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PRESS RELEASE

The return of Bonne of Bourbon to Chillon Castle: unveiling of the Caroline Tschumi poster – whose portraits of former princesses will be on display from September – and the new royal chatbot avatar

Chillon Castle Foundation (FCC) is delighted to unveil the latest poster for its contemporary art exhibition entitled '*Caroline Tschumi – Illuminated Princesses*'. The Swiss artist was commissioned to reimagine the Countess of Savoy, Bonne of Bourbon. From 9 September 2022 to 19 February 2023, a total of 12 portraits of aristocratic women from the late Middle Ages will reign supreme at Chillon Castle – their property through marriage. This iconic princess also takes pride of place on the Chillon website, as the noble character behind the chatbot.

Unveiling of the Caroline Tschumi poster

In the chosen artwork for the poster, which advertises the FCC's upcoming temporary exhibition, Caroline Tschumi (*1983) presents her portrait of Bonne of Bourbon. The artist reimagines the countess atop a horse of flames in front of Chillon Castle. The temporary art exhibition '*Caroline Tschumi – Illuminated Princesses*' will be running from 9 September 2022 to 19 February 2023. The FCC has commissioned the artist to produce 12 exclusive portraits of the 14 countesses and duchesses depicted in the French publication [*Vies de princesses ? Les femmes de la Maison de Savoie \(XIII^e-XVI^e siècle\)*](#) co-authored by Fanny Abbott and Nathalie Roman. The exhibition will be crowned with a programme of events, an historic trail and a catalogue.

Bonne of Bourbon: avatar for the Chillon website chatbot

To build a more modern, high-quality customer journey, the FCC approached the Parisian agency *Ask Mona* to create a [custom chatbot for its website](#). This avatar is none other than 'The Great Lady' herself – Bonne of Bourbon (circa 1340-1402), who married Amadeus VI of Savoy in Paris in 1355. In 1379, she spent a long period of time at Chillon Castle. [The dwelling \(W\)](#) connected to the Allinges' Tower was supposedly built around 1375 on the orders of her husband, the 'Green Count'. These rooms within the princely residence, which looked out over Lake Geneva and the Alps, were reserved for Her Ladyship.

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Photos and videos available to the press on request

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#carolinettschumi #princessesenlumiere #IlluminatedPrincesses