



europaana
food and drink

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Europeana Food and Drink

Europeana Food and Drink Exhibition Schedule

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1 Introduction

The touring exhibition is one of the commercial applications that will be developed within the Europeana Food & Drink Project. The DOW states ‘the identification of 3-4 participating venues to host the Europeana Food & Drink temporary exhibition during the lifetime of the Best Practice Network.’

This deliverable elaborates on the touring schedule of the Cake! exhibition (cfr. D3.8). All partners and sites are presented. In choosing partners and venues, attention has been paid both to the expertise of the partner and/or the link between the location and the exhibition theme. In creating the schedule, we took into account partner’s views and experiences on ideal timing in order to maximise the number of visitors.

At the moment of writing (end of April 2015) three locations have confirmed. Two other partners have shown interest in hosting the exhibition, but have not given any firm confirmation yet. This deliverable expands on these as well, since it is probable they will host the exhibition as well.

Every location will host the entire exhibition, which means twelve standalone panels and a dining table with six chairs.

2 Overview

Partner	Location	Timing
Bakery Museum	Veurne, Bakery Museum	Oct - Nov 2015 & Feb 8-14, 2016
Erfgoedcel Leuven & Stadsarchief Leuven	Leuven, Public Library & historic town hall	Dec 2015 - Jan 2016 & April 24, 2016- May 2016
Erfgoed Haspengouw	Sint-Truiden, location tbc	Feb 20, 2016 - March 2016
Bokrijk [tbc]	Bokrijk	summer 2016
Ter Groene Poorte [tbc]	Bruges, Ter Groene Poorte	

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10/15	11/15	12/15	01/16	02/16	03/16	04/16	05/16	06/16	07/16	08/16
Yellow	Yellow	Red	Red	White	Blue	Blue	White	Red	White	Green

3 Bakery Museum Veurne [Oct-Nov 2015 & Feb 8-14, 2016]



©Bakkerijmuseum Veurne

The Bakery Museum, 'Walter Plaetinck-Zuidgasthuishoeve', located in Veurne, near the Belgian coast, has a wide collection of antique machinery and utensils from 19th and 20th century bakeries. Walter Plaetinck started this collection.

The collection is exhibited in the 'Zuidgasthuishoeve', a lovely 17th century farm. Visitors are welcomed in the former dwelling house, where they can learn everything about chocolate and ice-cream. The cafeteria used to be the stable. But the barn, where you see how bread used to be baked, is the most impressive building (left on the picture).

The Bakery Museum is an independent non-profit association, acknowledged by the Flemish Government and supported by the city and county council.

The 'Cake!' exhibition will be hosted in the barn where a specific room is dedicated to temporary exhibitions.

The barn will be renovated during summer 2015. The opening of the exhibition will in the meantime be the opening of the renewed barn. Since the museum won't have a chance to hold a summer exhibition (due to the renovations) the autumn exhibition (Oct-Nov) is supposed to attract a lot of public. The Bakery Museum will organise a moment for their heritage public to gather old pictures and recipes to upload in the Europeana Cloud, probably during Week of taste (Nov 12- 22 2015).

The exhibition will revisit Bakery Museum during Belgium's Spring Holiday (8-14 Feb 2016) since the Museum traditionally organises a lot of educational activities during that week. Those activities will be cake related in the 2016 edition.

4 Leuven Public Library Tweebronnen [Dec 2015 – Jan 2016]



©Leuven Public Library

The Leuven Heritage Cel and the Leuven City Archive will – together with CAG and KMKG - develop a cake trail during Winter 2015 and Spring 2016.

(www.erfgoedcelleuven.be & <http://www.leuven.be/vrije-tijd/archief>) That trails starts with a picture gathering moment during Week of Taste (Nov 12- 22 2015) which will focus on old cake pictures, recipes and stories. Those materials will be uploaded in the Europeana cloud. A selection can also feature in the virtual exhibition.

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Leuven will host the touring Cake! exhibition in December 2015 and January 2016. The location will probably be the Leuven Public Library, hosted in a beautiful building by Henry Vandeveldel, his last building (1936-1942). The Leuven Public Library is one of the six biggest public libraries in Flanders. (<http://www.leuven.be/vrije-tijd/bibliotheek>).



©Leuven Public Library

The cake trail continues with a Leuven version of the cake exhibition, made of the materials gathered in November. That local exhibition, supplemented with some of the cake panels, will open on April 24, 2016, which is Heritage Day in Belgium. Location will be the old Leuven town hall, a late medieval building in the city center. The Leuven exhibition will be held until the end of May 2016.



5 Erfgoed Haspengouw [Feb 20, 2016 – March 2016]

Erfgoed Haspengouw (Heritage Cel of the Flanders Haspengouw Region - <http://www.erfgoedcelhaspengouw.be>) runs several projects on bakery heritage, one of them together with CAG. Since Haspengouw is very well known for its orchards, the Heritage Cel will host the exhibition and elaborate on the regional product of fruit cakes: 'Limburgse vlaaien'. Erfgoedcel Haspengouw will, just like the other partners, host a gathering moment for pictures and recipes during Week of Taste.



©Museum De Mindere

The exact location is not yet fixed. Erfgoed Haspengouw is based in Sint-Truiden, a Limburg city with a lot of possible locations (www.sint-truiden.be). A decision on the location will be made by the end of May 2015. In the running are Museum De Mindere, the city abbey site and Mariagaarde, an old castle.



©Sint-Truiden

6 Bokrijk [summer 2016 – tbc]

Bokrijk is Flanders largest open air museum (www.bokrijk.be). It is one of the Belgium national museums. It has two focus points: there is a permanent exhibition on the sixties and an old Kempen village has been rebuilt. In that village old crafts like baking are focused on. Bokrijk is very interested in hosting the Cake! exhibition in one of the old houses, preferably the baking house. Bokrijk is closed every Winter from November until April. The first free spot in the Bokrijk agenda is Summer 2016, which is after the end of the project. As we see this as too good an opportunity to miss, CAG will continue working with Bokrijk after the project ends.



©Bokrijk

7 Ter Groene Poorte [tbc]

Ter Groene Poorte (www.tergroenepoorte.be) is Belgium's largest cooking school, located in Bruges. The school is interested in the Cake! exhibition. But exact conditions are not clear yet. School staff is working on it.



©Ter Groene Poorte

8 Conclusion

Three venues are confirmed, as required by the DoW. We are already taking next steps. First, is finalising the budget. Production budget is fixed at 15 000 inc VAT, but budgets on transport, insurance and dissemination are not fixed yet. It is important those budgets are finalized shortly. We are gathering quotes and designers want to know what they can use. First texts are being written as well. D3.10 will be finished by the end of August as planned.