



C.C. Beaucaire Terre d'Argence,  
*another idea of heritage*

**CCBTA**  
Communauté de communes  
Beaucaire Terre d'Argence

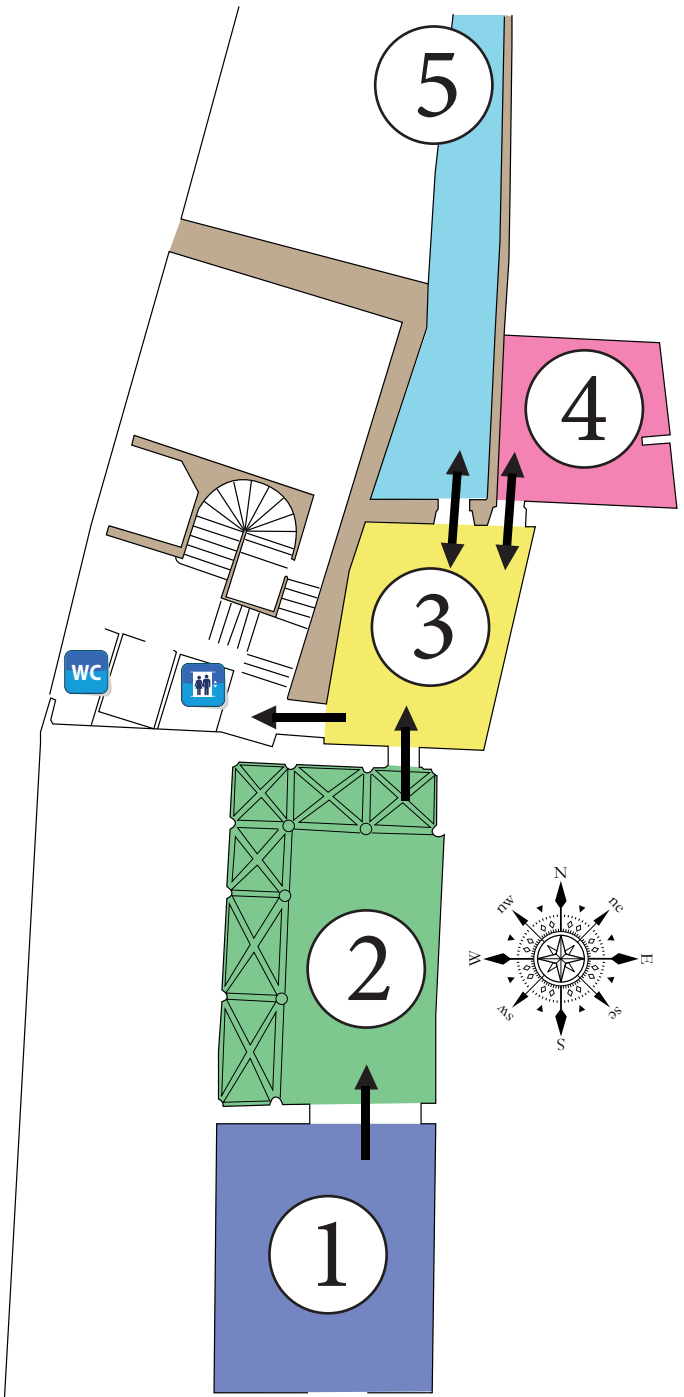


## Visitors Guide

CENTRE D'INTERPRÉTATION DE  
L'ARCHITECTURE  
ET DU PATRIMOINE  
DE BEUCAIRE

Discover  
Beaucaire and  
Terre d'Argence

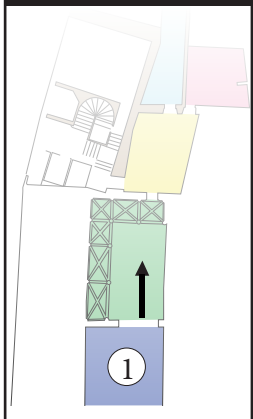
# Groud floor



Entrance

1 - Main part of the building, south, 15<sup>th</sup> century.

The building over the centuries



## Permanent exhibition :

The mansion was built in the 15<sup>th</sup> century by Sieur Robert Fournier de Beauregard in the Fusterie district where shipwrights were installed near the Port Gate (that used to be called the Beauregard Gate), the entry to the town from the Rhône.

The 1593 land register describes a three-storey house near Beauregard Gate, with a stable, a porch, a courtyard, a garden and a well.

The building occupied more than 1,000 square metres of land. Indeed, the original structure ran east to west from opposite Rue Diderot to Rue des Trois Pigeons and from north to south for nearly 75 metres.

In spite of marked changes to the layout of the town, the Maison du Tourisme et du Patrimoine has survived as the most complete example of medieval civil architecture in Beaucaire. The building is a listed historical monument.

