

PRESS KIT



JULY 2017



La Cité du Vin
a world of cultures



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THE DNA OF LA CITÉ DU VIN

IN A NUTSHELL



**ALAIN
JUPPÉ**

*Mayor of Bordeaux
President of
Bordeaux Metropole
Former Prime Minister
Founder of La Cité du Vin*

Mayor's editorial



I have said that 'La Cité du Vin will be my Guggenheim'. By this I mean that in addition to its aesthetic appeal and its contemporary and original architecture, the building will also help to drive economic development. It was paradoxical that Bordeaux, with its very special position among the global wine producing regions, did not have an iconic venue paying tribute to one of the key elements that has been creating its wealth for centuries. This has now been rectified, and we hope that the Cité will become an essential component of any Bordeaux trip, as well as a vibrant space to be enjoyed by the inhabitants of the city of Bordeaux and its surrounds.



La Cité du Vin is a unique cultural facility dedicated to the universal, living heritage of wine. It offers a spectacular journey around the world, throughout the ages, across countless cultures and civilisations.

La Cité du Vin building is owned by the city of Bordeaux. La Cité du Vin is run by the Foundation for Wine Culture and Civilisations, accredited charitable organisation by Ministerial Decree since 11 December 2014.

La Cité du Vin is the only cultural center in the world offering this approach to wine to a wide audience. It is a place accessible to as many people as possible and open to all: people with disabilities, families, international tourists (trilingual signage and hand-held guide available in eight languages).

Since its opening on the 1st of June 2016, La Cité du Vin has become an essential feature in the Bordeaux tourist circuit, but is also a lively social venue for the inhabitants of Bordeaux and its surrounding area. La Cité du Vin is a place to see, visit and experience.

A place to see

The architecture is a journey in itself which leaves no visitor unmoved.

- A 13,350 m² space split over 10 levels, from toroid to tower
- The curve of the exterior is also reflected in the interior volumes, spaces and materials
- A feeling of movement and uninterrupted flow from the inside to the outside of the building
- The wooden arch of the structure is reminiscent of the frame of a boat and resembles a huge nave
- A tower 55 metres high
- Controlled environmental impact

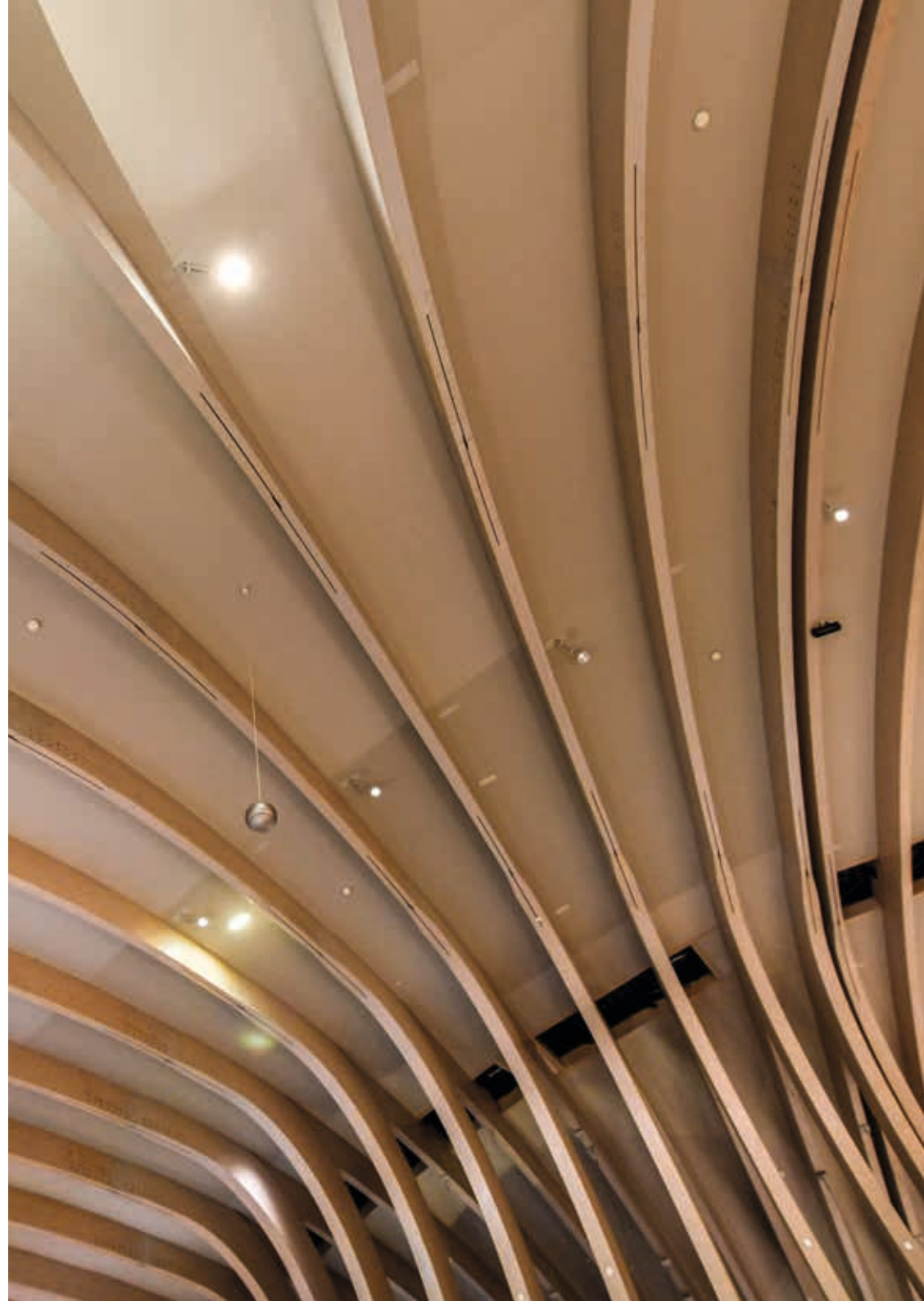
A place to visit

The immersive, sensory and interactive permanent tour:

- 3,000 m² containing 19 thematic modules
- A tour available in eight languages
- Over 10 hours of visit content through more than 120 audiovisual productions
- Nearly 100 experts and specialists interviewed to create content
- A visit lasting around two hours
- The individual hand-held guide: a truly innovative tool enabling personal discovery of the permanent tour

Temporary exhibitions: the hall of columns, nearly 700 m² in size, is designed to host two cultural exhibitions per year including an exhibition by a "guest wine region" every summer. It will display works of art from the greatest museums across the globe.

The 35-metre-high belvedere offers a unique way to taste the wines of the world with a panoramic view of Bordeaux and the surrounding area.



A place to experience

Rich and varied cultural programming:

- a 250-seater auditorium for performances and concerts, screenings, conferences and debates.
- Three tasting areas including an immersive multi-sensory space, and educational workshops for young audiences.
- A reading room accessible free of charge, offering kinds more than 1500 books available in several languages, related to the world of wine.
- The 250m² boutique concept store is a modern, stylish space open to all, offering a selection of objects, books, limited edition items, gifts and souvenirs related to the world of wine to treat yourself or someone else.
- Three different food areas: the panoramic restaurant on the seventh floor and Latitude20.
- *The Wine Routes* information area on the ground floor to find out about and book a visit to vineyards in Bordeaux or elsewhere.
- Freely accessible gardens, a planted area creating a link between La Cité du Vin, the Garonne and the vine's wild origins.
- A 90-metre pontoon secured to the banks of the Garonne allows pleasure boats to tie up closer to La Cité du Vin, as well as the creation of water shuttles to enable visitors to travel to vineyards along the river.
- Spaces available for private hire by business customers.

