

European
Historic
Houses
NextGen

9th NextGen Annual Conference

25-27 April, 2025
Villefranche-sur-Saône, Beaujolais
Booklet 2.0

Programme



Welcome

It's a huge pleasure to invite you all to our next EHH NextGen Conference. Together with La Demeure Historique, we kindly invite you to join our fantastic three-day-conference in the beautiful region of Beaujolais.

Although the Beaujolais region to the north of the city of Lyon is geographically part of Burgundy, it is also a wine-growing region in its own right due to the distinctly different characteristics of its wines. The Beaujolais is named after the Beaujeu estate, but the current centre of the region is Villefranche-sur-Saône – this is also our starting point for the whole weekend.

On behalf of La Demeure Historique and EHH, we look forward to welcoming you all and to an unforgettable weekend!

The Team

EHH NextGen Board

Nicoline Schaub, NextGen President
Thomas Emmet, NextGen Vice President
Irene d'Abadal Mas, Communication Officer
Benedetta Cavagna, Treasurer
Andreas Husby, Project Manager

The EHH Office

Ewelina Oksiuta, Secretary General
Alba Calderón, Communication & Projects
Martina Gueli, Intern

La Demeure Historique

Sébastien Clerc
Vice President and National delegate for the
Jeunes et Nouveaux Repreneurs group

Marie-Antoinette Guérard
Tax jurist and coordinator for the Jeunes et
Nouveaux Repreneurs group

Louis d'Hautefeuille, Volunteer
Mahaut Celeyron, Intern

**The Conference is a
collaboration of EHH and
La Demeure Historique
and is kindly sponsored by
Signature Assurances,
Husqvarna and Extraqt.**

European Historic Houses

The association represents over 50.000 privately owned historic houses across 24 countries. We advocate for preserving Europe's unique cultural and architectural heritage. By supporting owners in safekeeping their houses, fostering cross-border cooperation and raising awareness, we help ensure these treasures and their stories endure as symbols of Europe's history.

The NextGen Group was officially launched in 2014 and its main purpose is to create a dynamic network to connect young owners or future owners of historic houses.

La Demeure Historique

For 100 years, the Demeure Historique has represented and supported heritage stakeholders, namely the owners-managers of private historic monuments and gardens, in their public interest mission of preservation and transmission.

The Demeure Historique is once again focusing its action on the future and innovation by creating the first "Historic Monuments and Sustainable Development Observatory" intended to study the links that unite historic monuments and their environment as part of the general awareness of the issues and challenges of sustainable development and the defense of biodiversity.



Friday, April 25th

19h00

Visit and Dinner at La Maison Vermorel

551 Rue du Collège
69400 Villefranche-sur-Saône, France

A word on La Maison Vermorel:

Built at the beginning of the 20th century, the Maison Vermorel embodies the audacity and modernity of its first owner, Victor Vermorel. The city of Villefranche-sur-Saône (current owner of the house) wants to pass this heritage on to future generations and now welcomes visitors in three different areas: economic, cultural and culinary. Through those different areas, the Maison Vermorel conveys the cultural and culinary heritage of the Beaujolais

19h30

Welcome Speech

A warm welcome from La Demeure Historique and EHH

Special Guest:

Mme Béatrice Berthoux

Vice-Présidente de la Région Auvergne-Rhône-Alpes
et Adjointe à la Culture à Villefranche-sur-Saône
on the region of Beaujolais and the history and renovation of
Maison Vermorel



Saturday, April 26th, Conference

08h00

Meeting Point in Villefranche-sur-Saône

Coach to Conference

Departure address: train station Villefranche-sur-Saône:
113 Pl. de la Gare, 69400 Villefranche-sur-Saône

Please, note that we only have one coach. It is therefore reserved for those who have indicated 'coach' in their registration. Those who come by car, please come by car. Carpooling is welcome.
Please, park the cars at the back of the reception hall building.

