



The interior of the Cités des Vins in Mâcon and Chablis is taking shape

Bourgogne, November 2018

After having picked the architects for the Cité des Vins sites in Mâcon and Chablis, the Bourgogne Wine Board (BIVB) has now named the Paris-based agency Studio Adeline Rispal as scenographer for the two sites. Studio Adeline Rispal was selected from 26 applicants and will be charged with designing the content for the two Cités, establishing the identity of each, and conveying the messages to be shared about the wines and *Climats* of the Bourgogne region through the visitor experience. The project management team is now in place. The next step will be widening out the content with the architects, with synergy and cohesion the keywords for the project.

The scenographer: A single actor to hone the identity of each site

Launched at the end of May, the call for applications for scenographer for the Cité des Vins in Chablis and Mâcon has now reached its conclusion. The jury, mainly made up of wine-industry professionals, studied the 26 submissions, establishing a shortlist of three for the final selection. The three finalists presented their candidatures in early November.

The verdict was unanimous, with the panel agreeing to award the commission to Studio Adeline Rispal. This Parisian agency was founded in 2010 by Adeline Rispal, and focuses its activity on cultural and heritage-based projects. The agency's submission fit perfectly with the values of the wines and *Climats* of the Bourgogne region, with a concept involving the idea of transposing the geological strata of the *terroir* to the esthetic of the two sites (see photo below). This will create a harmonious identity and common feel, whilst preserving a discourse unique to each territory.

The scenographic proposal for the future Cité des Vins et Climats in Chablis



A patchwork of landscapes, varieties, and terroir © BIVB / Studio Adeline Rispal



Scenographic project for the future Cité des Vins et Climats in Mâcon



The role of the scenographer

Having a single reference point is a condition for the success of the Cité des Vins et des Climats de Bourgogne and must bring coherence and synergy to the overall project whilst defining specific content for each place.

The scenographer's missions include:

- Transposing the key messages about the wines and *Climats* of the Bourgogne region into the visitor space
- Creating drama within the spaces and establishing a common feel
- Breathing life into the visitor experience
- Suggesting coordination and communication tools that will underscore the identity of the sites
- Working in close partnership with the BIVB, the two architects, and the Association des Climats

The project management team is now in place and ready to start work on the three sites

The project management team is now complete. The BIVB's role involves overseeing the project which will be managed through a subsidiary, a status allowing it to benefit from patronage.

A reminder of the architectural projects selected in September

■ The Cité des vins in Chablis

The project combines the restoration of existing structures, a new extension, and a redesign of the outside space. The project requires a contemporary vision closely linked to the history of Bourgogne wines and integrated into an historic site, namely Le Petit Pontigny, the 12th-century cellars of the Abbey of Pontigny. **The Atelier Correia Architectes & Associés** in Saulieu, in the heart of Morvan national park, has been appointed for this project.



The proposal for the Cité des Vins et Climats de Bourgogne in Chablis ©BIVB / Correia Architectes, Emmanuel Correia

■ The Cité des vins in Mâcon

For the **Mâcon** site, the challenge is to ensure **unity between the existing buildings**, namely the BIVB's Maison des Vins and the Maison Mâconnaise des Vins. Audacity and creativity are key, in particular with regard to the creation of a unifying element, visible from the exterior, to bring the whole site together.

RBC Architecture & ACL Associés based in Mâcon has been chosen to lead this ambitious project.



The proposal for the Cité des Vins et Climats de Bourgogne in Mâcon © BIVB / RBC Architecture

Next steps

End 2018: Launch of the call for tenders for a designer-constructor-architect for the Cité des Vins by the City of Beaune (project manager), in collaboration with the BIVB and the Association for the *Climats* of the Bourgogne Winegrowing Region

Summer 2019: Choice of the constructor-designer for the Beaune site

2019: Development of content with the architects and scenographer

End-2019: Work will begin on the three sites

Spring 2021: Opening of the three Cité des Vins et des Climats de Bourgogne sites

The Cité des Vins et des Climats de Bourgogne is a cultural and tourism project dedicated to Bourgogne, its wines, and its *Climats*.

The Cité des Vins et des Climats de Bourgogne will be accessible to all and extremely convivial, welcoming visitors to sites in Beaune, Chablis, and Mâcon through:

- ▶ Visitor trails through the Bourgogne landscape and *terroir* and explanations of the *Climats*, work in the vines, vinification, aromas, exploring all the diversity of Bourgogne wines
- ▶ Tasting workshops, learning experiences, multi-sensorial experiences, and an introduction to food and wine pairings
- ▶ Cultural exhibitions and conferences
- ▶ A boutique and information point for tourists

Follow the progress of the Cités at www.cite-vins-bourgogne.fr/en/

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