Site accredited with the Tourism and Handicap label.

The Cité du Vin teams take the needs of disabled individuals into account to ensure greater convenience for all visitors.



In and around La Cité du Vin, each visitor should, with maximum autonomy, be able to:

- Enter and move around;
- Find their bearings and use equipment;
- Obtain information and communicate;
- Access the cultural offers (workshops, cultural programme and exhibitions) and services (restaurants and shop).

The permanent tour, accessible by the lifts of La Cité du Vin, includes adapted programmes to allow everyone to experience the visit in the best conditions, depending on their needs. A specific cultural offer is available throughout the year (visits in French Sign Language, tactile visits...)

A reduced rate is available for the permanent tour and the workshops, upon presentation of documentary evidence. Admission is free for a chaperone, if stated on the documentary evidence.



PHOTO
©Photos ANAKA

The full range of services on offer at La Cité du Vin is detailed in sections 1, 2 and 3 of this press kit.

→ Key figures

DESIGN AND CONSTRUCTION PHASE

3 years
of work, employing
nearly 50
companies

19 %
privately funded

+ €36 M
of economic activity
(more than €12M
a year over three
years)

685 FTE
(full-time equivalent)
jobs, or 225
positions over three
years

OPERATING PHASE

1st june 2016
opening date

No
public funding for
operation

750 jobs
at cruising speed, including
250 direct jobs

425,000
visitors

around €38 M
of economic activity every year at cruising speed

welcomed between 1st
June 2016 and 30 May
2017 to the paying areas

FOUNDATIONS OF THE BUILDING

300 piles
of 50 to 120cm in diameter were driven into the ground
down to a depth of **30m**

TIMBER FRAME

Arbonis (subsidiary of VINCI Construction France)

574 arches and **128 glue-laminated** wooden spine boards,
each of them unique

14 000
hours
of manufacturing

4 000 m²
of plywood panels, i.e. 3,500
panels

10 550
hours
of installation

STRUCTURAL WORK

GTM Bâtiment Aquitaine (subsidiary of VINCI Construction France)

9 000 m²
of concrete

1 000
tonnes
of steel

80 000
hours
of work

FACADE

(SMAC and COVERIS, Gironde)

3 165 panels
(7 625 m²) of glass and
metal cladding

2 240
aluminium panels
(5,492 m²) in unique
shapes, all made to
measure

925
glass panels
(2,133 m²) the majority of
which are screen-printed,
all with unique made-to-
measure shapes and with
some of them being gilded
(467m²)

ORIGINS, ACTIVITIES AND PRIORITIES



SYLVIE CAZES

President of the Foundation for Wine Culture and Civilisations

« La Cité du Vin is a major cultural landmark which will serve to boost international tourism for Bordeaux as a destination. It will stand as a real gateway between Bordeaux and the wine regions of the world. »

A unifying project

When the project was initiated in 2008, the - La Cité du Vin Preparatory Association - chaired by Sylvie Cazes and headed by Philippe Massol - was responsible for coordinating feasibility studies alongside the City of Bordeaux, the building's eventual client and owner. The founding members of the association were the Aquitaine Region, Bordeaux Metropolitan Authority, City of Bordeaux, Bordeaux Wines Council (CIVB) and the Bordeaux Chamber of Commerce and Industry. An endowment fund was created in 2011 to accept private donations. In January 2015, the association handed over to the Foundation for Wine Culture and Civilisations which will be operating La Cité du Vin and handling its development and promotion.

Governance

The Foundation for Wine Culture and Civilisations is led by a Board of Directors with 15 members, made up of three Colleges.

A rare public/private financial partnership

The total cost of La Cité du Vin will amount to €81 million before tax, €55 million of which is allocated to construction and scenographic design.

With contributions from 83 companies, the private sector has stepped up to finance 19% of the cost of construction. La Cité du Vin has thus become the first cultural project in France to achieve such a high proportion of private funding. 81% of the funding is coming from public sources.

A broad confederation of local authorities and public institutions has been formed in support of La Cité du Vin project: the City of Bordeaux (38%) and the European Union via the ERDF (15%), Bordeaux Metropolitan Authority (10%), the Bordeaux Wines Council (CIVB) (7%), the Aquitaine Region (7%), the French government (2%), the Gironde Département (1%) and the Bordeaux Chamber of Commerce and Industry (1%).

Since La Cité du Vin has opened, its running costs are covered by its own revenue (ticket sales, store sales, private hire of areas, rent from independent operators) and its patrons.

A project with monitored funding and controlled costs

Compared with six other similar recreational sites, La Cité du Vin has demonstrated exemplary control of its construction costs.

The average gap between provisional and final costs at similar sites is 158%, whilst at La Cité du Vin the construction costs only changed by 28.6%.

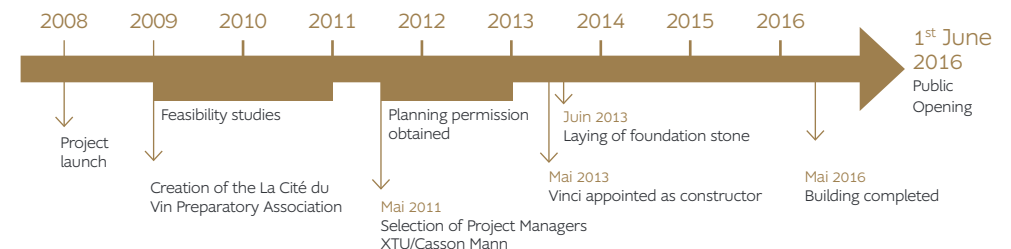
Average final investment in similar sites is €200M, compared with just €81M for La Cité du Vin.

For the six other leisure sites, the average investment cost per m² was €13,787, whilst at La Cité du Vin it was only €6,074.

Finally, compared with the number of visitors expected, the average investment cost per visitor is €363 for the six other leisure sites compared with €180 for La Cité du Vin.

¹ Lascaux 4 (Montignac) - Fondation Louis Vuitton (Paris) - MUCEM (Marseille) - Louvre Museum (Lens) - Centre Pompidou (Metz) - Musée des Confluences (Lyon)

La Cité du Vin construction phases:



FOUNDATION FORWINE CULTURE ANDCIVILISATIONS: THE OPERATOR OF LA CITÉ DU VIN



The La Cité du Vin building is owned by the city of Bordeaux, which has commissioned the Foundation for Wine Culture and Civilisations to run it.



**PHILIPPE
MASSOL**

*Managing Director of
the Foundation for Wine
Culture and Civilisations
and La Cité du Vin*



La Cité du Vin embodies the unwavering, historic link between the city of Bordeaux and vineyards. La Cité du Vin's economic model combining public and private funding, and relying solely on its own profits during operation, makes it a cultural landmark totally unique in France.



A listed charitable organisation

An accredited charitable organisation since December 2014, the primary purpose of the Foundation for Wine Culture and Civilisations is to protect, celebrate and transmit the cultural, historic and intellectual dimensions of wine, officially acknowledged as an element of France's cultural heritage in 2014 (Law n°2014-1170 of 13 October 2014, Art. L. 665-6). The Foundation is also committed to bringing this living, universal heritage to the widest possible audience. The three founding members of the Foundation for Wine Culture and Civilisations are the City of Bordeaux, the Bordeaux Wines Council and the Crédit Agricole Aquitaine bank.