09h15

Conference at Château De Cypierre

4 Cypierre, 71600 Volesvres, France

Programme:

- Coffee
- Main conferences on biodiversity
- Lunch with local food
- Workshops and technical visit

A word on Château de Cypierre :

Le château de Cypierre is a fortified manor house built in the Middle-Ages. The donjon is a legacy of the 12th century heritage, but a lot of restorations, works and rearrangements have modified the original building. Important families of the French history have lived in the castle of Cypierre. It has now been the property of the family de Bastard for 300 years. The estate is nowadays a lively place thanks to its administrators working hard to highlight its cultural and social potential

16h15 -
17h30

Coach back to Villefranche-sur-Saône

Arrival Address: train station Villefranche-sur-Saône:
113 Pl. de la Gare, 69400 Villefranche-sur-Saône



Conference

The Topic: Biodiversity

The region of Beaujolais is characterised by viticulture and landscape – so it is not surprising that we are dedicating this conference to the topic of biodiversity, in line with the Observatory launched by La Demeure Historique. We find it crucial to study the links between historic monuments and their environment as part of a general awareness of the issues and challenges of sustainable development and the protection of biodiversity. And it is also important to work on the impact they have, as natural reserves and preserved places.

We have a various mix of people and stories invited to tell their fascinating work around biodiversity, bees, integrated tourism facilities, roses, balanced activities to limit the impact on wildlife, and historic houses.

We thank the owner Guy-Bertrand de Bastard and his family for welcoming us at their home.



The Speakers

Marguerite de Mézerac

www.chateaudecanon.com

is an Art Historian and roses enthusiast. For the past 12 years, she has been working to develop tourism in the area around Château de Canon. Since 2015, she has also been involved in conservation and restoration projects for the buildings and grounds, and in fundraising. She worked on the creation of a wonderful rose garden, inaugurated in 2020, and had the idea to create a rose variety for the castle: the "Rose de Canon". While she is passionate about the challenge of conserving this architectural and landscape heritage, she is just as motivated by the family and human adventure that it represents! She will talk about her experiences, about the rose garden, and about the link between Château de Canon, the garden and tourism.



Ivan le Mintier

www.lamottebasse.bzh/institut-ar-mell

is the co-founder of the *I3F research chair*, focusing on frugal engineering and innovation. He believes that we have already entered a frugal world, with increasingly limited access to sustainable resources. We therefore need to question our way of innovating and the nature of the solutions to be designed, with in both cases a paradigm shift to operate.

Ivan has spent more than 23 years in the agri-food industry, in senior management positions running businesses (Nestlé, Danone, Mars and Yoplait). He has built his expertise around low-index countries, nutrition, value chains and innovation strategies to build growth in unusual ways.

Ivan is also a farmer on the "Notre Dame de Paix" organic farm at Domaine de la Motte-Basse (Brittany 22) and is developing a scientific programme on the Breton black bee via the AR MELL Institute, a consortium of naturalist researchers built around biodiversity and agricultural issues.



The Speakers

Eric Pellerin

www.jardin-vauville.fr

took over the estate Jardin de Vauville in 2018 and put on pause his work as film producer and director in Paris. He centres around the business side of the estate, and will discuss the development of the botanical garden as a contribution to the life of a historical monument.

Eric focuses on the marketing of the visit and the marketing approach to support the needs of his castle and the botanic garden itself. A cultural offer that respects biodiversity. Participants will learn about the role of botanical gardens as opposed to botanical collectors, who do not respect the acclimatisation of non-endemic species. His talk will also include the slow acclimatisation and creation of the garden by his grandfather, the development and growth of the garden by his parents and his own business development.



Alexandre Reille

www.chateaudejanvry.com

The Château de Janvry is a unique and breathtaking castle in the French village of Janvry, Essonne. Alexandre is manager of this family estate. He will talk about the takeover and development of a hunting ground. In terms of development, he will address topics such as upscaling, increasing event volumes, optimising processes and the role of local and national characteristics and regulations. He will explain their advantages and disadvantages - which are not only economic, but also ecological and personal.

He will give us his very personal view and share his experiences, also in relation to hunting in general.



The Speakers

Raphaël Devred

www.sciences-patrimoine.org/chercheur/raphael-devred/

is an environmental historian. He wrote his thesis on the history of the Rambouillet estate from the 18th century to the present day. He was following three main axes and activities: hunting, forestry and sheep raising. He also developed a comparative history of Rambouillet, Marly and Chambord estates.

He is generally interested in the history of hunting, agriculture and biodiversity. After working at the Bergerie nationale de Rambouillet, he continued his research on land and heritage management at Grenoble University.

