

Association of Le Corbusier Sites Cultural Route Le Corbusier Project

What are the European Cultural Routes (ECR)?

The Cultural Routes program was created at the Council of Europe in 1987 (with the 1st ECR "The Santiago De Compostela Pilgrim Routes"). Its aim is to demonstrate, through a journey through space and time, that the heritage of the different European countries and their culture contribute to the common cultural heritage. The ECR implement the core values of the Council of Europe: human rights, cultural democracy, diversity and cultural identity, dialogue, exchange and mutual enrichment across borders and ages.

Why obtaining the "Cultural Route of the Council of Europe" certification?

1. *For the European dimension*

- * Develop a transnational membership network (legal association), including a European scientific committee and a transnational program of activities;
- * Access to qualified contacts with European network of researchers and experts.

2. *For the networking and visibility*

- * Use of the label "Cultural Route of the Council of Europe" and use of the Council of Europe logo;
- * Exchange and development of synergies with other European Cultural Routes;
- * Invitation to attend the EPA (explained p.4) Annual events: Training Academy for Cultural Route managers, Cultural Route Advisory Forum;
- * Benefit from Council of Europe and European Institute of Cultural Routes communication strategy, visibility, presentations at international events.

3. *For the advising and funding opportunities*

- * Access to information on funding opportunities (European, national, local);
- * Benefit from the EPA and European Institute of Cultural Routes' letters of support for funding applications;
- * Subject of regular monitoring and 3-year evaluation procedure through independent expert report and recommendations.

To date, 32 Cultural Routes, including:

2014: 3 new certified routes

_Via Habsburg

_Réseau Art Nouveau Network

_Atrium, on the architecture of the totalitarian regimes of the 20th century

2015: 4 new certified routes

_The Roman Emperors and Danube Wine Route

_In the Footsteps of Robert Louis Stevenson



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_ Destination Napoleon

_ The European routes of emperor Charles V

2016: 1 new certified route: Route of the fortified towns of the Greater Region

Conditions for obtaining the “Cultural Route of the Council of Europe” certification

In order to award certification as a Cultural Route of the Council of Europe, a Route can apply in accordance with certain conditions:

- * Defining a theme representative of European values and common to at least 3 countries of Europe;
- * Promoting the European memory, history and heritage, and developed along a historical or physical path;
- * Identifying heritage elements shaped by the geographical as well as cultural, historical and natural features of the different regions;
- * Creating a European network with legal status bringing together the sites and the stakeholders which are part of the Route (in our case, the Association of Le Corbusier Sites);
- * Coordinating common actions to encourage different kinds of cultural co-operation, also the scientific level (each route has to have an interdisciplinary scientific committee) stimulating social debate on its theme, propose to European citizens an interpretation of their common history and shared heritage, and provoke a series of coherent activities for young Europeans coming from different cultures and backgrounds, and finally encourage cultural tourism and sustainable cultural development;
- * Creating common visibility to allow the identification of the items part of the Route, ensuring recognition and coherence across Europe.

The European Institute of Cultural Routes (EICR), interlocutor of the file

- * Is a technical agency created in 1997 and based in Luxembourg,
- * receives project proposals of the new Cultural Routes,
- * analyzes the state of the art of each project,
- * establishes with the promoters the stages of work,
- * accompanies project promoters in the creation or strengthening of the European network,
- * guides the project promoters in the preparation of their application,
- * provides advice and expertise to the cultural routes, both certified and projects, and welcomes project managers, researchers and students, this by cooperating with Universities in Europe and beyond,
- * reviews the application. If it is satisfactory, it is recommended for certification to the Board of Directors of the Enlarged Partial Agreement (EPA).



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The Enlarged Partial Agreement (EPA), the decision-making body

* established in 2010, it seeks to reinforce the potential of the Cultural Routes for cultural cooperation, sustainable territorial development and social cohesion, with a particular focus on themes of symbolic importance for European unity, history, culture and values and the discovery of less well-known destinations;

* helps to strengthen the democratic dimension of cultural exchange and tourism through the involvement of grassroots networks and associations, local and regional authorities, universities and professional organizations. It contributes to the preservation of a diverse heritage through theme-based and alternative tourist itineraries and cultural projects;

* follows the Council of Europe's policy guidelines, **decides the programme strategy and awards "Council of Europe Cultural Route" certification**. It is open to member and non-member states of the Council of Europe aiming at providing political support for national, regional and local initiatives to promote culture and tourism. As of January 2016, the EPA had 24 Member States.