The foundation is also fortunate enough to be backed by the Clarence and Anne Dillon Dunwalke Trust and HRH Prince Robert of Luxembourg. The City of Bordeaux, commissioning authority and owner of the building, will put La Cité du Vin entirely at the disposal of the Foundation for Wine Culture and Civilisations, allowing the Foundation to fulfil its mission: acknowledging, celebrating and promoting wine as an icon of our universal, living heritage. The Foundation will also back cultural, educational and scientific projects and actions in France and around the world which correspond to its three core priorities: recognising the cultural and historic importance of wine, celebrating and passing on the immense wealth of knowledge accumulated in the field of wine, and supporting further research and public action focused on the culture and civilisations of wine.

Major prestigious ambassadors

Robert Parker and Pierre Arditi have become ambassadors for La Cité du Vin. One a world-famous oenologist and the other a French actor with a love and passion for wine, they stand alongside La Cité du Vin to support and uphold the universal values of sharing and passing on the intangible heritage that wine represents.



PHOTO
Pierre Arditi

PATRONAGE



**GÉRALDINE
CLERC**

*Patronage Manager
for the Foundation
for Wine Culture and
Civilisations*

« Become a patron
of La Cité du Vin
and take part in
rich, varied cultural
programming
focusing on the
heritage of wine in
its full diversity »



Patronage, a key role in the economic model of La Fondation

The operating budget of La Fondation pour la culture et les civilisations du vin relies on La Cité du Vin's own resources and patrons' donations, which play a leading role in its business model.

Support the cultural cycles of La Cité du Vin

Individuals and companies can support the actions of La Fondation pour la culture et les civilisations du vin, which in turn enables them to participate in the life of La Cité du Vin. Thanks to Patrons of the cultural season and Friends, every year La Fondation presents a new and rich cultural programme around different themes catering for all audiences. Through numerous cultural, scientific, artistic or topical events, it brings together players from across the spectrum for shows, film screenings, conference cycles, artistic exhibitions, tastings and other events...

This allows the Fondation to pass on the age-old culture of wine to the broadest possible audience, enlighten its meaning and contribute to the protection and transmission of this intangible and universal heritage.

→ As a company - by joining the Patrons of the cultural season from €5,000/year.

→ As an individual - with the 'Friend Card' (for a donation of €250/year), or the 'Benefactor Card' (for a donation of €1,000/year).

For all information: mecenas@fondationccv.org



American Friends of La Cité du Vin, chaired by Robert G. Wilmers

A sister entity for supporting La Cité du Vin was created in the United States and received tax approval from the US Government in 2014: American Friends of La Cité du Vin.

Chaired by Robert G. Wilmers, President of the M&T Bank Corporation and owner of Château Haut Bailly, and George Sape, Lawyer and Partner at Epstein, Becker and Green and former Grand Maître of the Commanderie de Bordeaux in New York, the aim of this group is to promote La Cité du Vin in the United States and to showcase the cultural heritage of wine by honouring transatlantic friendship. Its first contribution was to fund the Thomas Jefferson auditorium and support its cultural program. A fund-raising campaign was launched in the US to gather support from numerous Americans, led by the well-known wine-lover Thomas Jefferson, who has notably helped encourage and deepen Franco-American relations by developing the reputation of European wines in the USA and across the world.

Each sponsor will have the privilege of having his name engraved on the back of a seat in the Thomas Jefferson auditorium.

For all information: auditoriumlaciteduvin@fondationccv.org



Builder Patrons

The construction of La Cité du Vin was the fruit of an original public-private partnership, combining public financing and patronage. The La Cité du Vin building as well as the permanent tour, belvedere, auditorium, reading room, tasting workshops, reception and exhibition spaces, large spiral staircase, landscaped gardens and the accessibility of all these areas would not have been possible without generous financial contributions from the Builder Patrons, as early as in 2011, even before the construction work began. Patronage has financed 19% of the cost of construction of La Cité du Vin

The list of Builder patrons is available in appendix 2.

PARTNERS



**FLORENCE
MAFFRAND**

*Marketing and
Partnerships Manager
of the Fondation
pour la culture et les
civilisations du Vin*

« Our partnership strategy endows La Cité du Vin with an international dimension. Our winemaking partners throughout the world guarantee La Cité du Vin a supply of international wines for the Belvedere. These highly-motivated partners are proud to bring their wines and their rich and varied know-how to La Cité du Vin. »

A unique project

La Cité du Vin aims at presenting the wealth and diversity of world winemaking, and is a cultural journey through the huge variety of wines in the world. This unique immersive experience would not have been possible without the participating of numerous bodies, professional organisations, Chambers of Commerce and regional associations around the world.

International brands and media also decided to link their image to La Cité du Vin being partners of the Fondation.

“Ambassador” wines

The diversity of cultures and know-how is represented through a selection of “ambassador” wines from every region of the world. This range of references, carefully selected by these partners, represents both the diversity and quality of each winemaking region, as well as giving La Cité du Vin a truly international identity.

An invitation to travel

Our partners’ wines will be on offer in various areas during different occasions. A daily selection of twenty world wines will be available for tasting in the Belvedere, on the visitor tour. With the help of a professional, visitors can choose which wine they would like to discover and taste.

In the wine-tasting workshops, a genuine sensory discovery awaits the public, around diverse themes associating wines and grape varieties from all over the world.

Lastly, the cultural events programme will also be an opportunity for new discoveries.

At the crossroads of culture

Our reading room offers a selection of books and publications in different languages for further discovery of wine regions.

The list of partners is available in appendix 3.

PHOTO
vigne de
Stellenbosch /
Afrique du Sud



LA CITÉ DU VIN A PLACE TO SEE



AUDACIOUS CONTEMPORARY ARCHITECTURE BY XTU



The architecture and scenic design of La Cité du Vin are the fruit of a close partnership between two firms: Parisian architects XTU and English museum design experts Casson Mann. Their project – which combines a bold, poetic interpretation of the spirit and intangible cultural power of wine with a raft of immersive digital technologies – wowed the judging panel during the call for tenders launched by commissioning authority the City of Bordeaux in late 2010. This tender procedure required candidates to form architect-designer partnerships to ensure that the structure and its content were part of a single, cohesive project. A total of 114 submissions were received, 5 projects were short-listed and 1 winner was ultimately chosen: XTU and Casson Mann, in association with Canadian engineering firm SNC Lavalin. GTM Bâtiment Aquitaine, a subsidiary of Vinci Construction France, was then selected as the project's designated construction partner.

Audacious contemporary architecture

The architects from Parisian agency XTU, Anouk Legendre and Nicolas Desmazières, have imagined a structure replete with symbolic echoes: the swirl of wine moving in a glass, the coiled movement of a grapevine, the ebb and flow of the Garonne... Their design captures the spirit of wine and its fluid essence: 'a seamless curve, intangible and sensual' (XTU Architects) which addresses its multiple environment.

Horizontal and vertical lines are linked in a unique continuous motion growing out of the soil along a large boardwalk ramp. More a movement than a shape, it releases and reveals itself as it rises, creating an event amid the landscape that connects with the bridge and river.

