



© BVB / Aurélien IBANEZ



ALL ABOUT THE CITÉ DES CLIMATS ET VINS DE BOURGOGNE



© Correia Architectes & Associés



© Siz - ix Architectes



© RBC Architecture

www.cite-vins-bourgogne.fr



WHAT WE ARE

The **Bourgogne Wine Board (BIVB)** represents all winegrowing and wine trade traditions in Bourgogne and is the driving force behind these **three culture and tourism destinations**, closely linked to the living heritage of our region. Bourgogne, the reference for *terroir* viticulture.



REPRESENTATIVE

We are representing Bourgogne's winegrowing culture through the three Cités des Climats et vins de Bourgogne in **Chablis, Beaune, and Mâcon**.



PATRIMOINE

We are capitalizing on its history, culture, heritage, *terroir* and people to encourage everyone to discover and understand the infinite riches of Bourgogne.



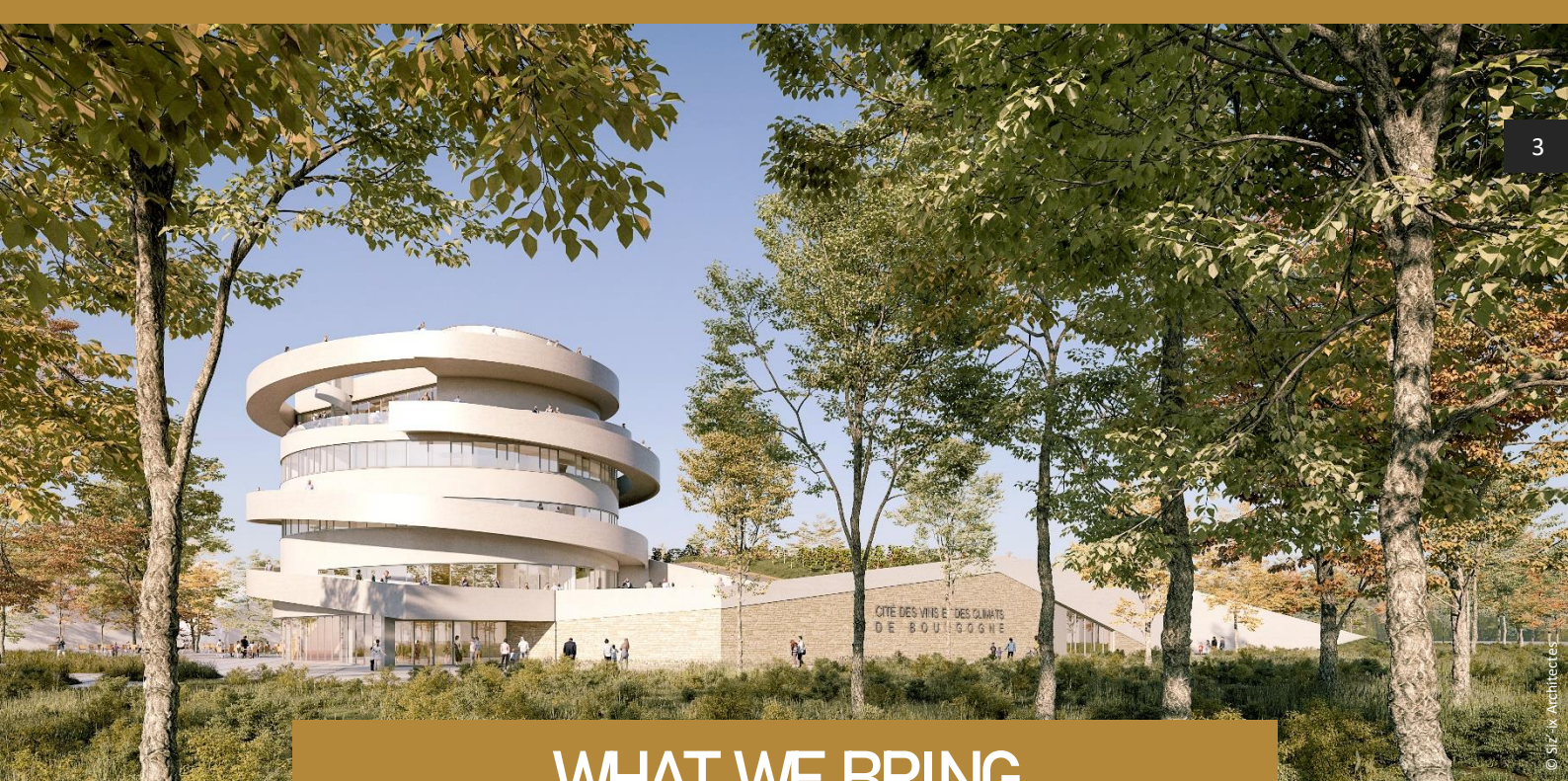
LIEUX DE VIE

We want to share our culture by building living spaces where people can discover and experience new things.

OUR HERITAGE

Bourgogne is **unique**, and has a **global reputation** for its landscapes and its wines. Magic has been happening for thousands of years in its vineyards and cellars. The special character of Bourgogne wines lies in some **exceptional expertise** that reveals the very essence of each plot, each *terroir*, and each Climat*. Bourgogne offers some **incredible diversity** in terms of the expression of its wines.

*The Climats are individual plots of wines, precisely defined and named over centuries, harvested and vinified separately to produce single varietal wines that showcases the character of their place of origin, enhanced and embellished by our expert winegrowers.



WHAT WE BRING



MEANING

The Cité network will **share** the wine culture of Bourgogne. It will be the place to discover more about the **passionate** men and women who work today and for the future to **protect** this living heritage and ensure its **reputation**.



A LINK

The Cités will be located in **three sites** that are representative of all Bourgogne: Chablis, Beaune and Mâcon. **Three gateways** to our wine heritage.



A REFERENCE

The Cité will be a center for wine culture and will be a **central reference point** for the *Climats* of the Bourgogne region, a UNESCO World Heritage site.



EXPERIENCES

Human experience will be at the heart of the Cité network, with testimonies from those who work in the world of wine and a narrative thread driven by a winegrower. Visitors will take the **lead role in their visit** and will be transported through **sensorial and immersive experiences** that call upon all five senses.



