

Pays Vallée du Loir cultural experiences

1 GENERAL INFORMATION

PETR Pays Vallée du Loir is a mutualising tool of 3 communities of municipalities (57 municipalities) for local development and transition engineering.

The governance system comprises two main bodies: the General Committee, with 43 elected local representatives, and the Territorial Development Council, consisting of volunteers from various sectors. The General Committee gathers opinions and makes decisions, while the Council provides advice and proposals.

THEMATIC AREAS OF SUPPORTED PROJECTS

- Territory plan: ScoT (Territorial coherence scheme), Natura 2000, architectural and landscape chart, etc
- Energy and environment: Climate-Air-Energy Plan, energetic renovation for individuals and for public heritage, forest fire protection, Territorial Food Plan, etc
- Culture and heritage: art and history land label, local heritage inventory, creation and animation of cultural, natural and architectural heritage development programmes including new technologies and educational measures, 2 festivals (one for young public, one for all ages)
- Financing emerging projects thanks to LEADER funding

PETR TEAM

- Composed of one director and 9 agents whose missions are divided into the 4 following poles: Culture and heritage, Climate-Energy, Administrative, Territorial development.

2 CULTURAL FESTIVAL IN WINTER (JANUARY-FEBRUARY): MALICES AUX PAYS

- Initiated in 2015
- Dedicated to the very young public for whom transport to different village halls or auditoriums is organised in collaboration with local cultural actors
- During the school period for schoolchildren and week-ends or holidays for general public
- Cumulated in 2025: 40 000 spectators (mainly children), 100 art companies, 260 performances; Up to 4 700 schooled children participated in artistic workshop facilitated by artists; 6 000 rural children transported by coach
- Circus (clown, acrobatic, magic,...); Theatre (with objects, puppets, lights,...); Music (instrumental, singer, film concert,...); Dance (contemporary dance, participatory ball,...); Storytelling...

3 CULTURAL FESTIVAL IN SUMMER (JULY): FESTILOIR

- Initiated in 2003
- An average of 1800 spectators and 7 outdoor performances per year located in different voluntary villages each year (a small cofinancing is requested) in collaboration with local actors
- Theatre ; Circus ; Dance ; Visual arts ; Science and Art ; Music...
- Heritage local guided tour of each municipality welcoming a performance since 2015: 5 €
- Fine arts workshop hosted by an artist before the show since 2023: free participation
- As an example, in 2023, the Art and Heritage service implemented mutual portrait drawing workshops of people encountered in 15 villages either during Festiloir, at market or in 8 nursing homes with the help of artists. 350 participants drew 1002 portraits. 136 were chosen to be ceramic transferred on dish for an exhibition in winter by the artists.