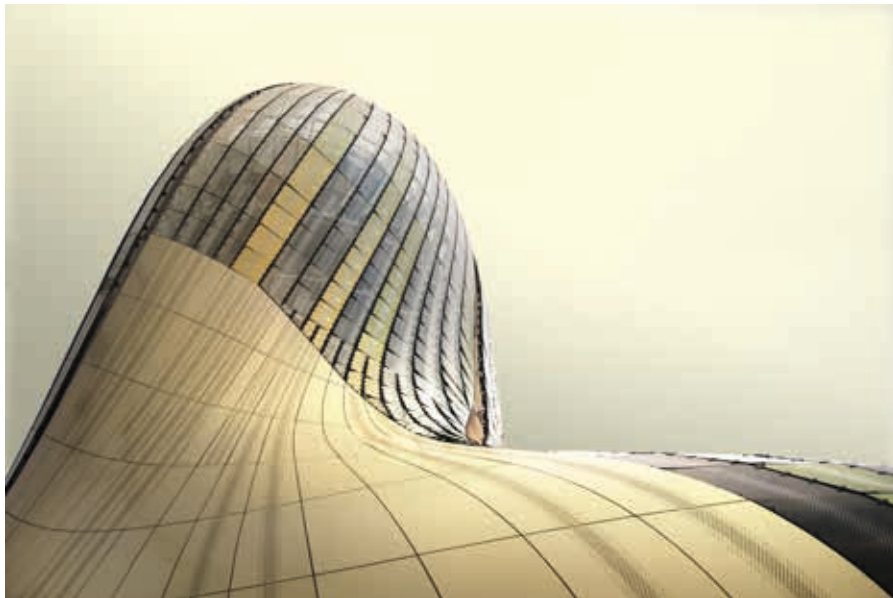


PHOTO
La Cité du Vin
©XTU architects /
Paul Desmazières

An inner 'soul'

This curve, matching the curve of the Garonne, is also reflected in the interior volumes, spaces and materials. La Cité du Vin houses a major space in the shape of the permanent tour on the second floor, an immersive voyage of discovery into the world of wine. It winds around a central courtyard, allowing visitors to enjoy a flowing visit to the full. The area is framed by a spectacular and immersive wooden structure: 574 curving arches, all individually made, constructed of laminated timber.

These wooden arches continue up the tower to the belvedere level in 128 spines, culminating at a height of 55 metres and tying the whole space together by interlacing the different floors. They accompany the visitor's path at different levels, emerging on the outside of the building as they rise up the tower.

The iconic indoor spaces all have their own particular identities, from the Thomas Jefferson Auditorium with its ceiling of suspended wooden tubes and the belvedere with its mirrored bottle ceiling to the immersive multi-sensory room with its curved glass walls printed with large wine-based designs.

A constantly changing appearance

Once fully grown, La Cité du Vin will be a dazzling display of golden reflections, reminiscent of the white stone of Bordeaux facades and in dialogue with the lights of the Garonne. This design and the twists it incorporates capture a fluid essence.

Its outer structure consists of custom-printed glass panels (both flat and curved) in a variety of colours, and lacquered, iridescent aluminium panels in a single colour. The different, constantly changing shades and angles of these panels give the building an appearance which develops with the Bordeaux sky: reflections of the clouds, the city and the water enhance La Cité du Vin's evocative appearance.

Set a distance away from the structure, this shell offers shade from the sun and effective thermal protection.



PHOTO
La Cité du Vin
©XTU architects
/ Patrick
Tourneboeuf

Innovative tools to achieve an aim

The XTU agency's use of innovative design tools to develop the geometry and complex shell helped to perfectly capture the architects' mental image of La Cité du Vin and transform it into a sensational project.

XTU Architects

The Parisian agency XTU Architects was created by Anouk Legendre and Nicolas Desmazières. Anouk Legendre trained at the Bordeaux School of Architecture. An encounter during a study trip and a personal bond formed soon grew into a professional partnership. Following experiences in Iceland, they began to develop a vision of a world 'composed entirely of movement, of shifting forms', where in some contexts 'the curve has come to replace the line'. The bold lines and angles which had dominated previous high-profile creations such as the new Chemistry Department at Paris VII University (completed in 2008) now gave way to rounded forms inspired by the curves of the earth. The best examples are the Jeongok Prehistory Museum north of Seoul in South Korea (completed in 2011), the French Pavilion for the 2015 Universal Exposition in Milan, and La Cité du Vin in Bordeaux.

Addressing each project's intrinsic challenges, XTU's buildings sometimes evoke a level of futurism. Constantly striving to plan ahead, the agency has its very own research and exploration department where intersection of knowledge sits at the forefront. This has for example led to the development of cutting-edge technology for photosynthetic facades which can grow microalgae, called 'biofacades', for which they hold numerous patents.

These projects have been presented at numerous exhibitions and in various publications both in France and abroad.

AN IMMERSIVE SCENIC DESIGN CONCEPT BY CASSON MANN



A scenographer's aim is to make a visit as enjoyable as possible, transforming it into a true moment of discovery and experience. The clearer, more informative and intuitive the installation, the more 'memorable' it will remain. Each element of the exhibition therefore needs to become a joy; the joy of watching, understanding and also sharing. For a visit to be enjoyable it must be nuanced, with varying rhythms, intensity and elevation.

For La Cité du Vin, scenographers Dinah Casson and Roger Mann from UK agency Casson Mann have designed an immersive and innovative permanent exhibition making use of digital and interactive technologies (e.g. 3D images, decoration, aroma diffusion) and drawing on a novel mediator in the shape of the hand-held guide.

Successful scenography highlights content in an attractive fashion by using the tools most suitable for the job. In this project, each module has its own mediation method appropriate to the message being conveyed. The exhibition also enables a level of personalisation – each person perceives the universes and imagery of wine according to their personal feelings, tastes and fascinations.

The setup of La Cité du Vin's permanent exhibition follows the precedent set by other experiential, interactive attractions. Designed to be a modular exhibition, this immersion in the culture and civilisations of wine offers a series of fun, spectacular, dreamlike and sensory stages. La Cité du Vin therefore offers a range of surprising experiences: exhibitions stimulating the senses, unique tastings, presentations and more.

Each person therefore discovers the exhibition at their own pace, stops when they choose, takes the time they need in some very customised modules, or follows the movement of the crowd in areas of more collective discovery. A successful exhibition is a balance between passive and interactive experiences.

Matching the architectural language to the roundness of the building, the exhibition draws heavily on innovative technologies without neglecting human intervention (presenters, live shows).

"Younger visitors have not been forgotten on this journey to the heart of great human civilisations. The games and experiences offered are their gateway to unexpected riches."

PICTURE
Permanent tour
© Casson Mann



Casson Mann

Casson Mann is a UK company specialising in exhibition, museum and interior design.

Formed in 1984 by Dinah Casson and Roger Mann, the practice is recognised internationally for its transformative work in museums. "Our expertise lies at the forefront of visitor-focussed

thinking: transforming places and stories into spatial experiences", explain the founders. Award winning work includes permanent galleries, temporary and touring exhibitions (Victoria & Albert Museum, Design Museum, Natural History Museum, Imperial War Museum), multi-media installations, masterplans, interpretive strategies, and even museums (Great North Museum in Newcastle). The firm's talents have attracted international clients in Philadelphia, Moscow, the United Arab Emirates, Italy and France, in which prestigious projects La Cité du Vin and Lascaux IV both open in 2016.

Recognised for their pioneering work in the culture sector, the practice was honoured at the 2012 D&AD awards ceremony for ranking in the top 10 most awarded design studios of the last 50 years, and in 2015, co-founder Dinah Casson joined the prestigious Design Week Awards Hall of Fame in London.

A CONTROLLED ENVIRONMENTAL IMPACT



Set at the heart of the new Bassins à Flot eco-district, La Cité du Vin is in perfect keeping with the district's ecological philosophy.



PHOTO

© XTU architects /
Anaka

The Bassins à Flot site is one of the symbols of development in Bordeaux. Located between Chartrons and Bacalan, this former manufacturing hub is in a state of radical transformation: a huge 160-hectare construction site (including 22 hectares of water bodies, the eponymous basins) home to flourishing major projects and buildings. This will ultimately cover 700,000 m² with a mixture of housing, economic activity and public facilities springing up, just six tram stops from Place des Quinconces.

