

WATERLOO -2015

PRESS FILE

































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INTRODUCTION

The non-profit organisation ASBL Bataille de Waterloo 1815 is an association that brings together all of the local, provincial and regional players. For more than twenty years it has been helping to organise events to commemorate the famous Battle. Thanks to its international impact and world-wide reputation, the so-called Battle of "Waterloo" has made a major contribution to the economic growth of the region, with many businesses choosing to locate themselves near to the famous Battlefield.

FOR MORE THAN 199 YEARS TOURISTS FROM EVERY CORNER OF THE WORLD HAVE COME TO STAND ON THIS WAR-TORN SOIL IN ORDER TO HONOUR SOLDIERS FALLEN IN COMBAT, AND THUS TO COMMEMORATE THE END OF TWENTY INTERMINABLE YEARS OF WARS IN EUROPE.

WITH THESE COMMEMORATIVE EVENTS THE ASBL BATAILLE DE WATERLOO 1815 ESTABLISHES THIS BICENTENARY AS A UNIQUE EVENT IN THE WORLD, BOTH IN TERMS OF ITS HISTORICAL AUTHENTICITY AND IN THE QUALITY OF THE WELCOME AND THE PERFORMANCES AWAITING THE PUBLIC.

THE ASBL IS HOPING TO LEAVE A LASTING IMPRESSION ON THE COLLECTIVE MEMORY THROUGH THE BICENTENARY OF THE BATTLE OF WATERLOO, AND TO SEND OUT A MESSAGE OF PEACE AND DEMOCRACY ACROSS THE WORLD.

"NOTHING EXCEPT A BATTLE LOST CAN BE HALF AS MELANCHOLY AS A BATTLE WON."

June 1815 - Arthur Wellesley, 1st Duke of Wellington



THE HISTORICAL CONTEXT OF THE BATTLE

FOLLOWING THE FAILURE OF HIS RUSSIAN CAMPAIGN, NAPOLEON IS FORCED TO ABDICATE AND GOES INTO EXILE ON THE ISLAND OF ELBA IN 1814. EUROPE BELIEVES THAT IT HAS SEEN THE END OF THE CORSICAN EAGLE, BUT IT UNDERESTIMATES BONAPARTE'S PRIDE. ON 1 MARCH 1815 HE LANDS NEAR GOLFE-JUAN AND EMBARKS ON A FRANTIC JOURNEY TO REGAIN POWER.

THIS IS THE START OF THE HUNDRED DAYS CAMPAIGN, WHICH WILL END AT WATERLOO WITH THE FINAL DEFEAT OF THE EMPEROR IN THE FACE OF THE ALLIED ARMIES UNDER WELLINGTON'S COMMAND. THE IRISHMAN AGAINST THE CORSICAN. TWO TOTALLY DIFFERENT CHARACTERS... AND ALTHOUGH NEITHER OF THEM KNOWS IT YET, THIS WILL BE THE ULTIMATE BATTLE AND THE BEGINNING OF THE LEGEND.

OVER AND ABOVE THIS LEGENDARY DUEL THE VIOLENCE OF THE FIGHTING WAS TO LEAVE A LASTING IMPRESSION.

THE BATTLEFIELD VERY SOON BECAME A PLACE OF REMEMBRANCE AND PILGRIMAGE FOR MEN OF ALL OF THE NATIONS THAT HAD TORN EACH OTHER APART ON THIS LITTLE CORNER OF GROUND IN WALLOON BRABANT.

IT BECAME SUCH AN IMPORTANT DESTINATION THAT THIS IS WHERE THE TOUR OPERATORS SAW THEIR BEGINNINGS, BRINGING VISITORS TO THE SITE BY CARRIAGE FROM LONDON, OSTEND, GHENT AND BRUSSELS. THE SITE HAS ALSO BEEN A SOURCE OF INSPIRATION FOR SOME OF THE GREATEST ROMANTIC AUTHORS, INCLUDING VICTOR HUGO, SIR WALTER SCOTT, LORD BYRON, ALEXANDRE DUMAS, BALZAC, STENDHAL...



THE CRADLE OF MODERN EUROPE

THE BATTLE OF WATERLOO IS, WITHOUT DOUBT, UNIVERSALLY CONSIDERED TO BE ONE OF THE MOST IMPORTANT BATTLES OF MODERN TIMES. NAPOLEON, WELLINGTON, BLÜCHER, GROUCHY, CAMBRONNE... THE NAMES OF THE PROTAGONISTS ARE ENGRAVED ON OUR MEMORIES.

AND, WHAT IS MORE, THE PAST TO WHICH IT REFERS IS PART OF THE COLLECTIVE CONSCIENCE OF ALL THOSE WHO PARTICIPATED, FROM WHICHEVER CORNER OF EUROPE THEY CAME. SOME 300,000 MEN WAGED A FRATRICIDAL BATTLE IN WHICH MANY BELGIANS FOUGHT IN BOTH CAMPS.

