



La Cité des Vins de Bourgogne, Five gateways to the heart of the vineyards



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The first stone of the Cité des Vins de Bourgogne will be laid in Beaune in 2016. In parallel, there will be several other gateways, in the Chablis/Grand Auxerrois, Mâcon, Châlon-sur-Saône, Côte de Nuits and Dijon. These different hubs will function as a network around the central structure to help visitors find out everything they want to know about the Bourgogne winegrowing region.

This project has been in the pipeline for some time. For over two decades, the BIVB and professionals from the Bourgogne wine industry have been creating new wine tourism initiatives and eventually, their efforts have led to this major new development. Different projects have been studied over the years. And now it is time to structure the future around a central regional organization

that will provide visitors with the keys to the universe of Bourgogne wines, wherever their entry point into this major winegrowing region.

The Cité des Vins de Bourgogne is part of the same movement that includes the application to have the *Climats* of the Bourgogne winegrowing region included on the UNESCO World Heritage List. It will help to highlight this exceptional cultural heritage that is unique in the world. It will also be part of the network of Cités de la Gastronomie, and the Dijon hub in particular.

After the feasibility study, time to structure the financing

The Board of the BIVB approved the project at the end of 2012, after an initial feasibility study led by the Scarabée agency that was behind the concept for the Cité des Civilisations du Vin in Bordeaux. After the official announcement in July 2013, the second stage is now underway to finalize the initial funding, define the economic model for the structure, and seek out financial partners.

The investment budget is estimated at 12 million euros, part of which will be financed by the BIVB. It will be used to construct the buildings and create the first exhibits. The BIVB hopes to be able to draw upon regional authorities, European funds and private donations.

Once operational, the Cité des Vins de Bourgogne should be self-financing.

The target

A tool for regional development, the Cité des Vins de Bourgogne is aimed at different visitor profiles. Mainly targeting passing tourists and those spending several days in the Bourgogne region, it will also appeal to local populations, school trips and professionals.

An annual objective of 80-90,000 visitors would seem realistic, given the proposed location for the site, just a two-minute drive from the Beaune Sud exit of the A6 motorway. As an indicator, the Hospices de Beaune receives over 400,000 visitors annually.

A wide-reaching program that will be enhanced each year

Drawing on the experience and dedication of the Ecole des Vins de Bourgogne wine school, the Cité will be equipped to introduce people to the world of Bourgogne wines, to teach them and to let them have fun. Different workshops will allow visitors to immerse themselves in the universe of Bourgogne culture.

A seminar space will enable the Cité to host programs combining work and research. It will provide a space from which to discover the wines and the winegrowing region of Bourgogne through their history, their culture, their environment and their landscapes.

This wine-tourism platform will offer visitor packs and tips to motivate visitors to invest in the region and enjoy the wide range of quality tourism activities on offer such as visits to wine cellars or vineyards, accommodation at the winery and local places to eat.

The site for the Cité des Vins de Bourgogne in Beaune covers six hectares and will include three buildings with vast internal and external spaces. They will also be used to welcome one-off events as well as exhibitions. Some of the events may take place in the various winegrowing regions, through different hubs located across the region.

The next steps

As soon as the initial investment is secured, a competition will be announced to find the architect and master builder for the project.



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