Press kit 2019

The Bayeux Tapestry

UNESCO Memory of the World.................................3

A thousand year old tale........................................4

An eventful journey through history.......................5

Visiting the museum..............................................6

What’s on in the museum?.................................7

The Bayeux Tapestry museum in figures.............8
The Bayeux Tapestry

Unique artefact of its kind, the Bayeux Tapestry is an embroidery of wool yarn on woven linen, made in the 11th Century. It is 70 metres long and 50 centimetres high, and recounts the tale of the conquest of England on 14th October 1066, led by William the Conqueror, the Duke of Normandy.

Remarkably well preserved, the Bayeux Tapestry features on UNESCO’s "Memory of the World" Register, thus ensuring its conservation and its registration as an artefact of universal value. Saved many times from destruction through the course of history, the 'Cloth of the Conquest' (its other name) continues to reveal its secrets today.

The Tapestry has been displayed at the Bayeux Tapestry museum since 1983 (and is still there!), a public museum housed in Centre Guillaume le Conquérant (formerly the Grand Séminaire). With close to 400,000 visitors every year, the Bayeux Tapestry attracts people from all over the world and is still the subject of many scientific research projects. A visit to the museum allows members of the public to see the Tapestry in its entirety, to get up close without damaging it, and to understand its history, and how it was made.
UNESCO Memory of the World

On 2nd August 2007, the Bayeux Tapestry was registered by UNESCO as “Memory of the World”, as was the Declaration of Human Rights, General de Gaulle’s famous Appeal on 18th June 1940 and the Lumière films.

The memory of the world is fragile. Whilst the “World Heritage” list bestows international recognition on exceptional sites, the “Memory of the World” register compiles various kinds of documents of universal value - from photographs and sound recordings to audiovisual and multimedia materials. The objective of UNESCO's programme is to safeguard valuable archive holdings and library collections, and to ensure they are preserved in the best conditions. The Bayeux Tapestry is an exception, as most of the other registered works are not on public display.

Two plaques at the entrance of the museum, one in French, the other in English, are testimonies of the Tapestry’s universal value. The town of Bayeux thus places itself amongst the world’s most popular cultural destinations.

More info: www.unesco.org

Preservation

The Bayeux Tapestry is a masterpiece embroidered nearly 1,000 years ago. It benefits from exceptional conditions of preservation, a key factor in its registration by UNESCO.

Light, dust, changes in temperature, insects and mould all endanger the preservation of cloth. Behind its glass showcase, the Tapestry is on display 360 days a year, under dim lighting to prevent the colours from fading.

The temperature is maintained at 18-20°C, with a level of humidity at around 50%, to prevent the fibres in the linen and yarns from deteriorating.
A thousand year old tale

The Bayeux Tapestry is a Romanesque masterpiece from the 11th Century; it was most probably commissioned by Bishop Odon, William’s half-brother, to decorate the cathedral during its consecration, on 14th July 1077. It relates the events of the conquest of England led by the Duke of Normandy, who defeated the English at the Battle of Hastings in 1066.

The tale commences in 1064, when the king of England, Edward the Confessor, asked Harold, his brother-in-law, to journey to Normandy to offer his distant cousin William the throne of England.

Harold’s boat sailed across the Channel, and after an eventful journey, he conveyed the King’s message to William. Before returning to England, Harold swore fealty to William, on the sacred relics of Bayeux Cathedral. He then returned to England to talk to King Edward. When Edward died, Harold betrayed his oath and accepted the throne. On 6th January 1066, Harold was crowned king of England in the place of William.

On learning the news, William decided to go and take what was rightfully his. His fleet crossed the Channel on the night of 28th September. William and his army took up position in Hastings and waited for Harold and his troops.

On the morning of 14th October 1066, the battle commenced and the Normans were victorious. Harold died at the end of the day, shot in the eye by an arrow. The tale told in the Tapestry ends with the defeat of the Saxon troops. William was crowned King of England in December 1066 at Westminster Abbey in London.

The Tapestry is not simply the narration of a military operation; it is also a spiritual relic that describes how the breach of an oath is punished.
An eventful journey through history

The Tapestry, since its making, has survived many vicissitudes. A series of tumultuous events in history endangered or nearly damaged the relic.

In the Middle Ages
In 1476, the Tapestry is listed as one of the hangings in the Inventory of Bayeux Cathedral Treasures. It was the custom at the time to hang the Tapestry around the nave on the Feast Day of the Relics. The rest of the year it was rolled up and stored in a wooden chest.
Two fires broke out in the Bayeux Cathedral during the Middle Ages, but each time the Tapestry was saved from the flames.

During the French Revolution
It was not until the 18th Century that the Tapestry aroused an interest other than religious. In 1730, a complete reproduction was published in a book entitled “Monuments of French Monarchy” by Dom Bernard de Montfaucon, a Benedictine monk. Considered as church property, the Tapestry suffered public condemnation during the French Revolution. It was very nearly cut into pieces to be used as a simple canvas over army wagons. The captain of the National Guard, Lambert Leonard Le Forestier, saved it and kept it out of harm’s way in his office.

In the 19th Century
Several pieces and threads of yarn went missing during this period. A British draughtsman, Charles Stothard, came into possession of a fragment of fabric (whether it was given to him or stolen remains unknown). It was returned to the town of Bayeux by Kensington Museum in 1871.