A SYMBOL OF THE DIVISION OF THE OLD EUROPE, THE BATTLE OF WATERLOO IS THEREFORE ALSO THE CRADLE OF MODERN EUROPE AND ONE OF THE KEYS TO THE VERY EXISTENCE OF BELGIUM. IT WAS IN HONOUR OF THIS COLLECTIVE MEMORY THAT THE ASBL BATAILLE DE WATERLOO 1815 WAS CREATED MORE THAN 25 YEARS AGO. IT IS MADE UP OF PEOPLE WHO ARE PASSIONATE ABOUT THE HISTORY OF THE FIRST EMPIRE. THE BOARD OF DIRECTORS BRINGS TOGETHER EMBLEMATIC FIGURES FROM THE REGION: MEN AND WOMEN FROM ACROSS THE POLITICAL SPECTRUM AND FROM ALL WALKS OF LIFE, ALONG WITH REPRESENTATIVES OF THE WALLOON REGION, THE PROVINCE OF WALLOON BRABANT AND THE FOUR COMMUNES CONCERNED (BRAINE-L'ALLEUD, GENAPPE, LASNE AND WATERLOO).

THE BATTLEFIELD OF WATERLOO COVERS AN AREA OF JUST OVER 2,500 HECTARES OF 'FIELDS, HILLS AND VALLEYS', TO QUOTE VICTOR HUGO. PROTECTED BY A UNIQUE CONSERVATION LAW, THE SITE RECEIVES TENS OF THOUSANDS OF VISITORS EVERY YEAR. FROM 17 TO 21 JUNE 2015, THE SPECTACULAR NATURE OF THE BICENTENARY EVENTS WILL ATTRACT SOME 100,000 MORE, HAILING FROM BELGIUM, EUROPE AND EVERY CORNER OF THE WORLD (NEW-ZEALAND, AUSTRALIA, THE USA ...).

A MAJOR TOURIST ATTRACTION AND HISTORICAL AND CULTURAL CENTRE IN WALLONIA, THE SITE IS UNDERGOING SUBSTANTIAL UPGRADING WORK. A NEW 6,000M2 "MEMORIAL" AT THE FOOT OF THE LION'S MOUND WILL HOUSE A STATE-OF-THE-ART SCENOGRAPHY, ACCESSED BY A RAMP FEATURING 24 DECORATIVE STEEL STELES ENGRAVED WITH THE NAMES OF THE REGIMENTS THAT FOUGHT AGAINST EACH OTHER ON 18 JUNE 1815. THE FAMOUS PANORAMA OF THE BATTLE OF WATERLOO, A FORERUNNER OF THE CINEMA AND LISTED ON THE UNESCO SAFEGUARD LIST, HAS ALSO BEEN RESTORED. THIS MONUMENTAL WORK RECREATES SCENES FROM THE BATTLE ON A CANVAS THAT IS 110 METRES LONG AND 12 METRES HIGH.

THE HOUGOUMONT FARM, A SYMBOL OF THE FIERCE, VIOLENT NATURE OF THE FIGHTING, WILL ALSO BE COMPLETELY RESTORED.

FINALLY, BOTH THE PROVINCIAL MUSEUM OF NAPOLEON'S LAST HEADQUARTERS AND THE WELLINGTON MUSEUM WILL UNDERGO SUBSTANTIAL RENOVATION WORK WITH NEW DISPLAYS FOR THE COLLECTIONS.



THE PROGRAMME OF COMMEMORATIVE EVENTS

TO REFLECT THE HISTORICAL EVENTS BEING PLAYED OUT ON THEIR VERY OWN STAGE, THE FOUR COMMUNES ACROSS WHICH THE BATTLEFIELD EXTENDS ARE PLANNING A PANOPLY OF EVENTS IN 2015: CONCERTS, PLAYS, STREET PERFORMANCES...

AN INTERNATIONAL SYMPOSIUM OF HISTORIANS WILL BE EXAMINING THE ORIGINS OF THIS MEMORABLE BATTLE AND ITS CONSEQUENCES FOR THE FUTURE OF EUROPE.

AN EXHIBITION ENTITLED "WELLINGTON - NAPOLEON: INTERTWINED DESTINIES" WILL RETRACE THE CIVILIAN LIFE OF THE TWO MAIN PROTAGONISTS. THE EXCEPTIONAL EXHIBITS, WHICH DATE FROM THE PERIOD AND COME FROM VARIOUS PRESTIGIOUS INTERNATIONAL SOURCES, WILL GIVE VISITORS AN INSIGHT INTO THE STRATEGIES OF THESE TWO GREAT, IF CONTROVERSIAL, MEN.

2 MAJOR BATTLE RE-ENACTMENTS, 5 DAYS OF COMMEMORATIONS

During these five days in June 2015, you will be able to re-live the Battle as if you had really been there, discovering the historical context and the daily life of the people involved, whether famous or anonymous. There is no doubt that the high points of this Bicentenary will be the two major re-enactment shows on Friday 19 and Saturday 20 June, which are sure to stay in the memories of the very numerous people who are expected to attend.