La Cité du Vin is in perfect keeping with the district's ecological philosophy: every effort has been made to minimise the project's environmental impact. 70% of La Cité du Vin's energy needs are therefore covered by local and green energy sources. In addition, the architects have devoted considerable attention to optimising the building's bio-climatic performance. Air inlets low down on the structure allow breezes to enter and create a current which ultimately pushes hot air out via the upper courtyard areas and outlets, thus optimising ventilation and reducing the need for air conditioning. Respectful of the environment and the ecosystem of the banks of the Garonne (a listed Natura 2000 Zone), the landscaped areas around the building will mimic the riverbanks to provide a touch of natural freshness and maintain a sense of continuity.

The building fits perfectly into the dynamics of the Bassins à Flot eco-district, and was designed to have a controlled environmental impact (in line with the High Quality Environmental standard). Here are a few examples:

- 70% of La Cité du Vin's energy needs are covered by local and green energy sources
- The building's compact shape enables natural ventilation in summer (gain of 5 degrees, reduced air conditioning use) and limits heat loss in winter
- The site can be reached via less CO₂-heavy methods of transport such as tram, bicycle and on foot
- The interior materials have an A+ rating to guarantee good air quality
- The wood used comes from sustainably managed forests
- The rainwater recovery tank is used to water and clean the area around the building
- The composting area is used to treat waste from catering areas and organic waste

Energie des bassins

In the fight against climate change, France has two priorities: energy saving and renewable energy.

With its plan for 5,500 housing units, the Bassins à Flot area will welcome more than 10,000 new inhabitants when completed, and feature flagship projects such as La Cité du Vin. In order to establish this area as an exemplary model in terms of energy, a heating network is the solution of choice.

Mixener and EDF Optimal Solutions have come together to design and install a heating network for this sustainable district. The network operator is Idex.

Across the territory, the heating network uses local resources: biomass, geothermics, energy recovery units and methanisation.

These local and clean solutions will save 8,000 tonnes of CO₂ from being rejected into the atmosphere.

Energie Des Bassins is owned by Régali-Bordeaux, via its Mixener subsidiary specialised in innovative heating networks, and by EDF Optimal Solutions, specialising in ecologically efficient energy solutions.

LA CITÉ DU VIN A PLACE TO VISIT

CULTURAL ACTIVITIES



**LAURENCE
CHESNEAU-
DUPIN**

*Head Heritage
Curator and Cultural
Director of La
Fondation pour
la culture et les
civilisations du Vin*



The main strands of La Cité du Vin's cultural services were devised when designing the architectural programme. The Cultural Steering Committee, presided over by Prince Robert of Luxembourg, helps us to define La Cité du Vin's major cultural orientations whilst also boosting its international profile.



A unique and iconic cultural landmark, a universal vocation

Drawing inspiration from theme parks and museums, while adopting the traditional forms of neither, the aim of La Cité du Vin is to create something truly unique, a celebration of the spirit of wine in all its many guises: wine the sculptor of landscapes, wine at the heart of society, mythological and sacred wine, wine inspiring the arts, wine as a link between peoples, the wine of joy and sharing... The goal of La Cité du Vin is to introduce the widest possible audience to the universal, living cultural heritage of wine.

The offering of cultural activities revolves around four main components providing different ways of cultural appropriation and a variety of discoveries.

- 1 The permanent tour, which offers an educational, poetic and entertaining experience all in one, is adapted to a broad audience.
- 2 The temporary exhibitions, which target connoisseurs of art and culture, enable each visitor to enjoy an authentic encounter with themes linked mainly with the cultural history of wine and its symbolic dimension.
- 3 The lively and varied cultural events programme promises to be a privileged moment of discovery and surprise with a multidisciplinary approach.
- 4 Mediation and participative experiences will encourage exchange, encounters and initiation in a friendly atmosphere.

La Cité du Vin is unique: no other site anywhere in the world offers this all-encompassing approach to wine civilisations in their universal, cultural and symbolic dimensions, and on such a scale.

The cultural programme of La Cité du Vin is supported by patronage donations from corporations and individuals.

[The list of Cultural Steering Committee is available in appendix 4.](#)

THE PERMANENT TOUR



**VÉRONIQUE
LEMOINE**

*Director of the permanent tour of
the Fondation pour la culture et les
civilisations du Vin*

« The permanent visitor tour at La Cité du Vin is based on a scientific project created with the support of numerous experts from all fields and of a Scientific and Cultural Steering Committee, set up in 2010. »

The list of Scientific and Cultural Committee is available in appendix 4.

The hand-held guide is dealt with in greater detail in appendix 6.

At the heart of the visitor experience and the identity of La Cité du Vin, the immersive, multi-sensory permanent tour occupies some 3,000 m² and features 19 different themed spaces, the majority of which are interactive. Visitors are free to wander around the exhibition space as they see fit, with no fixed, compulsory route. The permanent tour is an invitation to a voyage of discovery, a journey through time and space exploring the evolution of wine and its civilisations. Young and old alike will get to grips with the very rich imaginary world of wine and how it has affected the societies and regions of the globe for millennia, from 6,000 BC to the present day. From legends, terroirs and landscapes to graphic arts, architecture and literature, the culture of wine is an extraordinary epic which has inspired and shaped the lives of humans for centuries.

The permanent tour allows the visitor to wander freely. Visitors can browse around at will, depending on their interests and the time at their disposal. As a participant or a spectator, sitting or standing, they can alternate between experiences which may be individual, collective, informative, fantasy or multi-sensory. Everyone is free to organise their own individual visit.

Visitors are joined on this odyssey by their personal hand-held guide, connected to an innovative device which detects the wearer's position within the exhibition space and sets off

PHOTO

© Casson Mann /

Photo Anaka



the appropriate multimedia content. The digital guide delivers the explanatory dialogue in real time in the user's selected language (8 languages available), ensuring that as much of the material as possible is available to visitors with (visual, auditory or cognitive) disabilities. The guide also features a specially-designed programme for younger visitors. Visitors can also use the personal digital guide to highlight their favourite moments in the exhibition experience, and at the end of their visit they will be presented with a personalised information booklet filled with opportunities to learn more about their chosen subjects.

19 themed spaces



PICTURE
© Casson Mann

1 The world wine tour

A breath-taking, whirlwind tour of the world allowing visitors to marvel at the incredible diversity and awe-inspiring beauty of the world's winemaking regions, projected onto three giant screens and the floor.

2 The worlds of wine

A series of interactive globes inviting visitors to learn more about the spread of grape vines across the planet, the international wine trade and more.

3 The terroir table

A tactile activity station in which an interactive, sculpted landscape comes to life beneath visitors' fingers: maps and images appear, and 50 winemakers from 10 wine regions all over the world share their secrets. A marriage of natural gifts and human ingenuity, discover the inimitable charm and character of the famous terroir...

4 E-vine

Supported by wooden reproductions of grape vines, 18 touch-screen tablets allow visitors to discover how Man, through thousands of years of cultivating grape vines, has shaped the landscape, whittled down the grape varieties and sculpted their structure to produce the wines we know today.

5 The metamorphoses of wine

Harvesting, fermentation, maturing, ageing... Discover the secrets of winemakers from all over the world in these quirky structures sheathed in stainless steel, wood and glass, evoking the atmosphere of the winery and the barrel cellar.

6 Wine portraits

6 giant bottles, each dedicated to one of the great types of wine, introduce visitors to some of the world's most famous nectars: history, flavours, legends...

7 Wine over water

5 animated panels illustrate the great river routes and ocean crossings which have carried wine to markets all over the world for centuries.