During the Second World War
After being examined by German scientists in 1941, the Tapestry was stowed away at Château de Souches, near Le Mans, to be conserved together with other National Treasures. On 2nd March 1945, after a brief exhibition at the Louvre, it was returned permanently to Bayeux.
Visiting the museum

The Tapestry has been displayed in a 17th Century former seminary in Bayeux since 1983. The spacious building is an ideal showcase, with a direct access to the masterpiece, and offers museum facilities, entirely dedicated to the Tapestry.

Ground floor
The Tapestry Gallery: the linen is displayed, entirely unrolled and protected from the light in a horseshoe-shaped room. Audio guides providing commentary on each of the 58 scenes are available in 14 languages*, with a children’s version in English or French.
*French, English, German, Dutch, Spanish, Italian, Japanese, Chinese, Danish, Norwegian, Swedish, Russian, Hebrew and Czech.

First floor
Exhibition room: This area reveals precious information about the Bayeux Tapestry, and places it in its historical context. This part of the exhibition was specifically designed to adjust the visitors’ outlook on the masterpiece as they go deeper in their understanding of the Tapestry. Tapestry or embroidery? Mystery around its creation, its preservation through history...
Includes realistic models of ships, buildings, maps and everyday scenes and objects to further the public’s understanding of the Middle Ages and the Norman influence in buildings construction (London Tower, Winchester Cathedral...)

Second floor
Cinema: every 20 minutes (alternately in French and English) a film in high definition showing a reenactment of the Battle of Hastings - combined with special effects - explains how and why William became king of England.
Education Room: a half-scale reproduction of the Tapestry is on display here. This 130 m2 area is dedicated to the study of various scenes. Some are enlarged and accompanied with chronological annotations and a translation in English and French of the embroidered Latin text.

Useful information

Opening times
Open all year round 7/7*
01/03 to 31/10
9.00am – 6.30pm (7.00pm May to August)
01/11 to 28/02
9.30am-12.30 and 2.00pm-6.00pm
Last admission 45 min before closing
*Annual closing time
Xmas, New Year’s Day, January

Rates 2019
Full rate 9,50€ (groups adults 7,50€)
Youth rate 5€ - free for under 10s
Headphones included (16 languages)

Twin ticket 2 museums
Full rate 12€ (reduced rate 10,50€)
Triple ticket 3 museums
Full rate 15€ (reduced rate 13,50€)

Group booking section
Contact: Aline Levavasseur
Tel.+33 (0)231 512 558
reservation@bayeuxmuseum.com

Boutique / Bookstore
Books, games, dishes, textiles, souvenirs. Exclusive brand « I was in Bayeux »
What’s on in the museum?

**A new museum in 2025**
The project consists of an overhaul of the current museum which will benefit of the surfaces of the building left free by the library at the beginning of 2019.
Objective: to improve the conditions of conservation and presentation of the Bayeux Tapestry and to enrich the experience of visitors who come to discover this heritage piece, listed by UNESCO on the Memory of the World register.
Alongside the State, the Normandy Region, the Calvados Department and the City of Bayeux will finance this project whose total amount is estimated at 20 million €.

**In May, the Night of the Museums**
On “the Night of the Museums”, the public is invited to discover the Bayeux Tapestry, free of charge from 8 p.m. to midnight.
_Night of Museums 2019: 18th May_

**In September, Heritage Days**
This annual event is a chance for the public to discover local historical monuments. The Bayeux Tapestry Museum takes part in the open days. Free entry to the museum all weekend.
_Heritage Days 2019: 21st and 22nd September_
The museum in figures

The Tapestry Museum is one of the three museums managed by the Town of Bayeux.

Statistics
In August 2016, the Bayeux Tapestry welcomed its 14 millionth visitor since 1983. On average, the number of visitors reaches around 400,000 per year, from all over the world, with record numbers when there are D-Day anniversary celebrations every 5 or 10 years.

Visitors' profile
In 2017, individual visitors account for two-thirds of admissions, the other third is made up of groups. Schools account for 47% of group visitors.
Half of the visitors come from English-speaking countries (mostly British and American). French visitors account for just 26% of admissions.

Since 2013, the 3 museums of Bayeux are identified with an only brand, Bayeux Museum. The proposal of combined tickets encourages the return of clients and the discovery of the other museums with a discount rate (see useful infos):
- Bayeux Tapestry
- Memorial Museum of the Battle of Normandy
- MAHB, Art and History Museum Baron Gérard

Museum milestones
1983: The museum was housed in the former seminary building
1987: The Prince and Princess of Wales donated a facsimile of Domesday Book of the museum
1994: Restoration of the 13th Century chapel
2003: The museum was voted France's second most profitable attraction by the magazine « Challenges »
2005: The chapel was refurbished to host temporary exhibitions
2007: The Tapestry was listed « Memory of the World » by UNESCO
2011: Exhibition « Emakimono and Bayeux Tapestry » in partnership with Idemitsu Museum of Tokyo
2016: Exhibition « Guillaume Le Conquérant, Héros en BD » with the partnership of Editions OREP
2025: Opening of the new museum

Crédits photos et reproductions : Ville de Bayeux