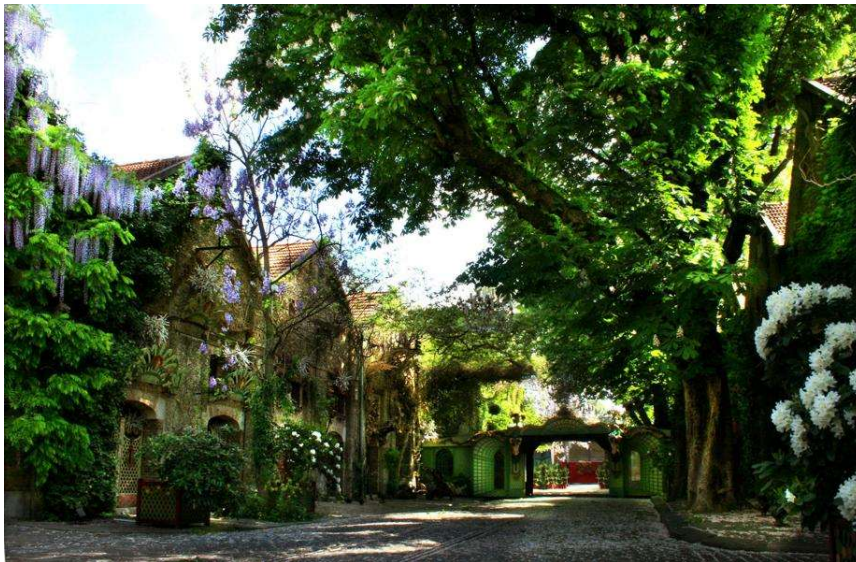




ESU-Information

Where the world of fairground entertainment comes to life

44th ESU Congress 2027 at the Musée des Arts Forains in Paris



The entrance to the 'Musée des Arts Forains'. Photo: Pavillons de Bercy

Paris is always worth a visit. In January 2027, European showmen and showwomen will have a very special reason to visit the French capital: on 18 and 19 January, the 44th Congress of the European Showmen's Union (ESU) will take place in the historic Pavillons de Bercy. Together with the Fédération des Forains de France, the ESU is inviting the European showmen's family to a venue that could scarcely be more fitting. For within these historic halls lies the world-famous Musée des Arts Forains – a living museum that preserves the history, art and fascination of fairground and showman culture in a unique way.

“The Pavillons de Bercy are a wonderful venue and ideally suited to a European Showmen's Congress. Here, our shared history comes to life, whilst at the same time highlighting the power and fascination that our fairground culture continues to hold to this day. I am very much looking

forward to welcoming showmen and showwomen from all over Europe to Paris in January 2027. This congress will not only be an important working meeting, but above all a gathering that celebrates the camaraderie among European showmen and our shared vision for the future,” emphasises ESU President Albert Ritter.



Velo bicycle carousel dating from 1897. Photo: Pavillons de Bercy

A museum like no other

The Musée des Arts Forains is not a museum in the traditional sense. There are no long rows of display cases keeping visitors at a distance. Instead, visitors can experience the history of the fairground trade first-hand. Historic carousels, mechanical musical instruments, artistically designed fairground objects and scenes from the Belle Époque come together to create a world of experience in which visitors themselves become part of the action.

Among its highlights are historic carousels and fairground rides. Dramatised guided tours, music and the elaborately staged rooms turn a visit to the museum into a holistic experience. The collection encompasses not only fairground rides, but also uses numerous exhibits to tell the story of the world of entertainment and the craftsmanship and artistic skills of past generations. The idea behind it is particularly well suited to the European Showmen's industry: tradition should not simply be preserved, but kept alive and passed on. This is precisely where the special significance of a place like the Musée des Arts Forains lies. This place is of particular significance for showmen and showwomen in particular. For here it becomes clear that fairground culture is far more than the history of individual rides. It is characterised by families, craftsmanship, mobility, creativity and the ability to amaze people time and time again.



Photo: Pavillons de Bercy

A fitting venue for the European Showmen's Congress

The fact that the European Showmen's Union is holding its 44th Congress at this extraordinary venue is therefore more than just an organisational decision. It is a deliberate gesture highlighting the significance of our shared European showmen's culture.

Traditionally, the ESU Congress is not merely a working conference. Personal encounters and international exchange are among its most important elements. Showmen and showwomen from different countries face similar challenges. Exchanging experiences, discussing political frameworks and exploring joint solutions therefore strengthens European cooperation.

The Pavillons de Bercy also symbolise a realisation of great significance to the fairground industry: culture remains alive when it is passed on and lived out.

The European Showmen's Union, too, sees itself as a platform on which this living culture is nurtured across national borders and generations. UNESCO's recognition of the living fairground culture in Belgium and France has further raised public awareness of the cultural significance of the fairground trade. For ESU President Albert Ritter, this is an important mission: "Our fairground culture thrives not only because we preserve it, but because we breathe new life into it every single day. The solidarity within the European showmen's community is one of our greatest strengths."

Programme for the 44th ESU Congress, 18–19 January 2027 in Paris

Venue: Les Pavillons de Bercy: <https://arts-forains.com/>

Monday, 18 January 2027:

4.00 pm: Welcome reception at the Musée des Arts Forains, including a guided tour of the museum, followed by a cocktail reception with buffet and a welcome speech

9.00 pm: Evening show at the Moulin Rouge (Reservations must be made independently, and attendees must make their own way there) Reservations:

<https://www.moulinrouge.fr/offres/spectacle/>

Tuesday, 19 January 2027:

9.30 am: Welcome reception at the Musée des Arts Forains (historic Magic Mirror ballroom) to mark the start of the conference

4.00 pm: End of the conference

Followed by: Gala dinner on a sightseeing boat on the Seine:

Reception: 7.30 pm

Departure: 8.30 pm

Return: 10.45 pm

Wednesday, 20 January 2027

Return journey

City tour, optional

Hotel booking: Pullman Paris Centre Bercy

1, rue de Libourne, Paris, 75012, FR

Booking: <https://book.passkey.com/event/51340593/owner/49106762/home>

Participants are asked to book their own rooms.

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We are happy to provide ESU photos in print quality.

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