- ♦ WEDNESDAY 17 JUNE 2015: INAUGURATION OF THE HOUGOUMONT FARM
- FROM THURSDAY 18 TO SATURDAY 20 JUNE 2015 THE BIVOUACS

 JUST IMAGINE! IT IS 18 JUNE 2015 AND YOU ARE ENGULFED IN THE DAILY LIFE OF THE REGIMENTS

 AS THEY WAIT TO GO INTO BATTLE (TARGET PRACTICE, LOOKING AFTER THE WEAPONS, MEALTIMES,

 THE CHANGING OF THE WATCH, THE CARE OF THE WOUNDED AND THE TRAINING OF YOUNG RECRUITS).
- THURSDAY 18 JUNE 2015, FROM 21:00 SOUND AND LIGHT SHOW
 THE BATTLEFIELD WILL BE LIT UP BY 1,000 LIGHTS IN MEMORY OF THE MANY SOLDIERS WHO FOUGHT ON IT.
- * FRIDAY 19 JUNE 2015, FROM 20:00

 1st Re-enactment of the Battle of Waterloo, "The attack of the French army"

 The French army, more than seventy thousand strong and with arms at the ready, sets off to attack the hill where the British troops are positioned, with enthusiastic cries of "Long Live the Emperor" ringing out. They are met at the top by the Belgo-Dutch army that is keeping the British army, lying in ambush behind the ridge, out of sight. Hard fighting follows until the British troops emerge and fire at close range on the Imperial Guard. At the same time heavy fighting is raging at the top of Mont-Saint-Jean. The outcome of the battle is uncertain...
- ❖ SATURDAY 20 JUNE 2015, FROM 20:00 2ND RE-ENACTMENT OF THE BATTLE OF WATERLOO, "THE ALLIED COUNTERATTACK" THE BATTLE IS CONCENTRATED AROUND THE HOUGOUMONT FARM, A FORTIFIED FARM THAT HAS BEEN STRENGTHENED BY THE BRITISH AS THEY FEAR A FRENCH ATTACK. THE FIGHTING STARTS UNDER THE LOUD ROAR OF ARTILLERY FIRE AND RESULTS IN A BLOOD BATH. THOUSANDS LIE DEAD AND WOUNDED. UNDER FIRE FROM THE BRITISH, THE GUARD ATTEMPTS A FINAL ATTACK, WHICH ENDS IN A FAILURE. THE GUARD "DIES, BUT WILL NEVER SURRENDER". NAPOLEON FLEES TO PARIS, LEAVING THE VICTORS, WELLINGTON AND BLÜCHER, TO CELEBRATE THEIR VICTORY TOGETHER AT THE BELLE ALLIANCE FARM.
- ❖ SUNDAY 21 JUNE 2015, MORNING: PROCESSIONS AND FESTIVITIES IN WATERLOO AND BRAINE-L'ALLEUD



THE RE-ENACTORS

FROM THE Napoleonic Wars to the Wars of Secession, American Independence or medieval Battles, Historical Re-enactments are becoming increasingly popular throughout the World.

THOUSANDS OF ENTHUSIASTS AROUND THE PLANET RE-LIVE HISTORICAL EVENTS WITH FERVOUR. THESE ARE ENTHUSIASTS WHO THINK NOTHING OF TRAVELLING THOUSANDS OF KILOMETRES TO PARTICIPATE IN RE-ENACTMENTS. ESSENTIALLY PASSIONATE ABOUT HISTORY, THEY TAKE GREAT PRIDE IN RECREATING THE CIVILIAN AND MILITARY LIFE OF BYGONE TIMES.

In September 2013, the commemorations of the Bicentenary of the Battle of Borodino (during the Russian Campaign) brought together 3,000 re-enactors from across Europe, and also from Canada and the USA, all of whom were passionate about the Napoleonic era.

ENEMIES FACE TO FACE

ASTONISHINGLY, THE BATTLE OF WATERLOO UNITED ENEMIES WITH PROFOUNDLY DIFFERENT CHARACTERS... WITH THEIR DREAMS OF GLORY AND GRANDEUR, THEIR PERSONAL HATREDS AND SPIRIT OF REVENGE. WHETHER YOU CONSIDER 18 JUNE 1815 AS A VICTORY OR A DEFEAT, THE KEYS TO THE BATTLE CAN BE FOUND IN THE PERSONALITIES OF THE MAIN ACTORS PRESENT.



NAPOLEON

NAME: NAPOLEONE BUONAPARTE.

NICKNAME: CAPTAIN CANON, THE VICTOR OF MARENGO, BONEY, THE LITTLE CORPORAL, FATHER VIOLET...

BORN: 15 AUGUST 1769, IN AJACCIO, CORSICA.

DIED: 5 MAY 1821 ON SAINT HELENA.

RANK: GENERAL, EMPEROR, KING OF ITALY... DECORATION(S): LEGION OF HONOUR...