Origin of our file

At its meeting in April 2012 in Geneva, the ASLC decided to join a new international project: the Cultural Routes of the Council of Europe. The objective was to go on with the dynamics already engaged with the UNESCO registration. This new project brings together a group of actors in various fields related to culture and tourism and creates a platform to establish an interdisciplinary collaboration that enhances the heritage of Le Corbusier.

Failure of the first record

Following the submission of a first dossier "Le Corbusier, a journey into utopian spaces" in September 2014 and the presentation in Luxembourg in April 2015, the EPA Bureau encouraged to postpone the file, although they recognized the importance and potential of the project.

Recommendations for the next file

* Further demonstrate the values of the Council of Europe within the route,

* Strengthen the European dimension (in our case, the itinerary may extend beyond three countries, such as Belgium and Italy for instance. If we remain on 3 countries, it is important to ensure the representation of these 3 Member countries in the steering committee of the route),

* Develop common activities between the partners of the itinerary which demonstrate the real cooperation within the network,

* Have a budget over 3 years and a detailed budget over 1 year that must correspond to the actions planned.

It is therefore not a question of presenting a list of juxtaposed actions of each site but of demonstrating the reality of the network through several joint actions between the sites which correspond to the values of the Council of Europe. And to answer implicitly how the European cultural route Le Corbusier will be an added value for each site, and a dynamic and positive showcase for the Council of Europe.



2nd project folder

The implementation of the 2nd application to the Council of Europe will be carried out by the Association of Le Corbusier Sites and will be based on the sites/local authorities and/or the owners who wish to be part of this process. The themes could be: "The European cultural route Le Corbusier, a journey into utopian places" or "The impact of Le Corbusier on the local architectural language".

The objective of submitting this new dossier, complementary to the UNESCO registration process, is set for September 30th, 2017.

Calendar:

File preparation: 2016-2017 with several working meetings between the itinerary partners and the Scientific Committee to specify the content of the dossier. Initially, brainstorming meetings, then reflection at each site by declining the theme at the local level under the question: what is the influence of Le Corbusier on the local architecture?

Submission of the file: September 30th, 2017

Oral presentation at the Institute in Luxembourg: April 2018

Objectives of the route

- * To highlight and promote a large part of the architectural work of Le Corbusier and to demonstrate its influence in Europe and in the world,
- * to stimulate the public interest and invite it to travel,
- * to maintain the network dynamics already engaged with the UNESCO file (listed and non-listed sites),
- * to expand international partnerships.

The sites of the route (see attached the table to be completed)

Current common actions

- Itinerant exhibition of photographs "Look(s) on Le Corbusier"

Created in April 2016 with the best photographs of the 2015 photo-competition in partnership with the Foundation Le Corbusier, it has been running since 2016 on many sites and will until 2018. It is intended to promote the winners of this contest and to enhance the quality and the diversity of the other pictures. The exhibition is entirely financed by the Association of Le Corbusier Sites, with the agreement and support of the participating photographers. Composed of 25 frames of 40x60 cm with mat, the hanging has to be made on picture rails. This public exhibition is intended for an indoor installation.

Itinerary of the photographic exhibition "Look(s) on Le Corbusier" in 2017:

- City of Rezé until mid-January 2017
- Pierre-Noël Museum of Saint-Dié-des-Vosges from the end of January to March 2017
- Ronchamp's Tourist Office from April to the end of May 2017
- Library of the City of Eveux in June 2017
- Maison de la Culture in Firminy from July to August 2017
- City of Berlin and Unité d'habitation in September (to be confirmed)
- Maison blanche in La Chaux-de-Fonds in October-November 2017
- Summer 2018: Association Eileen Gray. Etoile de Mer. Le Corbusier in Roquebrune-Cap-Martin



- Itinerant exhibition on tarpaulins of the 17 sites listed on the World Heritage List, printed at the beginning of September 2016 and will turn on the sites in 2016-2017-2018.

