

PRESS KIT  
BURGUNDIAN  
RENAISSANCE



[WWW.VISITMECHELEN.BE](http://WWW.VISITMECHELEN.BE)

VISIT   
MECHELEN 

# BURGUNDIAN RENAISSANCE IN MECHELEN

In the late 15th and early 16th centuries, Mechelen was a magnet for administrators, artists, philosophers, scientists, etc. They were all drawn to the city where the powerful figure of Margaret of Austria had settled in 1507. Up until then, dukes had travelled through their many territories in the Netherlands and France, but during this chapter of the Burgundian Renaissance, the wealth of knowledge and riches came together in one place.

The highest court settled in the Dijlestad in the early 1500s. Mechelen therefore became a legal capital, and the Mechelen glory period began. For the first time, Burgundian power was permanently anchored in one place, which ensured an influx of new influences, crafts and insights. Well-known philosophers such as Erasmus and Thomas More, artist Albert Dürer, poet Janus Secundus or gun-maker Hans Poppenruyter: all of them soon found their way to Mechelen.

The courts of Kamerijk, Savoye and Busleyden were cultural hotspots. But the most famous meeting place of all was the court of governor Margaret of Austria. During the Burgundian Renaissance, Mechelen became a political, intellectual and cultural centre. There is still plenty of evidence of this, because history lives on. Just look at the class that still radiates from the many Mechelen city palaces 500 years on. And with new experience elements, we are bringing the Mechelen glory period back to life.





What if you could eavesdrop on the Mechelen of 1473? Did people during the Burgundian era discuss global warming or the pop stars of their time too? You can find out on the listening walk 'If walls could talk'. An augmented reality application in St Rumbold's Tower allows you to attend a spectacle that took place in 1516 on the Grote Markt. If you continue your visit to the Mechelen giant, two virtual reality viewers on the skywalk will teach you more about the palaces, city oases and monuments that you spot from the roof of St Rumbold's Tower.

But that's not all. Of course, there's a reason why the term 'Burgundian' is synonymous with an 'extravagant life'. You didn't have to teach Margareta and her compatriots in Mechelen how to enjoy themselves. A food archaeologist has travelled back 500 years and come back with typical ingredients from that time. In turn, 12 local tastemakers have made some delicacies for today. Because if you want to get your teeth into the Burgundian Renaissance, you have to be in Mechelen.

# LISTENING WALK 'IF WALLS COULD TALK'

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What if you could eavesdrop on the Mechelen of 1473? Did the Habsburg princes in the Dijlestad also talk about global warming or the pop stars of their time during the Burgundian era? You can find out on the listening walk 'If walls could talk'. With a wooden listening horn, you can pick up conversations between dignitaries, hear discussions in prison, conversations at the Fish Market, chats between labourers, etc. If the Mechelen walls could talk, they would recount the turmoil among the beguines, chatter between friends and revelations about intimate conversations between the Mechelen people of yesteryear. It's obvious that they don't always know that you are listening in ... While listening, an image emerges of Mechelen during its glory period.

The medieval architect Antoon I Keldermans designed some Mechelen monuments and is the perfect person to accompany you through the Dijlestad for an hour. A mapped out walking route will take you to historic buildings or everyday meaningful locations. There you can see the impact of Mechelen's medieval trading position, of Flanders' Burgundian period and of the Habsburg princes who settled in Mechelen at the time.



For wheelchair users, we have marked up all the barriers as well as an alternative route; for the blind and visually impaired, there are touch brochures; for the deaf, we have made videos in Flemish Sign Language, with or without subtitles. You can also play the audio on your smartphone, and simplified audio is available so that people with mental challenges or people learning Dutch can follow this walk. For people with autism, there is a visual roadmap to prepare the visit for the listening walk.

## PRACTICAL

### STARTING POINT:

The walk starts at the Visit Mechelen office. You can also pick up the listening horns here. The listening horns connect to Bluetooth beacons in the city. For people with disabilities, there is a QR code in the office that gives access to the inclusive event.

### PRICE:

Pay what you can afford.  
This means that you can decide for yourself what you pay for the walk.

### LANGUAGES:

The walk is available in  
NL, EN, FR, DE and ES.

### DURATION:

The walk takes 1.5 to 2 hours.  
A short version of 1 hour is also available.



# NEW EXPERIENCES IN THE SAINT RUMBOLD'S TOWER

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What better place to relive the Burgundian heyday of Mechelen than St Rumbold's Tower? From a height of 97 metres, you can see that there are several ancient towers and city palaces in the city. And 500 years later, they still radiate the class of that time.