An enlightened visionary for some, a tyrant for others: Bonaparte leaves no one indifferent. From 1793 to 1814, he went from success to success, subjecting Europe to his will. On this day in June 1815, he knows his freedom and his life's work are at stake. Confident in his military genius despite crushing fatigue and a painful case of haemorrhoids, he has already planned the menu for his victory banquet.



THE DUKE OF WELLINGTON

NAME: ARTHUR WELLESLEY.

NICKNAME: THE IRON DUKE, THE LONG-NOSED BUGGER THAT LICKS THE FRENCH. BORN: 1 MAY 1769, IN DUBLIN OR DANGAN CASTLE (COUNTY MEATH IN IRELAND).

DIED: 14 SEPTEMBER 1852, WALMER (KENT, ENGLAND).

RANK: FIELD MARSHAL.

DECORATIONS AND TITLES: FIELD MARSHAL HIS GRACE THE DUKE OF WELLINGTON, KG, GCB, PC. PRINCE OF WATERLOO, DUKE OF VICTORIA, DUKE OF CIUDAD RODRIGO, MARQUESS DOURO, COUNT OF VIMIERA...

ARTHUR WELLESLEY JOINED THE BRITISH ARMY AS AN ENSIGN IN 1786 AND SOON PROVED HIS MILITARY PROWESS IN INDIA. FROM 1808 TO 1814, HE SUCCESSFULLY FOUGHT FRENCH TROOPS IN PORTUGAL. AUTHORITARIAN AND A STICKLER FOR DISCIPLINE, WELLINGTON HAS THE ADVANTAGE OF THE TERRAIN. ON HIS DAY IN JUNE 1815, HE IS AWAITING HIS OLD ENEMY WITH CONFIDENCE.





FIELD MARSHAL BLÜCHER

Name: Gebhard Leberecht von Blücher, Fürst von Wahlstatt.

Nickname: Papa Blücher or Marschall Vorwärts ("Marshal Forwards").

BORN: 16 DECEMBER 1742, IN ROSTOCK IN MECKLENBURG.

DIED: 12 SEPTEMBER 1819 AT KRIEBLOWITZ (SILESIA).

RANK: FIELD MARSHAL.

Decoration(s): The Prussian Red Eagle, the Order of Merit, the Iron Cross and Various other Prussian, Russian and British medals.

BLÜCHER BEGAN HIS MILITARY CAREER AT THE AGE OF 15 AS A SWEDISH HUSSAR BEFORE JOINING THE PRUSSIAN ARMY, WHICH HE LEFT AFTER A DISAGREEMENT WITH KING FREDERICK THE GREAT. HE JOINED BACK UP AGAIN IN 1786. INDEFATIGABLE IN SPITE OF HIS 72 YEARS, HE IS VERY POPULAR AMONG HIS MEN. HE IS IMPATIENT TO PAY NAPOLEON BACK FOR THE HUMILIATION HE SUFFERED IN THE PRUSSIAN CAMPAIGN IN 1806.



PRINCE WILLIAM OF ORANGE

NAME: WILLEM FREDERIK VAN ORANGE-NASSAU.

BORN: 6 DECEMBER 1792, IN THE HAGUE.

DIED: 17 MARCH 1849 IN TILBURG.

RANK: INFANTRY GENERAL.

DECORATION(S) AND TITLES: CROWN PRINCE, LATER TO BECOME WILLIAM II (FROM 1840 TO 1849).

DESPITE HIS YOUTH, THE YOUNG PRINCE HAS SERVED UNDER WELLINGTON'S ORDERS IN SPAIN. VERY POPULAR AMONG HIS TROOPS, WILLEM FREDERIK DOES NOT SPEAK DUTCH WELL. HE IS COURAGEOUS, BUT HIS IMPETUOUSNESS LEADS HIM TO MAKE TACTICAL ERRORS. WILLEM FREDERIK INTENDS TO SAVE THE THRONE OF HIS FLEDGLING STATE, CREATED TO CURTAIL FRENCH AMBITIONS IN THE REST OF EUROPE.

SIX WITNESSES TO REVEAL THE HUMAN ASPECTS OF HISTORY

HOWEVER STRATEGISTS ALONE DO NOT CREATE GREAT EVENTS. THE ORGANISERS ALSO WANTED TO PAY HOMAGE TO THE ANONYMOUS PEOPLE FROM ALL OVER EUROPE WHO WROTE HISTORY WITH THEIR BLOOD, SWEAT AND TEARS. THE PERSONAL STORIES OF THE SIX CHARACTERS CREATED ESPECIALLY FOR THE OCCASION WILL GIVE YOU A MORE HUMAN PERSPECTIVE THAT ALSO CAPTURES THE FULL EXTENT OF THE TRAGEDY.



ALISTAIR CAVENDISH (ENSIGN)

NICKNAME: "ALI".

BORN: 15 DECEMBER 1790, IN DUNFERMLINE (SCOTLAND).

Unit and Superior Officer: Major General Sir William Ponsonby, Commander of the Union Brigade, to which the Royal Scots Greys are affiliated.

