially the young people - to develop it and to preserve it in the sense of the Faro Convention?

"**Impressionisms Routes ©**" is rich in potentialities. It contains several thematic entries exploitable in the spirit of the values and criteria of the Council of Europe: the Environment and its protection, the Heritage and its safeguard, the History of the territories and its knowledge by the young people, Tourism and its judicious and sustainable development.

Impressionism is a contemporary subject:

- *It is a buoyant theme, unifying and unanimously appreciated both in Europe and in the rest of the world,*
- *It constitutes an important element of the historical and artistic memory of the Europeans, it remains emblematic of our shared culture,*
- *It stands in solidarity with the democratic message and hope that European integration brings to the peoples aspiring to the positive aspects of modernity,*
- *He is strongly imbued with respect for human rights and freedom of expression,*
- *It marked the advent of a new society more urban and more egalitarian based on the affirmation of individual liberties,*
- *It is perfectly adapted to the sharing of European cultural values by the "intelligent" tourism that it arouses,*
- *It lends itself perfectly to the exercise of cultural democracy; its strong educational potential is particularly relevant to the training of young people and to the education of the greatest number,*
- *It is a source of outdoor activities and lends itself to contemporary and innovative practices in cultural and artistic creation,*
- *It can and must contribute to a better understanding of Europe and the promotion of European citizenship.*

The Activities of the "Impressionisms Routes" network are oriented towards the following themes:

- Cultural and tourist development. Support the local economy by promoting quality tourism,
- Organization of various events: conferences, seminars, visits, exhibitions, meetings ...
- Development of existing sites and buildings. Restoration and opening to public places of memory: homes, workshops, artistic and educational paths ...,
- Initiation of research and works highlighting the history and heritage of places in connection with educational institutions, promoting cultural exchanges of young Europeans and using modern digital means. Example: the project "Be an Artist" conducted in collaboration with euroArt,
- Initiation and participation in original contemporary projects such as "Meninas de Canido" in Spain or "The Route of the Sower", an original pan-European project launched by Eau & Lumière with the participation of at least three European countries and, as head of file, the National Gallery of Slovenia in Ljubljana.

In its current structure, "**Impressionisms Routes©**" is in the form of an operational network of some forty sites belonging to six European countries (France, Belgium, the Netherlands, Slovenia, Germany, Italy). These sites are grouped into networks around 5 painters: Ivan Grohar (Slo), Berthe Morisot (F), Pierre-Auguste Renoir (F), Alfred Sisley (UK and F), Ian Toorop (NL).

Other sites attached to other artists and other countries (Claude Monet, Gustave Caillebotte, Armand Guillaumin, Jean-Francois Millet, Francisco Llorens Diaz, Franz Bunke and the painters of Schwaan, the Italian Macchiaioli ...) are also members of Eau & Lumière Association and work within the "Impressionisms Routes" network. Their complete and definitive integration will be done gradually as the operational progress of their activities in the spirit of the Certification: "Cultural Route of the Council of Europe".

The coordination of this group is ensured by the "Eau & Lumière" Association, headquartered in Neuilly-sur-Seine near Paris (bilingual website: www.impressionismsroutes.eu).

Management Structure of "Impressionisms Routes"

It was decided to structure the "Impressionisms Routes ©" project by creating as many networks as selected painters. This structure will allow us in the future to add this or that network corresponding to this or that artist when we judge that the network is operational.

On February 1, 2018, we present 5 international operational networks dedicated to Pierre-Auguste Renoir, Alfred Sisley, Berthe Morisot, Ivan Grohar and Jan Toorop. These 5 networks are established in 6 countries: France, Belgium, Italy, Germany, the Netherlands and Slovenia.

Each network operates under the leadership of a responsible community and "pilot":

The City of Chatou (Yvelines, France) for the Pierre-Auguste Renoir Network. Driver: Patrick Ozanne.

The National Gallery of Slovenia for the Ivan Grohar Network. Driver: Barbara Jaki

The Domburg Museum (Netherlands) for the Jan Toorop Network. Driver: Francisca van Vlotten

The City of Bougival (Yvelines, France) for the Berthe Morisot Network. Driver: Catherine Burger

The Town of Moret-sur-Loing (Seine-et-Marne, France) for the Alfred Sisley Network. Driver: Christian Recoing.

The whole project is run by the Association, which has the following statutory bodies:

- General Assembly of the members,
- Board of Directors,
- Executive Office and Secretariat,
- Scientific Committee.

Each network enjoys a great deal of independence in defining and organizing its activities:

He has the right:

- To be displayed as "European Cultural Route" (upon obtaining certification by the Institute of European Cultural Routes of the Council of Europe),
- To maintain bilateral and multilateral relations with other members and external partners especially in the preparation and implementation of joint projects. For this, the establishment of operational "hubs" between the different networks is desired.

- To use the "Impressionisms Routes" logo as well as all the labels obtained by the association concerning the entire project, for example: the "European Year of Cultural Heritage 2018" label from the European Union,
- To submit to the other networks discussion proposals relevant to the whole project,
- To use the support of the website [www. Impressionismsroutes.eu](http://www.impressionismsroutes.eu) to promote its activities.

He has the duty:

- To comply with the specifications of the Cultural Routes Program in accordance with CM / Res (2007) 12 and to respect its rules (upon obtaining certification by the Institute of Cultural Routes of the Council of Europe) ,
- To respect the graphic charter and to use the "Impressionisms Routes" logo as well as the "Council of Europe" logo (as soon as certification is obtained) for all editions, local, national and international events,
- To participate in the overall life of the project and participate in the life of the Association.

The two working languages of the Impressionisms Routes project are French and English (the two official languages of the Council of Europe).

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**The Project «Impressionisms Routes ©» has obtained the certification
 "European Year of Cultural Heritage 2018" of the European Union**



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