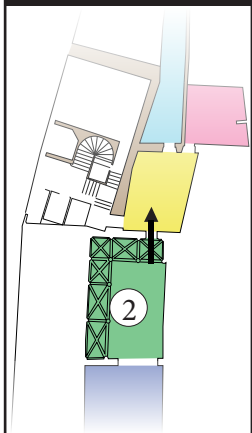
A restoration programme was launched in 2002 to give Beaucaire, City of Art and History, a Centre d'Interprétation de l'Architecture et du Patrimoine (CIAP, Architecture and Heritage Centre). The decision to install a facility aimed at providing keys for understanding the town in this exceptionally fine mansion was obvious. Built near the river port at the time of the founding of the famous fair—the Foire de la Madeleine (1464)—the house is an emblem of this event that gave Beaucaire its character and appearance.



A tactile model of the Maison du Tourisme et du Patrimoine shows what the mansion was like in the 15<sup>th</sup> century and the main changes made up to the 19<sup>th</sup> century

## 2 - Courtyard and Gothic loggia, 15<sup>th</sup> century

### Beucaire and Terre d'Argence today



At the Mediterranean outlet of the Rhône Valley, Beaucaire is set between the Costières hills, the northern limit of the Camargue and the garrigue area. Beaucaire has been part of the Communauté de Communes Beaucaire Terre d'Argence since the 2001 territorial mapping of the Gard département.

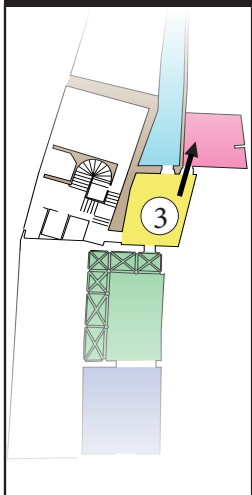
Appearing for the first time in a charter of the Emperor Louis the Pious under name Terra Argenciae, this 20,000 hectare area with a population approaching 30,000 people features strong anchorage in tradition, as shown by the richness of its historical, cultural and landscape heritage.



*Films and reports to meet the population of Terre d'Argence.*

## 3 - Northern part of the building, 17<sup>th</sup> century

### Between Rhône, garrigue and Costières



The landscape of Beaucaire and Terre d'Argence consists of three characteristic sectors: garrigue in the north, the Costières hills to the west and south-west and the alluvial plain ('Le Plan') continued broadly to the south by the Camargue and the Petite Camargue.

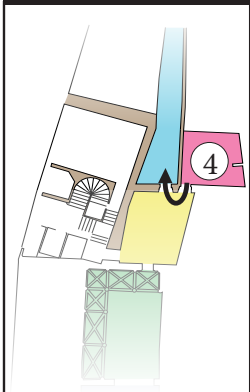
This geographic framework favoured the development of communities, determined their opening to trade and made it possible to build a port on the Rhône at Beaucaire. The intersecting of land and river routes strengthened the position of the site as a crossroads of communications.



*Beucaire, a site, a territory and landscapes: 'Scents of garrigue'.*

4 - Eastern part of the building. A kitchen built in the 18<sup>th</sup> century.

The birth of a town



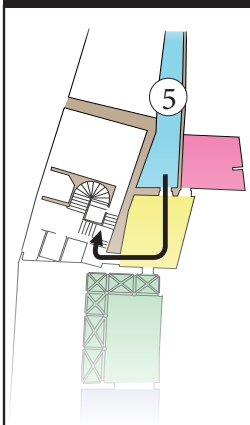
At the crossroads between the road following the Rhône and the ancient Via Domitia, an ancient town known as Ugernum in the 2<sup>nd</sup> century BC overlooked the fertile plain. The building of the castle of the Counts of Toulouse on the hill in the 12th century coincided with the construction of new fortifications. Beaucaire became a royal town in 1229 and was the seat of a senelchalsy. But Beaucaire changed considerably in the 18<sup>th</sup> century, the golden age of the Foire de la Madeleine (Madeleine Fair). Dwellings became denser and the number of council buildings increased in the eastern part of the town focused on the Rhône and trade.



*A chronological frieze and a 5-minute animation film form an approach to the history of Beaucaire and its urban development in 5 main phases.*

5 - Garrigue garden.