4 LIGHT FESTIVAL IN VILLAGES IN WINTER (JANUARY-FEBRUARY): LES ALLUMÉS

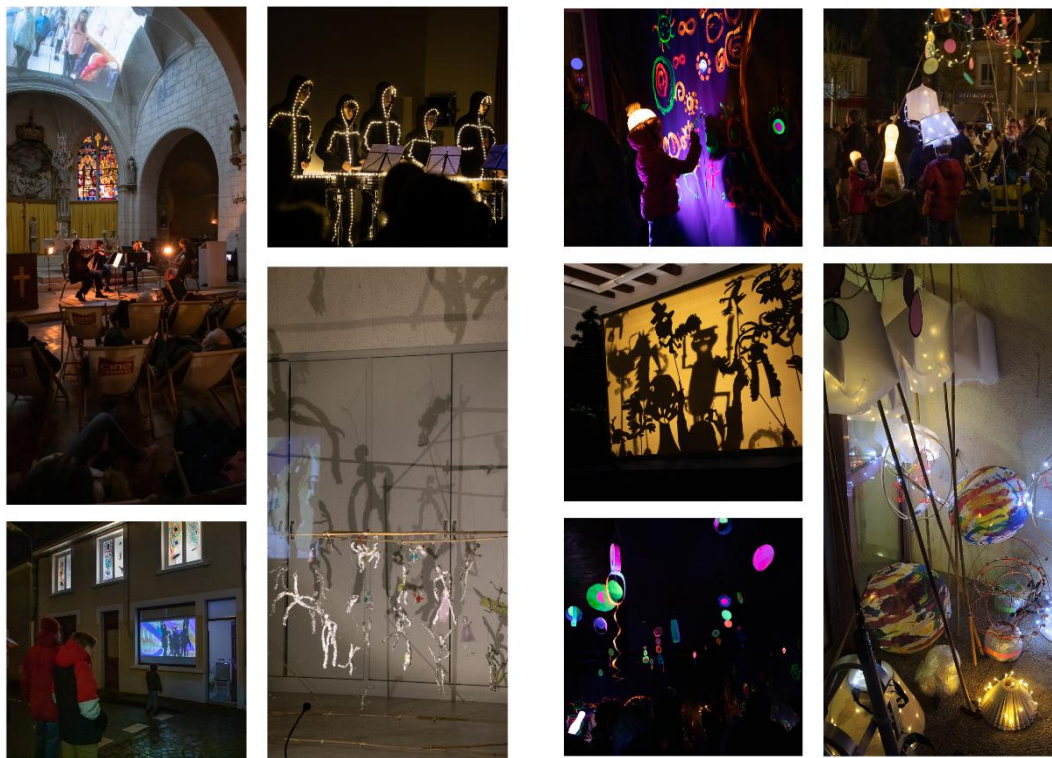
- Initiated in 2019
- One village per year (depending on financing potential) in collaboration with local associations and municipalities
- One night performance in Aubigné-Racan in 2019, in Crosnières in 2020, in Le Grand Lucé in 2022 and in Montreuil le Henri in 2025
- Recruitment of a Belgium artist company "Patrimoine à Roulettes" to implement an artistic dimension and an inclusive approach
- Inclusion of schoolchildren, inhabitants, and local associations
- Pays d'Art et d'Histoire Vallée du Loir (Art and heritage land) educational service implementing creative activities with schoolchildren during the school year resulting in creations used during the night performance
- Leader Cooperation with "Pays d'art et d'histoire Vézère Ardoise" via the French LAG Territoire Ouest Corrèzien with the aim of sharing PETR Pays Vallée du Loir experience (2020-2022)
 - Ouest Corrèzien Territory partners welcome in February 2022
 - 3 members of Vézère Ardoise Art and Heritage land and 4 elected representatives of Ouest Corrèzien Territory
 - Participation in "les Allumés" (festival of lights) at le Grand Lucé on 25 February 2022
 - Visits organised by Pays Vallée du Loir Art dans Heritage land on 26 February 2022: Montabon railway rotunda, Paillard watermill and Cave Bacchus cellars of domaine Lelais vineyards (AOC Jasnières & Coteaux du Loir)
 - Travel of Pays Vallée du Loir delegation to Ouest Corrèzien Territory in February 2022
 - 6 elected representatives and Development Council civils
 - PETR Staff among which Art and Heritage land service members
 - Participation of a few Pays Vallée du Loir elected representatives to the shadow theatre performance
 - Visits organised by Vézère Ardoise Art dans Heritage land on 12 February 2022: Saint-Martial d'Orgnac-sur-Vézère church, EDF hydropower dam at Saillant and health city at Clairvivre
 - Active involvement of Pays Vallée du Loir Art and Heritage land service members in December 2021 and February 2022
 - Creative workshops with a local scholar group on illuminated decoration

5 OTHER CULTURAL ACTIVITIES

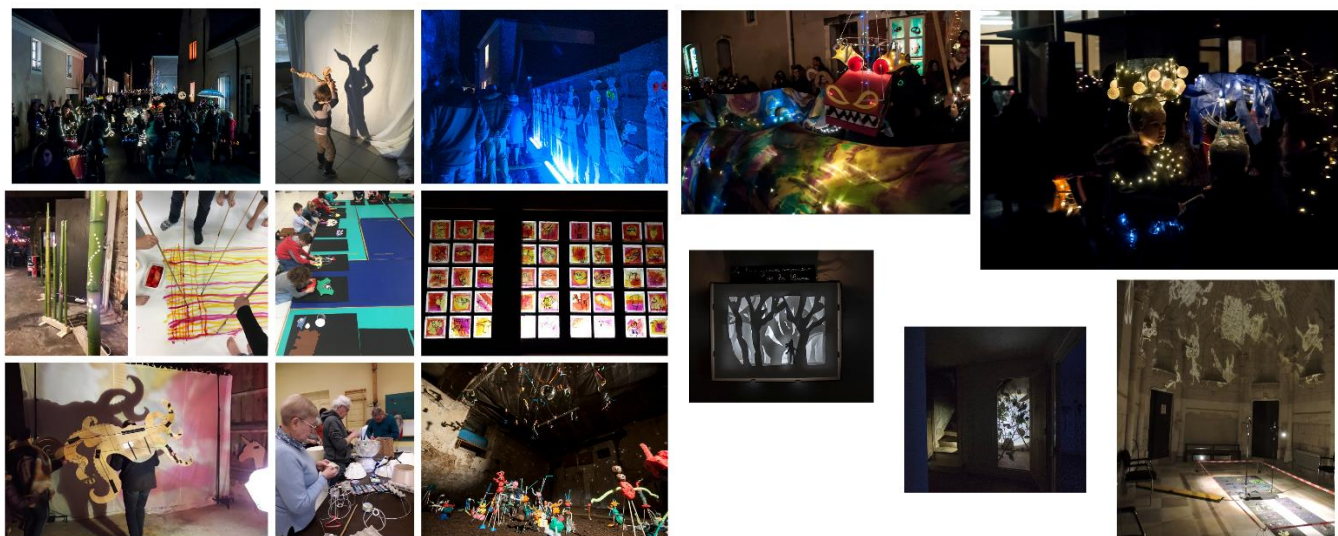
- Since 2010, ongoing local heritage inventories have enriched cultural programmes for residents and tourists, incorporating new technologies and educational initiatives.
- Thanks to Leader and other national financing, an application including a memoscan mobile can now be used to explore 11 sites in 15 minutes and find where the “Loir”(dormhouse) badge is hidden. It includes images, sounds and videos on the site’s history.
<https://www.alapoursuitedutempscache.fr/>