Calendar to date:

2016

- City of Poissy from 12/09/2016 to 17/10/2016
- City of Eveux mid-November to end December 2016

2017

- City of Eveux until mid-January
- January 18 to March 26 2017: Pierre-Noël Museum of Saint-Dié-des-Vosges
- Communauté de communes of Ronchamp July 1st
- City of Pessac on 5 July-August-September

This exhibition on canvas covers the photographs of the 17 sites, on panels of 1.60m x 1.20m, and can be exposed outside. Its purpose is to promote the inscription on the World Heritage List of the "Architectural Work of Le Corbusier".

- Festyvocal Tour

Following the creation by Chœur Ondaine of a biennial of contemporary vocal music based on contemporary and post-Le Corbusier composers at the Saint-Pierre church in Firminy, a biennial sponsored by a contemporary music conductor Daniel Kawka, famous in Europe and internationally, Chœur Ondaine has offered to present its creation free of charge on other Le Corbusier sites.

The proposal is that our association finances the transport of the bus and that the members (cities or associations) provide catering and accommodation when necessary, for the choristers.

In 2016, the tour took place in Firminy from November 8 to 12, and on November 19, 2016 in the chapel Notre-Dame du Haut in Ronchamp. Half of the Firminy-Ronchamp round-trip transportation was funded by the ASLC. The idea is to plan a tour on other Le Corbusier sites (Saint-Dié-des-Vosges, Eveux, Marseille, Geneva ...) on 2018 (biennial).

Common actions to come

- Bilingual and multilingual version for the website and reinforcement of networking in 2017.
- Production of a brochure, inter-site passport and postcards in 2017.
- Design of educational booklets in 2018, pedagogical booklets encouraging the discovery of each site by the young public. They would include a common part on the person of the architect, his work in general, the other partner sites (with a map), and a part specific to each site.
- Production of a radio program on all the sites of the itinerary (France Bleu, France Culture ...).
- To propose to schoolchildren, high-school pupils and students, to work on the theme of Le Corbusier: Eveux, Firminy and Ronchamp did it in 2016. The objective would be to extend it to all interested cities.
- To encourage exchanges between young Europeans with a grant financed by the association. The modalities and the amount still have to be defined.

The steering committee: technical management authority

It is a decision-making body on the orientations of the cultural itinerary and its implementation. Its role is to define the strategic orientations of the project, to facilitate the deployment of the project and to carry out the necessary arbitrations.

The steering committee (there are none at this time, but this could be the ASLC's Board of Directors):

- Monitors the implementation of the projects



- Decides and prepares the actions
- Coordinates the operational implementation of the actions
- Establishes a policy of management and animation of the association
- Coordinates the annual planning of the actions of the ASLC
- Decides the budget of the projects.

The current scientific committee, to be completed

Each cultural route must have an interdisciplinary scientific committee. It is an advisory body on conservation, promotion, research, and is responsible for anticipating and developing strategies to be adopted. Different types of partners can be part of this knowledge network: academics (university professors, doctoral students, etc.), experts, researchers, qualified professionals in different sectors (tourism, culture, architecture, heritage, etc.).

Name	Last name	Spécialisation	Institution or organisation
Bayon	Jacqueline	Director Consortium Maclands	University Jean Monnet, Firminy, France
Oosterbeek	Luiz	Vice-President	Institut Polytechnique, Tomar, Portugal
Caixeta	Joao	Professor	University of Minas State, Brésil
Ferrigni	Ferruccio	Professor	University Federico II, Naples, Italie
Devrieux	Stéphane	Director	Saint-Etienne Tourisme, France
Veysièrre	Agnès	Project manager in Tourism	Communauté de Communes Rahin et Chérimont
Madec	David	Manager of the Villa Savoye	Centre des Monuments Nationaux, France
Ragot	Gilles	Historian and teacher-researcher	Ecole Nationale Supérieure d'Architecture et du paysage de Bordeaux
Gandini	Bénédicte	Architect	Foundation Le Corbusier, France
Denèfle	Sylvette	Professor of sociology	University François Rabelais, France

People who were not present at the last meeting of the scientific committee

The Board of the ASLC validated on April 15th, 2015 the principle that the Scientific Committee examines themes and works on an annual itinerant exhibition linking all the sites of the Route. The project has not yet taken place. As a reminder, the themes proposed by the Board: the Modulor, colors, lights, nature, technical progress, vision of the city.

