



Charter of Values

Network « Impressionisms Routes ©”

Project Display

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 are intended to enhance the universal character of Impressionism and the important role it plays in the knowledge and preservation of European heritage.

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 more or less to the impressionist adventure.

"**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 safeguarding, 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 is an important element of the historical and artistic memory of 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,
- It is strongly imbued with respect for human rights and freedom of expression,
- It marked the advent of a new, more egalitarian and more egalitarian society based on the affirmation of individual freedoms,
- 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.

Preamble.

The purpose of this charter is to provide all stakeholders and partners of the "**Impressionisms Routes ©**" project with a reference framework for the form and content of national and international actions. It brings together service providers around common values and commitments and ensures overall coherence of these actions.

Objectives.

Through the creation of the Network and thematic discovery areas, the following objectives are pursued:

- Enhancement of the common cultural heritage and Impressionist sites, among others, by obtaining the Council of Europe's "European Cultural Route" label,
- Support to the local economy through the development of sustainable and quality tourism,
- Awareness of European cooperation and citizenship through human exchanges and cooperation with educational institutions.

Basic values.

The project "Impressionisms Routes ©" is based on the following values:

- In memory of the past and in respect of the heritage, the actors and partners commit themselves to be tolerant in their relations,
- The project is beyond party splits and is independent of any denomination
- In line with the structured ideas of the Rio de Janeiro agenda, actors integrate the notion of social, ecological and economic sustainability,

- The network's journey, the presentation of artistic and historical facts and commercialization aim at the authentic discovery of history, culture, heritage and nature through openness to the five senses,
- Actors and partners will pay special attention to raising awareness among young people about the importance of the common heritage and the absolute need to preserve it in the spirit of the Faro Convention,
- The theme of the network includes values such as modernity, the notion of fruitful exchanges, interactivity and internationality,

Quality.

For the implementation of the sites, the infrastructure, the tourist offer, the quality rests on values such as the knowledge and the protection of the natural inheritance, the respect of historical data, the conviviality and the discovery of others

Network implementation:

- The lines must be consistent with the general theme,
- The provision of descriptions and practical or historical information is done through several channels; website, flyers, digital or digital means ...
- Local developments must preserve the accessibility of the most vulnerable groups and the protection of the environment in the spirit of Agenda 21 (Rio de Janeiro, June 1992) and the Faro Convention (October 2005),

Cultural and Tourist Offers:

- When creating and developing tourism and cultural offers, diversity, animation, discovery and a demanding approach to the theme must be in place. The themes of knowledge and the protection of nature and landscapes are to be addressed in their contemporary approach,
- The territories crossed will be involved in the network in harmony with their historical and cultural potential. The individual strengths will be highlighted, the potentialities common to several sites will be exploited (notion of "hub"),
- The search for a real and lively presentation of the Impressionist theme will be sought. Tourist information will be based on all modern means of communication: website, digital or digital applications ...
- Signage (signs, banners, lighting, etc.) will conform to **the "Impressionisms Routes ©"** project's graphic charter,
- Programs of cultural events, tours, intellectual exchanges, conferences, exhibitions will be established and published, including on the website "[www. Impressionismsroutes.eu](http://www.Impressionismsroutes.eu) »
- Accommodation and ancillary services must comply with the requirements of this charter of values.

Marketing:

- In all the communication and marketing approaches and actions, the graphic charter and the "Impressionisms Routes ©" logo must be implemented and displayed in a clear and consistent

manner in accordance with the partnership agreements between the Network and the different actors.

- The same applies to any reference or logo relating to European bodies, such as, for example, the "European Heritage Year 2018" label obtained in January 2018 by the "**Impressionisms Routes ©**" project.

Cooperation :

- The search for an open and trusting partnership with municipalities and communities of all kinds, tourist or cultural institutions (tourist offices, cultural spaces and museums ..) must be constantly sought,
- The development of a fruitful partnership with schools and universities and more generally with educational organizations is one of the priority themes of the Impressionisms Routes © network,
- Local actors will be invited to develop joint actions,
- As a general rule, the decision-making bodies of the Water & Light Association and in particular the Scientific Committee will be consulted.

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



**EAU & LUMIERE
41 Boulevard Vital Bouhot
92200 Neuilly-Sur-Seine.
France
www.impressionismsroutes.eu**