



*Residenze Reali Sabaude*  
**La Venaria Reale**  
Management and Financial  
Data 2007 - 2020





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## LA VENARIA REALE

**La Venaria Reale** is a “**permanent cultural project**” that offers a wealth of opportunities to learn, to feel new emotions and to make new experiences, aimed at embodying the combination of “**culture and social well-being**”, also mentioned among the goals of the 2030 Agenda adopted by all United Nations.

**La Venaria Reale** is a grandiose estate situated just outside of Turin. It includes the 80,000-square-meter surface of the monumental Reggia or palace, and 60 hectares of Gardens. The estate opens onto the 17th-century historical center of the town of Venaria and borders on the 3,000-hectare Park of La Mandria, with the homonymous Castle. It is an **architectural and natural masterpiece of universal Baroque** that was enlisted as a **World Heritage Site** by UNESCO in 1997. It reopened in 2007 when Europe’s largest restoration project ever undertaken for the cultural heritage was completed. Its enhancement aims at involving the promotion and utilization of the entire **Circuit of Royal Savoy Residences of Piedmont**.



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## THE RESTORATION PROJECT

The Reggia opened to the public on **12 October 2007**, after 8 years of restoration work that followed 2 centuries of abandonment and neglect.

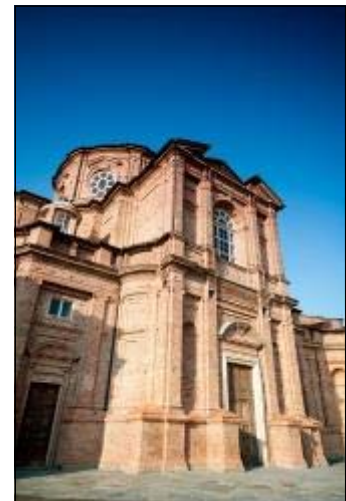
The restoration project, promoted by the European Union and curated by Ministry for the Cultural heritage and the Regional Government, required funding for **200 million euros**. It is regarded as **the largest project ever undertaken in Europe** for the recovery of the cultural heritage.





## CULTURAL PRODUCTION

The magnificent Reggia and Gardens of Venaria provide permanent displays, art and history exhibitions, and almost every day a wide range of activities takes place, including educational activities, conferences, didactic workshops, cultural and leisure events.





## REVENUE

La Venaria Reale is one of **Italy's most visited cultural sites**.

### **Total admission tickets from 2007 - 2020:**

**10.249.379**

**2007** (*partial - since 10 June / Gardens' opening and 12 October / Reggia's inauguration*):  
241.909

**2008:**  
786.256

**2009:**  
855.112

**2010:**  
798.447

**2011:**  
951.617

**2012:**  
698.484

**2013:**  
651.618

**2014:**  
631.693

**2015:**  
628.954 (including external ticketing)

**2016:**  
1.012.033 (including external ticketing)

**2017:**  
1.039.177

**2018:**  
957.070

**2019:**  
837.093

**2020:**  
159,916 (122,099 unique visitors in 177 days of opening, due to the COVID-19 pandemic)





## FINANCIAL MANAGEMENT AND JOB CREATION

**The Consortium**, in charge of managing the estate (“**Reggia, Gardens and Castle of La Mandria**”), has a **permanent staff of 56**, in addition to the Director (who has a fixed-term contract), 3 apprentices, 2 leased employees, and 2 employees seconded from other institutions, plus collaborators and employees of contractors providing outsourced services.

It is worth mentioning the **indirect employment** generated by linked activities in the tertiary sector for the surrounding area and beyond.



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The Consortium's **annual budget** for activities, exhibitions, services, ordinary and extraordinary maintenance, HR, utilities, communication and promotions, etc. is generally around **15 million euros**.

**Approximately 35% of the budget** comes from **the Consortium's Public Members**, **23% from private members**, and **the remaining 42% consists of revenue from the estate's own activities**, particularly proceeds generated by admission tickets, services to the public, location rental, royalties, sponsorships, direct management of cafés and restaurants and the bookshop, external activities and services etc..

**According to the Consortium's Memorandum of Association** (signed on 30 June 2008 and amended on 19 May 2014 and on 19 July 2017), annual financial contributions **are broken down** as follows:

Ministry of Culture:	1.700.000 € (contribution to support the Consortium's activities)
Regione Piemonte:	3.000.000 €
Town of Venaria Reale:	50.000 €
Fondazione Compagnia di San Paolo:	2.000.000 €
Fondazione 1563 per l'Arte e la Cultura:	1.000.000 €







## THE RESIDENZE REALI SABAUDE CONSORTIUM

La Venaria Reale is managed by the **Consorzio delle Residenze Reali Sabaude**—previously Consorzio di Valorizzazione Culturale La Venaria Reale (Consortium for the Cultural Promotion of the estate) -, made up of the following Members of the **Assembly of Associates**:

- **Ministry of Culture**
- **Regione Piemonte**
- **Town of Venaria Reale**
- **Fondazione Compagnia di San Paolo**
- **Fondazione 1563 per l'Arte e la Cultura**

The **Chairman** is appointed by the Assembly of Associates and proposed by the President of Regione Piemonte (in agreement with the Ministry).

The **Director** is appointed by the Assembly of Associates and proposed by the Ministry (in agreement with the President of Regione Piemonte).

The members of the **Board of Directors** are appointed by: the Ministry of Culture, Regione Piemonte, Fondazione Compagnia di San Paolo and Fondazione 1563 per l'Arte e la Cultura.

The **Board of Auditors** is appointed by the Assembly of Associates as follows:

- President: designated by the Ministry
- two other members: one designated by Regione Piemonte, the other by Fondazione Compagnia di San Paolo.





## LA VENARIA REALE IN FIGURES

- 950.000 square meters surface including the Reggia, the Gardens and the outbuildings
- 118.000 square meters of surface area in the Reggia and the outbuildings
- 512.000 cubic meters of the complex
- 196.000 square meters of stuccoes and plaster work
- 35.000 square meters of façades
- 30.000 square meters of interior flooring
- 4.750 tons of floor paving
- 1.600 square meters of frescoes
- 14.800 km of decorative frames
- 1.300 meters of balustrades
- 100 water jets shooting up to 12 meters in height in the Water Theater at the Fountain of the Stag
- almost 2,000 meters in length for the permanent display
  
- 60 hectares of restored Gardens
- 170.000 new plants
- 10 hectares of vegetable gardens and orchards in Italy's largest Potager
- 11 million liters of water in the Pond, which is 250 m long and 50 wide
  
- ½ kilometer in a straight line along the Via Maestra in the old town
- more than 6.500 hectares of land in the Park of La Mandria
- 35 km of boundary walls around the Park of La Mandria
- 30.000 square metres of floor surface in the Borgo Castello of La Mandria
- 8.000 square meters of surface in the Cascina Rubbianetta and the roofed riding ground and 5 hectares of outdoor space
  
- La Venaria Reale is one of Italy's most visited cultural sites





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