



100 JAAR
GROOTE OORLOG
THE GREAT WAR
CENTENARY





2014-18

Flanders Fields



Na vele intense jaren ligt '100 Jaar Grote Oorlog' achter ons. Dit boek kijkt met veel verwondering terug op '100 Jaar Grote Oorlog' en de onvergetelijke projecten waaraan we werkten.

Ja, het is een selectieve terugblik die de bijdrage van Toerisme Vlaanderen in de herdenking als uitgangspunt neemt. Een breder, objectiever beeld laten we graag over aan de wetenschap en de media.

Bezoekersaantallen en andere economische kengetallen vindt u ook niet op de volgende bladzijden. Dat we onze doelen ruim hebben gehaald, mag hier nu volstaan. Liever sta ik stil bij de diepere betekenis van de eeuwherdenking: dat honderdduizenden mensen naar Vlaanderen kwamen om zich te bezinnen over oorlog. Dat ze de kans kregen om anderen te ontmoeten, met andere verhalen vanuit andere tijden en plekken. Dat hon-

derden mensen zich hebben ingespannen om die verhalen zorgvuldig en tactvol te brengen in kunstwerken, tentoonstellingen, events en musea. Of gewoon, van mens tot mens.

Laat ons niet vergeten – zeker niet die kwalijke oorlog, maar ook niet deze eeuwherdenking en de vele mensen die elkaar vonden om te herinneren, om te discussiëren, om samen iets tot stand te brengen.

Dit fotoboek wil dié herinnering vasthouden – het is gemaakt uit dankbaarheid.

Peter De Wilde
Administrateur-generaal
Toerisme Vlaanderen
19 november 2018

After many years of intense work, the Great War Centenary is behind us. This book looks back in wonder on the Great War Centenary and the unforgettable project we worked on.

It is a selective review that takes the contribution made by VISIT**FLANDERS** to the commemoration as its starting point. We'll leave a broader, more objective overview to the academics and media.

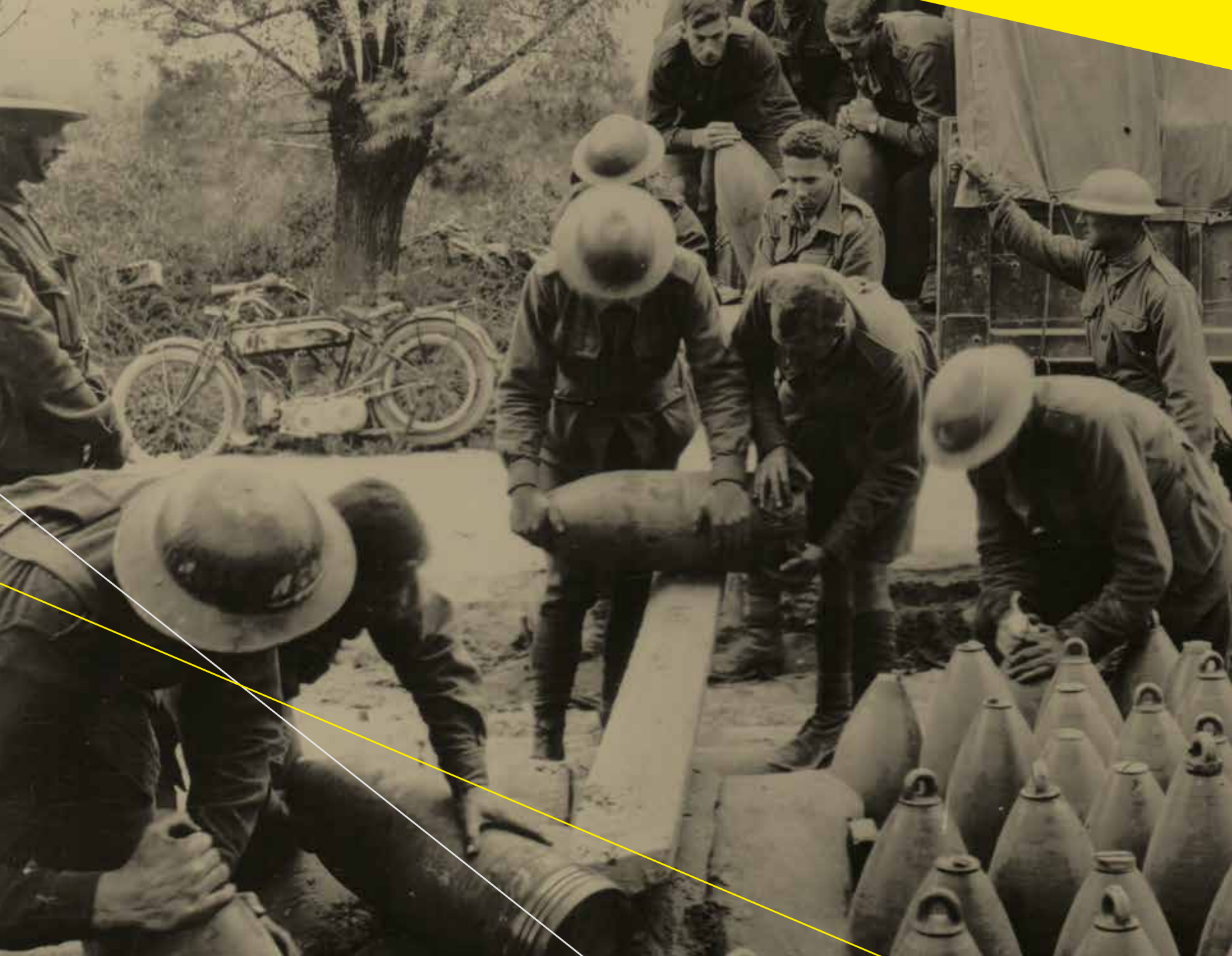
You won't find any visitor numbers or other economic results on the following pages. The fact that we achieved our goals is enough. I would rather focus on the deeper significance of the 100-year commemoration: the fact that hundreds of thousands of people came to Flanders to reflect on the war. That they were given the opportunity to meet other people, with different stories from different times and locations. And the

fact that hundreds of people worked hard to carefully and tactfully tell these stories through art, exhibitions, events and museums. Or simply from person to person.

Let us not forget – neither the horrific war nor this commemoration and the many people who came together to remember, discuss and create something together:

This photo book offers a permanent record of the commemoration; it is the result of deep gratitude.

Peter De Wilde
CEO VISIT**FLANDERS**
19 November 2018





2012



DE AANLOOP
WARMING UP

2012



Al enkele jaren werkt Toerisme Vlaanderen achter de schermen aan de voorbereiding van '100 Jaar Grote Oorlog'. Er is een voorstudie, samen met Westtoer. Er komt een subsidieronde voor investeringsprojecten in bezoekersinfrastructuur (44 projecten, 15 miljoen euro) en twee subsidierondes voor evenementen tijdens de herdenkingsjaren (24 projecten, 10,9 miljoen euro). Toerisme Vlaanderen stelt het geld ter beschikking, maar het zijn de vele projectpartners die het echte werk op het terrein aanvangen. Al in 2012 worden de eerste resultaten zichtbaar...

VISIT**FLANDERS** has already been working 'behind the scenes' on preparations for the Great War Centenary for a few years. A preliminary study is conducted with Westtoer. There is a subsidy round for investment projects in visitor infrastructure (44 projects, 15 million euros) and two subsidy rounds for events during the commemoration years (24 projects, 10.9 million euros). VISIT**FLANDERS** provides the money but it is the many project partners who actually carry out the work. A few results are already clear by 2012...





/ Memorial Museum Passchendaele 1917,
Zonnebeke



/ Talbot House, Poperinge



/ Talbot House, Poperinge



/ Bezoekerscentrum Lijssenthoek, Poperinge
/ Visitor Centre Lijssenthoek, Poperinge



/ In Flanders Fields Museum, Ieper
/ In Flanders Fields Museum, Ypres

OP TIJD...

In juni opent het In Flanders Fields Museum (Ieper) opnieuw de deuren, dubbel zo ruim en met een volledig vernieuwde inrichting. In de herfst volgt het nieuwe bezoekerscentrum bij Lijssenthoek Military Cemetery, en de vernieuwde Dodencellen (beide Poperinge). Dat deze plekken zo snel klaar zijn zou een zegen blijken want vanaf 2013 gaat het aantal bezoekers fors de hoogte in.

ON TIME...

In June, the In Flanders Fields Museum (Ypres) opens its doors again, now with twice as much space and a completely renovated layout. In autumn, the new visitor centre at Lyssenthoek Military Cemetery follows suit, as do the updated Death Cells (both in Poperinge). The fact that these locations are ready so early turns out to be a blessing as the number of visitors begins to increase considerably from 2013.



/ Bezoekerscentrum Lijssenthoek, Poperinge
/ Visitor Centre Lijssenthoek, Poperinge



/ Bezoekerscentrum Lijssenthoek, Poperinge
/ Visitor Centre Lijssenthoek, Poperinge



/ Dodencellen, Poperinge
/ Death Cells, Poperinge



2014-18
Grote Oorlog





De herdenking in Vlaanderen krijgt haar eigen logo. Een eerste brochure voor reisprofessionals geeft een overzicht van de herdenking in Vlaanderen voor een internationaal publiek. Er zouden nog vijf edities van deze 'trade'-brochure volgen.

Ondertussen leren partners elkaars projecten beter kennen tijdens overlegmomenten, zoals de 'Ontmoeting' die Toerisme Vlaanderen in december in Brussel organiseert.



The commemoration in Flanders is given its own logo. The initial brochure for travel professionals provides an overview of the commemoration in Flanders for an international audience. Five further editions of this 'trade' brochure would follow.

In the meantime, partners are learning more about one another's projects during meetings such as the 'Ontmoeting' that VISIT**FLANDERS** organises in Brussels in December.







2013



READY, SET, GO

READY, SET, GO





/ Memorial Museum Passchendaele 1917, Zonnebeke

2013

Koortsachtige activiteit, want het is de bedoeling om zo veel mogelijk investeringsprojecten tijdig af te hebben. Onder meer het Memorial Museum Passchendaele 1917 (Zonnebeke) en Talbot House (Poperinge) halen de meet dit jaar. Tegelijk zijn vaak dezelfde mensen en organisaties volop bezig evenementen voor te bereiden. De internationale promotie komt op kruissnelheid.

There is feverish activity because the idea is to have as many investment projects as possible completed on time. Organisations such as the Memorial Museum Passchendaele 1917 (Zonnebeke) and Talbot House (Poperinge) cross the finish line this year. At the same time, it is often the same people and organisations that are working flat out to organise events. International promotion is coming up to speed.



/ Memorial Museum Passchendaele 1917, Zonnebeke



OVER DE GRENZEN

Zo'n 50 Britse touroperators komen op uitnodiging van Toerisme Vlaanderen poolshoogte nemen. Wegens té grote belangstelling volgt in september een tweede editie, dit keer met 30 deelnemers waaronder voor het eerst enkele Ierse bedrijven.

Toerisme Vlaanderen neemt deel aan de Belgische handelsmissie naar India, en mag tijdens een toeristisch seminar niet alleen 80 Indische reisprofessionals begroeten, maar ook Prinses Astrid. De herdenking in Vlaanderen krijgt veel belangstelling.