ALISTAIR DEVELOPED HIS LOVE OF HORSES ON THE FAMILY FARM WHERE HE GREW UP. IN 1809, HE JOINED THE ROYAL SCOTS GREYS, A SCOTTISH CAVALRY REGIMENT INCORPORATED INTO THE BRITISH ARMY. THE ROYAL SCOTS GREYS GOT THEIR NAME BECAUSE ALL THEIR HORSES WERE GREY. THE REGIMENT HAD NEVER SERVED IN THE NAPOLEONIC WARDS UNTIL THE BATTLE OF WATERLOO. ALI IS IMPATIENT FOR A CHANCE TO PROVE HIS VALOUR ...

PIERRE LANTELME (SERGEANT)

NICKNAME: "CHASSE-COUSIN" (NAPOLEONIC ARMY SLANG FOR BAD WINE), A NICKNAME HE GOT FOR HIS PUGNACIOUS TEMPERAMENT WHEN HE HAS HAD A FEW TOO MANY. BORN: 30 May 1771, IN LYON (FRANCE).

Decoration(s): Pistol of Honour (predecessor of the Legion of Honour), Legion of Honour. Unit and superior officer: 2ND Battalion of the 2ND Grenadier Infantry Regiment, under the command of General Charles-Joseph Christiani.



A MEMBER OF THE OLD GUARD, PIERRE LANTELME FOLLOWED THE EMPEROR TO THE ISLAND OF ELBA. LIKE ALL OF NAPOLEON'S "GROGNARDS", PIERRE IS A SEASONED FIGHTER. HE IS ALSO A BONAPARTIST IN HEART AND SOUL, READY TO DIE FOR THE EMPEROR, AS WAS HIS BROTHER WHO WAS LOST AT THE BATTLE OF BEREZINA. HE KNOWS THAT THE BATTLE WILL DECIDE THE DESTINY OF FRANCE AND HIS GREATEST HERO.



MARIE DESPRECHIN (FARMER)

BORN: 8 MARCH 1778, IN BRAINE-L'ALLEUD (BELGIUM).

MARIE RUNS BOTH A FARM AND A LOCAL BAR. SHE WATCHES THE COLUMNS OF SOLDIERS HEADING FOR THE FRONT AND THE WOUNDED COMING BACK THE OTHER WAY. ALL THE SOLDIERS ARE DESPERATE FOR A DRINK AND THEIR MONEY IS BURNING A HOLE IN THEIR POCKETS. SHE NEEDS THE MONEY TO MAKE UP FOR ALL THE DAMAGE CAUSED TO HER CROPS. SHE HAS ALREADY LOST THREE YOUNG CHILDREN AND IS WORRIED ABOUT HER BOYS WHO ARE FASCINATED BY THE SOLDIERS.



CATHERINE DAUMAS (CANTEEN WORKER)

NICKNAME: POUPOULE.

BORN: 9 AUGUST 1783, IN COLMAR (FRANCE).

DECORATION(S): LEGION OF HONOUR.

UNIT AND SUPERIOR OFFICER: ATTACHED TO THE OLD GUARD.

As a young Alsatian peasant, Catherine was seduced by Grenadier Augustin Thérasse and followed him on his campaigns. When Napoleon is exiled to Elba, she becomes an army prostitute near Lille for a while. She joined the army at the beginning of Napoleon's Hundred Days. Her tent, no less than a mobile cabaret, is where soldiers come to relax with a drink. Catherine knows the value of money, but that makes her no less of a dyed-in-the-wool Bonapartist, capable of altruism and heroism.



DETLEF LAUFER (DRUM MAJOR)

NICKNAME: LAUF'.

BORN: 12 SEPTEMBER 1798, IN KÖNIGSBERG (EASTERN PRUSSIA).

Unit and superior officer: 4^{TH} Corps of the Prussian Army, under the orders of General von Bülow, commanded by Field Marshall Gebhard Leberecht von Blücher.

The illegitimate son of a Prussian officer, Detlef was 14 when he joined up as a drum major in the Prussian army. With two other drum majors, he beats out the rhythm that his company marches to and uses his drum to convey orders over the din of the battle. A nationalist and a patriot, he is impatient to avenge Prussia's defeat in 1806. For him, Waterloo is just a stage on the journey. Paris is where he wants to be.

WILLEM BRANDSMA (1st Medical officer in the dutch army) Born: 23 March 1765, in Groningen (Netherlands). Unit and superior officer: Inspector General Sebald Justinus Brugmans.

WILLEM BRANDSMA IS A SURGEON AND PROFESSOR AT THE UNIVERSITY OF LEIDEN. IN THE MIDST OF THE CHAOS, HE AND HIS AMBULANCE TEAM WORK LIKE FURIES TO TRY AND SAVE ANYONE THEY CAN, IRRESPECTIVE OF WHICH SIDE THEY ARE FIGHTING ON. HORRIFIED BY THE CARNAGE, HE FEELS POWERLESS TO HELP THE WOUNDED WHO ARE STILL SCREAMING IN THE NIGHT THAT FOLLOWS THE BATTLE, A NIGHT HAUNTED BY PLUNDERERS AND THIEVES ROBBING THE CORPSES.



