



## CITÉ DES VINS & DES CLIMATS DE BOURGOGNE

CHABLIS • BEAUNE • MÂCON

# Destination Cité 2022: Work to start in 2021

16 March 2021

After several years of reflection and conception, the project for the Cité des Vins et des Climats de Bourgogne network embarks on the creation phase under its newly-elected president.

### ► Strengthened governance

The governance of the Association for the Cité des Vins et des Climats de Bourgogne will be further strengthened in 2021. François Labet and Louis-Fabrice Latour, who have headed up the body since its creation in June 2019, are now joined by a new president, Benoît de Charette, who was appointed at the most recent General Assembly on 17 February. As vice-presidents, they will still remain very involved in the project.



Benoît de Charette is a well-known figure in the industry and comes from a family of winemakers. He took over the family estate in Dracy-lès-Couches in 1983. At the same time, he became director of the Fédération des Négociants-Eleveurs de Grande Bourgogne (FNEB) in Beaune. In 1991, Benoît de Charette joined the Albert Bichot wine house in Beaune as director general, and has remained in the post for the past 30 years.

Between 2000-2004, he joined the Chambre de Commerce et d'Industrie in Beaune, and was promoted to president. In parallel, he has presided over the Markets and Development and Marketing-Communication commissions of the Bourgogne Wine Board (BIVB). Between 2008-2017, he was president of the Chambre de Commerce et d'Industrie Régionale (CCIR).

Benoît de Charette was one of the first ambassadors for the campaign to support the inclusion of the *Climats* of the Bourgogne winegrowing region on the UNESCO World Heritage List, and today, he is one of the administrators of that body.

With experience like this, Benoît de Charette has all the skills to accompany the Cité des Vins et des Climats de Bourgogne project, both in terms of its creation and its strategy, with regard to areas such as corporate relationships and the patronage campaign.

## ► Work on the three sites will be staggered over the first half of 2021

The first stones will be laid, one after the other, during the first half of the year, along with partner authorities.

- **The Cité in Beaune** started the process with construction beginning with the first stone laid, in conjunction with the city of Beaune and the Rougeot group, on 12 March.
- **The Cité in Mâcon** will lay its first stone on 29 March, with work starting at the end of April.
- **The Cité in Chablis** has just been granted its construction permit with work due to start this summer.



These key moments mark the start of work, but they only come after a great deal of effort in organizing calls for tender for the construction aspect and the scenography, carried out in parallel.

The choice of contractors and service providers who will help with the construction and the creation of the visitor experience will soon be unveiled. More than 60 different businesses will be involved in the creation of these three Cités.

## ► Three buildings, each with a unique architectural signature

The three Cités offer different feels, both in terms of their geographical situation, their size, and their architectural approach and style. But they all share the same aim: To promote the culture of winegrowing in Bourgogne with as many people as possible, through a wide range of offers and services focusing on the world of vines and wine.

The Rougeot group and architect Emmanuelle Andréani, from Lyon-based SIZ'-IX Architectes, will be driving the 3,600m<sup>2</sup> construction of the Cité in Beaune. A contemporary gem, the building takes its inspiration from a vine tendril winding its way around a post, and will stand at 24 meters high, offering views across the vines from its panoramic terrace.



© Groupement Rougeot - Emmanuelle Andréani - SIZ'-IX Architectes



In Chablis, architect Claude Correia, from the Atelier Correia Architectes & Associés in Saulieu, in the heart of the Morvan, will create an 800m<sup>2</sup> link between past and future with an extension of the 12<sup>th</sup> century Petit Pontigny cellar, an historic monument where monks once aged their wines.

In Mâcon, local architect Antoine Récio from RBC Architecture in partnership with ACL Associés, was selected to design an extension to the existing BIVB building. This innovative construction of 1,600m<sup>2</sup> takes its inspiration from the ammonite fossils found in the region's clay-limestone soils, and the screw of a wine press rising up 17m to offer views over the Saône.



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The Cité des Vins et des Climats de Bourgogne network is a cultural and tourism project in the three sites of Beaune, Chablis, and Mâcon. These exceptional sites are designed for those seeking to discover and understand the riches of Bourgogne. In particular, they will explore the *Climats*, those uniquely Burgundian plots of land that characterize the *terroir* winegrowing model created in the region, where the wines offer a unique reflection of the place where the grapes grow.

### ► Next steps between now and 2022

- **March to summer 2021:** Work begins with the first stones laid
- **Spring 2021:** Choice of partner enterprises for the construction and creation of different interior spaces, including three scenographic visitor trails
- **Summer 2021:** Creation of audiovisual content to showcase the Bourgogne region across the scenographic visitor trails
- **Fall 2021:** Marketing the sites and preparation of the launch plan
- **2021-2024:** Patronage campaign
- **Summer 2022:** Opening of the three Cités

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

**Contact: Chloé Butet – Head of Marcom**

Tel. +33 (0)3 80 25 07 49 - +33 (0)6 49 43 44 39 – [chloe.butet@bivb.com](mailto:chloe.butet@bivb.com)