/ Trade workshop



CROSSING BORDERS

VISITFLANDERS invites about 50 British tour operators to come and visit the region. A second trip is organised in September for another 30 participants, including the first Irish companies.

VISITFLANDERS also takes part in the Belgian trade mission to India and is able to meet-and-greet not only 80 Indian travel professionals but also Princess Astrid during a tourism seminar. The commemoration in Flanders attracts a lot of attention.





WTM

Vlaanderen is 'premier partner' op de belangrijkste professionele toerismebeurs ter wereld: WTM Londen. Voor de ruim 50.000 aanwezigen is 'Flanders Fields' onontkoombaar: op draagtassen, wandelgangen, eettafels, spandoeken... maar nog het meest op de gloednieuwe stand van Toerisme Vlaanderen.

WTM

Flanders is the 'premier partner' at the world's number one professional tourism fair: WTM London. For the more than 50,000 visitors, 'Flanders Fields' is everywhere: on carrier bags, on walkways, on tables, on banners, and best of all, at the brand new stand for VISIT**FLANDERS**.





/ Toegankelijk Toerisme Award
/ Accessible Tourism Award

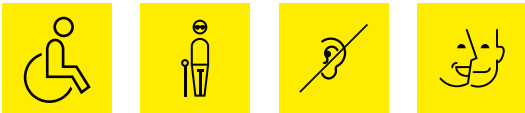
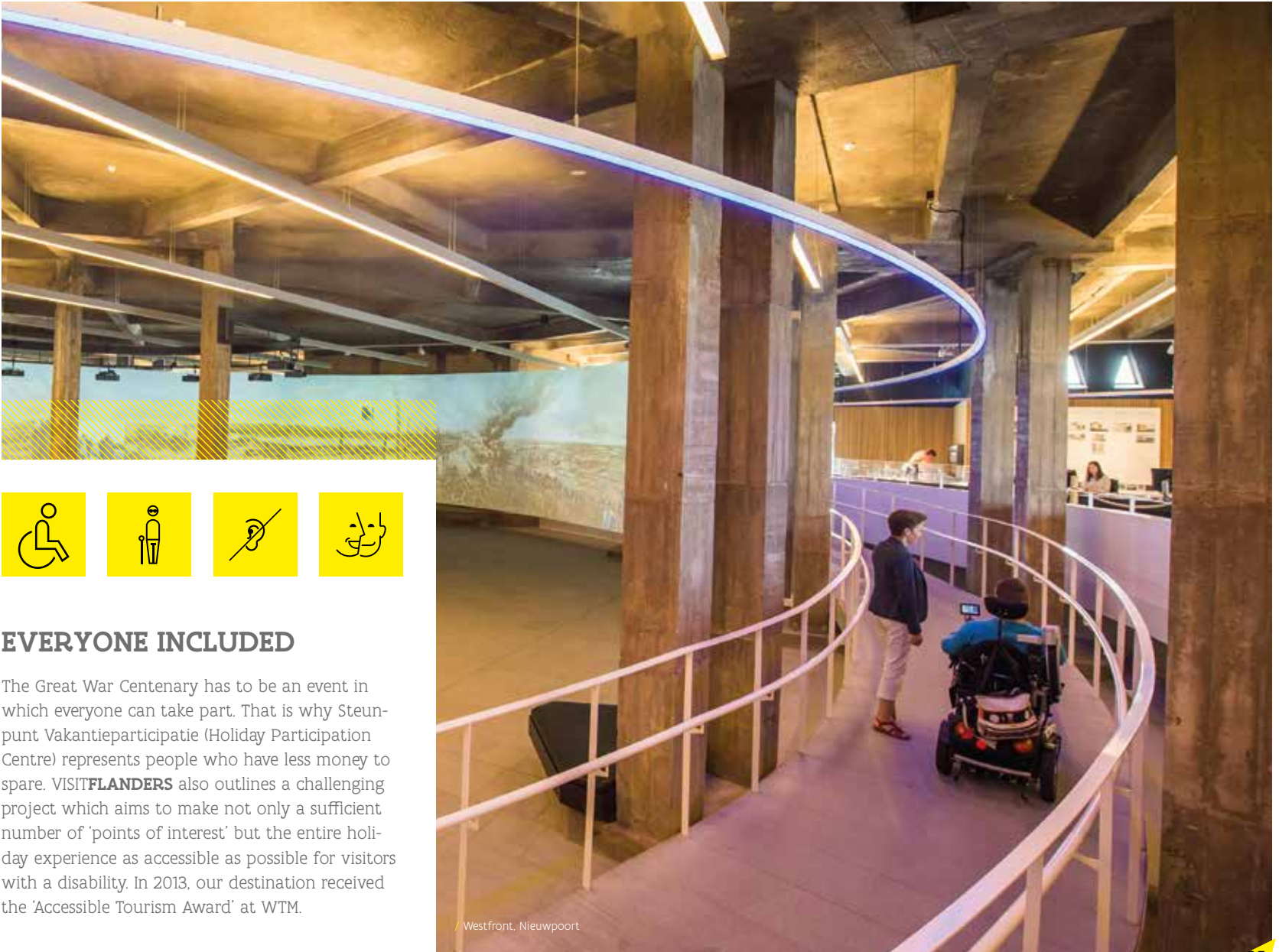


/ Talbot House, Poperinge



VOOR IEDEREEN

'100 Jaar Grote Oorlog' moet een ervaring zijn die iedereen kan meemaken. Daarom bemiddelt het Steunpunt Vakantieparticipatie voor mensen met een kleine portemonnee. Voor personen met beperkingen stippelt Toerisme Vlaanderen een uitdagend project uit om niet enkel voldoende 'points of interest' maar de h le vakantiebeleving zo toegankelijk mogelijk te maken. In 2013 wordt onze bestemming op WTM beloond met de 'Accessible Tourism Award'.



EVERYONE INCLUDED

The Great War Centenary has to be an event in which everyone can take part. That is why Steunpunt Vakantieparticipatie (Holiday Participation Centre) represents people who have less money to spare. VISITFLANDERS also outlines a challenging project which aims to make not only a sufficient number of 'points of interest' but the entire holiday experience as accessible as possible for visitors with a disability. In 2013, our destination received the 'Accessible Tourism Award' at WTM.

Westfront, Nieuwpoort



DE CAMPAGNE START

November 2013: hoog tijd om te starten met de publiekscampagne. In onze toolkit zitten een reeks campagnebeelden, een sterke baseline en een filmpje. Op Facebook gaat de pagina 'flandersfields1418' online. We delen klapprooszaadjes uit. En dan is er nog het 'Worldwide Poppyfield', een app waarmee je een virtuele klapproos kunt planten ter nagedachtenis van één van de 600.000 slachtoffers van de Grote Oorlog in België. De 'Namenlijst' van het In Flanders Fields Museum is daarvoor de bron en inspiratie.

THE CAMPAIGN STARTS

November 2013: it's high time to start the publicity campaign. Our tool kit includes a series of campaign images, a strong baseline and a film. The page 'flandersfields1418' goes live on Facebook. We hand out poppy seeds. And let's not forget the 'Worldwide Poppy field', an app that allows you to plant a virtual poppy to commemorate one of the 600,000 victims of the Great War in Belgium. The 'Names List' of the In Flanders Fields Museum provides a source of inspiration.





/ Facebook Worldwide Poppy field app 



ETHIEK

Zullen de toeristische spelers de herdenking wel zorgvuldig aanpakken? Of gaat de commerciële logica overheersen? Deze kritische vraag wordt meer dan eens gesteld. Westtoer neemt het voortouw om de 'principes voor een ethisch en meerstemmig herdenkingstoerisme' uit te puren. Wat intuïtief al aanwezig was, wordt nu een heldere toetssteen om bij te dragen tot een waardevolle herdenking.

ETHICS

Will the key tourism industry players handle the commemoration with the necessary sensitivity? Or will commercial considerations take precedence? This critical question is posed more than once. Westtoer takes the helm in refining the 'principles of ethical and harmonious commemorative tourism'. The concepts, which had previously been intuitive, become clear cornerstones for contributing towards a valuable commemoration.



Verdieping
Deepening

Toegankelijkheid
Accessibility

Meerstemmigheid Multi-voiced

Internationalisering
Internationalization

Goed gastheerschap
Good hospitality

Vredesboodschap
Peace message

Respect
Respect







2014



**IN DE SCHIJNWERPERS
VAN DE WERELD**

**THE WORLD
IS WATCHING**

2014

En dan begint de eeuwherdenking. De media-aandacht is enorm en komt uit alle hoeken van de wereld. Het is kwestie om die schijnwerpers ook op Vlaanderen te krijgen. We benadrukken dat je kunt reizen naar plekken waar de sporen van de oorlog nog zichtbaar zijn. Dat kan zeker in Vlaanderen, want we zijn klaar om de bezoekers een unieke ervaring aan te reiken.

And then the 100-year commemoration begins. Media coverage is vast and comes from all four corners of the globe. It is now important to shine the spotlight on Flanders too. We emphasise the fact that you can travel to locations where traces of the war can still be seen. This is certainly true in Flanders as we are ready to offer visitors a unique experience.



NEDERLAND
THE NETHERLANDS



VERENIGD KONINKRIJK
UNITED KINGDOM

Mirror
Ypres is the perfect base for visiting First World War sites and memorials

19th Oct 2014 00:00 | By **Neil Mayhew**

In the First World War centenary year, Ian Mayhew says the restored Belgian town of Ypres is an ideal base for visiting poignant battlefield sites

Recommended On

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Never forgotten - The Menin Gate Memorial to the Missing in Ypres

Alme van Nieuwenhove, a wealthy lace merchant in the pretty Flemish town of Ypres, was well and truly in the line of fire during the First World War. He was still in Allied hands and his shop for the Germans, who were both as Bulgarian and Romania to join enemy's main obstacle to an advance on Ypres.

...out, for the next four years - big bombs in the German lines which its massive artillery bombardments, story of warfare and brutal frontal who defended Ypres - or 'Wipers', as it was behind the ancient walls. Safe to dig trenches in its wet, cloying swamps and Amersfoort.

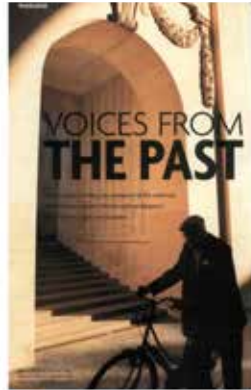
...gates of Ypres, but that wasn't. Alme soldiers breaking into his home, saboted cellar and making a mess of it.

In fact, he loved his handsome gabled house so much that at first he would brave the poisonous German shelling to live in the basement. Even when the barrage was at its height and he was ordered to leave town, he would sneak back to check his beloved garden.

One entry in his diary reads: "Calm until 11am, then a dozen shells fall all of a sudden. I went to investigate and part of my garden wall had been damaged. I was obliged to shove it up with planks to prevent the soldiers from getting into our premises."

"I made sure I double-locked the door before I left."

Alme was a kindly man, who helped many of his townfolk find refuge away from the front line. However, his touching devotion to his property seems more naive. By July 1915, there wasn't a hole in his wall - his house was just a hole in the ground, along with almost every other building in Ypres, including its famous Cloth Hall.