He will give us an insight into his scientific work, which examines land and heritage management. How do they relate to each other? What are the most important findings and what can we learn from them?



Jan Denayer

www.extraqt.be

is 100% devoted to aquathermal energy as a heat pump technology. They develop thermal models to determine the potential of rivers, lakes and canals and convert them into operational installations. As aquathermal experts, they will give us an insight into their work. They have already worked for Les Jardins d'Annevoie, Château De Merode and made maps for technical feasibility of sustainable heat applications in heritage sites.



Saturday, April 26th | Black Tie Ball

19h00

Departure with coach to Château de Saint Trys

Departure address:

Train Station Villefranche-sur-Saône:
113 Pl. de la Gare, 69400 Villefranche-sur-Saône

19h15

Black Tie Ball at the Orangerie, Château de Saint Trys

including NextGen Prize Award Ceremony
and cocktail bar

00h30

Departure with coach back to Villefranche-sur-Saône

The coach will bring you back to the train station

Coach/ Car Parking

Please note that we only have one coach. It is therefore reserved to those who have indicated 'coach' in their registration. Those who come by car, please come by car. Carpooling is welcome and you can also take a taxi.

Address:

All. du Clos de Saint-Trys, 69480 Pommiers, France

There is a large car park on the left-hand side of the approach road to the castle. The castle can be seen a few minutes' walk in front of you.



Château De Saint Trys



A word on Château de Saint Trys
www.chateaudesainttrys.com

At the gates of Beaujolais, on the top of a hill, the château de Saint-Trys offers a wonderful view on the Alps to its visitors. Built in the 17th century, the castle was renovated in the 18th century. The de Brosse family, owners of the castle, preserve and protect the incredible decoration of Saint-Trys.

A special thanks to
Mr. and Mrs. de Brosse!



Award Ceremony April 26th at the Black Tie Ball.

European Young Heritage Entrepreneur of the Year 2025

This prize rewards the spirit of sustainable innovation and entrepreneurship amongst young owners of historic houses!

We are delighted to announce the winners of this year's prize!

The jury will be present to announce the winners before we give the floor to the prize winner (5,000€).

NextGen Prize Booklets will be handed out. Be curious.

We thank the sponsors of the NextGen Prize for their continued support!

Patrice Besse
and Rothschild & Co.

Patrice Besse



Rothschild & Co

Sunday, April 27th

For Sunday we have two groups for visiting Château de la Chaize for a guided tour incl. winetasting.

**09h30 -
12h00**

Visit starts
at 10h00

**Group 1 (only individual transport and car sharing)
Visit starts at 10h00 at Château de la Chaize**

Departure address:
individually due to carpooling. To arrange the carpooling and
departure you will get an individual email from the EHH office.

The drive from Villefranche-sur-Saône city centre to the
Château will take approx. 20-30 minutes.

If someone from the first group wants to go to the airport in the
afternoon, please hop on our coach, stopping at the
Villefranche-sur-Saône train station at 15h30. Please be on time.

**12h15 –
16h30**

**Group 2 (coming by bus)
Visit starts at 13h00 at Château de la Chaize**

Departure is at 12h15 at Villefranche-sur-Saône

Departure address:
Train station Villefranche-sur-Saône:
113 Pl. de la Gare, 69400 Villefranche-sur-Saône

After the visit, the coach will drive to Lyon Airport, with one
stop at Villefranche-sur Saône for hop on-hop off.

15h30:
Stop at the train station Villefranche-sur-Saône.
Hop on-hop off.

16h00
Arrival at Lyon Airport Saint-Exupéry

Visit starts
13h00-15h00

**Group 2 (individual transport and car sharing)
Visit starts at 13h00 at Château de la Chaize**

The Tour will start at 13h00. The drive from Villefranche-sur-
Saône city centre to the château will take approx. 20-30
minutes.

Château de la Chaize



Coach and Carpooling:

Please note that we only have one coach. It is therefore reserved for those who have indicated 'coach' in their registration. Those who come by car: Please come in the carpools that we have indicated to you in advance by email.

Parking and Address:

Chai Historique, 500 Rte de la Chaize, 69460 Odenas, France

The entrance is at 500 route de la Chaize in Odenas.