STAGGERING FIGURES

IF THE GEOPOLITICAL AND HISTORICAL REPERCUSSIONS OF THE BATTLE OF WATERLOO ARE OVERWHELMING, THE ORGANISATION OF ITS BICENTENARY ALSO PRODUCES FIGURES THAT MAKE YOUR HEAD SPIN: 5,000 RE-ENACTORS IN PERIOD UNIFORMS, 300 HORSES, 100 CANONS...

LET'S EXAMINE THE DETAILS BEHIND THE ORGANISATION OF THE BIGGEST RE-ENACTMENT OF THE FIRST EMPIRE PERIOD EVER UNDERTAKEN:

MASSIVE LOGISTICAL AND CIVILIAN COORDINATION: CONTACTING THE OWNERS OF THE SITES CONCERNED, SITES WHICH THEN HAD TO BE DEVELOPED AND PLANTED WITH CROPS SIMILAR TO THOSE WHICH WOULD HAVE BEEN TRODDEN BY THE TROOPS, SENDING OUT INVITATIONS AND INFORMATION IN FOUR LANGUAGES TO THE 350 PARTICIPATING GROUPS AND THE MERCHANTS OF THE TWO EMPIRE MARKETS, DRAWING UP THE ORDERS AND QUOTATIONS FOR SUPPLIES, MANAGING THE INSTALLATION AND MOVEMENT OF MATERIALS, SETTING UP SAFETY MEETINGS WITH THE SERVICES INVOLVED, FORMING A TEAM OF 350 VOLUNTEERS WITH A RANGE OF SKILLS, CREATING MULTILINGUAL SHOWS.

On the technical side it was necessary to address such issues as providing trenches for the explosives and for the battle sound systems, welcoming the various media, setting up a VIP Village for 8,000 people, ensuring the welcome and safety of international figures during the commemoration, creating a monument to symbolise the Bicentenary, planning briefings and debriefings with the technical services from the communes involved, etc.

Enormous orders: 2,500 kilos of gunpowder, 100 bales of straw and hay each weighing 300 kilos to be transported, 12 water tanks containing 1,000 litres for the 300 horses, 6 containers for the estimated 1,500 refuse bags, 200 portable toilet cubicles and 1,000 rolls of toilet paper to put in them, a hundred equipped showers, 5,000 metres of land to be marked out, 100 steres of firewood to be shared out, 24 fire extinguishers and 8 generators to have checked, 10 fridges and 2 freezers, 3,000 metres of rope and 3 kilos of paint for marking out the camps, 200 tables and 100 benches along with 50 kegs from the brewer, 200 kilos of turf for hiding the explosives, 400 fluorescent safety Jackets with individual name badges ...

An infrastructure that poses the ultimate challenges of coordination: 2,500 safety barriers, 10 pavilion marquees and 10 smaller canopy tents, 2 period tents measuring 20m² for the Emperor and the Duke of Wellington, 8 drink outlets, stands with 15,000 places, 10 locations offering electronic ticketing facilities, 500 signposts for the public, the setting up of a kitchen to provide 8,000 VIPs and several hundred volunteers and teams with meals in-situ, a communication network for 40 radios plus the setting up of a satellite antenna, 200 publicity banners to be put up around the site, parking space for several thousands of cars, parking space for lorries and horseboxes...

300 horses mean the need for 30 grooms, a vet 24H/24H, a blacksmith, the provision of 12,000 litres of water per day, 300 boxes and hitching posts, 2,000 metres of rope and three tons of hay.

FOR THE ENTIRE EVENT, THE SECURITY FORCES WILL COMPRISE SOME 50 POLICE, A TEAM OF 30 FIRST-AIDERS, 5 AMBULANCES, 2 FIRE TENDERS AND 12 FIREMEN, 50 MARSHALS, 20 STUDENT STEWARDS, 25 PROFESSIONAL SECURITY GUARDS, 350 VOLUNTEERS.







WATERLOO 2015, THE (COMMUNICATION) CAMPAIGN

THE BICENTENARY OF THE BATTLE OF WATERLOO WILL BE A MAJOR POPULAR EVENT FOR THE GENERAL PUBLIC. VO COMMUNICATION HAS DEVELOPED A HUGE NATIONAL AND INTERNATIONAL PUBLICITY CAMPAIGN. THE WWW.WATERLOO2015.ORG FOUR-LANGUAGE WEBSITE BRINGS TOGETHER ALL OF THE INFORMATION ON THIS 200TH ANNIVERSARY.

LA LIBRE BELGIQUE, LA DERNIÈRE HEURE, PARIS MATCH AND LE COURRIER INTERNATIONAL WILL BE PROMOTING THE BICENTENARY AND WILL HAVE EDITORIAL CONTENT (PRESS AND ONLINE) FOR THEIR RESPECTIVE READERS. FINALLY A MAJOR TARGETED MAILING CAMPAIGN WILL BE LAUNCHED VIA SHERPA. IN ADDITION, FURTHER PARTNERSHIPS WILL BE ESTABLISHED WITH VARIOUS MEDIA (PRESS AND AUDIO-VISUAL) FROM THE NORTH OF THE COUNTRY.