EINDHOVENSCH DAGBLAD
De oorlog dichtbij

De oorlog dichtbij

De oorlog dichtbij

EINDHOVENSCH DAGBLAD
De oorlog dichtbij

De oorlog dichtbij

In het spoor van de Grote Oorlog

164

VAN DE GROOTE OORLOG

600.000 soldaten

De oorlog dichtbij

De oorlog dichtbij

De oorlog dichtbij

Question of the Sex

Question of the Sex



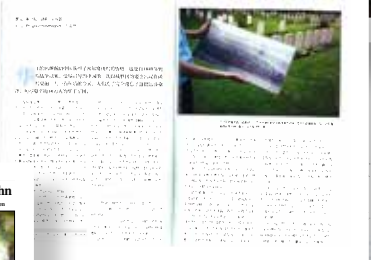
IERLAND
IRELAND



AUSTRALIE
AUSTRALIA



CHINA



DUITSLAND
GERMANY



SPANJE
SPAIN



FRANKRIJK
FRANCE



INDIË
INDIA



WE NODIGEN UIT

In Frankrijk zetten we een samenwerking op met het blad 'Le Point'. Het jaarlijkse congres van de RDA (Duitse federatie van autobusreizen) doet leper aan. In Canada sluiten we een overeenkomst met het Canadian War Museum voor hun grote tentoonstelling 'Gas, Mud & Memory'. Voor Australië en Nieuw-Zeeland, waar we nog niet actief waren, stellen we een vertegenwoordigingskantoor aan om de pers en reisindustrie warm te maken voor 'Flanders Fields'. Op het tweejaarlijkse 'Flanders Brussels Travel Forum' staat '100 Jaar Grote Oorlog' centraal.

REACHING OUT

In France, we set up a collaboration with the newspaper 'Le Point'. The annual conference of the RDA (German Federation of Bus and Coach Travel) is held in Ypres. In Canada, we conclude an agreement with the Canadian War Museum for their vast exhibition 'Gas, Mud & Memory'. For Australia and New Zealand, where we do not yet have an active presence, we propose setting up a representative's office in order to generate interest among the press and the travel industry for 'Flanders Fields'. The Great War Centenary is the central focus at the biannual 'Flanders Brussels Travel Forum'.



/ Mijnkrater Hollandse Schuur, Wijtschate, Heuvelland
/ Mine crater Dutch Barn, Wijtschate, Heuvelland





/ persreis met Bundeskunsthalle, Duitsland
/ press trip to Bundeskunsthalle, Germany



/ Persreis uit UK en Ierland
/ Press trip from UK and Ireland



/ RDA-conferentie Duitsland te gast in Ieper
/ RDA conference Germany hosted by Ypres



/ Start van het Australië-team van Toerisme Vlaanderen
/ Kick-off for the VISITFLANDERS Australia team



/ Museum aan de IJzer, Diksmuide
/ Museum at the Yser, Diksmuide



/ Museum aan de IJzer, Diksmuide
/ Museum at the Yser, Diksmuide



/ Vrij Vaderland, Veurne
/ Free Fatherland, Veurne



/ Käthe Kollwitz museum, Koekelare

GROTE EN KLEINE WERKEN

Het Museum aan de IJzer gaat open voor het publiek. Er worden trouwens overal in Vlaanderen lintjes doorgeknipt, want tal van grotere en kleinere investeringsprojecten zijn tot een goed einde gebracht.

GREATER AND SMALLER PROJECTS

The Museum at the Yser (Yser Tower) opens its doors to the public. In fact, ribbons are cut all over Flanders as numerous larger and smaller investment projects are successfully completed.



/ Lange Max museum, Koekelare
/ Long Max museum, Koekelare



/ Vrij Vaderland, Veurne
/ Free Fatherland, Veurne

4 AUGUSTUS

Precies 100 jaar na het uitbreken van de Eerste Wereldoorlog verspreidt Toerisme Vlaanderen 115.000 exemplaren van een unieke herdenkingskrant 'The Flanders Fields Post', in Manchester, Dublin, Toronto, Glasgow, Londen, Halifax en Brussel. Ook in de nieuwsbulletins van die dag duikt de actie op.

4 AUGUST

Exactly 100 years after the First World War broke out, VISIT**FLANDERS** distributes 115,000 copies of a unique commemorative newspaper 'The Flanders Fields Post', in Manchester, Dublin, Toronto, Glasgow, London, Halifax and Brussels. The activities are also covered by the news bulletins of the day.



In Manchester, UK



Newspaper recreated to mark First World War centenary

A newspaper inspired by the historic Wipers Times created has been recreated to mark the centenary of the war in London.

The Telegraph

First World War centenary: historic Wipers Times newspaper recreated
Nearly 100 years on from the launch of The Wipers Times, which was created by First World War soldiers, a special commemorative issue is published



Humor in de loopgr...



'Dit gaat dieper dan een strandvakantie'

MENS EN ECONOMIE

BEWAARDEN DE GEESTEN VAN DE WIPERS

De Wipers Times was een tijdschrift dat werd gemaakt door de soldaten van de Wipers in de Eerste Wereldoorlog. Het was een van de weinige tijdschriften die werd gemaakt door de soldaten zelf. Het was een plek waar de soldaten hun gedachten konden uiten en hun ervaringen konden delen. Het was een plek waar de soldaten hun humor konden uiten en hun levens kunnen vieren. Het was een plek waar de soldaten hun harten konden openen en hun gevoelens kunnen delen. Het was een plek waar de soldaten hun harten konden openen en hun gevoelens kunnen delen.



In Dublin, Ireland



In Manchester, UK



In Halifax, Canada



WELKOM...

Op Brussels Airport is de herdenking nadrukkelijk aanwezig met klaprozen en beelden uit WO I. Ook de NMBS-stations in de Westhoek krijgen een thematisch accent. Voor wie meer wil weten zal er elk jaar van de herdenking een overzichtelijke mini-gids gemaakt worden, in vier talen.

WELCOME...

At Brussels Airport, the commemoration is clearly visible with poppies and images from WWI. The SNCB train stations in the Westhoek are also themed accordingly. For anyone wishing to find out more, a comprehensive mini-guide – available in four languages – will also be created for each year of the commemoration.





/ LichtFront op Tyne Cot Cemetery, Zonnebeke
/ LightFront at Tyne Cot Cemetery, Zonnebeke

LICHTFRONT

Oktober. 8400 fakkeldragers verlichten de 84 kilometer lange frontlijn van Ploegsteert tot Nieuwpoort: een onvergetelijk moment. Toerisme Vlaanderen draagt een financieel steentje bij tot de organisatie van dit LichtFront, en haalt 30 buitenlandse journalisten en bloggers naar de Westhoek. Het nieuwe bezoekerscentrum 'WestFront' in Nieuwpoort is ondertussen open. Ook de workshops 'Coming World x Remember Me' gaan van start. De ambitie is om één beeldje te maken voor elk van de 600.000 mensen die in België het leven lieten door WO I.

LIGHTFRONT

It is October: 8400 torch-bearers light up the 84 kilometre front-line from Ploegsteert to Nieuwpoort: an unforgettable moment. VISITFLANDERS provides financial support for the organisation of this LightFront and brings around 30 foreign journalists and bloggers to Westhoek. The new 'WestFront' visitor centre in Nieuwpoort is now open. The 'Coming World x Remember Me' workshops also begin. The aim is to create one sculpture for each of the 600,000 people who lost their lives in Belgium during WWI.



/ LichtFront nabij Westfront, Nieuwpoort
/ LightFront at Westfront, Nieuwpoort



/ LichtFront
/ LightFront



/ CWxRM



/ CWxRM



VLAANDEREN HERDENKT

Elke stad, elk dorp heeft een verhaal over de gebeurtenissen in 1914. Ze vertellen daarover in speciale herdenkingsmomenten, tentoonstellingen, muziek en andere evenementen. Vele van deze onvergetelijke programma's worden met de financiële steun van Toerisme Vlaanderen gerealiseerd.

FLANDERS REMEMBERS

Every city and every village has a tale to tell about the events of 1914. They recount their stories during special commemorative moments, exhibitions, musical performances and other events. Many of these unforgettable programmes are made possible thanks to the financial support of VISIT**FLANDERS**.

/ Pontonbrug, Antwerpen
/ Pontoon bridge, Antwerp



/ Legermuseum, Brussel
/ Military museum, Brussels



/ Ravage, Leuven



/ 1,000.Voices for Peace



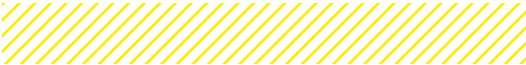
/ Dendermonde



/ Aarschot



/ Shooting Range, FoMu, Antwerpen
/ Shooting Range, FoMu, Antwerp





EEN BOODSCHAP VAN VREDE

De Kerstbestanden in 1914 deden de wapens even zwijgen. Toerisme Vlaanderen vraagt aan bekende straatartiesten uit het Verenigd Koninkrijk en Duitsland om samen een werk te maken met de Kerstbestanden als thema. Het wordt een graffiti schildering in hartje Londen, en een kunstwerk op canvas in Berlijn.

De facebookpagina Flandersfields1418 blijkt meer dan levensvatbaar. We tellen 51.646 fans per 31 december 2014. En vooral erg veel interactie.

A MESSAGE OF PEACE

The Christmas truce silenced the guns in 1914. VISIT-**FLANDERS** asks well-known street artists from the United Kingdom and Germany to collaborate on a thematic work based on the Christmas truce. A graffiti painting is created in the heart of London and an artwork painted on canvas in Berlin.

The Flandersfields1418 Facebook page is proving to be more than viable. We have 51,646 fans as of 31 December 2014. And a great deal of interaction takes place.



Flanders Fields 14-18
 December 2009 - Via Pagina 771 - 19 december 2014 at

The Christmas Truce @ history
 The Christmas Truce of 1914 neatly interpreted. Graffiti artists from the UK and Germany created simultaneously remembrance artworks in London and Berlin to commemorate the spontaneous ceasefire of winter 1914
<http://www.viafanders.com.uk/stopover/flanders-fields-the-christmas-truce-in-flanders-keldrinderen.jp>



WAR HISTORY
 THE PLACE FOR MILITARY HISTORY

1914 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

Having a problem? You can't see an @page? We have a solution: support!

WW1 GRAFFITI PROJECT
 December marks 100th anniversary since

BBC NEWS 17:53 CHANGED BREAKING

The Telegraph

Watch: 1914 Christmas truce commemorated with London street art

Comments of World War One's first Christmas truce is commemorated only two years of street art in London and Berlin

99 R&A laatste pantheon

Vind ik leuk · Reageren · Delen

Margie van Damme, Donk Kuywert, Jan C Doronje en 8.547 anderen vinden dit leuk.