Can you imagine what 16th-century Mechelen was like? Thanks to augmented reality in the Ash Cellar, the second highest floor of St Rumbold's Tower, a Burgundian spectacle from 1516 comes to life before your eyes. You will see market stallholders at work, hear the shouts of bystanders and see how Jerome of Busleyden, a man of position, attracts attention with his chic clothes.

As you continue your visit to St Rumbold's Tower, two virtual reality viewers on the skywalk will teach you more about the palaces, city oases and monuments that you can see from the roof of Mechelen.

## NEW EXPÉRIENCES IN THE SAINT RUMBOLD'S TOWER : INCLUSIVE OFFER.

**Subtitles** are available for individuals who are deaf or hard of hearing.

You can request the videos in Flemish Sign Language, audio files for hearing aids and the touch brochure at the Visit Mechelen desk. Downstairs at the desk there is a set-up for wheelchair users who cannot climb the tower. For people with autism, there is a visual roadmap to prepare the visit for the listening walk.

## PRACTICAL

### PRICE:

The new offer is included in the regular ticket price.

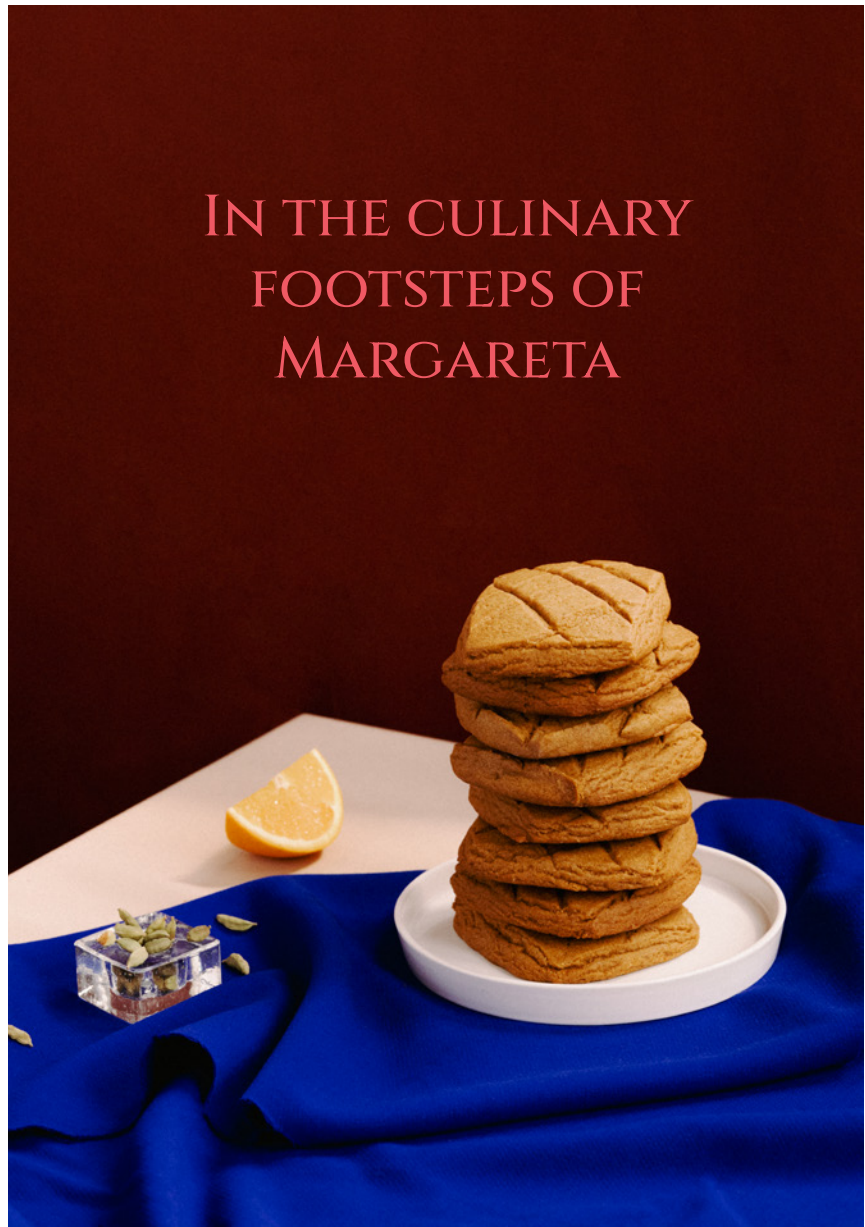
### LANGUAGES:

All events at St Rumbold's Tower are available in NL, EN, FR, DE and ES.