AN OPENING

Curious or **enthusiasts, neophytes** or **wine lovers**, alone, with friends or family, **French or international travelers, school groups** or **business travelers**... there is something to help everyone expand their knowledge on Bourgogne culture and wines.



COMMITMENT

In its own way, the Cité network will help contribute to a more **sustainable world**, be that in the design and management of its buildings, through actions to promote **green tourism**, or in terms of the industry itself, by supporting the development of **employment in the wine trade** and through raising awareness of **sustainable viticulture**.

OUR AMBITION

Promote winegrowing Bourgogne all over the world.

1 Cité, 3 sites

BEAUNE



CHABLIS



MÂCON



3 architects

The **Rougeot group** in Meursault, along with architect Emmanuelle Andréani from **SIZ'-IX Architectes** are driving the project for the **3,600m²** Cité in Beaune. A contemporary gem inspired by a **vine tendril**, the Cité will rise to **24 meters**, offering some spectacular **views over the vines** from its panoramic terrace.

In Chablis, architect Claude Correia from the **Atelier Correia Architectes & Associés** in Saulieu, situated in the heart of the Morvan, is creating an **800m²** link between past and future with an extension to the **historic monument** that is the **12th-century Petit Pontigny cellar**.

In Mâcon, local architect Antoine Recio from **RBC Architecture** was selected along with **ACL Associés** agency to manage the extension of the current BIVB building. This innovative design covering **1,600m²**, was inspired by the **screw of a wine press** and will rise up to some **20 meters** offering **views over the Saône river**.

1 project manager

The project for the Cité des Climats et vins de Bourgogne is driven by the **BIVB**. Providing structure for the region's wine and tourism industries, it has been designed in consultation with local authorities, the tourism industry, and the wine trade. The Association des Climats du Vignoble de Bourgogne is charged with promoting the *Climats* of Bourgogne, a UNESCO World Heritage Site.

1 operator

The **Association Cité des Climats & vins de Bourgogne** is charged with designing the content of the three sites in the Cité network. Choosing to manage the project through a non-profit affiliated with the BIVB makes it possible to both control the message and benefit from sponsorship. The **École des Vins de Bourgogne**, affiliated to the Association, will have its headquarters in the Cité in Beaune and will offer training sessions in each of the three sites.