Bezoek aan reacties

Nick Enstone A fitting tribute to all who gave the Vind ik niet meer leuk · Swamwooden · 23 32 · 17 00

Fabrice Felix surfer Vind ik niet meer leuk · Swamwooden · 23 5 · 10 10-10

106 106333

UK and German artist commemorate World War I Christmas Day Truce

RECOMMENDED FOR YOU:

- London WW1's Great Christmas Truce
- London WW1's Great Christmas Truce
- WW1's Great Christmas Truce
- WW1's Great Christmas Truce





2015



**DE HERDENKING
GAAT VERDER**

**REMEMBRANCE
CONTINUES**

2015

De belangstelling voor 'De Grote Oorlog' blijft ook na 2014 sterk. Australië en Nieuw-Zeeland, de ANZACs, sluiten aan bij de herdenking zoals ze in 1915 ook aansloten bij het krijgsgewoel. Nieuwe, vaak kleinschalige investeringen in de frontstreek zorgen dat bezoekers nog meer inzichten en verhalen aangereikt krijgen. Ondertussen, ongestoord, treden de klaroenblazers onder de Menenpoort elke avond aan voor hun Last Post Ceremonie... op 9 juli 2015 voor de 30.000ste keer, en met het voornemen dat het nooit de laatste 'Last Post' zal zijn.

The interest in The Great War remains strong after 2014. Australia and New Zealand – the ANZACs – join in with the commemoration just as they joined the turmoil of battle in 1915. New, often small-scale investments in the Western Front area provide visitors with even more insights and stories. In the meantime, without any interruptions, the Last Post rings out under the Menin Gate every evening, and for the 30,000th time on 9 July 2015, with the intention that it will never truly be the last Last Post.







TER ERE VAN DOKTER JOHN

Dat de frontregio gekend staat als 'Flanders Fields', dat de klaproos het symbool is voor de Eerste Wereldoorlog: we hebben het te danken aan de Canadese dokter John McCrae. In mei 1915 schreef hij een schrijnend gedicht bij de dood van een vriend. De oorlogsgruwel duurde onveranderd verder – met gas als een verschrikkelijk nieuw wapen.



IN HONOUR OF DR. JOHN

The fact that the front is known as Flanders Fields and the poppy is the symbol of the First World War is down to the Canadian doctor John McCrae. In May 1915, he wrote a harrowing poem to mark the death of a friend. The horror of war continued on unabated, with gas as a horrific new weapon.



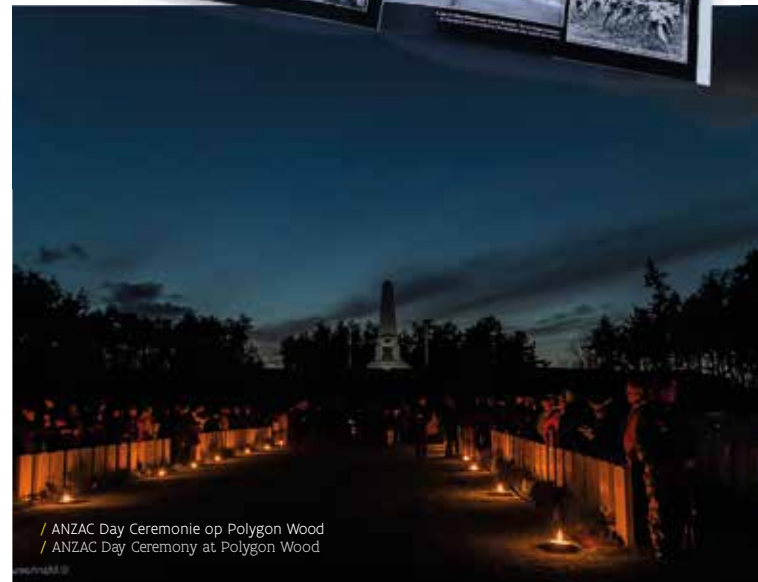
100 JAAR ANZAC DAY

'Merci Australia' – de slogan is van Atout France maar Toerisme Vlaanderen sluit er zich graag bij aan. Naar aanleiding van de 100ste ANZAC Day werkt Toerisme Vlaanderen mee aan de gelijknamige brochure van de Franse NTO. Ze zit als bijlage bij twee Australische kranten, samen goed voor 37.000 exemplaren. Via het Qantas netwerk komen daar nog eens 10 miljoen digitale exemplaren bij.

100 YEARS ANZAC DAY

'Merci Australia' – the slogan by Atout France is also picked up by VISIT**FLANDERS**. On the occasion of the 100th ANZAC Day, VISIT**FLANDERS** collaborates with the French NTO to make a brochure of the same name. The brochure is handed out as a supplement with two Australian newspapers, accounting for 37,000 copies in total. The Qantas network distributes another 10 million digital copies.

/ ANZAC Day Ceremonie op Polygon Wood
/ ANZAC Day Ceremony at Polygon Wood



/ ANZAC Day Ceremonie op Polygon Wood
/ ANZAC Day Ceremony at Polygon Wood



VER WEG THUISKOMEN

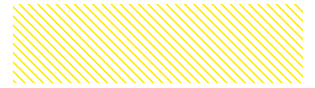
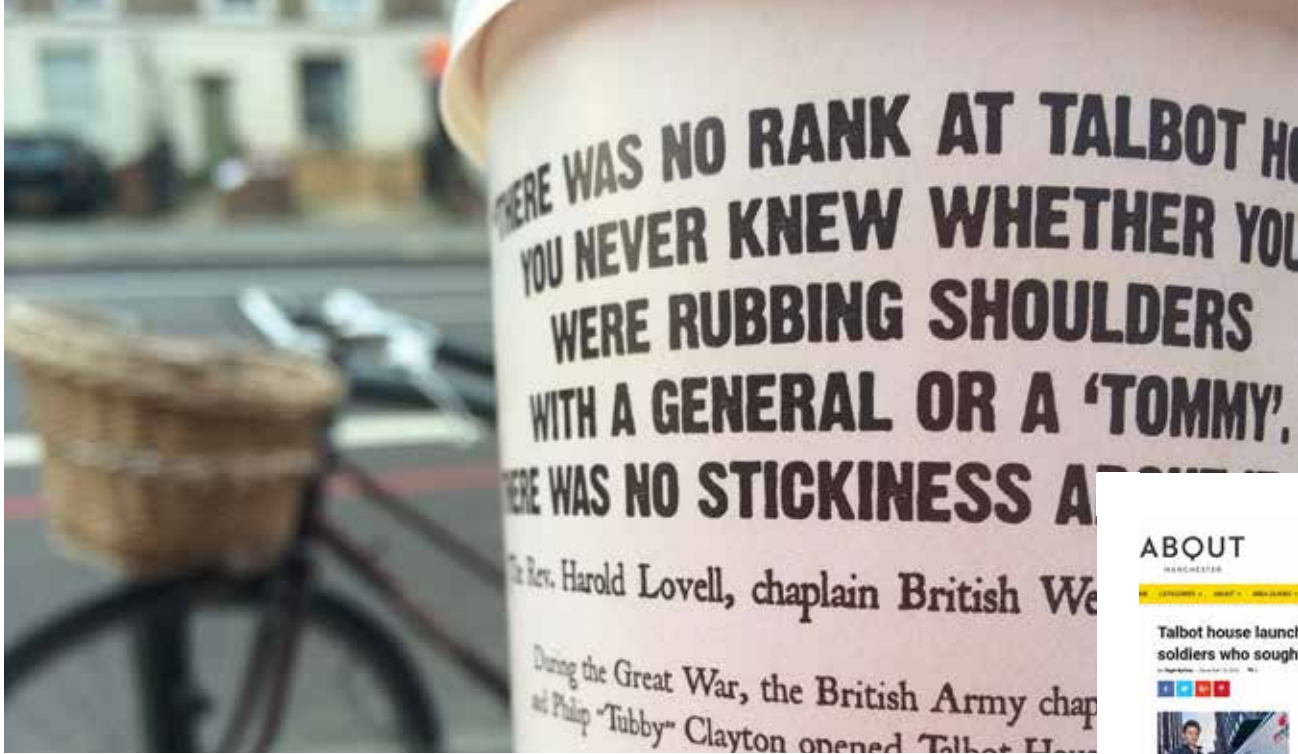
In december bestaat Talbot House in Poperinge 100 jaar. Hier konden de Britse frontsoldaten even verpozen en 'thuiskomen'. Ook vandaag blijft een bezoek aan Talbot House een verademing. De campagne brengt dit thuisgevoel over: voorbijgangers in Londen en Manchester krijgen, net als de soldaten 100 jaar terug, thee aangeboden in unieke Talbot House bekers.

Tijdens een workshop in Fort Napoleon, Oostende, krijgt een groep van 40 reisorganisatoren uit UK en Ierland een stevige briefing over onder meer de komende herdenkingsjaren.

A HOME FROM HOME

In December, Talbot House in Poperinge celebrates its 100th birthday. This location offered British soldiers on the front line an opportunity to rest and recuperate and feel 'at home'. Even today, a visit to Talbot House is a chance to 'get your breath back'. The campaign exudes this homely feeling; passers-by in London and Manchester are offered a cup of tea in unique Talbot House cups, just like the soldiers 100 years ago.

During a workshop in Fort Napoleon, Ostend, a group of 40 travel organisers from the UK and Ireland are provided with a comprehensive briefing about topics, including the forthcoming commemoration years.





