



CITÉ DES VINS & DES CLIMATS DE BOURGOGNE

CHABLIS • BEAUNE • MÂCON

Destination “Cité” 2022: Presentation of the immersive visitor experience in Beaune

Bourgogne, 15 November 2020

The Cité des vins et des Climats de Bourgogne will be located in the heart of the new, landscaped urban neighborhood, with Biodiversity® certification, just a stone's throw from the Palais des Congrès. It will be modern, ecological, and on a human scale, and will include an upscale hotel, restaurants, and shopping mall with a focus on food & wine, along with an events hall and a large landscaped park.

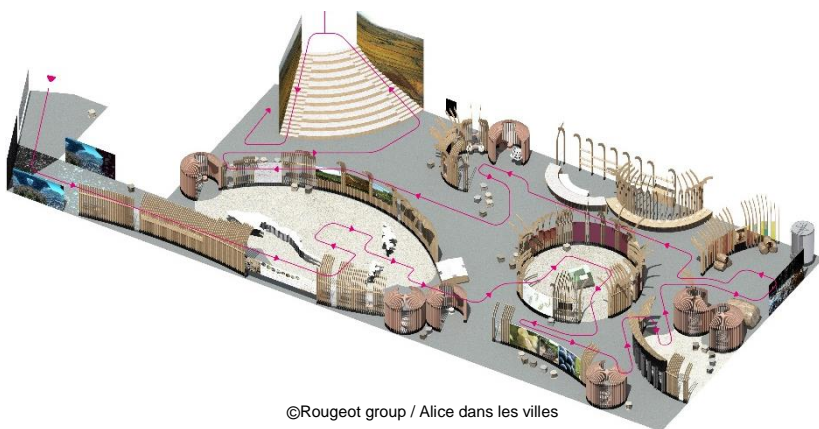
Although the site is not scheduled to open until spring 2022, the Cité is coming to life a little more each day, as are the plans for its immersive visitor experience.



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► A unique way to discover Bourgogne winegrowing culture

An area of 1,100m² on the ground level of the Cité will be dedicated to the discovery of the Bourgogne region's wines and *Climats*.



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Visitors will discover 20 exhibition areas organized according to three key themes, with an estimated visit time of 90'.

These will explore:

- Bourgogne; including its history, its soils, and its different zones
- Vineyards & *Climats*, exploring Bourgogne's unique model of *terroir* winegrowing
- The grapes & the wine: Covering varietal wines, vinification, barrels, aromas, and tasting

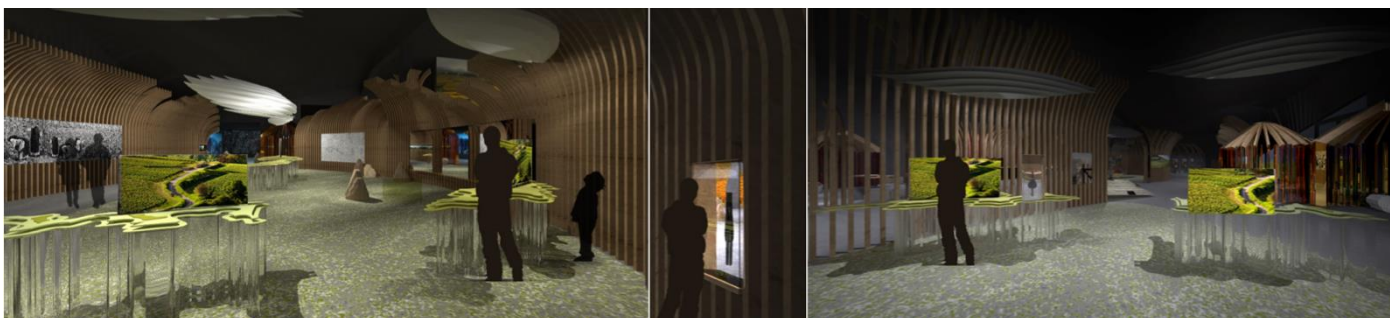


The Cité in Beaune will also showcase the *Climats* of Bourgogne, which are listed as a UNESCO World Heritage Site.