# MMM ... MECHELEN

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On the boundary between the Middle Ages and the Renaissance, Mechelen grew into the hotspot of the Low Countries. Musicians, artists, scientists and nobility: everyone wanted to be in Mechelen. And that's because of Margaret of Austria. From our city, she ruled the Low Countries in the early 16th century. In her palace, the Court of Savoy, she collected riches from the New World: stuffed animals, gold and silver, clothing with feathers and fur, jewellery and richly decorated weapons. And as a guest at her banquets, you got to taste the latest ingredients from America, combined with the refined cuisine of Spain and Italy. It was the start of a new age.



# MMM ... MECHELEN

## TEN TIMES A HISTORICAL TASTING

Mmm ... Mechelen takes you to that golden age, on a culinary route past 12 Mechelen tastemakers. Together with 'The Food Archaeologist' Jeroen Van Vaerenbergh, they have developed delicacies for today with typical ingredients from the past:

- Renaissance beer 'Mechelse Felle' in **Het Anker Brewery**,  
— 49 Guido Gezellelaan and in Batteliek, 42 Wolverbosstraat
- An exotic beetle praline at Pieter Vaes, **The Cacao Project**,  
— 2 Korenmarkt
- 'Bourgondiër' in **Cheese Shop Schockaert**,  
— 28 IJzerenleen
- Mechelen gingerbread at **Broodbroeders**,  
59 Sint-Katelijnestraat, in partnership with Awardt,  
— 3 Adegemstraat
- Habsburger and drink at **Funky Jungle**,  
— 7 Onder-Den-Toren
- Apple and fennel ice cream at **Gauthier**,  
— 10 Bafferstraat
- Speculoos at **De Zotte Morgen**,  
— 50 Goswin de Stassartstraat
- Mechelen honey biscuits at **Philip's Biscuits**,  
— 25 Grote Markt
- **Mechelen Mustard** coming soon
- Burgundian fish dishes at **Luc Vis and Restaurant Emiel**,  
— 6 Vismarkt



## — PRACTICAL —

You can pick up the Dutch brochure of Mmm ... Mechelen free of charge at the Visit Mechelen office or you can [download it online here](#). The culinary route can also be found [in the free app](#) in NL, EN, FR, DE and ES.

Would you like to spice up your walk? The new Sense-sations gives you the chance to enjoy a few tastings on the way.



# MUSEUM HOF VAN BUSLEYDEN

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Museum Hof van Busleyden is an inspiring place where you can discover and experience the Burgundian Renaissance in all its aspects. After a full restoration of the interior and exterior, the sixteenth-century city palace in the historic centre of Mechelen is ready to open a new chapter.

While the museum still looks back on this important period in Mechelen's history, it does so now from a contemporary, diverse and critical perspective. It also inspires visitors to look forward, towards the future. As before, Museum Hof van Busleyden establishes itself as a place to contemplate a changing world.

# MUSEUM HOF VAN BUSLEYDEN

At the long-awaited reopening this spring, the museum will present a renewed permanent exhibition under the banner **'At Home in Burgundian Mechelen'**. Visitors will be hosted by the city palace's first owner Hiëronymus van Busleyden, followed by the regent Margaret of Austria who resided at the Court of Savoy nearby, and then the reclusive Sisters Hospitalliers of Mechelen. Historical collection pieces are displayed beside contemporary artworks to cover universal themes such as power, religion and politics.

## PRACTICAL

### OPENING HOURS:

From Wednesday to Sunday  
from 10 am to 5 pm.

### TICKETS:

Standard ticket = 15 euros,  
group ticket = 13 euros

### SILENT VISIT:

Every Friday from 1 pm to 5 pm and every  
second Saturday of the month from  
10 am to 1 pm you can visit the museum  
in peace and quiet.



# IN COLLABORATION WITH ALFAVISION: GLOBAL MARKET LEADER INNOVATIVE EXPERIENCES.

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The Belgian company Alfavision is one of the world's leading experts in the innovative design of exhibitions, museums and information offices, aiming to reach a new audience. Alfavision boasts some of the most innovative visitor centres in the world, such as the Ghent Alterpiece visitor centre in Ghent, the TVL reception centre on the Grasmarkt in Brussels and the Historium in Bruges.

Alfavision works with innovative technology that invites the audience to try a unique experience and connects the past to the present.

## — MATERIAL —

Pictures of the Burgundian Renaissance can be found [here](#).

General information and leaflets are available at [www.visitmechelen.be/burgundian-renaissance](http://www.visitmechelen.be/burgundian-renaissance)

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IN COLLABORATION WITH



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