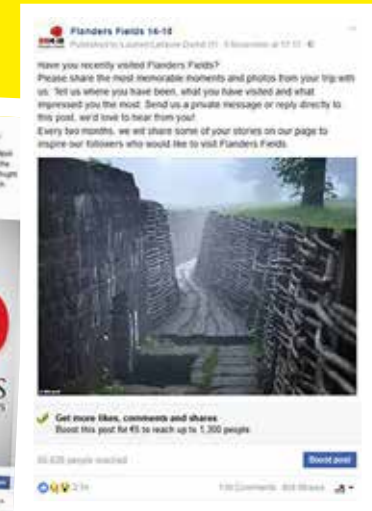


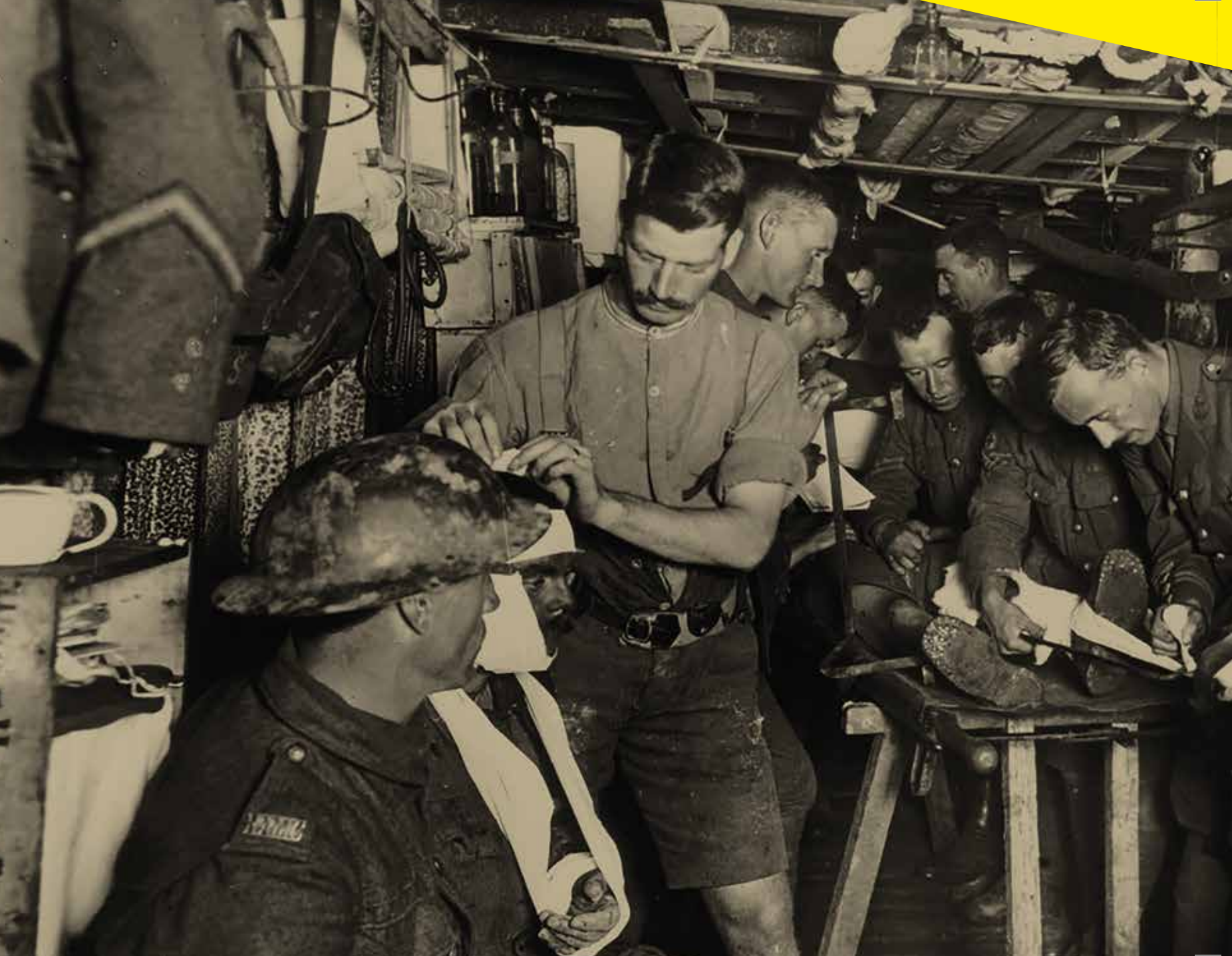
DE BOODSCHAP VERSPREIDEN

Het internationale publiek blijven inspireren en helpen om de weg naar Flanders Fields te vinden: daarom zetten we een stevig gedocumenteerde website op, begeven we ons op Twitter, starten we nieuwsbrieven, werken we aan een educatieve brochure voor Britse scholen, brengen we een brochure uit voor mensen met een visuele beperking. Op Facebook blijft Flanders Fields gestaag groeien: we eindigen het jaar met 74.913 fans en veel interactie.

SPREADING THE WORD

Our aim is to continue to inspire and help our international audience find their way to Flanders Fields. That is why we are creating a well-documented website, starting to use Twitter, writing newsletters, working on an educational brochure for British schools and publishing a brochure for people with a visual impairment. Flanders Fields is steadily gaining popularity on Facebook: we end the year with 74,913 fans and a great deal of interaction.







2016



ONDER VUUR

LIVING UNDER FIRE



/ Pool of Peace, Heuvelland



/ Frans Monument, Kemmel
/ French Monument, Kemmel



/ Duitse begraafplaats Vladslo, Diksmuide
/ German military cemetery Vladslo, Diksmuide



2016



Het zou een rustig jaar worden, want Frankrijk staat hoog op de herdenkingsagenda met 100 jaar 'Verdun' en 'de Somme'. Dan slaat terreur toe, eerst in Parijs en op 22 maart ook in Brussel. Even liggen we zelf onder vuur. Even liggen we zelf onder vuur en hapert het vertrouwen van de internationale bezoekers in de veiligheid van onze bestemming. Al met al gaat de herdenking in Vlaanderen echter verder. Vreemd genoeg is het dagelijks leven tijdens WO I het thema van vele initiatieven dit jaar.

It should be a quiet year because France is high on the commemorative agenda with 100 years since Verdun and the Somme. But then the terror attacks begin, first in Paris and then also in Brussels on 22 March. We ourselves are now under fire. And potential international visitors begin to doubt the security of our destination. The commemoration in Flanders, however, moves forward. Strangely enough, daily life during WW1 is the theme of many of the initiatives this year.



/ Hill 60, Zillebeke



/ Duitse begraafplaats Langemark
/ German military cemetery Langemark



/ Memorial Museum Passchendaele 1917, Zonnebeke



THE WIPERS TIMES.

100 JAAR WIPERS TIMES

Met de medewerking van Ian Hislop, boegbeeld van de Britse satire, maken we een reeks video's over het satirische soldatenkrantje bij uitstek: The Wipers Times, in 2016 honderd jaar oud. Nick Roberts, kleinzoon van de oorspronkelijke redactiechef, ontpopt zich als een ware ambassadeur voor de herdenking in de Westhoek. De vijf filmpjes worden met een persconferentie gelanceerd, en via sociale media verspreid. We genereren meer dan 860.000 video views, waarvan meer dan 10% de video's volledig bekijkt.

SHOT AT DAWN

Meer dan eens werden soldaten die weigerden te vechten veroordeeld tot de dood met de kogel. Poperinge wijdt een kleine maar harde tentoonstelling aan deze executies, en plaatst zo deze doden bij de slachtoffers die we herdenken.

100 YEARS WIPERS TIMES

With the cooperation of Ian Hislop, a figurehead of British satire, we create a series of videos about the satirical soldiers' newspaper: The Wipers Times, which celebrates its 100th birthday in 2016. Nick Roberts, grandson of the original editor, emerges as a genuine ambassador for the commemoration in the Westhoek. The five films are launched with a press conference and are distributed via social media. We generate more than 860,000 video views, of which more than 10% watches the entire video.

SHOT AT DAWN

More than once, soldiers who refused to fight were sentenced to death by firing squad. Poperinge dedicates a small but hard-hitting exhibition to these executions and thus adds these deaths to those victims we are remembering.

PRICE 200 FRANCS.

Existence



Nick Roberts
Grandson of the Editor of the Wipers Times

100 Years Wipers Times Flanders Fields (3/5)

33.117 weersäven



100 Years Wipers Times Flanders Fields



100 Years Wipers Times Flanders Fields (5/5)

VISITFLANDERS



100 Years Wipers Times Flanders Fields (4/5)

VISITFLANDERS



100 Years Wipers Times Flanders Fields (3/5)

VISITFLANDERS



100 Years Wipers Times Flanders Fields (2/5)

VISITFLANDERS



100 Years Wipers Times Flanders Fields (1/5)

VISITFLANDERS

Join us in commemorating 100 years of The Wipers Times in Flanders Fields.



100 Years Wipers Times Flanders Fields (1/5)



100 Years Wipers Times Flanders Fields (1/5)

33.117 weersäven

5 3 0000 000000

Are You a Victim to OPTIMISM?

—oOo—

You Don't Know?

—oOo—

ANSWER THE FOLLOWING QUESTIONS

—oOo—

Believing that all is going well for the war will end within the next

reference to bad?

Are you competent to conduct the war

These questions then you are in the c

SECURE YOU

will effectually eradicate all traces of it

reference to:—

BY, NERMES & CO.

Telegrams: "Grouse"



STERKE VROUWEN

WOI was geen exclusieve mannenzaak. Dat maakt de tentoonstellingen-reeks 'De Zij-kant van de oorlog' duidelijk. Verpleegsters Elsie en Mairi; wetenschapster Marie Curie, kunstenaar Kätke Kollwitz maar ook volkse vrouwen zoals Madame Tack komen aan bod. Vrouwen die vandaag vechten voor vrede treden op als 'meters' van het project.

DE STEM VAN KINDEREN

Kun je oorlog uitleggen aan kinderen? Misschien door kinderen aan het woord te laten die het zelf hebben meegemaakt, honderd jaar geleden... 'Oorlog in Korte Broek' brengt dergelijke verhalen samen. We verspreiden ze ook via sociale media.



Lieve Blancquaert & Jennie Vanlerberghe

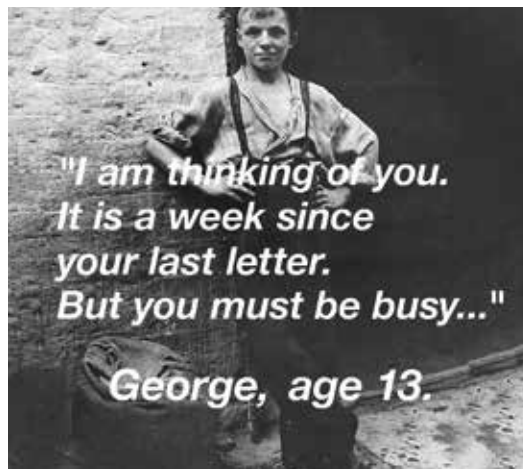


STRONG WOMEN

WW1 was not exclusively for men. This is made very clear by a series of exhibitions called 'Her Side Of The War' (De ZIJ-kant van de oorlog). Nurses Elsie and Mairi, scientist Marie Curie, artist Käthe Kollwitz and also the 'Mother of the Trenches', Madame Tack, are part of this series. The women who fight for peace today function as 'mentors' of this project.

THE VOICE OF CHILDREN

Can you explain war to children? Perhaps by letting the children who experienced it 100 years ago have their say... 'War in Short Pants' (Oorlog in Korte Broek) brings together these types of stories, which we also disseminate via social media.



*"I am thinking of you.
It is a week since
your last letter.
But you must be busy..."*

George, age 13.



*"God doesn't hear
the prayers at all.
The roar of cannons
has probably
made him deaf."*

Elfriede, age 12.



EEN AANLOOP NAAR 2017

Veel communicatie-initiatieven nemen al een aanloop naar 2017, het jaar dat 'Passchendaele' wordt herdacht. Het 'Flanders Brussels Travel Forum' toont het beste van Vlaanderen – waaronder 'Flanders Fields' - aan 415 inkopers uit 30 landen. We verspreiden een programmaboekje op de belangrijkste Franse herdenkingsites en op distributiepunten van P&O ferries. Vanuit de UK verzamelen we 40 verkopers van educatieve reizen voor een 'hostel experience' en vanuit Ierland zakt ook GTI met pers en trade af naar Flanders Fields. De rechtstreekse vlucht Brussel-Toronto is een goede gelegenheid om ook daar 'Passchendaele' in de verf te zetten. Brendan Nelson, directeur van het Australian War Memorial, doet een oproep aan zijn landgenoten om 'Flanders Fields' te bezoeken. Ook de tentoonstelling 'The Belgians have not forgotten' die rondreist in Australië en Nieuw-Zeeland steunen we. Einde 2016 staat het aantal volgers van onze Facebook-pagina op 108.906.

