



BOURGOGNE

Bureau Interprofessionnel des Vins de Bourgogne

## The Cités des vins et des Climats de Bourgogne

### The Beaune project is revealed and the museography is taking shape


17 November 2019

*The Bourgogne Wine Board (BIVB) is delighted to be working with the Rougeot group, winner of the public call for projects for the Cité des vins et des Climats in Beaune, and with Emmanuelle Andreani, architect and founder of the [siz'-ix] agency. This partnership, under contract with the city of Beaune, will be working closely with the BIVB and the Association for the Climats of Bourgogne.*

*The project is now taking shape and will be far from a traditional museum concept: The three cités in Beaune, Chablis, and Mâcon will be offering an unforgettable, unique experience. Now it is time to develop the content, themes, key messages, and mood, with the scenographers and museography team.*




### The Cité des vins et des Climats de Bourgogne in Beaune: The cornerstone of a new neighborhood

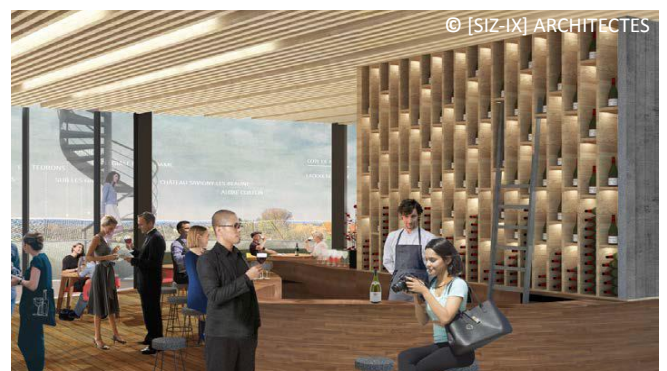
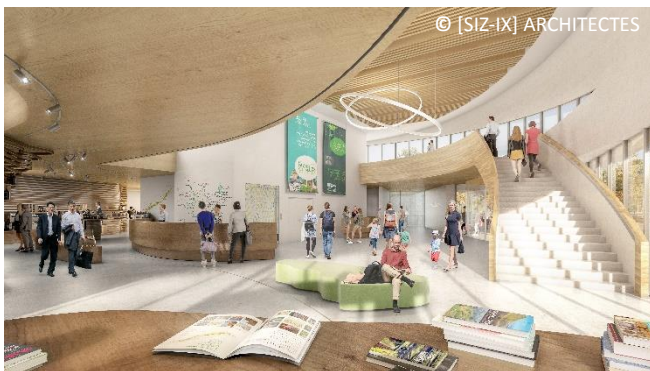
 The architectural approach to this 3,500m<sup>2</sup> project:

- ▶ **A building that will be a landscape feature** rising to 21 meters, set in a 10-hectare tree-filled park
- ▶ **An innovative construction** inspired by the tendrils of a vine
- ▶ **An eco-sustainable commitment** using noble construction materials

**The interior will correspond to this architectural ambition, in harmony with an interactive and human experience.** Using the real-life testimonies of industry professionals, a narrative thread guided by a winegrower, and hosts on hand to interact with visitors, human exchange will be at the heart of this project. It will be about storytelling and sharing key experiences involving Bourgogne wines and the UNESCO site of the *Climats*, in an environment that will transport the visitor through immersive and sensorial experiences. **The content will embody the global identity of Bourgogne, whilst showcasing the specifics of each winegrowing area within it.**

 The interior:


- **A fun and original 1,100m<sup>2</sup> visitor experience** revealing the secrets of Bourgogne through a range of cutting-edge and interactive tools. In particular, it will include some spectacular audiovisual effects and an impressive sound and video installation about the *Climats*, listed on the UNESCO World Heritage List. It will attract the curiosity of visitors, encouraging them to then go and explore the vineyards. They will also be able to find out about other subjects including grape varietals, the work of the winemaker, and the art of vinification. In addition, there will be a special visitor experience for younger audiences. The aim is to propose a living experience that encourages immersion and inspires the emotions.
- **The École des Vins de Bourgogne** will be at the heart of the training program.
- **The project will include** an observatory, a panoramic terrace, sensorial tasting areas and tips on wine-related tourism, a bookstore and boutique, a reception room, and temporary cultural events.




This prestige site will be located at the heart of a new district that is being developed between the Palais des Congrès and the freeway exit south of Beaune. Modern, ecological, and designed on a human scale, it will comprise a luxury hotel, two restaurants, a shopping gallery for premium products, a large hall for receptions and concerts, and of course the Cité des vins et des Climats de Bourgogne.