10 The trend wall

In the 21st century our world continues to change, as does the image of wine: wineries, châteaux, labels, bottles, packaging... Every day, architects and designers are working to reimagine the visual codes of wine.

13 Bacchus and Venus

Painting, music, literature... the spirit of wine is all around us. A brief moment of calm and relaxation allowing visitors to appreciate artworks from throughout history.

16 The art of living

Three table-top displays featuring a series of animations highlighting the indissoluble bond between wine and gastronomy, exploring the ways in which wine was served in the past and celebrating wine's eternal spirit of shared enjoyment and conviviality.

8 All aboard!

Step aboard a 50-seater boat and embark upon a fantastical journey across the tides of history, following the galleys and barges of generations of wine merchants in their epic voyage to bring wine to the four corners of the earth.

11 The buffet of 5 senses

An individual adventure, with lively, welcoming tasting workshops introducing visitors to the art of tasting and awakening the senses with a profusion of colours, images, flavours and aromas.

14 Divine wine

A space for contemplation and reflection, with video and audio allowing visitors to discover the relationships formed between wine and religions throughout history.

17 Meet the experts

A sit-down meeting with some of the world's great wine experts, ready to answer your questions on everything from health to wine law and marketing!

19 The epic tale of Bordeaux

A spectacular film telling the epic story of how a legendary wine region sparked the rise of an international port city.

9 Gallery of civilisations

An archaeological adventure in search of the great civilisations of wine: from Egyptian tombs to 18th century dinner parties, from Greek symposia to the troubled times of the 19th century.

12 The Banquet of legends

A very special dinner party, with illustrious personages from throughout the ages discussing their favourite wines. In the company of Pierre Arditi, illustrious figures such as Voltaire, Churchill, Napoleon and Colette share stories of wines which no longer exist, or else of legendary nectars whose reputation has survived undimmed through the ages.

15 Drinking at the dark side

The complexity and ambivalence of the relationship between man and wine are explored in this module: wine drunk in joyous, shared celebration, and wine drunk to excess leading to isolation and despair. This eternal paradox is examined through works of art, music, literature and cinema.

18 Bordeaux: the city and its wines

Interactive touch-screen tables allowing visitors to discover the ways in which the wine trade has shaped the city and vineyards of Bordeaux and the South-West, making them what they are today.

BELVEDERE



Discover a selection of the world's wines with a 360° view of Bordeaux



PHOTO
© Casson Mann /
Anaka

Located on the eighth floor of La Cité du Vin, the belvedere is perched at a height of 35 metres. The culmination of a visit to the permanent tour, it invites visitors to discover the Gironde city and surrounding area with a 360° perspective.

An invitation to contemplate, this unique panoramic view establishes natural continuity between a visit to the permanent tour and the culmination of this cultural experience: tasting a glass of wine from the very best wine regions of the world.

In this exceptional space, a monumental chandelier made of thousands of bottles and a 10-metre-long oak counter enhance the uniqueness of the location.

Visitors round off their visit by tasting a wine of their choice from a regularly updated selection of twenty from across the world. Younger visitors can discover a grape juice specially chosen for them.

To ensure that a wide range of global wines are available in the belvedere, La Cité du Vin has established partnerships with interprofessional organisations in various wine regions across the world.

TEMPORARY EXHIBITIONS



MARION
EYBERT

*Temporary Exhibition Manager of
the Foundation for Wine Culture
and Civilisations*

« The temporary exhibitions are among the strongest features of La Cité du Vin's cultural programme. Inside this ultra-modern building, visitors will discover art exhibitions designed by prestigious guest curators tackling topics that dovetail perfectly with the permanent tour. »

Two exhibitions a year

In spring, a major art exhibition lasting three months will look at a particular theme linked to the world of wine and its civilizations, using a diverse range of disciplines: fine arts, design, photography, sculpture, comics, history, and ethnography.

Each project will be designed by a guest curator, with support from a scientific committee of experts. The exhibition will be accompanied by a catalogue.

These exhibitions will be entirely produced by the teams of the Fondation, and will call on support from museums, libraries, and private collectors in France and from around the world.

From August to November, the Fondation pour la Culture et les Civilisations du Vin will provide the opportunity for a wine-growing territory (a region or a country) to become a "Guest Wine Region". The aim is to introduce a wine region to the public from a cultural and civilization angle via an original and aesthetic exhibition.

Statuette, Tamada

Bronze
H : 75 cm
Vani
7th-6th centuries BC
© Georgian
National
Museum



JULY 31 → NOVEMBER 5 2017

Guest Wine Region Exhibition #1

Georgia, cradle of viticulture

The first edition of the 'Guest Wine Region' exhibitions focuses on Georgia and opens an annual cycle of temporary exhibitions devoted to wine and wine regions across the world and throughout history. This exhibition shows Georgia's unwavering bond of love with the vine and wine since 6,000 BC, revealed through its beliefs, mythology, folklore, art and culinary traditions. Visitors will discover the uninterrupted history of Georgian wine-growing, firmly rooted in the past and yet resolutely forward-looking. The exhibition showcases around 125 works of art, archaeological and ethnographical exhibits, as well as patrimonial photographs from the Georgian National Museum collections. The exhibition also includes films, music and multimedia exhibits to provide a profound insight into Georgian culture.

Exhibition curator:

David Lordkipanidze,
Managing Director at
the Georgian National
Museum

The 'Georgia, cradle of viticulture' exhibition is hosted by the 'Fondation pour la culture et les civilisations du vin' at La Cité du Vin. It is co-organised and financed by the Georgian Ministry of Agriculture, through Mr Levan Davitashvili, Minister of Agriculture, and Ms Ecaterine Siradze-Delaunay, the Georgian Ambassador to France. The project is supported by the National Wine Agency, the Georgian Wine Association, and the National Intellectual Property Center of Georgia («Sakpatenti»).

Thanks to the
support of:



Media
partner:



Co-producers of
the exhibition:



A dedicated press kit is available upon request.

23 MARCH → 24 JUNE 2018

Wine and Music, Chords and Discords (16th-19th centuries)

If Bacchus is the god of intoxication, sensual pleasure, fertility and inspiration, then the allegory of music is often associated with love, sensuality and wine. In festivities of every era, banquets and taverns have brought together wine and music in every setting, whether princely, bourgeois or popular. From grand palace decor to miniatures or imagery, court ballet to opera, drinking songs to dance melodies, evocations of wine and music are ubiquitous in the various forms reinvented for each era.

The exhibition will illustrate this multiplicity by covering mythical, secular, epicurean and even moralising topics across 140 works (paintings, drawings, song books, musical instruments, ceramics) and a musical journey split into different individual listening points and three shared listening booths (opera, drinking songs, ballet) from the 16th to 19th centuries. The exhibition is curated by Florence Gétreau, Director Emeritus of Research at CNRS.

A dedicated press kit will be available shortly.