RUN-UP TO 2017

Many communication initiatives are already underway in the run-up to 2017, the year in which we commemorate 'Passchendaele'. The 'Flanders Brussels Travel Forum' shows off the best of Flanders, including Flanders Fields, to 415 buyers from 30 countries. We distribute a programme leaflet at the most important French commemorative sites and at distribution points on P&O ferries. From the UK, we gather together 40 people involved in selling educational trips for a hostel experience and we also invite GTI with Irish press and trade. The direct flight from Brussels to Toronto is also a great opportunity to bring Passchendaele to everyone's attention. Brendan Nelson, director of the Australian War Memorial, puts out a call to his fellow countrymen to visit Flanders Fields. We also support the exhibition 'The Belgians have not forgotten', which tours Australia and New Zealand. At the end of 2016, the number of followers on our Facebook page stands at 108,906.

/ Vlucht Brussel - Toronto
/ Flight Brussels - Toronto



/ Hostelextperience



recteur Australian War Memorial
ector Australian War Memorial

/ Brendan Nelson, directeur Australian War Memorial
/ Brendan Nelson, director Australian War Memorial





2017

PASSCHENDAELE
PASSCHENDAELE

2017



De Derde Slag bij Ieper, beter bekend als de Slag bij Passchendaele, staat geboekstaafd als een hel: gruwelijk leed, ontelbare slachtoffers, quasi geen terreinwinst. Vele landen plannen een officiële ceremonie ter herdenking. Het verhaal van Passchendaele wordt echter ook verteld door het landschap van 'Flanders Fields', de begraafplaatsen, de namen onder de Meninpoort, het museum in Zonnebeke. Met gerichte campagnes en culturele projecten zoals het Krater-Front, het tentoonstellingencircuit '1917, Totale oorlog in Vlaanderen' of het ingetogen 'Silent City meets Living City' dragen we de herinnering verder uit.

The Third Battle of Ypres, better known as the Battle of Passchendaele, is known to have been hell-on-earth, with horrific suffering, innumerable victims and very little territory won. Many countries are planning an official commemorative ceremony. The story of Passchendaele, however, is also told through the landscape of Flanders Fields, the cemeteries, the names listed under the Menin Gate and the museum at Zonnebeke. With targeted campaigns and cultural projects – including Krater-Front, the exhibition circuit '1917, Total War in Flanders', and the fragile 'Silent City meets Living City' – we gradually expand the commemoration.



/ Silent City meets Living City, Zonnebeke







/ Totale Oorlog. In Flanders Fields Museum, Ieper
/ Total War. In Flanders Fields Museum, Ypres



GETUIGENISSEN

'1917, Totale Oorlog in Vlaanderen' bestaat uit 11 grotere en kleinere tentoonstellingen die elk een aspect van 'Passchendaele' uitdiepen, en die verspreid zijn over de regio. Verhalen van soldaten die de slag hebben meegemaakt vormen de rode draad voor routes en in de communicatie. De digitale 'early bookers' campagne van Toerisme Vlaanderen zet deze verhalen ook in en loopt in de periode dat het publiek in de verschillende landen vakantieplannen maakt. We bereiken met de filmpjes maar liefst 4,4 miljoen mensen, halen ruim 720.000 videoviews op Facebook, 53.600 reacties en 56.000 clicks.



TESTIMONIALS

'1917, Total War in Flanders' comprises 11 larger and smaller exhibitions that each examine an aspect of Passchendaele and which are spread out across the region. Stories by soldiers who took part in the battle form the underlying basis of the routes and the communication. These stories are used by VIS-ITFLANDERS in its digital 'early bookers' campaign which runs throughout the period when the audience in the various countries are making holiday plans. The films reach a total of 4,4 million people, get more than 720,000 video views on Facebook, 53,600 reactions and 56 000 clicks.





MODDERSOLDAAT

Op 31 juli 2017 vindt de officiële Britse herdenking plaats van de Slag bij Passchendaele. Een week voordien verschijnt op Trafalgar Square, hartje Londen de 'Mud Soldier'. Deze sculptuur van een Britse soldaat vergaat tot modder onder gestaag druppelend water en symboliseert zo de gruwel van Passchendaele. Voorbijgangers en Britse media sluiten de Mud Soldier in hun hart, op sociale media reageren mensen ontroerd, geboeid en erg positief. De actie gaat viraal en haalt maar liefst 3,9 miljoen videoviews op Facebook en ruim 48.000 link clicks en krijgt zelfs een eigen pagina op Wikipedia. Deze sterke samenwerking tussen reclamebureau, Toerisme Vlaanderen Brussel en Londen, de Londense Westminster Council en DCMS (Department of Culture, Media and Sports van de UK) zal een jaar later een regen van marketingprijzen winnen, waaronder zes 'Creative Club of Belgium Awards' en 4 Effies.

MUD SOLDIER

On 31 July 2017, the official British commemoration of the Battle of Passchendaele takes place. One week beforehand, in the heart of London, the Mud Soldier appears in Trafalgar Square. This sculpture of a British soldier is made of mud; it disintegrates under dripping water and symbolises the horror of Passchendaele. Passers-by and the British media take the Mud Soldier to their hearts and those who respond on social media are moved, captivated and extremely positive. The campaign goes viral and reaches no less than 3,9 million video views on Facebook and more than 48,000 link clicks. The statue even gets its own Wikipedia page. This collaboration between the campaign agency, VISITFLANDERS Brussels and London, London's Westminster Council and the DCMS (Department of Culture, Media and Sports in the UK) is showered with a range of marketing awards a year later, including six 'Creative Club of Belgium Awards' and 4 Effies.



City of Westminster

Mud sculpture unveiled in Trafalgar Square

Brief: Tue, 20 Jul 2017



Flanders Fields 14.15
 Monday 10 Aug 2017 - 12:00pm - 12:15pm

Nearly 500,000 soldiers fell or were wounded during the Battle of Passchendaele, 100 years ago in the First World War. Don't let their memory fade.

In just over 3 months, almost 500,000 soldiers fell or were wounded.

3,487,263 people reached

20+ views

Like Comment Share

Check out the video and 456 others

...ng... At least 500,000 soldiers fell or were wounded during the Battle of Passchendaele, 100 years ago in the First World War. Don't let their memory fade.

...ng... At least 500,000 soldiers fell or were wounded during the Battle of Passchendaele, 100 years ago in the First World War. Don't let their memory fade.

Belfast Telegraph DIGITAL

TERTAINMENT | LIFE | CARS | OPINION | TRAVE

World | Brexit | Politics | Health | Sunday Life | Educati

... of Passchendaele

... start of one of the most dreadful taken place.





STREET ART

Op 6 september verschijnt in Hosier Lane in Melbourne, Australië, een opvallend graffiti kunstwerk. In opdracht van Toerisme Vlaanderen schilderde street artist Adrian Doyle en zijn team zijn visie op 'Passchendaele': de gruwel van het slagveld, en ook de wreedheid voor wie thuis achterbleef en zelfs geen graf kon bezoeken. De Australische media besteden ruim aandacht aan het initiatief, met een bereik van zo'n 13 miljoen. De actie ontvangt in 2018 een 'Mumbrella Award for Bravery'.

'Coming World x Remember Me' gaat op reis naar Halifax en Toronto in Canada. Gelijktijdig verspreidt Toerisme Vlaanderen op sociale media een filmpje waarin de Canadese acteur R.H. Thomson zijn medewerking verleent.

STREET ART

On 6 September, an eye-catching graffiti artwork appears in Hosier Lane in Melbourne. On behalf of VISIT**FLANDERS**, street artist Adrian Doyle and his team paints his vision of Passchendaele; the horror of the battlefield and also the brutality for those left at home who couldn't even visit a grave. The Australian media give the initiative broad coverage, reaching 13 million people. The event receives a 'Mumbrella Award for Bravery' in 2018.

'Coming World x Remember Me' goes on tour to Halifax and Toronto in Canada. Simultaneously, VISIT**FLANDERS** distributes a film on social media to which the Canadian actor R.H. Thomson contributes.



A wall of grief unfolds
Local artist Benjamin Meurs has spent the last few weeks painting a large-scale mural on the wall of the former site of the 1918-1919 influenza pandemic in Melbourne.

Melbourne street art goes back in time to show loss and love on WWI Belgian battlefield

When usual street art rules don't apply

BENJAMIN MEURS

Around commemorating the 100th anniversary of the 1918-1919 influenza pandemic, several last week in Heide Lane by Melbourne artist Benjamin Meurs, a slowly revealing work we look up from our terrace and reflect on the sacrifices made by our ancestors.

However, when I went to look at the mural on Friday, I was shocked to see that it had already been defaced by the black, jagged scribbles of a graffiti artist.

We should not diminish the sacrifice of our military service personnel and their families, no matter how small the sacrifice is, whether in the street art, or otherwise.

That of course the defacement of the mural is a work of street art. Part of street art culture is the acceptance of constant change - work can be painted over at any time.

Melbourne artist and public art curator Andy Mac has previously said that "street art by nature is ephemeral, it should be changing, it's not something that should be heritage listed and protected with glass panes on it."

But when the street art piece begins to fade and is, nearly three decades of age, it should no longer apply.

The great horror and destruction of World War I is difficult to truly comprehend, but remembering this bloody chapter of our history remains vital.

Day's recent depiction of the desecrating act of a battle in which tens of thousands of men perished. Some 10,000 Australians were among those killed and injured.

The scene landscape presented in the mural's frame has to move beyond the what it doesn't show that he what it does - the absence of life beyond the ever-whispering presence of death. The mural conveys the emotional implications of war's devastation.

Regardless of our political ideologies, beliefs, or whether we agree with Australia's participation in such military conflicts, we should respect the ultimate sacrifice made by our ancestors for our freedoms.

Street artists know that their work is at the mercy of the elements, the weather, the public. Unlike traditional artists, and the public, unlike the nearby National Gallery of Victoria, where paintings are by French art are already surrounded by high-tech surveillance systems and laser are implemented and open to appreciation, defacement, and destruction.

Benjamin Meurs is a graffiti artist and member of the crew called Melbourne.





/ Hippo.War, Waregem



/ Guynemer Paviljoen, Langemark-Poelkapelle

NIEUWE VERHALEN

Nieuwe plekken bieden vanaf 2017 nog meer inzicht in de complexiteit van de Grote Oorlog. In Kemmel opent het ruime bezoekerscentrum met o.m. aandacht voor de Mijnslag. In Poperinge verschijnt een monument voor de Chinese arbeiders die ingeschakeld werden voor ondankbare en gevaarlijke klussen tijdens en na de oorlog. Poperinge wijdt er ook een gewaardeerde tentoonstelling aan.

De VRT-reeks 'Onder Vlaamse Velden' gaat over de archeologie van de WO I slagvelden in de Westhoek. Toerisme Vlaanderen maakt er een sterk verkorte compilatie van voor het buitenlands publiek op sociale media. We behalen meer dan 3,1 miljoen organische video views op Facebook.

Met een andere digitale actie richten we ons op alle mensen die op Facebook interesse vertonen voor de Eerste Wereldoorlog en aanverwante thema's. We behaalden 795.000 video views en 6650 clicks. Onze eigen facebookpagina sluit het jaar af met 148.370 fans.



