

Beat: Arts

## **PARIS FORUM on the IMPRESSIONNISM Destination**

### **MUSEE D ORSAY, PARIS on September 05**

PARIS, 12.09.2016, 19:35 Time

**USPA NEWS** - Was held on September 05, 2016 at the Musée d'Orsay et de l'Orangerie, the second Forum on the theme of 'Impressionism destination'. It was organized by Paris Région (Comité Régional du Tourisme), Région Normandie, Le Musée d'Orsay, Normandie pour la Vie and Ile de France...

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Two introductions were given by :

- Alain LOMBARD : General Administrator of the Musées d'Orsay and de l'Orangerie
- Frédéric VALLETOUX : Président of the Regional Comity of Paris Ile-de-France Tourism

Followed on video in short, what happened during the 2015 Forum de la Impressionnism Destination in Giverny with Jean-Louis LAVILLE, Director of the Regional Comity of Normandy Tourism.

Presentation of the study 'Definition of a strategy of destination on the theme of Impressionism, for Normandy and Ile-de-France' by 'In Extenso' Office.

#### **ROUND TABLE 1 : How to diversify and reinforce the offer around the Impressionism ?**

- Jacques-Sylvain KLEIN, Art Historian.  
To guaranty the contents of a great scientific quality.
- Benoît ELIOT, Chargé de Mission on the Educational Project of the Normandy Impressionist Festival  
To adapt the offer to different audiences, to discover impressionism to a school public
- Hughes CALL, Director of the Claude Monet Foundation  
To assure the sustainability of the locations, patrimones and the spirit of impressionism
- Sylvie FOURMOND, Président of the Union of Initiatives of Montmartre  
To create and reinforce the continuity of the offer
- Frédéric AVIERINOS, General Director of the 'Vedettes de Paris' (Paris boats on the Seine)  
To develop packages as offers

#### **ROUNDE TABLE 2 : How to promote the Impressionism Destination ?**

- François NAVARRO, General Director of Regional Comity of Paris Ile-de-France Tourism  
Actions of promotion set up in 2015 and 2016
- Philippe GLOAGUEN, co-founder of 'Guide du Routard', Collection Manager and Jérôme DENOIX, Director Hachette Partenariats & Development  
The 'Guide du Routard of the Impressionism Destination' and its digital application

- Nathalie LECERF, Communication Manager of Normandy Region and Christophe LAMISSE, in charge of the Marketing & Commercial Strategy at SNCF Mobilities TER Normandy  
The train of Impressionism

- Jean-Louis LAVILLE, Director of the Regional Comity of Normandy Tourism  
Presentation of the Impressionism tools

Presentation of the Study 'Definition and conception of a brand for the Impressionism Destination for Normandy and Ile-de-France, by CoManaging & Beaufort Office.

#### UNVEILING OF THE BRAND

- Valérie PECRESSE, President of Ile-de-France Region  
- Marie-Agnès POUSSIER-WINSBACK, vice-president of Normandy Region and first vice-president of Regional Comity of Normandy Tourism

#### CONCLUSION OF THE FORUM

- Christian MANTEL, General Director of 'ATOUT FRANCE'  
- Emma DELFAU, vice-director of Tourism, Direction Générale des Entreprises  
- Marie-Agnès POUSSIER-WINSBACK  
- Valérie PECRESSE

Source Forum de la Destination Impressionnisme PARIS - Musée d'Orsay

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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#### **Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)