You will arrive in front of 2 dark gates. The bus entrance will be on the left, at the level of the deliveries, and the car entrance on the right. From there, walk 10 minutes to the main entrance of the Château.

Google link

https://maps.app.goo.gl/pHCR2H6WDfPm7pSp8?g_st=am

A word on Château de La Chaize:

The château de la Chaize is the biggest winegrowing castle of Auvergne-Rhône-Alpes. Built by Jules Hardouin Mansart, architect of Versailles, in the 17th century, the castle was in the same family for 350 years, until 2017. It is now handled by Christophe and Boris Gruy. The owners of the castle and the vineyard work hard to obtain the organic certification. The Château de la Chaize and its estate is a wonderful place to discover, through its familial and cultural history.

www.chateaudelaChaize.fr



Big Thank You to our sponsors:

Husqvarna

www.husqvarna.com

Founded in 1689, Husqvarna is a leading Swedish manufacturer of maintenance equipment for parks, gardens and forests, offering innovative, high-performance and sustainable solutions such as the robotic mower and portable battery-powered products.



Signature Assurances

<https://www.signature-assurances.fr>

Signature Assurances, an insurance broker, creates innovative, top-of-the-range solutions to protect the interests of owners of exceptional properties.



Extraqt

www.extraqt.be

is 100% devoted to aquathermal energy as a heat pump technology. They develop thermal models to determine the potential of rivers, lakes and canals and convert them into operational installations.



Tickets, Hotel and Travel

Tickets

3-day-ticket (Friday, Saturday, Sunday)
EUR 350

2-day ticket (Friday, Saturday)
EUR 320

2-day ticket (Saturday, Sunday)
EUR 320

1-day ticket (Saturday Conference & ball)
EUR 270

Black Tie Ball Ticket (only Gala Dinner)
EUR 180

Registration Link

<https://europeanhistorichouses3.wildapricot.org/event-6031152>

Included in the ticket price

This includes transport during the programme, lunch on Saturday and dinner on Friday and Saturday, including most drinks.

Accommodation and travel to and from the programme is the responsibility of the participant.

Hotel Recommendations

Please make the booking of the hotel in Villefranche-sur-Saône by yourself.

Kyriad Hôtel
Ibis Hôtel
Hôtel Balladin
Hôtel Ambiance
Campanile
B&B Villefranche-sur-Saône
Demeure et château l'Abbaye Caladoise
L'embellie, Guesthouse

Or you can find different apartments on Airbnb

Travel to Villefranche-sur-Saône

by plane: Lyon Airport Saint-Exupéry:
0h45 train

by train: Paris: 2h15

Taxi

<https://www.taxi-martin-lucas.fr/>
06 21 84 06 65



General Information

Remarks:

Please be on time!

For those who booked the coach, it doesn't wait if you are late. So please contact us and let us know if you will be catching up by car or taxi

Dresscode:

Whole weekend: smart casual

Saturday ball: black tie

Contacts on location (for emergency)

Ewelina Oksiuta, +32 488 22 16 07

Nicoline Schaub, +41 79 587 03 54



Terms and Conditions

To confirm your registration, payment must be received within ten days of getting your invoice. If you have not paid within this time, your registration may be cancelled by EHH, and your place given to someone on the waiting list.

Refunds are generally not offered except where the event is cancelled by us. But in exceptional circumstances, EHH, in its sole discretion, may consider full or partial refunds for elements where costs have not yet been incurred prior to cancellation by you.

EHH NextGen Member

The EHH NextGen Conference is for EHH NextGen members (not older than 45years old).

If you are not yet a member, please fill out our registration form. The EHH NextGen membership is for free:

<https://form.jotform.com/243504625305349>

Insurance

As organisers, EHH provides a liability insurance for the attendees during the events. The travel and health optional insurances are left to the participants' discretion.

Photographer

We will have a professional photographer for the whole Saturday. The photos are used by EHH for communication purposes. If you do not agree to your person being photographed, please contact us in advance by e-mail at info@ehh.eu.

Credits pictures in booklet:

Front and others Chateâu Saint Trys, Chateau Cypierre, Chateâu de la Chaize, La Maison Vermorel, Tourism Villefranche-sur-Saône