A relaxation area

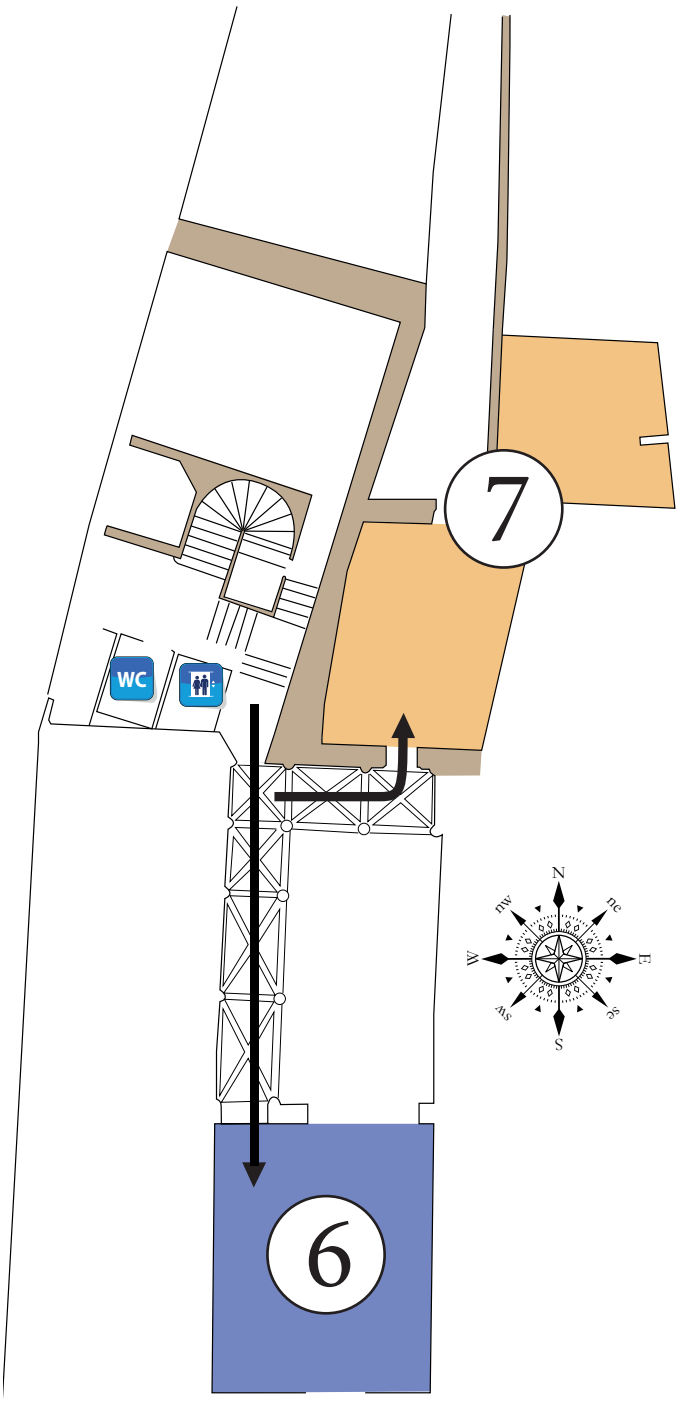


*Discovering the scents of the local flora.*

Take a pause before continuing your discovery of Beaucaire and Terre d'Argence and learn to recognise the scented plants of the garrigue.

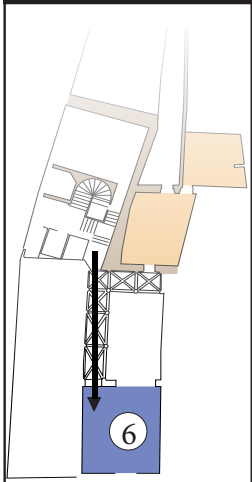


# First level



6 - Southern part of the building, 15<sup>th</sup> century.

La Foire de la Madeleine



The Foire de la Madeleine (Madeleine Fair), confirmed in 1464, truly gained importance and renown in the 17<sup>th</sup> century, when the fairs in Lyon and Pézenas suffered strong decline. Thanks to its privileges—franchises and the resulting exoneration from taxes—it attracted a ceaselessly growing number of traders and businessmen who wanted to benefit from these advantages.

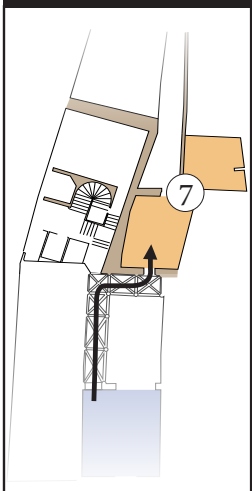
The Fair reached its peak in the 18<sup>th</sup> century, when Basville, Intendant of the Province of Languedoc, described it as the largest and most famous of the kingdom.



*Sensory exploration of the emblematic products of the Foire de la Madeleine: spice rack.*

7 - Northern part of the building, 15<sup>th</sup> century

Paintings, sculpture, photography...



## Temporary exhibitions :

Every year, the Maison du Tourisme et du Patrimoine invites you to discover the talents and eye of the artists of Terre d'Argence. Photography, paintings, drawings, sculptures... The programme is available at the reception.







## Renseignements

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