2 project owners

The **City of Beaune** is the project owner of the Cité in Beaune, in collaboration with the BIVB for the scenography.

The **BIVB** is in charge of the complete project management for the realization of the cités in Mâcon and Chablis.

2 scenographers

In its scenography, the **Alice Dans les Villes** agency is evoking an interior and exterior landscape of Bourgogne through the use of **slatted wooden structures**.

In Chablis and Mâcon, **Les Ateliers Adeline Rispal** will be illustrating how wine is a matter of time, weather, and history, including geology, civilization, and heritage, and how all these **strata** can be found in a single glass of wine.

1

The **Ame en Science** company's mission is to develop and write a narrative to ensure that the three Cités each have their own character. It will be assisted by the BIVB, along with a small committee bringing together industry professionals and scientists.

Key figures

CONSTRUCTION & FINANCING



22 million euros

are dedicated to the construction of the 3 cités (building, audiovisual production and interior design)

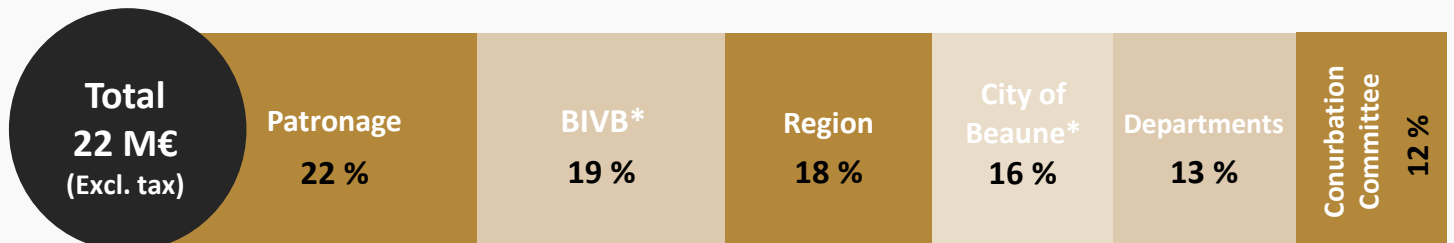
46 months of work

(18 months for Beaune, 15 months for Mâcon and 13 months for Chablis)

60 companies participate in the realization of the 3 cités



6 main funding sources



*Project owners



16 partners

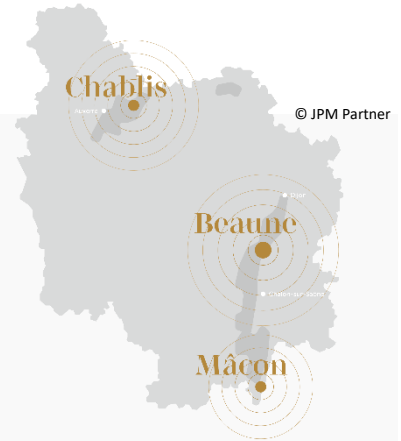


1 endowment fund to benefit from patronage

Key figures

OFFERS & SERVICES OF THE 3 CITÉS

The Cité des Climats et vins de Bourgogne is a network of three sites, three new wine tourism destinations, and three gateways to the vineyards, located in Beaune, Chablis, and Mâcon. Each one will promote the wines and *terroir* across the entire Bourgogne and will act as an invitation to explore the vineyards.



TOTAL SURFACE AREA: **6,000 m²**



3 visitor trails
 A global approach:
 from the origin of the *terroirs*
 to the wine in the glass

10 rooms that can be
 privatised
 on the 3 sites

20 different spaces
 open to the public on the 3 sites



+ 10 offers and services

In each Cité :

- An immersive visitor trail to discover the richness and diversity of Bourgogne wines
- Wine-culture workshops
 - A varied cultural programme (concerts, exhibitions, conferences, shows...)
 - Tasting, training sessions, a bar for discovering food and wine combinations
 - A specialist boutique-cum-bookstore, a space for wine tourism information
 - Spaces that can be privatised



200 activities and events per year

Tastings and training sessions will be provided by the **Ecole des vins de Bourgogne**



