



Bringing the Past to Life

Rural and mills heritage open days , a positive opportunity for agricultural museums in France

Les Journées du patrimoine de Pays et des Moulins, une opportunité pour les musées d'agriculture



Pierre Del Porto, president of AFMA . France

AIMA21

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Une version en français est disponible auprès de AIMA et AFMA





Since 2002, a national event, Two days end of june

- To communicate on Rural life , cultural heritage , customs, habits , know how, environment
- To connect rural life, agriculture, artists, villages with the Society , and Towns citizens, families, elected people.
- Coordinate local animations, open days, with unusual visits , rural events,
- The National mills days



7 Partners : 7 national federations involved with cultural, rural heritage

PATRIMOINE
Environnement
ISSEM

afma
Fédération des
Musées d'Agriculture
et du Patrimoine Rural

maisons
paysannes
de france

FFAM

FONDATION

DU
PATRIMOINE

Petites Cités
de Caractère

REMPART

- Federation of cultural heritage and environment associations
- National federation of agricultural museums and rural heritage
- Character country homes
- National association for mills protection
- The national federation for heritage
- Association for summer restoration workshops by youngs
- Small character towns and villages

One recommended item per year

2002 Earth

Stones

Along the water side

Lanes

Dates and characters

Round heritage

Trades and know how

Rooftops, Towers and Steeples

Country recipes and know how

Middle Age, always present

Fests and fairs

Human and animals

Intangible and sustainability

2021 The tree, life and uses



- Every place organizes and declares its own animations , free

The right way to launch our summer exhibitions and events





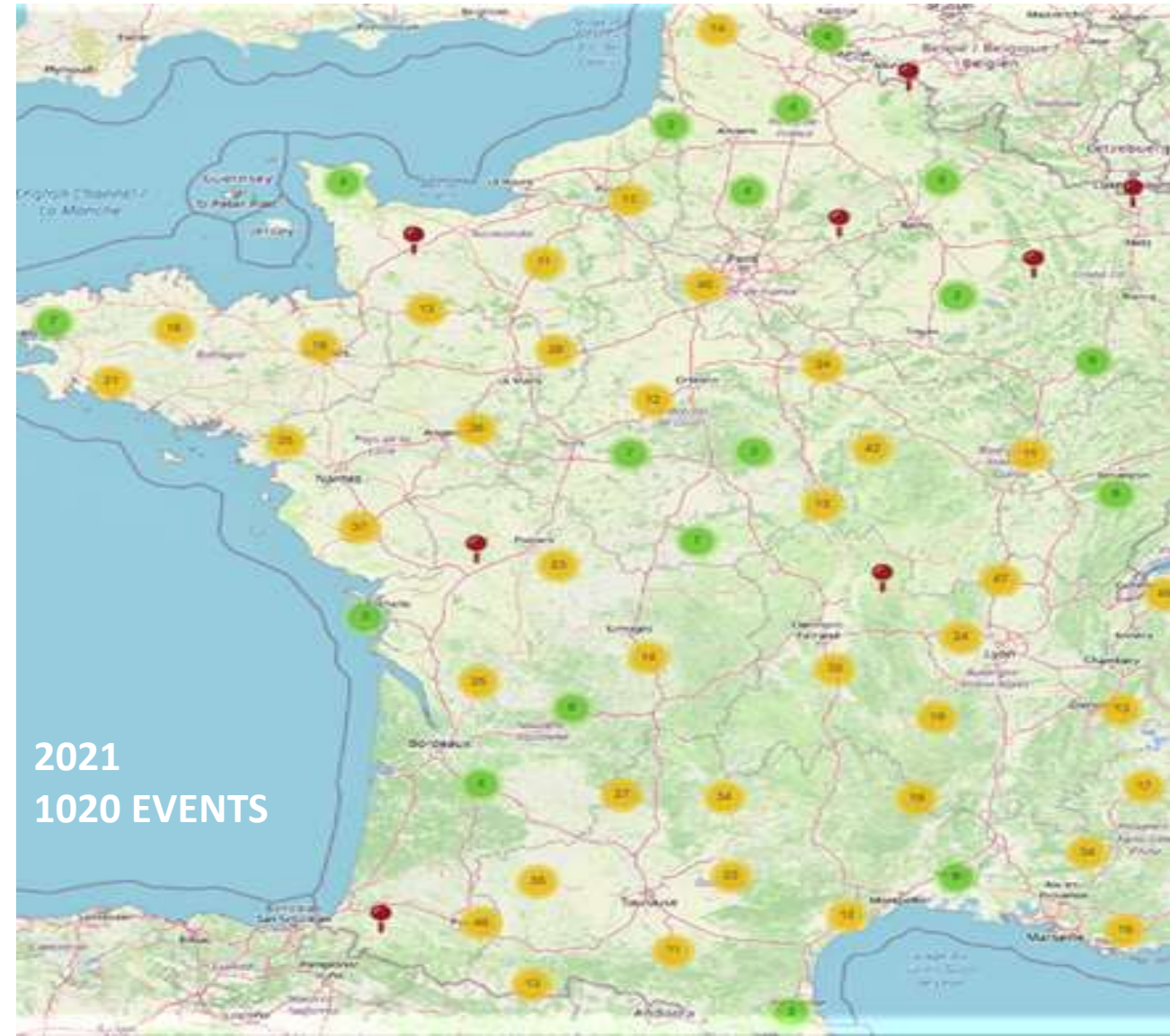
One national communication programme

One national website
with all programmes

www.patrimoinedepays-moulins.org/

One interactive map of
France to help choice
of visits

Social medias: Facebook Instagram





One national communication programme



**One patron : Jean Pierre Pernaut ,
main TV TF1 news presenter , very involved in
small countryside heritage and local craft know
how.**

15 000 reports on rural life within 33 years .

