

The *Climats* of Burgundy: One year on the UNESCO Heritage List! And now, **A FILM, A NEW EMBLEM, AND SOME BIG PROJECTS FOR 2017**

On 4 July 2015, the Bourgogne region celebrated the inclusion of the *Climats* of the Bourgogne winegrowing region on the UNESCO World Heritage List. Since then, a brand new film has been created and a new emblem designed for winemakers. And that's not all. In 2017, a temporary information center is opening, along with brand new signage across the region.

A film to showcase the *Climats* in six minutes: “**Legendary Terroirs of Burgundy, a treasure for Mankind**”

With brand-new breathtaking imagery shot using a drone and helicopter, this film aims to offer a new perspective of the *Climats* of the Bourgogne winegrowing region and this historic heritage, to help people grasp what's behind the UNESCO listing. In order to reach as wide an audience as possible, professional and otherwise, it is available in English, French, and Chinese. The film will no-doubt be a hit, having already racked up more than 40,000 plays on social media.

> See for yourself on www.climats-bourgogne.com



A new emblem

This new emblem, released in July 2016, aims to identify the people and locations included in the World Heritage site, in particular winemakers and cultural destinations. It provides a marker, along with the official UNESCO World Heritage logo, the use of which is more restricted. A network of ambassadors has also been launched.

2017: An exhibition space and new signage across the territory

A temporary exhibition space is being opened in June 2017 in Beaune. Some 170m² will be dedicated to an exhibition about and a model of the *Climats* of the Bourgogne winegrowing region in order to showcase their Outstanding Universal Value and the reasons for their UNESCO recognition.

In terms of tourism, new road and motorway signage is being introduced for 2017. In addition, new heritage signs will indicate the key locations within the region, such as *Le Clos de Vougeot*, the wine presses of the Dukes of Bourgogne in Chenôve, the *Hospices de Beaune*, the *Palais des Etats et des Ducs de Bourgogne* in Dijon, along with the villages and vineyards at the heart of the project. Panels to help visitors read the landscape and signs showing the different names of the *Climats* are also on the drawing board.