6,000 m² of lively place
 for all publics



CALENDAR:
 FROM
2nd SEMESTER
2022

GOAL:
180,000
 Visitors per year



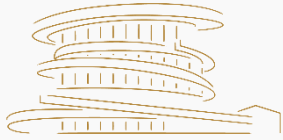
The Cité in Beaune, capital of Bourgogne wines



Located near the historic city of Beaune, in a landscaped park covering more than 10 hectares, the Cité des Climats et vins de Bourgogne will be the flagship of a brand-new neighborhood comprising a four-star hotel, restaurants, a wine and gourmet food-themed shopping mall, and an events hall.

The biggest of the three Cités, it will embody the history, expertise, and heritage of Bourgogne, while highlighting the different particularities of the winegrowing areas of Chablis-Grand Auxerrois, the Châtillonnais, the Côte de Nuits, the Côte de Beaune, the Côte Chalonnaise, and the Mâconnais. In particular, it will promote the notion of Climats, a global reference for terroir-based winegrowing, inscribed upon the UNESCO World Heritage List.

 [Video of the Cité in Beaune](#)



INAUGURATION :
 Autumn 2022

OPENING :
 Spring 2023

BUDGET:
 14.5 million € (Excl. Tax)



GOAL:
 120,000
 Visitors per year



BEAUNE



18 months of work



3 terraces

Including 1 panoramic terrace with views over the vines



1 environmental label
 BiodiverCity (low-carbon construction)



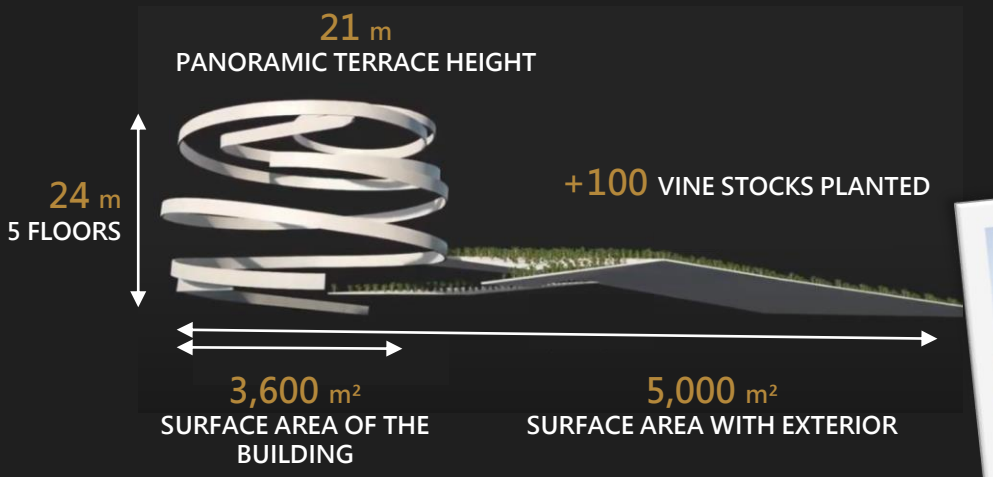
2 professional tasting rooms



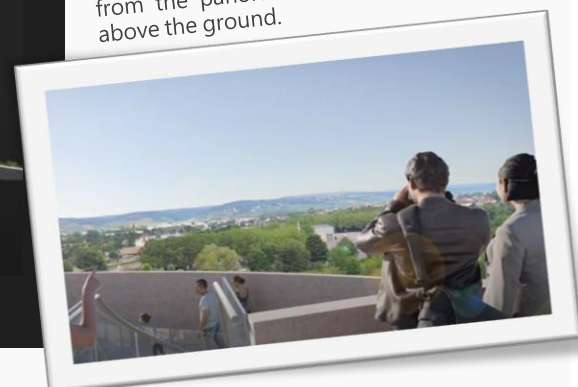
2 consumption areas



6 rooms that can be privatised*



Unique in Bourgogne!
 We invite you to take a walk along the tendril (free access) to admire some breathtaking views across the vineyards from the panoramic terrace, 21 meters above the ground.