6 FESTIVALS AND LIGHT NIGHT IN PICTURES

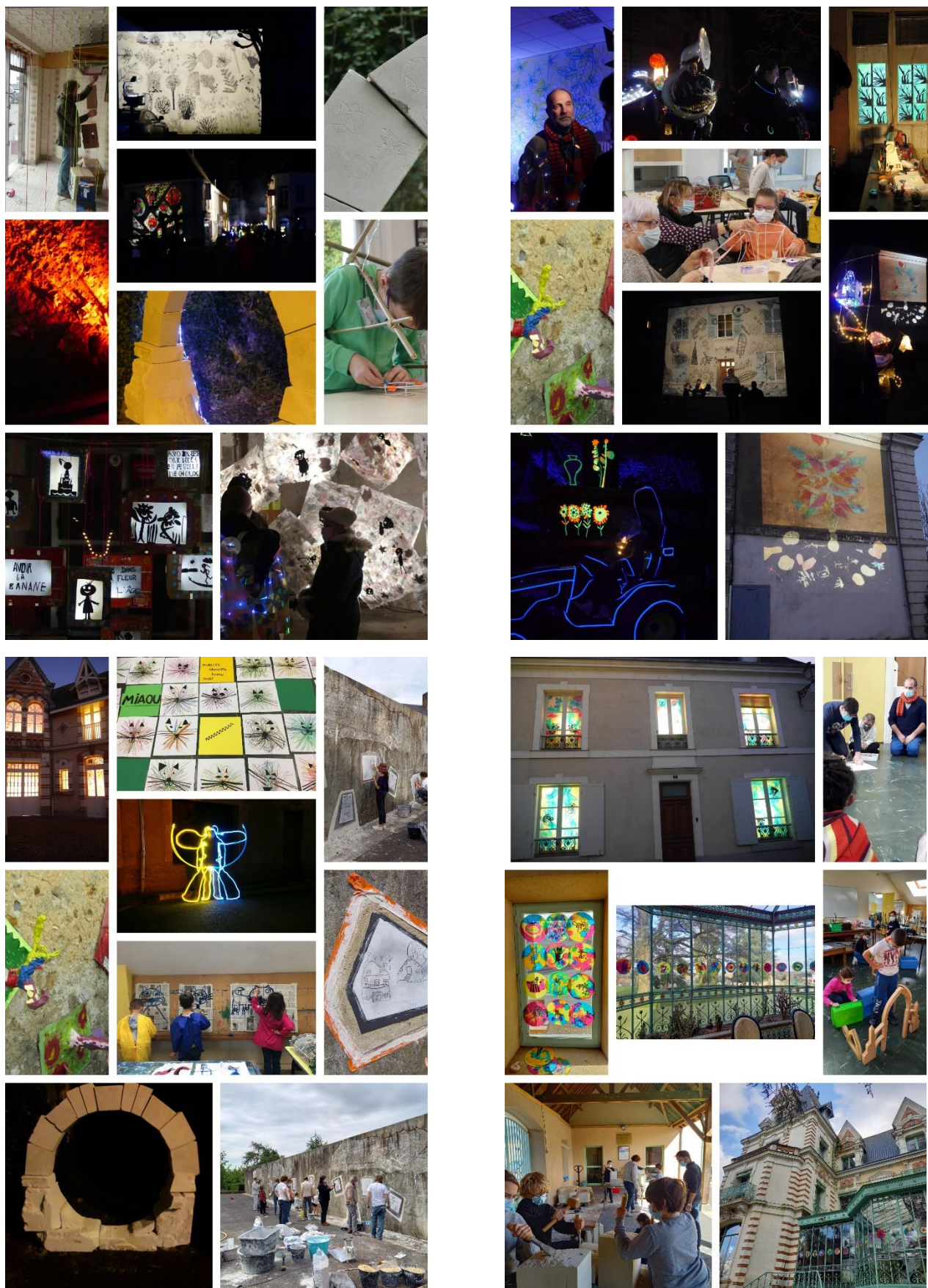
LES ALLUMES 2019 - AUBIGNE-RACAN



LES ALLUMES 2020 – CROSMIERES



LES ALLUMES 2022 – LE GRAND LUCE



LES ALLUMES 2025 – MONTREUIL LE HENRI



FESTILOIR 2024 – 6 MUNICIPALITES



EXPOSITION Grav'Loir

Observez, gravez, encrez !

Après plus de 20 rendez-vous
en Vallée du Loir,
du 10 juillet au 09 août 2024,
retrouvez l'exposition
itinérante près de chez vous.

DATES, LIEUX ET INFOS
À RETROUVER SUR
WWW.PAYS-VALLEEDULOIR.FR



MALICES 2023



Malices
au pays

MALICES 2025