► A sensorial immersion into the world of Bourgogne wine

What makes this experience so unique is the optimum balance between scenography and museography, bringing everything together in a single space.

The scenography, created by the “Alice dans les villes” agency, will evoke the inside and outside landscapes of the world of Bourgogne wine, organized around trellising made from light oak to provide the backbone of the experience. This trellising will offer glimpses of the different scenes, giving sneak peaks of what is in store. From the very first seconds, the atmosphere, which plays with light and shadow, and the artistic soundscape and poetic feel, will immerse the visitor into the sensorial world of Bourgogne wine.



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All our senses will be invited on this journey alternating contemplative and interactive experiences. Along the way, visitors will be able to listen to stories, interact with the various multimedia devices – such as multitouch tables, animated videos, light projections, and interactive games – and learn about tasting. All one’s senses will be required to encounter, explore, and understand this unique wine culture.

The exhibit will make extensive use of innovative technologies, but human exchanges will be at the heart of the visitor experience with the Burgundian winegrower as the narrative thread. In addition, various objects that are emblematic of the winegrowing culture of the region will be used to embellish the tour, illustrate the various themes, and encourage us to continue our exploration through the region.



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Throughout the tour, an integrated experience for younger visitors will shed light on the history of winegrowing in Bourgogne, exploring a range of topics including fossils, the Dukes of Bourgogne, the *cabottes* or small winegrowers’ shelters in the vines, the life cycle of the vine plant, and the grapes themselves. It will be constructed around seven life-size *cabottes* in which younger audiences can have fun through immersive, multi-sensory, and playful experiences.

From newcomers to dedicated wine buffs, every visitor will also find a natural extension to their visit through a wide choice of workshops, training sessions, and services offered by the Cité.



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La Cité des Vins et des Climats de Bourgogne

A hive of activity!

Chablis



©BIVB – Atelier CORREIA Architects & Associates

Beaune



©Rougeot – SIZ-IX Architects partnership

Mâcon

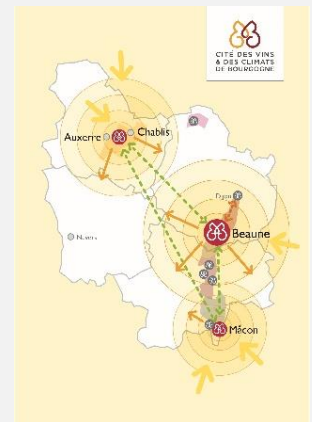


©BIVB – RBC Architecture

The Cité des vins et des Climats de Bourgogne is a cultural and tourist project dedicated to Bourgogne, its wines and its *Climats*, and is accessible to all. It will welcome visitors in three sites located in Chablis, Beaune, and Mâcon, and has a strong educational and cultural vocation.

A varied and appealing offer:

- ▶ Immersive visitor experiences that explore the patchwork of landscapes and *terroir* of the *Climats*, work in the vines and in the cellar, the subtleties of winetasting, and the diversity of Bourgogne wines
- ▶ Wine-themed multi-sensory workshops, along with a wide-reaching program of concerts, exhibitions, conferences, and shows
- ▶ Tastings, training sessions, food and wine pairings
- ▶ A boutique and tourist information area



The Bourgogne Wine Board (BIVB) is driving the Cité des vins et des Climats de Bourgogne project on a regional level and is orchestrating development of the three sites in conjunction with the Association des Climats du Vignoble de Bourgogne. The BIVB is project manager for the Cités in Mâcon and Chablis; while the Cité in Beaune is managed by the BIVB in partnership with the local municipality.

Opening in spring 2022

The Cités in Beaune, Chablis, and Mâcon are taking shape a little more each day with the main work scheduled to start early 2021.

- ▶ **Fall 2020** Calls for tenders from service providers
- ▶ **Late 2020 - early 2021** First stone laid and start of preliminary work on the three sites
- ▶ **2021** Securing patronage
Finalization of the museography, offers and services for visitors
Commercialization of sites and preparation of the launch plan
- ▶ **Spring 2022** Inauguration of the Cités des Vins et des Climats de Bourgogne

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

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