**He offers at least one 5 minutes report on main
TV News the day before the event to invite
public .**

**One hour Conference in October at the
International Cultural Heritage
Exhibition, Le Louvre . Paris , with our
Patron , technical and historical
presentations on next year item .**





One national communication programme

Full press kit , press files, website

10 000 posters dispatched to every JPPM participant location for road signs and shops display

Video clips,

National association of rural mayors press and congresses.

All tourism boards communication programmes.

The launching event with all 7 partners



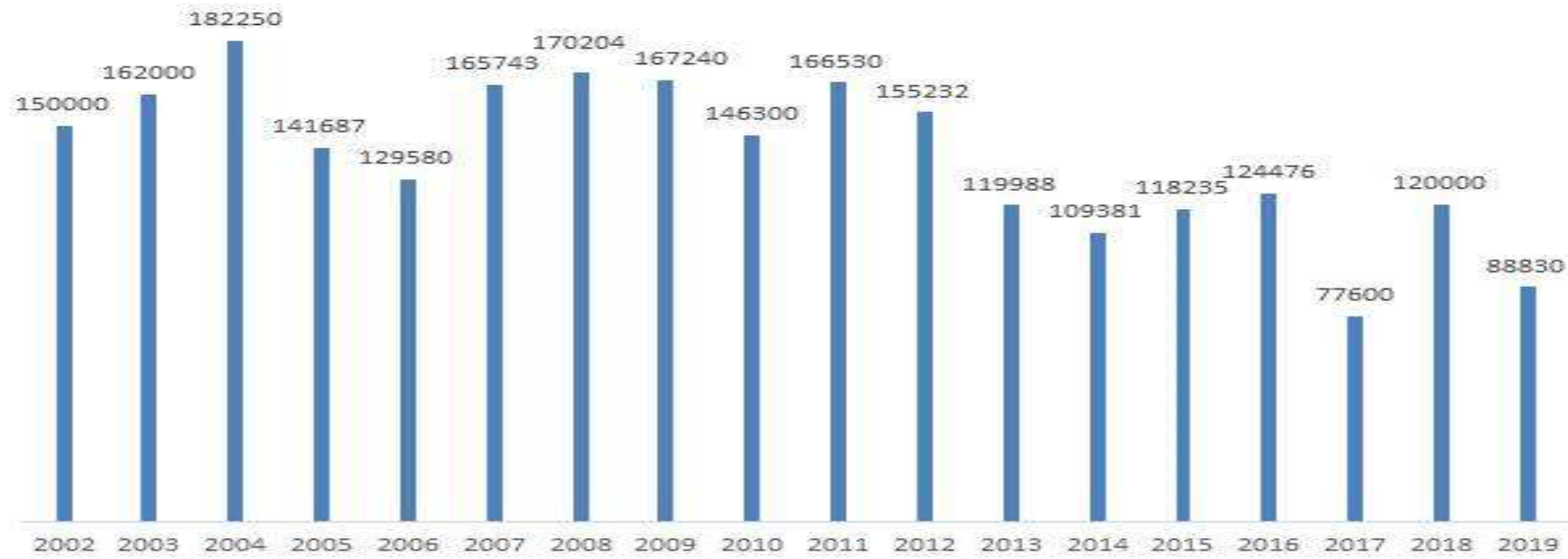
DOSSIER DE PRESSE
Journées du Patrimoine de Pays et des Moulins
Les 26 et 27 juin 2021 – Partout en France





80 000 to 180 000 VISITORS DURING TWO DAYS

Fréquentation globale depuis 2002





Total JPPM national budget:
10 000 euros plus administrative and
communication working time

Subsidy : Ministry of Culture



and 7 partners federations share.

2021 edition : *The tree, life and uses*

1020 animations registered, in 600 locations
France and Guadelup





AFMA. French museums of agriculture and rural heritage federation , is national partner since 2012

2021 : 30 agricultural museums and individuals AFMA members participated to JPPM .





Since 2019, AFMA president is chairing the Partners coordinating Committee of JPPM



« I have a dream ... »





« I have a dream ... »

Why not on Saturday June 25 and Sunday 26 2022
such open heritage countryside days should be
organized also with other countries , or E.U ??



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Photos and informations Ressources

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TF1

Patrimoine-Environnement

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Ecomusée du Perche

Musée du Boccage normand

X, DR

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