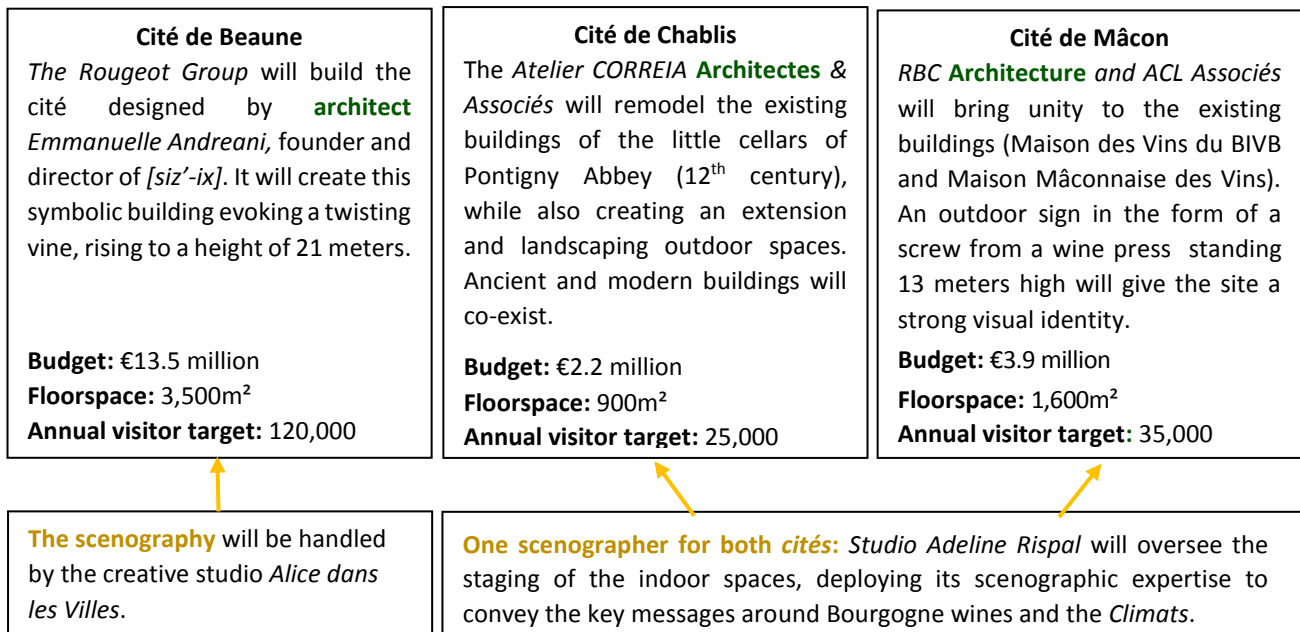
**A reminder of the concept: Three architects, two scenographers, one museographer**

The Cité des vins et des Climats de Bourgogne is a cultural and tourism-related project that is open to all and dedicated to the discovery of Bourgogne, its wines, its heritage, and its *Climats*. The three sites, in Beaune, Chablis, and Mâcon, will act as gateways to the vines.

 Each cité's offer will include:

- ▶ Visitor experiences to explore this patchwork of landscapes and *terroir*, the *Climats*, work in the vines, vinification, and the aromas and diversity of Bourgogne wines
- ▶ Tasting workshops, training sessions, multi-sensorial experiences, and a bar for discovering food and wine combinations
- ▶ Cultural exhibitions and conferences
- ▶ A tourism information area and a boutique with a wide range of books

 Who's doing what?



**The museography:** The BIVB, in conjunction with the company *Ame en Science* and a scientific committee comprising wine industry professionals and scientists, will be missioned to draw up the messages for the three *cités*.

**The BIVB:** Initiator of the project for the Cité des vins et des Climats de Bourgogne on a regional level, with oversight across the three sites, in association with the Climats du Vignoble de Bourgogne non-profit organization.

- ▶ Commissioning authority for the construction of the Cités in Mâcon and Chablis, and joint commissioner for Beaune
- ▶ Co-financier (investment of €3.5m)
- ▶ Responsible for content at the three Cités
- ▶ In charge of running the three cities through a dedicated structure headed by Olivier Le Roy.

**The town of Beaune:** Commissioning authority of the new quarter called Cité des vins, the centerpiece of which will be the Cité des vins et des Climats de Bourgogne in Beaune.

## Next steps

### ► End 2019-2020

- Development of content and messages
- Development of the visitor offer (boutique, training, food & wine space, etc.)
- Prospection campaign for patronage
- Drawing up plan for commercialization and launch of the Cités

### ► Summer 2020

Start of work on the three sites

### ► During 2021

Commercialization of the three sites

### ► End 2021

First opening to the public

Follow the evolution of the Cités at [www.cite-vins-bourgogne.fr](http://www.cite-vins-bourgogne.fr)



CITÉ DES VINS  
ET DES CLIMATS  
DE BOURGOGNE

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