

European
Historic
Houses
NextGen

9th NextGen Annual Conference

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

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 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 of 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, Projekt Manager

The EHH Office

Ewelina Oksiuta, Secretary General
Alba Calderon, 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 and
Husqvarna.**

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. Current owner of the house, Villefranche-sur-Saône wants to pass this heritage on 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: tba
Villefranche-sur-Saône, France

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 Chateau de Cypierre :

Le château de Cypierre is a fortified manor house built in the Middle-Ages. The donjon is a legacy of the XIIth century heritage but a lot of restorations, works and rearrangements 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 - **Coach back to Villefranche-sur-Saône**
17h30 Arrival Address: tba



Conference

The Topic: Biodiversity

The region 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 the 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 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 story 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

Meet some of our Speakers

We are inviting guests who are concerned about protecting bees, enhancing their visitor experiences like car parking in a biodiverse way, others who are dedicated to historic plants, others who are setting up a biodiversity label and many more. Be curious, more will follow!

Marguerite de Mézerac

Art Historian & 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, 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!

Ivan le Mintier

is 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 program on the Breton black bee via the AR MELL Institute, a consortium of naturalist researchers built around biodiversity and agricultural issues.

Eric Pellerin

After my parents and my grand-parents who started the garden in 1948, I took over the estate in 2018. I decided to put on pause my work as a film producer and director in Paris to dedicate myself to Vauville, a place I love since my early age. I enhanced a lot the botanical collection and made major changes to make the visit as easy and pleasant as possible. Some changes were made in terms of administrative and economical structure. Communication was also developed a lot. I created 3 cottages to rent, bed and breakfast rooms in the castle, group luncheon and dinners thank to a new professional kitchen and major works on the structure of the castle itself: roof and tiles, major interior work to create a 4th cottage, fiber internet... A lot to do still to bring this place into the 21st Century while keeping it truly authentic and as it is since a long time: a family home and garden!

Alexandre Reille

The Château de Janvry is a unique and breathtaking castle in the French village of Janvry, Essonne. Alexandre is manager of this family estate, and has 10 years of entrepreneurial experience in digital and event management and 10 years of experience in design direction, both put to work for the monument.

Many activities have been developed, among which a ball-trap stand, but in this vast natural estate of over 200 hectares, protected for the quality of its landscapes, flora and fauna, every effort is made to preserve the natural environment.

More will follow!

Saturday, April 26th | Black Tie Ball

19h00

Departure with Coach to Château Saint Trys

Departure Address: Villefranche-sur-Saône, detail tba

19h15

Black Tie Ball at Château Saint Trys

including NextGen Prize Award Ceremony
and Cocktail Bar

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

A word on Château de Saint Trys :

At the gates of the 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. The château de Saint-Trys welcomes its visitors for professional and private events in a soothing and stylish place.



EHH European Young Heritage Entrepreneur of the Year 2025

Apply for the EHH NextGen Prize 2025!

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

First Prize: 5000€

To participate, young historic property owners or future owners (under 45 years old) must submit their project developing sustainable heritage in private ownership. These can be commercial, educational, community or large-scale restoration projects. A jury will select the winner among the applications.

The Award Ceremony is on April 26th at Chateau Saint Trys

Registration and more Information:
<https://form.jotform.com/250153162013036>

Deadline for applications:
March 14th, 2025

We do thank the sponsors of the NextGen Prize!



Patrice Besse



Sunday, April 27th, Option 1

For Sunday we prepared two different programs (first come-first served). Group 1 (40 people) and Group 2 (40 people) will visit Chateau De La Chaize and the other group (30-40 people) have a stunning behind the scenes tour through Villefranche-sur-Saône

09h00 –
13h30

Group 1: Château De La Chaize

Meeting Point in Villefranche-sur-Saône
Coach to Château De La Chaize, tour and winetasting
After the visit direct Coach with one short stop
12h35: 5' Stop in Villefranche-sur-Saône, city centre
13h30: Arrival at Lyon Airport Saint-Exupéry

12h00 –
16h30

Group 2: Château De La Chaize

Meeting Point in Villefranche-sur-Saône
Coach to Château De La Chaize
15h25: 5' Stop in Villefranche-sur-Saône, city centre
16h00 Arrival at Lyon Airport Saint-Exupéry

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 has been 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.



Sunday, April 27th, Option 2

For Sunday we prepared two different programs (first come-first served).
This Group will have a stunning behind the scenes tour through Villefranche-sur-Saône.

11h00 -
13h00

Group 3: Visit of Villefranche-Sur-Saône

Meeting Point in Villefranche-sur-Saône
The Programm will end in the old town; transfer to airport or trainstation individually

A word on Villefranche-sur-Saône:

Villefranche-Sur-Saône is the capital city of the Beaujolais. Founded in the 13th century, it became a key trading and market hub thanks to its strategic location along the Saone River. The city centre shows wonders of medieval and Renaissance architecture. The town's charm lies in its private mansions. Apart from exploring the street, visitors can visit great cultural places such as the museum Paul-Dini or learn about wine-productions in wine-tasting tours in the surrounding vineyards.



Our main sponsors:

We want to say thanks to our main sponsors:

Husqvarna:

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

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



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](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



General Information

In General:

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 this 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

Insurance is the responsibility of the participant. We ask participants to take out travel and liability insurance in advance if they do not have it. EHH cannot accept liability of any kind.

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

