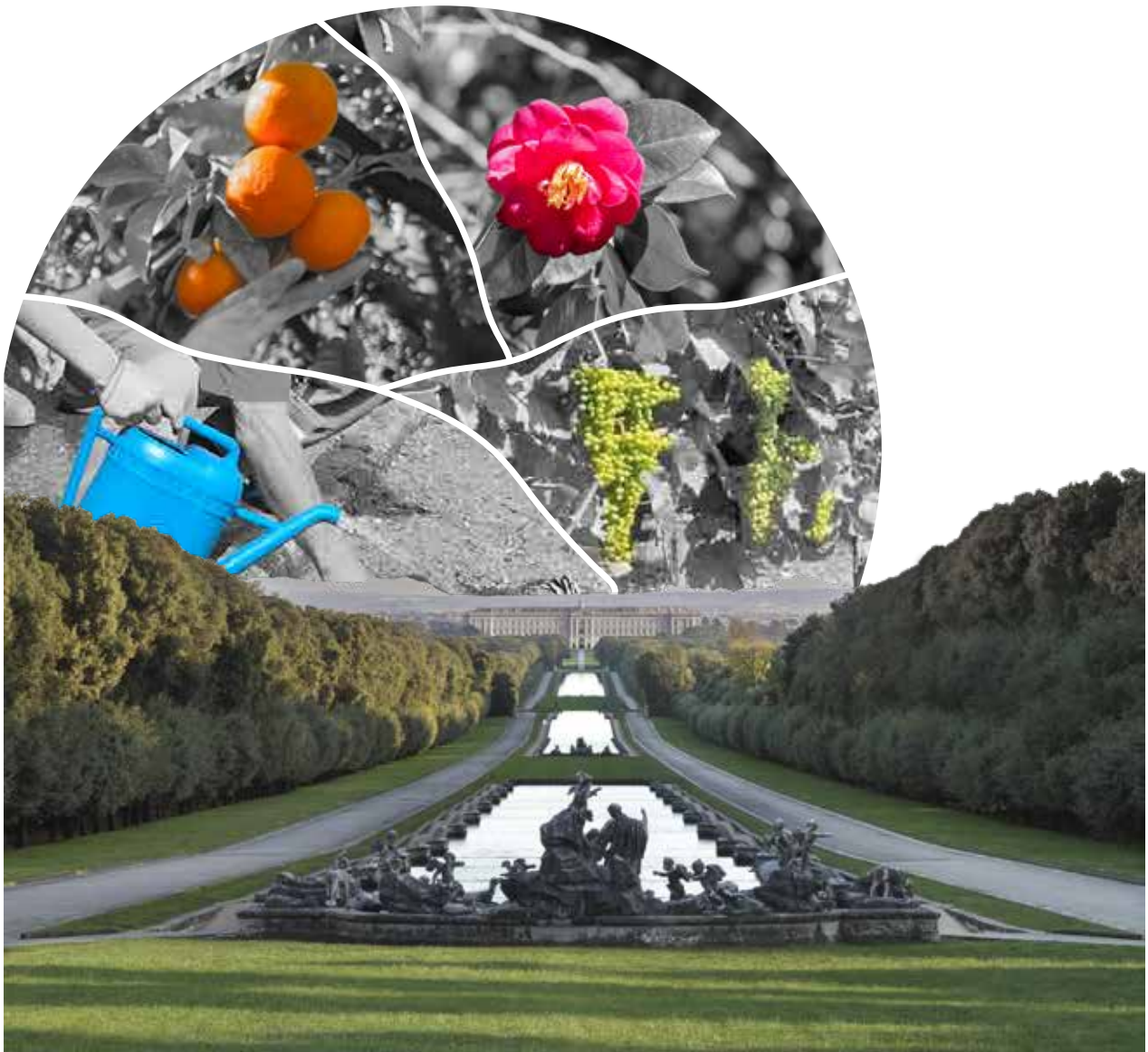


ARRE Technical Meeting

PUBLIC PRIVATE PARTNERSHIP FOR THE PRODUCTIVE DEVELOPMENT OF ROYAL RESIDENCES

**7 – 8 October 2024
ROYAL PALACE OF CASERTA**





Monday, 7 October 2024

Meeting Point: Piazza Carlo di Borbone, Caserta, Italy

9:00 - 9:30

Meet and Greet

Coffee and registration 📍 Sala degli Incontri d'arte, Royal Palace

9:30 - 9:45

Welcome

Tiziana Maffei, General Director, Royal Palace of Caserta

9:45 - 10:00

Meeting Introduction and Round Table

Elena Alliaudi, General Coordinator of European Royal Residences

10:00 - 10:20

**Beauty and utility: Royal Palace of Caserta
for the development of the local environment**

Paola Viola and Valeria Di Fratta

10:20 - 10:40

**Public-private partnership in tree management in historic gardens -
challenges, opportunities, perspectives - Royal Łazienki Museum, Warsaw**

Marta Boguta and Beata Kańska

10:40 - 11:00

Public-Private Partnerships at The Museum of King Jan III's Palace at Wilanów

Anna Czarnecka and Maciej Żołnierczuk

11:00 - 11:20

**Partnerships and support programmes
for the development of Gödöllő Royal Palace**

Enikő Lengyel, Deputy Manager

11:20 - 11:40

**Royal Palace of Naples: new perspectives and opportunities
for growth generated by the connections between public and private sectors**

Mario Epifani, Almerinda Padricelli and Roberta Pastore

11:40 - 12:00

**Sharing experience: Miramare and a new challenge
for Historical Museum and Garden**

Andreina Contessa

12:00 - 12:20

**The Royal Palace of Colorno and ALMA: a history of value
and a future between projects and synergies to be explored**

Andrea Ruffini, Alberto Figna and Gabriele Baistrocchi

12:20 - 12:40

**How the Palace of Versailles, the birthplace of French luxury, is teaming up with
French and local brands in its brand development strategy to promote the
excellence of French know-how, between heritage, creation and sustainability**

Mathilde Brunel and Constance Louvet

12:40 - 13:00

Q&A Session

13:00 - 13:30

Transfer to San Silvestro Wood

13:30 - 15.30

Lunch 📍 **San Silvestro Vineyard**
Organized by Tenuta Fontana

Monday, 7 October 2024

15:30 - 16:30

Visit to the Greenhouses  **English Garden**

Paola Viola and Le Serre di Graefer S.C. a r.l.

16:30 - 17:00

Visit to the former Passionisti Convent  **Old Wood**

Barbara Del Prete and Martina Murzi

17:00 - 17:30

Presentation of the Reggia brand  **Sala Romanelli, Royal Palace**

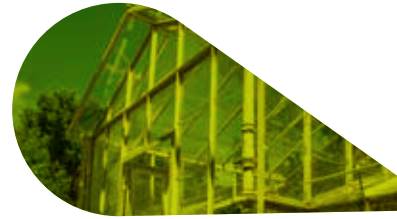
Case study: Cooperativa Eva and Petrone Distillery

17:30 - 20:00 **Free time**

20:00

Dinner  **"Diana e Atteone" Restaurant, Royal Park**

Organized by Consorzio Daman



Tuesday, 8 October 2024

9:30

Arrival and Coffee

9:45 - 13:00

Visit to the Silkhouses  **San Leucio Belvedere**

Meeting with the San Leucio Textile Consortium

13:00 - 15:00

Lunch  **Consorzio di Tutela della Mozzarella di Bufala Campana DOP
in the Regie Cavallerizze of the Royal Palace of Caserta**

15:00 - 15:30

Round-off and Q&A  **Sala Giunone, Royal Palace**



Contacts

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