The Cité in Beaune, capital of Bourgogne wines

VISITOR EXPERIENCE

20 spaces

1 visitor trail
for children
(7 spaces)



© Alice dans les Villes

1h30
Visiting time

100% of the wine
regions represented

1,100 m²

Surface area of the visitor trail

1 space dedicated to the Climats of Bourgogne,
inscribed on the UNESCO World Heritage List



CLIMATS DU
VIGNOBLE DE
BOURGOGNE
PATRIMOINE MONDIAL

On 4 July 2015, the **Climats of Bourgogne** were inscribed on the **UNESCO World Heritage List**, which showcases unique cultural landscapes around the world. The area covered by the label includes the vineyards of the Côte de Beaune and Côte de Nuits, and their 40 winegrowing towns and villages. The Cité des Climats et vins in Beaune will promote this inscription by dedicating a specific area within the visitor experience. Visitors will be immersed in an exploration of this heritage, this remarkable patchwork of plots, as well as the culture and traditions inherited over 2,000 years of history and work in the vines and wines that led to the establishment of the **Climats**. The Cité in Beaune will thus become the **main center of reference for the Climats of Bourgogne**.



© Alice dans les Villes

Accessibility:

 3 min from the A6 / A31 motorway

3h30 from Paris

1h45 from Lyon

2h15 from Geneva

 Route des Grands Crus of Bourgogne

 500 m of bike trails

Address: Rue du Moulin Noizé, 21200 Beaune

The Cité in Mâcon, along the Saône river



© RBC Architecture

In Mâcon, along the Saône river, in the cultural neighborhood the Cité will be housed in the current premises of the BIVB. It will showcase the history, heritage, and culture linked to the universe of Bourgogne wine. It will highlight the vineyards of the southern Bourgogne and will offer a more in-depth presentation of its territory, history, and wines.



INAUGURATION
& OPENING :

From autumn 2022

BUDGET:

4.4 million € (Excl. Tax)



GOAL:

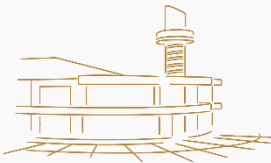
35,000

Visitors per year



▶ [Video of the Cité in Mâcon](#)

MÂCON



15 months of work



3 terraces

Including views over the Saône from the esplanade of the screw of the wine press at 14 meters high



1,450 m²

Surface area of the building



1 tasting room



2 consumption areas



3 rooms that can be privatised*

Including an auditorium with 140 seats

VISITOR EXPERIENCE

380 m²

Surface area of the visitor trail

45 min

Visiting time

11 spaces

1 visitor trail for children
(4 spaces)



Accessibility:



10 min from the A6 / A40 motorway
1h from Lyon



Route des vignobles of the South of the Bourgogne : Route 71



200 m of bike trails



500 m from a marina

Address: 520 Avenue Maréchal de Lattre de Tassigny, 71000 Mâcon

The Cité in Chablis, in the Petit Pontigny cellar



© Correia Architectes & Associés

In Chablis, the Cité is located in the heart of the village, close to the vineyards. It will promote the history, heritage and culture linked to the world of Bourgogne wines and vines. The Cité will take up residence in the historic Petit Pontigny cellar, which dates back to the 12th century, and will focus on the vineyards of northern Bourgogne: Chablis, the Grand Auxerrois and the Châtillonnais.



INAUGURATION
& OPENING :

From autumn 2022

BUDGET:

3,1 million € (Excl. Tax)



GOAL :

25,000

Visitors per year



[Video of the Cité in Chablis](#)

CHABLIS



13 months of work



1 intimate walled garden



800 m²

Surface area of the building



1 tasting room



1,400 m²

Surface area with exterior



1 professional kitchen



2 terraces



3 rooms that can be privatised*

VISITOR EXPERIENCE

300 m²

Surface area of the
visitor trail

45 min

Visiting time

11 spaces

1 visitor trail for
children
(4 spaces)



Accessibility:

15 min from the A6 motorway
20 min from Auxerre
2h from Paris

Route des vignobles of Yonne

19 km of bike trails

19 km from a marina

Address: 1 rue de Chichée, 89800 Chablis

3 immersive visitor trails

[Introduction to tasting included]



©Alice dans les Villes

The visitor trail of each Cité will provide an immersive, multi-sensorial experience, alternating **contemplative and interactive activities** to reveal the infinite cultural richness and diversity of Bourgogne wines. As they explore each site, visitors will **listen** to stories, **interact** with the various **multimedia devices**, and enjoy a wine tasting. **All the senses will be called upon** to encounter, experience, and understand this unique winegrowing culture.

