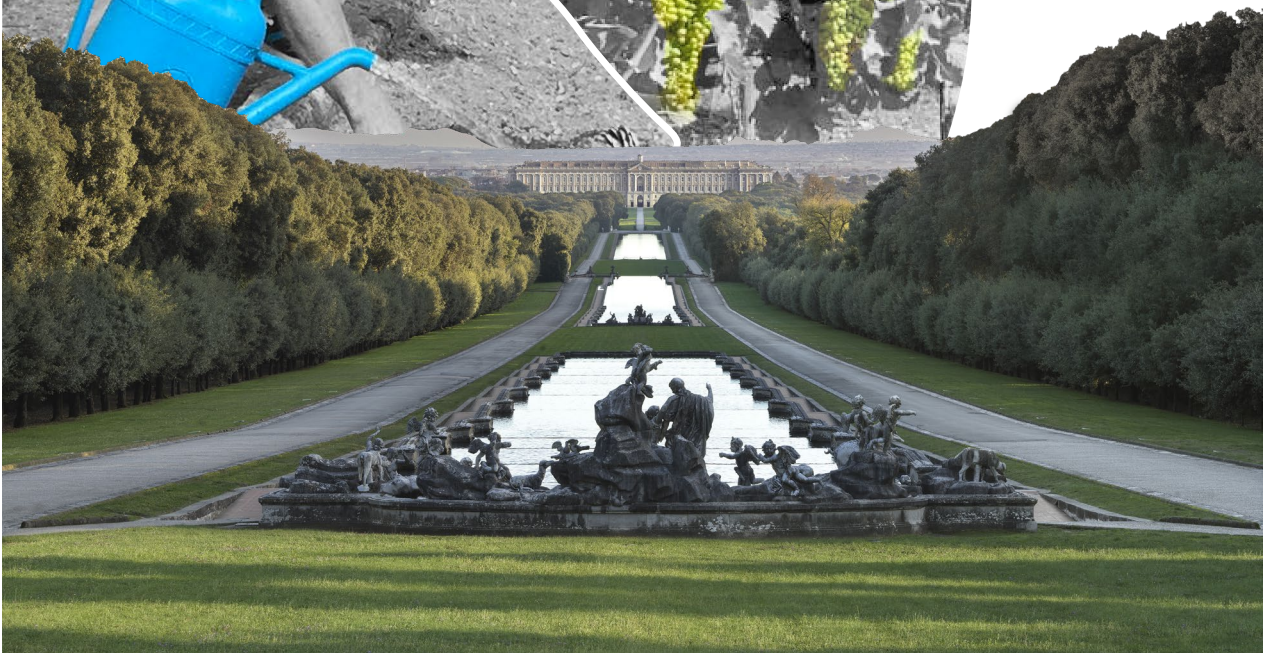


ARRE Technical Meeting

# 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

**11:20 - 11:40**

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

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

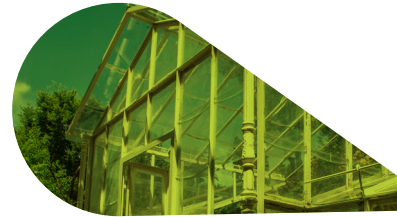
Case study: Cooperativa Eva and Petrone Distillery

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

### Network of European Royal Residences

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