LA CITÉ DU VIN A PLACE TO EXPERIENCE

3

CULTURAL PROGRAMME



**PHILIPPE
HERNANDEZ**

*Manager of Cultural Programming
of the Foundation for Wine Culture
and Civilisations*

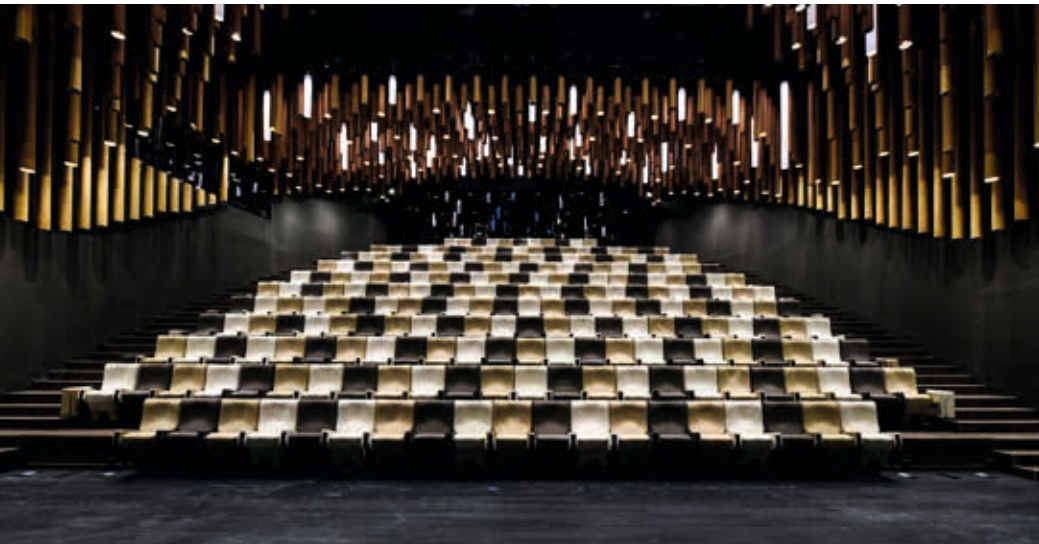


Multidisciplinarity, uniqueness and audience-building form the basis of the editorial approach behind the cultural programme within and beyond La Cité du Vin. This cultural offer, which draws on a network of national and international partners, is organised in synergy with players from the Bordeaux region and is supported by the Patrons of the cultural season of La Cité du Vin.



La Cité du Vin has a rich and varied cultural programme on offer in the Thomas Jefferson Auditorium with a steady stream of high-quality performances, concerts, screenings, 'evenings with' and debates.

PHOTO
© XTU architects /
Anaka



Three types of offers make up the cultural programme of La Cité du Vin for the second half of 2017:

1

The programme in conjunction with the *Georgia, cradle of viticulture* exhibition

Numerous events are organised in connection with the temporary exhibition: guided tours, conferences, a show, wine tasting workshops, evening events and films.

You can find the complete schedule in the cultural events brochure of La Cité du Vin (July to December 2017) and details of the upcoming programme at lacityduvin.com.

2

Events

Numerous events will celebrate wine in connection with the "Paysages Bordeaux 2017" season, the Science Festival, European Heritage Days, the Festival of Gastronomy, the Bordeaux International Arts Festival and Les Campulsations (campus event).

You can find the complete schedule in the cultural events brochure of La Cité du Vin (July to December 2017) and details of the upcoming programme at lacityduvin.com.

A Harvest of Knowledge

CONFERENCES

On the first Tuesday of every month, at 6.30pm, the Harvest of Knowledge conferences showcase researchers who come to present and discuss their work with the public. This is a chance for everyone to hear academics unveil their research on vine and wine in the fields of agricultural science, oenology and human sciences.

KNOWLEDGEABLE TASTINGS

Combining pleasure and science: taste wine differently with a scientific analysis!



With the support of the Patrons of the cultural season at La Cité du Vin and the Baron Philippe de Rothschild company.

In partnership with:



Grape Literature!

MEETINGS | READINGS

Every two months, on the third Tuesday at 7pm, La Cité du Vin welcomes the greatest French and international authors who also happen to be wine lovers. This is an opportunity for writers to unveil their latest book, as well as some facets of their personality by answering La Cité du Vin's version of the famous Proust questionnaire.

With the support of the Friends of La Cité du Vin

In partnership with:



Terroir Weekend

CONFERENCES | TASTINGS | SHOWS | FILMS

Throughout the weekend, La Cité du Vin highlights a wine region somewhere in the world and invites you along for the trip. Food and wine tastings, conferences, meetings, shows...a host of opportunities to discover and taste the cultural wealth of the guest wine-growing region.

In partnership with:



It's in the Wine

DEBATES

The world of wine is on the move, La Cité du Vin takes up the talking points. Every two months, on the second Tuesday at 7pm, La Cité du Vin invites the public to meet experts and professionals and provides all the keys to understanding the latest news from the world of wine.

Meetings led by Jacques-Olivier Pesme, director of KEDGE Wine & Spirits Academy

CO-ORGANISED BY:

Jérôme BAUDOUIN, journalist for La Revue du Vin de France

In partnership with:



Great Interviews

MEETINGS

An opportunity for very special exchanges, La Cité du Vin's **Great Interviews** offer 'carte blanche' to major figures from the wine world. These encounters take the form of a fruitful discussion between the guest and one or more other figures.

With the support of the Friends of La Cité du Vin.

In partnership with:



Culinary Cinema

FILMS AND GOURMET TASTINGS

La Cité du Vin offers a unique concept: discover a film and taste its culinary translation!

The Culinary Cinema cycle puts on a screening of a cinematographic work, followed by a gourmet tasting created by a chef.

Advance booking required at lacitydುವin.com or at the ticket desk of La Cité du Vin

In partnership with:



CULTURAL MEDIATION



**KARINE
MARCHADOUR**

*Outreach coordinator of the
Foundation for Wine Culture and
Civilisations*

« Cultural mediation at La Cite du Vin is a programme of events including workshops and guided tours, bringing the audience closer to wine's culture and civilisations. We want to make sure that this offering is available to all, especially people with visual, hearing or cognitive disabilities. »

Cultural mediation activities work together with the permanent tour and temporary exhibitions to extend this great journey through time and space through the culture and civilisations of wine.

History, sensoriality, architecture, literature and travel are the theme gateways to guided tours and tasting workshops geared towards all audiences.

Unusual tastings to surprise connoisseurs and novices alike. Young visitors and families share the fun of sensory experiments guided by our cultural mediators. Every effort is made to demonstrate the universal intangible heritage of wine to each visitor in a fun, approachable way.

Workshops

There are 3 different tasting spaces devoted to workshops, as well as educational spaces for young audiences. Every day, visitors have two to eight different workshops to choose from.

Multi-sensory experience

DURATION : 1HR

In a totally unique space, visitors are invited to enjoy a new tasting experience. This immersive space uses 360° images, lights, sounds and smells for a tasting which awakens all the senses.

A Glass of Wine in Markets of the World



Enjoy a unique tasting experience. Seated comfortably in an immersive space (360° images, lights, sounds and smells), embark on a great journey to the heart of the world's markets and experiment with pairings between virtual food and real wines.

From Asia to America, travel across four continents while tasting four wines, immerse yourself in the markets of the world through a subtle play

of aromas, sound effects and 360° images.

A tasting which will awaken all your senses!

Note: French and English-speaking workshop.

Discovery workshops

DURATION : 1HR

Workshops aimed at people who have always wanted to try wine tasting but were afraid to ask. Guided by a presenter, visitors will discover that tasting is accessible to all.

Upside down

Always wanted to try wine tasting but were afraid to ask? This is the perfect workshop for you! With the help of a presenter you will smell, examine, experiment, play with your senses, and discover that tasting is accessible to all.

The 'Upside Down' wine workshop invites you to taste wine in reverse order: taste before smelling, smell before seeing, put your senses to the test, experiment and learn! During this one-hour workshop, taste three wines while successively eliciting each of the wine-tasting senses: sight, smell and taste. This workshop will boost your

confidence when it comes to your tasting skills!

Note: French-speaking workshop only.

