



## CITÉ DES VINS & DES CLIMATS DE BOURGOGNE

CHABLIS • BEAUNE • MÂCON

### Destination “Cité” 2022: Families will be front and center!

10 September 2020

The Cités des Vins et des Climats de Bourgogne will be living places where children will be our focus year-round. In addition to visitor trails specially designed for younger guests, families will be able to choose from a wide range of suitable activities.

#### ► A visitor experience designed for kids aged from 4 to 12

**Families** have been our focus since we started to plan our scenography and exhibitions at the Cité des Vins network in Beaune, Chablis, and Mâcon. Moreover, throughout the visitor experience, **a specially designed trail for children will help them understand the history of winegrowing in Bourgogne**. They will learn about fossils, winegrowers’ huts or *cabottes*<sup>1</sup>, the growth cycle of the vine, how grapes form in bunches, and the animals that live in the region, along with themes specific to each Cité. This experience, using a series of *cabottes*<sup>1</sup>, will ensure that **all the family has fun**, either alone or with a guide, through **immersive, multi-sensorial, and fun experiences**.

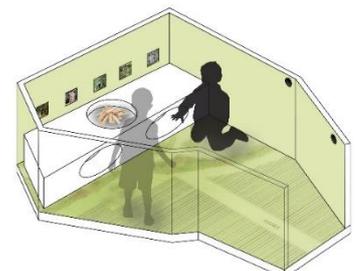
Two activities will be proposed in each *cabotte*:

- The first involves **a short story to listen to**, whispered in a childlike voice to encourage children to listen and pay attention, thus developing their imagination and curiosity.
- The second will involve a game – indispensable to a child’s development. The games on offer will be both **fun and educational**.

Children will also be allowed to do like our grown-up visitors and will have their own **tasting, without alcohol, of course**, at the end of the visit. They will have the chance to sample **different kinds of fruit juices** that they will be encouraged to talk about, along with other opportunities to discover new flavors and odors. This tasting will help them learn about new aromas and will help stimulate their senses.



©Groupement Rougeot / Alice dans les villes



Sketches ©BIVB / Studio Adeline Rispal

<sup>1</sup> *Cabottes* or *cadoles* are winegrowers’ huts located in the vineyards

## ► Complementary activities for families

To round out this permanent exhibition for younger visitors, the Cité will offer a different take on winegrowing in Bourgogne through **themed workshops**. These will be adapted to family audiences and will be **very varied and frequently updated** over the seasons. **These workshops will be led by a cultural mediator** and will focus on various complementary elements **to promote childhood development**, helping with motor skills, memory, and an overall awakening of the senses.

And lastly, a range of **one-off events** will also feature on the Cité's cultural programming. These will be sure to appeal to family audiences, and will include barrel-making workshops; music, dance, and theater shows; drama tours; and even themed activities such as Easter egg hunts or costume contests for Carnival.

The Cité des Vins et des Climats de Bourgogne network will be accessible to all but has focused its energies on welcoming younger audiences to ensure that families can combine culture with fun for all.



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

## The Cité des Vins et des Climats de Bourgogne

A truly vibrant location!

Chablis



© BIVB - Atelier CORREIA Architectes & Associés

Beaune



© Emmanuelle Andréani - SIZ-IX Architectes

Mâcon

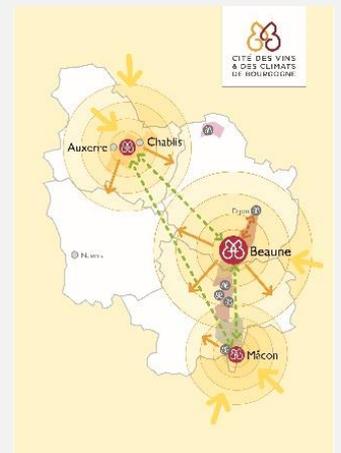


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The Cité des Vins tourism project is dedicated to Bourgogne and its *Climats* and is open to everyone. It will welcome visitors across three sites in Chablis, Beaune, and Mâcon, and has an educational and cultural vocation.

### A varied and appealing offer:

- ▶ Immersive visitor experiences to explore the patchwork of landscapes and *terroirs*, the *Climats*, work in the vines, vinification, the aromas and diversity of Bourgogne wines, and much more besides
- ▶ Wine culture and multi-sensorial workshops, and a rich program of exhibitions, concerts, conferences, and shows
- ▶ Tastings, training sessions, and discovery workshops for food and wine pairings
- ▶ A boutique and bookstore, and a tourist information space



The Bourgogne Wine Board (BIVB), which initiated the project for the Cité des Vins et des Climats de Bourgogne on a regional level, is orchestrating the three sites in partnership with the Association des Climats du Vignoble de Bourgogne. It is the contracting authority for the Cités in Mâcon and Chablis and is partnering the local municipality as contracting authority for the Cité in Beaune.

### Opening planned for spring 2022

The Cités in Beaune, Chablis, and Mâcon are taking shape more and more each day, with work set to begin in early 2021.

- ▶ **Fall 2020** Calls for tender from service providers
- ▶ **End-2020 to early 2021** First stone laid and start of work on the three sites
- ▶ **2021** Sponsor prospection plan  
Finalization of the exhibition design along with offers and services for visitors  
Site marketing and preparation of the launch plan
- ▶ **Spring 2022** Inauguration of the Cités des Vins et des Climats de Bourgogne

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