3 MAIN THEMES

The Region
The Bourgogne



©Studio Adeline Rispal

The Plots
The *Climats*



©Alice dans les Villes

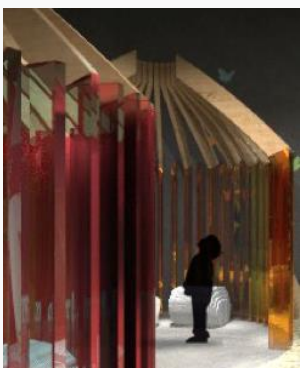
The Grape
The Wine



©Studio Adeline Rispal

Each visit will reveal the Bourgogne model of *terroir* winegrowing, how the subsoils were formed and how this patchwork of landscapes that are the *Climats* came to be. Visitors will learn about the world in the vines, the art of vinification, the subtleties and elegance of Bourgogne wines, and what they represent in terms of conviviality, culture, and tradition.

3 DEDICATED EXPERIENCES FOR CHILDREN



©Alice dans les Villes



©Studio Adeline Rispal

In each Cité, a **dedicated experience for younger visitors** will help them **understand the history of winemaking in Bourgogne**. It will entertain them with tales of fossils, winemakers' huts or *cabottes*, the growth-cycle of the vines, and how grapes form in bunches. **Small hiding places** will allow the young public to follow its own trail; they will learn while having fun through **immersive, multi-sensorial and playful experiences**.

Specific features of each visitor trails

[Introduction to tasting included]



BEAUNE

1,100 m² / 1h30 visit



A space of the visitor trail is dedicated to the **Climats of Bourgogne**, inscribed on the UNESCO World Heritage List



Exclusive themes in the children's visitor trail



4 foreign languages available for the visitor trail with **audio guides**
 + An international sign language (for the deaf and hard of hearing)



- . Slatted wooden structures in light oak
- . Playing with light and shadow
- . Multimedia devices (multitouch tables, animated videos, interactive games...)

CHABLIS

300 m² / 45 min visit



The visitor trail highlights the specificities of the **vineyards of the northern Bourgogne**



An exclusive theme in the children's visitor trail



2 foreign languages available



1 connected bracelet for each visitor for a more interactive visit



- . Physical objects to touch and virtual objects to admire and listen to
- . Word landscapes
- . A sound environment



MÂCON

380 m² / 45 min visit



The visitor trail highlights the specificities of the **vineyards of the southern Bourgogne region**



