



New: Eight minutes to understand how the Bourgogne terroir was created

Bourgogne, 19 November 2017

“Bourgogne the birthplace of terroir” is the latest short film produced by the Bourgogne Wine Board (BIVB).

This innovative new movie is available in four languages, and explains how our geological history shaped the Bourgogne terroir we know today, and the patchwork of plots that is the Climats.

The film features original 3D animation sequences, shedding light on any questions viewers might have about how the Bourgogne region’s unique vineyards came to be.



An educational approach for a unique experience

This video is a valuable educational tool while being fun and beautiful to watch.

The music confers a unique aspect to the subject, inviting viewers on a trip through time to discover the history and prehistory of the *Climats* of the Bourgogne winegrowing region. The images transport us from the Jurassic period to the present day, an incredible journey over almost 200 million years. **This fascinating film uses simple images to explain sometimes-complex notions, making geology accessible to as many people as possible.**

All the scientific content of the film has been carefully checked by a scientific committee comprising:



- ▶ Jean-Pierre Garcia, professor of geology at the University of Bourgogne and specialist in winegrowing *terroir*
- ▶ Jacques Fanet, author of the book “Les terroirs du vin” (Hachette) and former assistant director of the INAO
- ▶ Jean-Yves Bizot, winemaker at Vosne-Romanée and President of the Vine and Wine department of the University of Bourgogne
- ▶ Dominique Lambry, head of training and content at the BIVB

An award-winning, popular short film



“Bourgogne, the birthplace” was selected for the 24th International Oenovidéo Festival, under the patronage of Cédric Klapisch, last June. And on 17 October in Paris, the film was awarded the Imaginarium prize for the most imaginative, creative, and inventive French or foreign film. It was one of 11 films about grape and wine that won awards at the 2017 edition of the event.

Creating a buzz on social media: Since its official launch on 18 October, the video has garnered almost 66,000 views on social media.

The film is available in French, English, Chinese, and Japanese, and can be watched [on the BIVB's YouTube channel](#). And for greater access, it will soon be available online on [the Bourgogne wines Youku channel](#).



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