THE EVENT IS THE BASIS OF A PARTNERSHIP WITH **THE VARIOUS RTBF MEDIA**, WHO WILL NOT ONLY BE PROMOTING THE COMMEMORATIVE EVENTS, BUT WILL ALSO BE PRODUCING AND BROADCASTING MANY PROGRAMMES AND REPORTS.

AS WE GO THROUGH THE YEAR LEADING UP TO THE CELEBRATIONS YOU CAN FOLLOW EVENTS CLOSELY ON FACEBOOK THROUGH THE EYES OF SIX, SPECIALLY CREATED CHARACTERS, WHO WITNESSED OR PARTICIPATED IN THE BATTLE AND WHO RECOUNT THEIR EXPERIENCES. THIS IS AN INNOVATIVE CONCEPT THAT ENABLES EVERYONE TO UNDERSTAND AND TO IDENTIFY WITH ALL THE PLAYERS IN THE BATTLE. WHETHER THEY ARE MILITARY OR CIVILIAN, YOU WILL FIND OUT ALL ABOUT THEIR WAY OF LIFE, THEIR FEARS, WHAT MOTIVATED THEM, THEIR PERSONAL STORIES AND THEIR DESTINIES... THE STORY OF HISTORY WITH A CAPITAL H, AS EXPERIENCED BY THE MASSES THAT LIVED THROUGH IT.

THERE WILL ALSO BE REGULAR FUN, INFORMATIVE CLIPS POSTED ON **YOUTUBE** THROUGHOUT THE YEAR - GUARANTEED TO DELIGHT ENTHUSIASTS AND THE SIMPLY CURIOUS ALIKE!

In Belgium the Campaign will be targeted particularly at families with Children and at anyone who loves history, culture and spectacular events. Elsewhere in Europe, and also in the USA, Australia... It will be targeted more particularly at groups of historical re-enactment enthusiasts, who will receive a **promotional kit**.



PRACTICAL INFO

PRICES

BIVOUACS

FIND YOURSELF AT THE HEART OF A MILITARY CAMP ON THE EVE OF THE BATTLE.

BIVOUACS

ENTRANCE TO EACH OF THE 3 BIVOUACS VALID FOR 1 DAY ENTRANCE FROM 6.75 € FREE FOR CHILDREN UNDER 7 YEARS (2 CHILDREN UNDER 7 YEARS PER ADULT)

MUSEUM PASS

Entrance valid from 17 to 21 June 2015 inclusive to each of the 3 museums (the Lion's Mound Hamlet, the Wellington Museum and Napoleon's HQ) Open from 10:00 to 18:00 Entrance from 17.75 \in Free for Children under 7 years

RE-ENACTMENTS

AN UNFORGETTABLE JOURNEY THROUGH TIME IN A FRIENDLY ATMOSPHERE, TO BE ENJOYED BY THE WHOLE FAMILY.

- RE-ENACTMENT OF THE BATTLE "THE ATTACK OF THE FRENCH ARMY" 19 JUNE 2015 20:00 STANDING PLACE FROM 15.75 € FREE ENTRANCE FOR CHILDREN UNDER 7 YEARS (SEE CONDITIONS) SEATED PLACE FROM 38 €
- * RE-ENACTMENT OF THE BATTLE "THE ALLIED COUNTERATTACK" 20 JUNE 2015 20:00 STANDING PLACE FROM 15.75 € FREE ENTRANCE FOR CHILDREN UNDER 7 YEARS (SEE CONDITIONS) SEATED PLACE FROM 38 €

★ ESPACE 1815

1 PARKING SPACE PER 2 TICKETS RECEPTION AND CLOAKROOM ACCESS TO VILLAGE 1815 COMMUNAL MEETING AREA COCKTAIL DINNER AND DRINKS PLACES: 173 €



THE ORGANISERS

THE ASBL BATAILLE DE WATERLOO 1815

CREATED MORE THAN TWENTY-FIVE YEARS AGO IN ORDER TO PREPARE THE COMMEMORATIVE EVENTS FOR THE 175th anniversary of the Battle, the ASBL Bataille de Waterloo 1815 is responsible for organising the events and promoting the site where the fighting took place. It also organises the Bicentenary celebrations and is responsible for bringing all of the ideas together so that they can be approved and coordinated.

AN INTERNATIONAL STEERING COMMITTEE MADE UP OF THE CABINET OF THE MINISTER OF FOREIGN AFFAIRS, THE AMBASSADORS OF THE NATIONS CONCERNED, THE ASBL BATAILLE DE WATERLOO 1815 AND ONE REPRESENTATIVE OF THE WALLOON REGION, HAS BEEN SET UP IN ORDER TO MEET THE INTERNATIONAL REQUIREMENTS OF THE EVENT.