NEW STORIES

From 2017 onwards, new locations offer further insights into the complexity of the Great War. In Kemmel, a spacious visitor centre that focuses on themes such as the Battle of Messines opens its doors. A monument to those Chinese labourers who were recruited for thankless and dangerous tasks during and after the war appears in Poperinge. Poperinge also devotes a highly-rated exhibition to this subject.

The VRT series 'Onder Vlaamse Velden' covers the archaeology of the WWI battlefields in the Westhoek. VISITFLANDERS creates a much shorter compilation on social media for foreign audiences. We reach more than 3.1 million organic video views on Facebook.

With another digital promotion, we focus on all of the people on Facebook who show an interest in the First World War and related themes. We reached 795,000 video views and 6650 clicks. Our own Facebook page ends the year with 148,370 fans.



/ Under Flanders Fields



MEDIA

Het herdenkingsjaar van Passchendaele is een sterke hefboom om media uit het buitenland uit te nodigen voor een bezoek aan Vlaanderen. We ontvangen 100 journalisten.

MEDIA

The commemoration of Passchendaele is a great opportunity to invite foreign media to visit Flanders. We accommodate 100 journalists.



VAN TRAGEDIE TOT TREKPLEISTER

Slachtoffer van de Eerste Wereldoorlog. Het is de herdenking van de 100ste verjaardag van de uitval van de Vlaamse troepen naar de Westhoek tijdens de Slag om de Westhoek. Het is de herdenking van de 100ste verjaardag van de uitval van de Vlaamse troepen naar de Westhoek.

Menin Gate's stone lions return to Belgium after long

When thousands of Australian and New Zealand troops marched from the Belgian city of Ypres to the battlefields of the Western Front they passed two stone lions at the city's Menin Gate. Many of those soldiers never made it home but the lions, which were given to Australia by Ypres, have been temporarily returned to

shelling. The broken and damaged lions were later recovered and in 1956 given by the representatives of Ypres to Australia as a gesture of friendship and gratitude for the sacrifices made by Australia during the war. Since then they have stood guard over the Menin Gate.

stand guard at the gate as part of World War I centenary commemorations. The "Menin Gate Lions" were unveiled in a special Last Post ceremony in Ypres on Monday night, with a small explanatory exhibition about them also opened at the city's engineering CoBrE hall. The lions, which each had a small bas-relief of the city of Ypres, had stood guard at the Menin Gate from the mid 19th century. During World War I the city was reduced to ruins by German



European Travel Expos conclude

The final event of three European Travel Expos held in Sydney, Brisbane and Melbourne wrapped up last weekend. Each expo featured a range of European Tourist Bureau, along with a selection of independent destination specialists promoting travel to Europe in 2018. The events were open to the public and agents, and were declared a great success for all involved, with positive feedback from all exhibitors and attendees. Pictured all smiles at the Melbourne show from left are Marie McNally, Tourism Ireland; Birgit Weingartner, Switzerland Tourism; Sonja Holt, VisitFlanders; Traute Luckfield, German National Tourism Office; Christina Zambhofer, Austrian National Tourist Office; Emanuele Attanasio, Italian State Tourist Board; and Kristeen Angles from VisitBritain.



The suffering of Ypres (Western Front one hour)

On 20 September 2018, the 100th anniversary of the start of the Battle of Passchendaele, the Flemish television channel VRT will broadcast a one-hour documentary about the suffering of Ypres during the First World War. The documentary, titled 'The Suffering of Ypres', will focus on the impact of the battle on the civilian population of Ypres and the surrounding region. It will feature interviews with historians and survivors, as well as archival footage and photographs. The documentary is available on VRT's website and YouTube channel.

Travel INSIDERS In Flanders fields

On 20 September 2018, the 100th anniversary of the start of the Battle of Passchendaele, the Flemish television channel VRT will broadcast a one-hour documentary about the suffering of Ypres during the First World War. The documentary, titled 'The Suffering of Ypres', will focus on the impact of the battle on the civilian population of Ypres and the surrounding region. It will feature interviews with historians and survivors, as well as archival footage and photographs. The documentary is available on VRT's website and YouTube channel.



ELLEN WIGNETT POSITION: WOOD, BELGIUM

ALMOST 100 people have made an unusual journey to the town of Passchendaele in Belgium to mark the 100th anniversary of the battle. The event is a commemoration of the battle and the lives of the soldiers who fought there. It is a chance to reflect on the impact of the war and the sacrifices made by the men and women who served.

'Down there, they were safe from shells'

The centenary of Passchendaele gives visitors a unique perspective on what soldiers endured underground, says Emma Thomson

A hundred years on from the bloody battle of Passchendaele, the mud-soaked trenches of the Western Front are still a stark reminder of the horrors of World War I. The centenary of the battle is being marked in a number of ways, including a new exhibition at the Imperial War Museum in London, which explores the underground world of the trenches.



REMEMBRANCE

As the centenary of the battle of Passchendaele approaches, it is worth reflecting on the impact of the war on the lives of those who fought it. The exhibition at the Imperial War Museum provides a unique insight into the lives of soldiers in the trenches, showing the conditions they lived in and the challenges they faced.

The exhibition is a must-see for anyone interested in the history of World War I. It features a range of artefacts, including letters, diaries, and photographs, which provide a personal perspective on the war. The museum also offers guided tours and educational programmes for schools and other groups.



Imperial War Museum



Imperial War Museum



Overseas

Imperial War Museum

Imperial War Museum

Imperial War Museum

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Remembrance trail links significant sights

More and more Australians are making the journey to battlefields of the Western Front

MALCOLM GOSSETT

While the Australian World War I narrative has traditionally focused on Gallipoli, the trail now tells a small part of the full story. The Australian narrative is being told through the eyes of those who fought in the trenches of France and Belgium, from the Western Front to the Eastern Front.

The trail is a series of stops that take visitors to some of the most significant battlefields of the war. It starts in France and goes on to Belgium, where the fighting was particularly intense. The trail is designed to provide a personal and emotional experience for visitors.

The trail is a must-see for anyone interested in the history of World War I. It offers a unique perspective on the war and the lives of those who fought it. The trail is well-maintained and easy to follow, making it accessible to a wide range of visitors.

The Australian Memorial at Arras

The Australian Memorial at Arras is a powerful symbol of the Australian contribution to the war. It is a beautiful and moving tribute to the soldiers who fought and died in the battle of Arras.

SEE THE WESTERN FRONT

The Western Front is the site of some of the most significant battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.

SEE THE EASTERN FRONT

The Eastern Front was the site of some of the most brutal battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.

SEE THE POLISH FRONT

The Polish Front was the site of some of the most significant battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.

SEE THE ITALIAN FRONT

The Italian Front was the site of some of the most brutal battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.

SEE THE GREEK FRONT

The Greek Front was the site of some of the most significant battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.

SEE THE TURKISH FRONT

The Turkish Front was the site of some of the most brutal battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.

SEE THE JAPANESE FRONT

The Japanese Front was the site of some of the most significant battles of the war. It is a place of great historical interest and a must-visit for anyone interested in the history of World War I.



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VICTORY OUT OF THE MIRE



Percy Elliott's acumen at Polygon Wood helped to further Allied success

BOB MCGILLION

Percy Elliott's acumen at Polygon Wood helped to further Allied success. Elliott was a key figure in the battle, and his leadership and tactical skills were instrumental in the Allied victory. The battle of Polygon Wood was a turning point in the war, and Elliott's role was crucial.

SEE THE BATTLE OF POLYGON WOOD

The battle of Polygon Wood was a significant battle in the war. It was a hard-fought battle that resulted in a major Allied victory. The battle is well-documented and a must-visit for anyone interested in the history of World War I.

SEE THE BATTLE OF ARRAS

The battle of Arras was a significant battle in the war. It was a hard-fought battle that resulted in a major Allied victory. The battle is well-documented and a must-visit for anyone interested in the history of World War I.

SEE THE BATTLE OF SOESTENDE

The battle of Soestende was a significant battle in the war. It was a hard-fought battle that resulted in a major Allied victory. The battle is well-documented and a must-visit for anyone interested in the history of World War I.

Final salute to heroic Diggers of Polygon

The farmlands of Belgium are dotted with the graves and memorials of fallen Australian soldiers. Near a spot called Polygon Wood one man has found an affinity with the stories of these men from afar and won't let them be forgotten, writes GLEN WAINWRIGHT

Just north of Arras, in the farmlands of Belgium, there is a small town called Polygon. It is a quiet town, but it is a place of great historical significance. The town is home to the graves and memorials of fallen Australian soldiers who fought in the battle of Polygon Wood. The town is a place of great beauty and a must-visit for anyone interested in the history of World War I.

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SEE THE BATTLE OF YPRES

GHOSTS IN THE FIELD

Vision inspires memorial for brothers in arms



SEE THE MEMORIAL AT POLYGON WOOD

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SEE THE BATTLE OF SOESTENDE

Proud legacy, terrible burden

BY MALCOLM GOSSETT

The legacy of the diggers of Polygon Wood is a source of pride for many Australians. It is a reminder of the sacrifices made by our ancestors and the importance of remembering their story. The diggers of Polygon Wood are a source of inspiration and a source of pride for all Australians.

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Polygon pilgrims' honour to fall



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SEE THE BATTLE OF SOESTENDE





2018



ZONDER EINDE

WITHOUT ENDING

2018



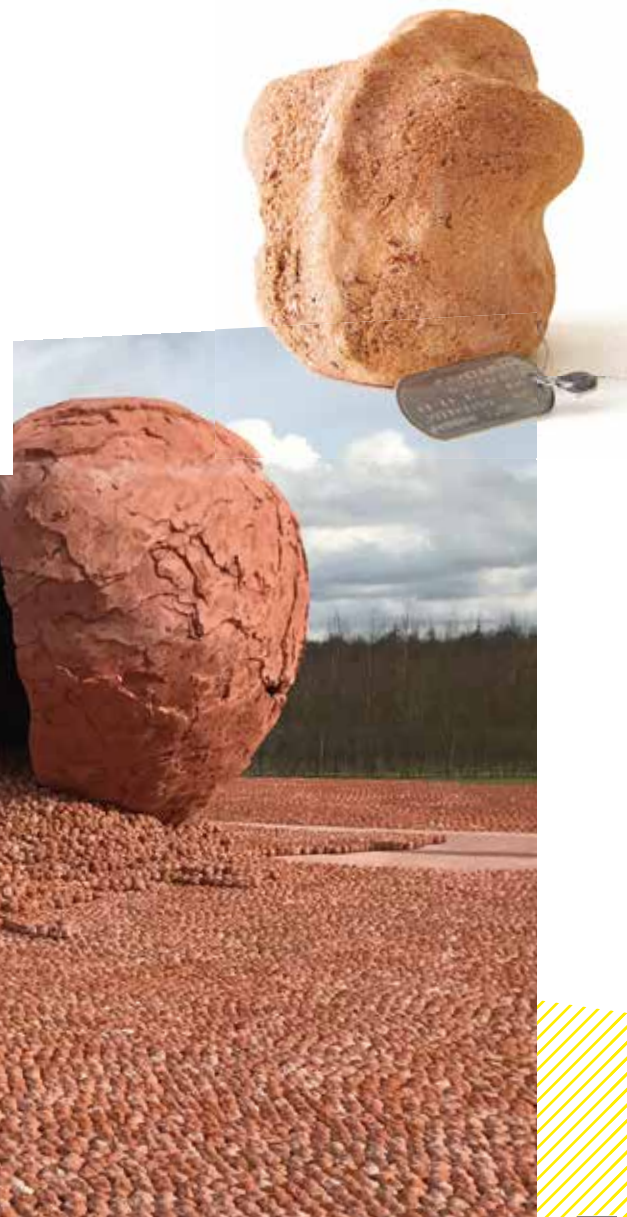
Toen op 11 november 1918 de wapenstilstand werd getekend, stopte het oorlogsgeweld. Zal honderd jaar later de herdenking van de Grote Oorlog dan stilval- len? Of heeft herdenken juist aan kracht en relevantie gewonnen door de grondige en veelvuldige confron- tatie met de geschiedenis van de Grote Oorlog de voorbije jaren?