An exclusive theme in the children's visitor trail



2 foreign languages available



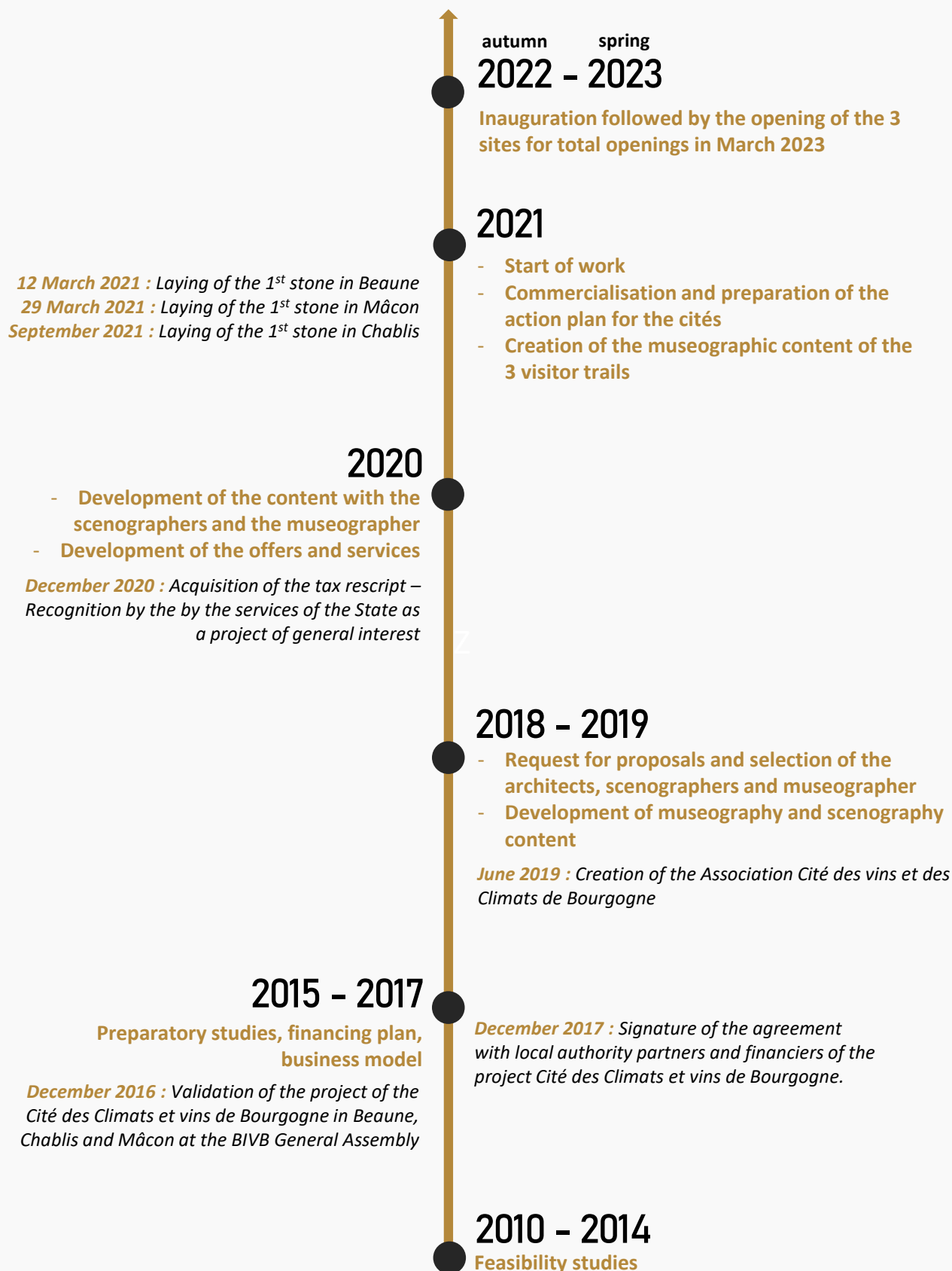
1 connected bracelet for each visitor for a more interactive visit



- . Tactile, visual, olfactory and acoustic sensations
- . Transparency and luminosity
- . Luminous contrasts



Important dates

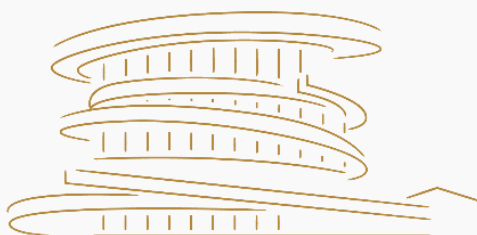




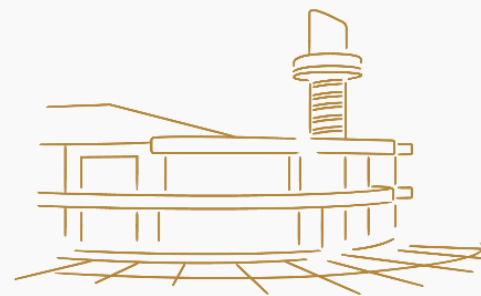
Cité des
Climats & vins
de Bourgogne CHABLIS • BEAUNE • MÂCON



Chablis



Beaune



Mâcon

CONTACT

Chloé BUTET

Head of Marketing, Communication and Sales

 +33 (0)6 49 43 44 39

 chloe.butet@bivb.com

FOR MORE INFORMATIONS:

 www.cite-vins-bourgogne.fr/en/

 [Press](#)

 [Official video](#)

 [Cité des Climats et vins de Bourgogne](#)

 [@citeclimatsvins](#)