VO COMMUNICATION

FOUNDED TEN YEARS AGO BY MICHEL CULOT AND PATRICK PARMENTIER, VO GROUP IS A KEY PLAYER IN THE COMMUNICATION AND EVENT SECTOR IN BELGIUM. VO GROUP BRINGS TOGETHER FOUR SPECIALIST SUBSIDIARIES: VO COMMUNICATION (THE COMMUNICATION & EVENT ALCHEMIST, SPECIALISING IN THE ORGANISATION OF PUBLIC AND CORPORATE EVENTS), VOICE AGENCY (CONVERSATION MARKETING ON THE INTERNET, IN THE PRESS AND ON SOCIAL MEDIA), VO EUROPE (COMMUNICATION SERVICES FOR THE EUROPEAN INSTITUTIONS) AND DROH!ME INVEST (THE COMPANY RESPONSIBLE FOR THE CREATION OF A NEW CONCEPT WITH THE "DROH!ME" RECREATIONAL AND PROGRESSIVE PARK).

VO GROUP IS DRIVEN BY AN OVER-RIDING COMMITMENT TO MAKING SURE THAT EVERYTHING THAT THEY DO HAS A MEANING. WHETHER MORAL, SOCIAL OR ENVIRONMENTAL... QUITE SIMPLY A RESPECT FOR HUMAN VALUES.

VO COMMUNICATION IS THE EXECUTIVE PRODUCER FOR THE ORGANISATION AND COMMUNICATION OF THE PROGRAMME OF COMMEMORATIVE EVENTS FOR THE BICENTENARY OF THE BATTLE OF WATERLOO IN 2015. THANKS TO THE QUALITY AND PRECISION OF ITS PREPARATORY WORK, ITS EXPERTISE IN ORGANISING LARGE SCALE PUBLIC AND CORPORATE EVENTS (IN BELGIUM AS WELL AS ABROAD), VO COMMUNICATION RECEIVED UNANIMOUS SUPPORT FROM THE BOARD OF DIRECTORS AT ASBL BATAILLE DE WATERLOO 1815.

VERHULST EVENTS AND PARTNERS

VO COMMUNICATION HAS CHOSEN TO WORK IN PARTNERSHIP WITH VERHULST EVENTS AND PARTNERS, WHO WILL BE RESPONSIBLE FOR THE MARKETING, SPONSORING AND MERCHANDISING FOR THE BICENTENARY OF THE BATTLE OF WATERLOO IN 2015.

VERHULST EVENTS AND PARTNERS HAS MORE THAN 60 YEARS OF EXPERIENCE IN THE MARKETING OF EVENTS, BOTH IN BELGIUM AND ABROAD. EVENTS THAT RANGE FROM THE VERY BIGGEST TO THE MOST INTIMATE: CULTURAL OCCASIONS, SHOWS, CONCERTS AND SPORTING EVENTS.



ACKNOWLEDGEMENTS

THANKS GO TO OUR PARTNERS AND TO ALL THOSE WHO ARE HELPING TO ENSURE THAT SUCH AN EVENT CAN TAKE PLACE:

MINISTER OF FOREIGN AFFAIRS, WALLOON MINISTER RESPONSIBLE FOR TOURISM, PROVINCE OF WALLOON BRABANT, GENERAL COMMISSION FOR TOURISM IN WALLONIA, THE FOUR COMMUNES OF THE BATTLEFIELD OF WATERLOO AND THEIR STAFF (BRAINE-L'ALLEUD, GENAPPE, LASNE AND WATERLOO), WALLONIA-BRUSSELS TOURISM, TOURISM FEDERATION OF WALLOON BRABANT, SHERPA, IPM ADVERTISING, RTBF, 1815 GUIDES, ABRRHI, FRANK SIMON, PATRICE COURCELLE, ARTIST-PAINTER, LAW ENFORCEMENT AGENCIES AND SECURITY AND FIRE SERVICES, INTER-COMMUNAL ORGANISATION BATAILLE DE WATERLOO 1815, NAPOLEON'S LAST HQ. WELLINGTON MUSEUM, WATERLOO TOURIST OFFICE, THE NAPOLEON FOUNDATION, THE NAPOLEONIC ASSOCIATIONS AND COMMITTEES IN BOTH BELGIUM AND ABROAD WHICH SUPPORT THE DIFFERENT INITIATIVES OF THE BICENTENARY OF THE BATTLE OF WATERLOO, ALONG WITH ALL OF THE PARTICIPATING VOLUNTEERS WHO ARE ALREADY COMMITTED TO ENSURING THE SUCCESS OF THESE COMMEMORATIONS.

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VIP PARKING

SEATED AREA

CAT A

AT B

AT A

"SHOW"
AREA
RE-ENACTMENT
OF THE BATTLE CAT B CAT B STAUDING Area **CATA CATA** SEATED AREA

- DIBECTION GENAPPE NS
- ENCYWDEWENT SITES / BIYOUACS

THE LION'S MOUND