The working groups that could be set up

- Cultural mediation
 - Follow-up of the actions carried out on each site
 - Partnerships with local associations
- Financial aspects
 - Search for financial partnerships
 - Sponsorship
 - Calls for European funds



- Actions for tourism
 - Creation of a tourist offer around the Le Corbusier cultural route or a "Le Corbusier handbook"
 - Contact with regional tourist offices and tour operators
 - Creation of a Cultural Route Le Corbusier guide (audioguide?)
- Communication
 - Inner:
 - Continuously monitor the development of the Cultural Route to the members of the network
 - Quaterly retrospective Newsletter
 - External :
 - Press kit
 - Activity reports
 - Management of the website
 - Translation of the website in English at first
 - Updating the news of the ASLC
 - Management of the Facebook Page
 - Develop a page management strategy to attract more audiences
 - Ex : a Le Corbusier quizz
 - Development of communication media
 - Brochures
 - Booklets
 - Goodies ASLC

Opportunities with other Le Corbusier sites:

Stuttgart, Germany (Maisons Weissenhof-Siedlung)

Antwerp, Belgium (Maison Guiette)

Bologna, Italy (exact replica of the Pavillon de l'Esprit Nouveau built in 1977)

Chandigarh, India

Moscow, Russia (Centrosoyus)

Zurich, Switzerland (Maison de l'Homme)

BENCHMARKING

Other certified routes of the Council of Europe which are interested to collaborate:

The Réseau Art Nouveau Network (RANN)

Presentation:

At its 24th General Conference in 1987, Unesco identified the need for European co-operation on Art Nouveau with the creation of the international cooperation project for the study and preservation of the Art Nouveau heritage. After 8 years of work carried out by the representatives of 16 Unesco National Commissions, the activity of this network has run out of steam. The Brussels-Capital Region



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has therefore reinvigorated this international cooperation by creating, with the support of the European Commission's Culture 2000 program, the Art Nouveau Network, which now has about 20 member cities.

Since 1999, the Réseau Art Nouveau Network has developed and maintained active cooperation between multiple European actors involved in the study and preservation of the European and international Art Nouveau heritage, as well as its promotion and dissemination. The Network wishes to stimulate the interest of the public and the supervisory authorities facing this heritage, some aspects of which are unknown or at risk. To achieve this objective, the RANN brings together the institutions concerned, collects, deepens and disseminates information in order to raise awareness, participates in the creation and development of documentation centers for the conservation, protection and promotion of Art Nouveau, organizes the sharing of experiences in the field of scientific research for the implementation of sustainable tools (conservation of buildings, opening of interpretation centers). The countries involved in the route (15): Germany, England, Austria, Belgium, Spain, Finland, France, Hungary, Italy, Latvia, Norway, Romania, Serbia, Slovenia, and Switzerland.

Their actions:

- International Colloquia
- Exchange between professionals
- Itinerant exhibitions
- Scientific and educational publications
- Website www.artnouveau-net.eu (information about the Réseau Art Nouveau Network in general, calendar of Art Nouveau events worldwide, list of PhD theses, games for children, etc.).
- Collaboration, scientific laboratory at international level and support from the European Commission for four successive projects.

All these activities have made and make it possible today to make known the Art Nouveau and to develop research on this subject.

ATRIUM (architecture of the totalitarian regimes of the 20th century)

Presentation:

Created in 2013, Atrium aims to transform an "inappropriate" architectural heritage into a legacy that can help promote the economic, cultural and social development of the areas involved. The itinerary was created as part of a European project within the framework of the transnational co-operation program for South-East Europe, which lasts three years and involves 18 European partners from 11 different countries.

The countries involved in the route (6): Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Italy, and Romania.

Their actions:

- brochures
- Website www.atriumroute.eu
- Scientific publications
- Research laboratories
- Photo contest and exhibition "Totally Lost"
- Inter-site passport

Website of the European Institute of Cultural Routes: <http://culture-routes.net/> .

