



## *The Cité des Vins et des Climats de Bourgogne, The countdown has begun*

*Bourgogne, 19 November 2017*



*The project for the Cité des Vins et des Climats de Bourgogne network is coming together, with the budget due to be approved on 19 December. This illustrates the commitment of the 15 partners to this joint project to promote the Bourgogne region and its Climats, across three different sites in Beaune, Chablis, and Mâcon. The network will offer an introduction to the wines of the Bourgogne region in general, but each site will reflect the local offer and allow visitors to expand their horizon across the territory. The next step will happen in 2018, when the selection process for architects and designers begins.*

### **Tuesday 19 December: Signature of the Framework Convention at the Hôtel-Dieu**

Marie-Guite Dufay, President of the Bourgogne-Franche-Comté region; Alain Suguenot, Mayor of Beaune; and Louis-Fabrice Latour, President of the Bourgogne Wine Board (BIVB), will be signing the Framework Convention for the Cité network at the Hôtel-Dieu in Beaune, along with financial partners who are investing in the project. They include the State; the Beaune and Mâcon conurbations; the town of Chablis; the three departments of the Côte-d'Or, the Yonne, and the Saône-et-Loire; the Beaune and Southern Bourgogne urban conglomerations; the Maison Mâconnaise des Vins Cooperative; the Association for the *Climats* of the Bourgogne winegrowing region; and the Federation for the Defense of the Chablis Appellation.

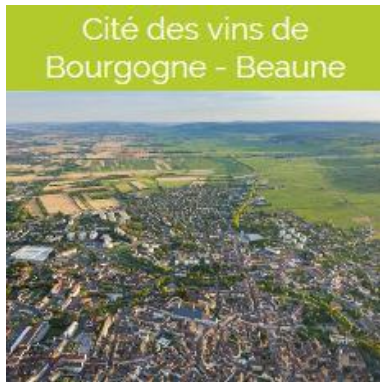
This key event will confirm the commitment of the 15 partners in this wonderful challenge the Bourgogne-Franche-Comté region is setting itself to become France's leading wine-tourism destination and attract new French and foreign customers who love wine, culture, and French *art de vivre*.

### **The next step: Early 2018 - the selection process for architects and designers begins**

A project management consultant has been selected by the city of Beaune and the BIVB to start preparing the call for tenders in early 2018, in order to select the architects and designers for the Cité in Beaune. The project will be run jointly by the city of Beaune and the BIVB. In parallel, the BIVB is launching a call for tenders from architects for the renovation and extension of the sites in Chablis and Mâcon.

## Spotlight on the three Cités

The Cité in Beaune will be an educational and cultural destination, dedicated to the wines and *Climats* of the Bourgogne winegrowing region. It will be ambitious, offering entertainment for all.



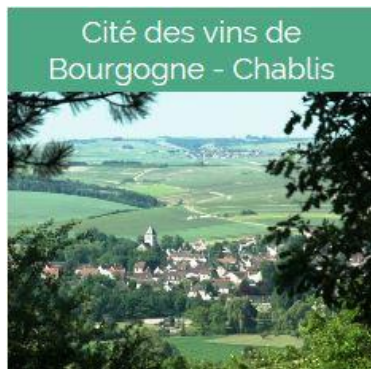
**The context:** The project is being driven by the city of Beaune, which will be managing this environmentally-friendly project, in close cooperation with the BIVB, which will be developing the content for the Cité and site operations. The Cité will be located close by the Palais des Congrès and will be part of a new development including a 5\* hotel, two restaurants, a mall, and reception space.

**On the program:** It will be home to a *Climat* education center, with a 1,500m<sup>2</sup> visitor space for promoting the Bourgogne winegrowing region, its history, culture, varieties, *Climats*, and wines. It will also host Bourgogne wine training events, a gift shop, spaces for seminars, and an information platform...

**Investment:** €10.5M (BIVB: €3.5M), for a space covering some 3,500m<sup>2</sup>

**Opening date:** End-2020 with a target of 155,000 visitors in the first year.

Chablis will be home to the most northerly Cité, in the Cistercian cellars of the nearby Pontigny Abbey, a real feather in the project's cap.



**On the program:** A cultural and technical visitor trail with tastings, a boutique, and a wine-tourism platform, tasting workshops hosted by the École des Vins de Bourgogne, and a restaurant to discover some food and wine pairings, along with spaces and equipment for group events such as conferences and seminars.

**A focus on wines from Chablis and the Grand Auxerrois:** The site will be dedicated more specifically to the discovery of wines from Chablis and the Grand Auxerrois, with tailored content promoting the region and local wine-related tourism activities.

**Investment:** €2.2M for an area of 900m<sup>2</sup> (with extension).

**Opening date:** Summer 2020, with a goal of 40,000 visitors annually, right from the first year.

In Mâcon, the Cité will be hosted in the buildings of the BIVB's Maison des Vins and the Maison Mâconnaise des Vins, offering very good visibility.



**On the program:** A cultural and technical visitor trail covering 580m<sup>2</sup>, with tastings, a wine-tourism platform, and training workshops on a range of themes hosted by the École des Vins de Bourgogne, with space for seminars.

**Focus on the wines of the Mâconnais:** Training workshops with 30-minute sessions to introduce visitors to the art of tasting. A bookshop space is planned within a gift shop selling a range of goods including wine-related products and gift selections.

**Investment:** €3.9M for an area of 1,900m<sup>2</sup> (with extension)

**Opening date:** Summer 2020, aiming for 55,000 visitors annually from the first year.

**Follow the progress of the Cité des Vins network at [www.cite-vins-bourgogne.fr](http://www.cite-vins-bourgogne.fr) (in French only)**

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