De beeldjes van 'Coming World x Remember me' worden samengebracht in een landschapskunstwerk. Op indruk-

wekkende manier herdenken ze de 600.000 WO I-slacht- offers op Belgische bodem. Even duidelijk is de bood- schap dat het verdere lot van de wereld en de herdenking in handen ligt van de huidige en komende generaties. CWxRM is ook het thema van de voorjaarscampagne van Toerisme Vlaanderen. We bereiken 3,8 miljoen video views op Facebook en meer dan 51.000 link clicks.

Troost en hoop zijn ook de kernwoorden in de ten- toonstelling 'Healing' in Poperinge.

Coming World x Remember Me, Palingbeek, Ieper
Coming World x Remember Me, Palingbeek, Ypres



When the ceasefire was signed on 11 November 1918, the war came to an end. Will the commemoration of the Great War fall silent 100 years later? Or has the commemoration gained power and relevance due to the frequent and intensive confrontation with the history of the Great War over the past few years?

The images of 'Coming World x Remember me' are united in a land art installation. This is an impressive way to remember the 600,000 WW1 victims who drew their last breath on Belgian soil. It also testifies that the world's future - and the commemoration lie in the hands of present and future generations. CWxRM is also the theme of VISITFLANDERS' spring campaign. We reach 3,8 million video views on Facebook and more than 51,000 link clicks.

Comfort and hope are the key words in the 'Healing' exhibition held in Poperinge.





Memorial Museum Passchendaele, 1917, Zonnebeke



MET DE KLAS

Zal WO I ook betekenis blijven houden voor de generaties van morgen? Vele scholen programmeren een bezoek aan de Westhoek als een deel van de geschiedenislessen en/of maatschappijleer en/of vredesopvoeding. Twee workshops voor educatieve touroperatoren uit UK, Ierland en Australië garanderen dat de vraag en het aanbod op dit vlak zo goed als mogelijk op mekaar afgestemd blijven. Een samenwerking tussen Peace Village, Westtoer en Toerisme Vlaanderen.

Op ANZAC day 2018 opent de Australische overheid het Sir John Monash Center in Noord-Frankrijk. Dit gloednieuw bezoekerscentrum moet de focus worden voor Australiërs die het Westelijk Front bezoeken. Het Department of Veterans Affairs van Australië vraagt aan Toerisme Vlaanderen om zowel een persreis bij de opening als een trade-trip later op het jaar te organiseren.

IN CLASS

Will WWI remain significant for the generations of tomorrow? Many schools schedule visits to the Westhoek as part of the educational programmes they run on history, social studies and/or peace studies. Two workshops for educational tour operators from the UK, Ireland and Australia guarantee that supply and demand in this sector will remain more or less harmonised. A collaboration between Peace Village, Westtoer and VISITFLANDERS.

On ANZAC day 2018, the Australian government opens the Sir John Monash Centre in Northern France. This brand new visitor centre will be the focus point for Australians visiting the Western Front. The Department of Veterans Affairs in Australia asks VISITFLANDERS to organise a press visit for the opening as well as a trade trip later in the year.



/ In Flanders Fields Museum, Ieper
/ In Flanders Fields Museum, Ypres



NEVER THE LAST LAST POST

De laatste digitale actie tijdens '100 Jaar Grote Oorlog' geeft het woord aan de vele mensen in Vlaanderen die de herdenking voeden en mogelijk maken: archeologen, onderzoekers, de klarenblazers van The Last Post, het personeel van de CWGC, vrijwilligers.... Ze maken duidelijk dat zij ook na 2018 hun engagement verder zetten. De herdenking stopt niet, het is 'Never the last Last Post'...

NEVER THE LAST LAST POST

The last digital activity during the Great War Centenary gives the floor to the many people in Flanders who support and facilitate the commemoration: archaeologists, researchers, those who sound The Last Post, the staff of the CWGC, volunteers, and so on. They make it clear that their engagement will continue after 2018. The commemoration will not end, it is 'Never the last Last Post'...



Simon Verdegem
WWI Archaeologist



Voor mij persoonlijk is het belangrijk
dat ik mijn steentje kan blijven bijdragen



Mandy Carpenter
Warden Talbot House



David Cappoen
Engraver

Kathleen Bard Rip Albert Dawson South Staffordshire Regiment. My grandfather was killed on the first day of battle of Ypres. Some day I will get there with my sister when I next visit UK.

Like Reply Message 2d Edited

Dave Horn Making my first long awaited visit in October to pay respects to family members named on the memorial.

Like Reply Message 2d

Flanders Fields 14-18 We look forward to welcoming you to Flanders, Dave. Let us know if you have any questions in the lead up to your visit.

Like Reply Commented on by Kelly Cubbon (?) - 1d

Dave Horn Flanders Fields 14-18 thank you. I do have a few re planning the trip so will be in touch. Appreciate the offer.

Like Reply Message 1d

at uncle's grave site in Dadizele, Belgium in 2013
 George Arthur Campbell Lane served as a proud Ca
 30, 1918 at age 19. He fought w/ the Irish Leinst
 Facebook page.

Richard Earl Hi Kathleen, I would hate for you to be disappointed or look in the wrong place...the cwgc has two Albert Dawsons from the South Staffs.



Albert Sidney Dawson died in May 1918 a
 (so probably not your grandfather). He is
 Houchin... See more

Like Reply Message 11h

Heather Sharp For me, the German soldiers who are buried at Tyne Cott are the most poignant and meaningful in thinking about peace. Otto Bieber and the unnamed German soldier remind me that in death there are no enemies. It also reminds me that the young men fighting in this war, regardless of side they were fighting for, were all doing it for the same reasons (which are as varied within as they are across nations) such as: adventure, sense of duty, loyalty to nation, loyalty to family, protection of siblings or other family members, peer pressure, and more. Next week I will be visiting the German 'students' cemetery' for the first time, and I am really not sure what to expect in terms of how I will react.

Like Reply Message 2d ...

Hide 17 Replies

Kathleen Bard I had a note a few weeks a
 look on my phone for it as they said they t
 and he died on first day of battle of Ypres
 memorialized on Menin gate with the date. No
 know like my father there was no middle name

Like Reply Message 9h

Michael Goddard Very interesting and well documented
 You should be very pleased
 done

Reply Message 2d

Pauline Blake Merle Liddy if you tell me his name when I visit in August both the Menin Gate and Tyne Cot I will look for his name and send photo, if you have more details it would help, his regiment, rank etc.

Like Reply Message 1d

Flanders Fields 14-18 Thank you for saying so Michael.

Like Reply Commented on by Kelly Cubbon (?) - 4h

Jill Stevens The C
 Palingbeek this su
 represents the 600
 beautifully done.

Ian Howard If your
 would undoubtedly have spent time in or p
 through Poperinge it was the administrat
 the area. The whole area is well worth a v
 where you are from but everyone should g
 once in there lives

Like Reply Message 7m ...

Colleen Davies I have learned a lot from these posts even at 87yrs of age. Thank you. Will still follow.

Like Reply Message 2d

Flanders Fields 14-18 Thank you, Colleen.

Like Reply Commented on by Kelly Cubbon (?) - 4h

“THANK YOU

FOR YOUR FACEBOOK PAGE”

Canadian
er

Frank Lewis We go every year to Lijss
staying in Bollezeele at Hostellerie (St
place to stay.) But we have never conti
Poperinge and this post makes me w

Like Reply Message 4h

Flanders Fields 14-18 We hope you get a chance
so soon, Frank. Let us know if we can help with a
planning.

Coming World Remember Me installation at
summer, in No Man's Land, was incredible. It
0,000 lives lost in Belgium. Very moving and

Dank je... en nogmaals: heel graag gedaan! Het is ook zo'n geweldig initiatief, in een week tijd zoveel reacties. Ook de
contacten via Messenger die achter de schermen lopen zijn zo leuk, hartverwarmend wat het voor die mensen ver weg
betekent dat ze een paar foto's krijgen opgestuurd! Ga zo door mensen! Tot ziens in de Westhoek!

Keith Dewley
Good Morning. My name is Keith Dewley and I am planning
with some friends to visit Tynes and the battlefields in
November this year. We hope to be in Tynes on Nov 11th at
11:00am but is there anything we should know about the
day and how we can take part in the service of
remembrance. Many Thanks Keith.

14 NOV 2022

No notifications for reacting out with your profile pic. On
14 NOV 2022, there will be special Last Post ceremony
celebrating at 11:00. As well as the usual Last Post
ceremony. There will be big banners set up in the town
square to that most people get the opportunity to witness
them. We speak about events occurring 2022 December
20th, 21st to honour the 100th anniversary of America
1918. These celebrations continue to 21st December 2022.

Joey Deacon Nice to see the perspective from "the other side"
for a change.

Like Reply Message 14h

Heat broth
Kirsty Nicholson Tyne Cot. I remember turning the corner in a
coach and being overwhelmed by the enormity of it all. Despite
being a History teacher seeing it first hand left me speechless.
There were numerous school groups there too and their
conduct was impeccable. We underestimate the capacity of
our young to feel and empathise. As long as we tell the stories
and highlight the importance of this period they ALL will be
remembered. If only in remembering we could move further
towards an end to wars!

Like Reply Message 2d

Rhonda Baum Please ev
Best but sad holiday i ever

Like Reply Message 11h

ceremony. 8:00 pm every evening...

Like Reply Message 2h

Dan Seager Just got back from visiting this weekend, My
second. Something everyone should experience.

Like Reply Message 10h

Roddy Murray Did the tour 2016. Awesome and unforgettable

Like Reply Message 12h

Tony Wray Nigel and bill are you up for going i up for it we can
go for 4 days

Like Reply Message 14h

Annette Edwards Visited Tyne Cot and several other
cemetaries... also The Menin Gate... an unforgettable
experience... Lest we Forget.

Like Reply Message 15h

1 Reply

Just back and the menin Gate ceremony was

Message 9h

I went there and prayed ...

Message 14h

I have a great uncle buried in Tyne Cot will
the experience of visiting him in 2015

Message 13h

War museum in Paschendaele is well worth

of WW1 and thank you f
eghan served as Chaplin to
more in Co. Mayo and kil
about his life to be found or
Guim one day RIP

Like Reply Message 1h

VERANTWOORDELIJKE UITGEVER

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WETTELIJK DEPOT

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