Question of style: Bordeaux



Come and sample Bordeaux, its history and its identity. Each vineyard's reputation is built on a style, terroirs, grape varieties, expertise and methods developed by men and women over the course of centuries.

Discover the wealth of Bordeaux wines by tasting three different glasses of wine.

Workshop designed in collaboration with the Bordeaux Wine School.

Note: French and English-speaking workshop.

Afterwork workshops

DURATION : 1HR

Wines of the World Thursdays

On the 3rd Thursday of each month, in collaboration with its winegrowing partners, La Cité du Vin offers an invitation to discover a wine-producing region or country. In the course of this wine-tasting workshop led by an expert, discover 4 wines that express all the riches and specific character of the region or country in question!

Each Wines of the World Thursdays workshop takes place twice per evening.

20 JULY: Bordeaux workshop: Question of style

17 AUGUST: Bordeaux workshop: Question of style

21 SEPTEMBER: Moldovan wines

19 OCTOBER: Châteauneuf-du-Pape wines

16 NOVEMBER: Alsace wines

30 NOVEMBER: Slovakian wines

21 DECEMBER: Champagne

Note: French-speaking workshop only.

Curiosity workshops

DURATION : 1HR

For people who love surprises and are ready and waiting to discover wine from an unexpected perspective. Just let yourself be guided.

The Wine of Writers

Wine is at the heart of civilisations, at the crossroads of several disciplines. The Curiosity workshop aims to approach wine and wine-tasting through a different cultural prism. For this first session, the La Cité du Vin teams have chosen literature. Throughout the centuries and around the world, wine has inspired writers, from ancient text, to the mangas of today. Come along and meet four authors while tasting three evocative wines. Four authors, who, each in their own style, evoked wine in their work. With Charles Baudelaire as their mentor, Apollinaire will take you to the side of the Rhine, Colette to Burgundy and Cervantes to the vineyards of Madrid.

This crossover tasting between wine and literature will take you on a journey through the feelings of an author, and through space to discover the wine terroirs that inspired the writers.

Workshop organized with the support of the "Ecole Supérieure de Théâtre Bordeaux Aquitaine (ESTBA)" and the "Institut International Image & Son (3IS Bordeaux)".

Note: French-speaking workshop only.



Family workshops

DURATION : 1HR

Activities to share and enjoy as a family!

Something for every taste!

Young and old, come and decipher all the subtleties of taste with an original (alcohol-free!) tasting session which will awaken all your senses. Touch, aroma and taste experiences will help you understand the origins of taste and the factors affecting how we perceive food. Tasting will no longer hold any secrets for you!

Note: French-speaking workshop only.

Junior workshops

DURATION : 1HR

Workshops for discovering the wealth of universal heritage which wine has to offer. And you don't need alcohol to do a tasting!

Tastes and colours

With the help of a cultural presenter, little ones will have an opportunity to discover wine's culture and civilisations in a fun way! Through games, sensory experiences and creative activities, your children will take their first fun steps towards experiencing this rich heritage.

Note: French-speaking workshop only.

Investigations in Georgia

DURATION: 1 HR 30 MINS

Children can discover the temporary exhibition with a cultural presenter who will introduce them to all the history and traditions

of Georgia, one of the first countries to produce wine.

Budding archaeologists can then investigate for themselves in the workshop.

Note: French-speaking workshop only.



Workshop times
are available
on our website
laciteduvin.com

A VIBRANT SPACE



Guided tour

La Cité du Vin, spotlight on architecture

DURATION: 1 HR 30 mins

La Cité du Vin, an incredible setting designed by Anouk Legendre and Nicolas Desmazières of XTU Architects. The presenters delve deeper into this exceptional building and its architecture, materials, symbolism and construction.

Note: French and English-speaking guided tour.

Georgia, cradle of viticulture, guided tour of the exhibition and tasting of a glass of Georgian wine.

Note: French-speaking guided visit only.

The Reading Room

The reading room offers more than 1500 books and magazines available in several languages, which also complement the cultural events programme and the temporary exhibitions with references to the proposed themes. Content range from publications on the history of wine through to tasting, art, winemaking techniques and also to literature (novels, comic strips...). A reference guide provide a list of the indispensable works on wine culture.

The works are available in several languages (French, English, Spanish, Portuguese, Chinese, Japanese...) and our short-term goal is to cover all the languages available on the visitor tour, if not more. Each book is labelled with a flag for the appropriate language.



**OLIVIER
KOLLEK**

*Marketing and
Commercial Director
of the Foundation
for Wine Culture and
Civilisations*

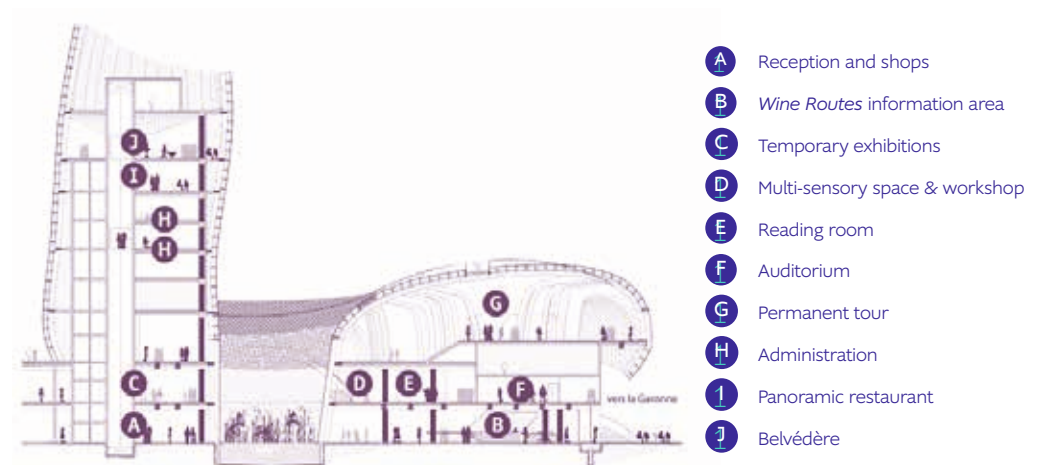


Culture is everywhere at La Cité du Vin. Even the retail areas such as La Cave, nicknamed the world wine library, are related to culture.



A venue open to all, La Cité du Vin offers numerous public areas hosting life and exchange.

Visitors can discover the building, take advantage of the landscaped garden next to the Garonne, wander through the different exhibition areas, have a bite to eat, head to the souvenir shop, or spend a while in the reading room perusing the various books and multimedia items for reference use.



La Cité du Vin boutique



The Boutique is a modern, stylish 250m² space which mirrors the golden reflections of the façade of La Cité du Vin, with tailored designer fittings. The store can be accessed without an admission ticket, and of-

fers a selection of items from all around the world: decorative objects made from materials used in the world of wine, such as barrel staves or corks, a range of beauty products showcasing the benefits of vine products, edible treats, candles and lights, a wide selection of books, comics, and mangas on the theme of wine, stationery, and a selection of crockery and wine tasting items.

Restaurant areas



Le 7 is the name of the panoramic restaurant at La Cité du Vin. This constantly bustling space serves sweet and savoury food from 10am to 11pm, and you can also stop for a glass of

wine, a coffee, or a glass of champagne, 7 days a week. You will be treated to the most beautiful view of Bordeaux that any restaurant has to offer.

Under the direction of Bordeaux restaurant star Nicolas Lascombes, our chefs have designed a generous menu offering regional, seasonal products, with global influences. A perfect balance of Bordeaux savoir-faire and inspiration from other civilisations of the world. Wine pairings are suggested for each dish.

Being a great wine-lover, our head sommelier offers a selection of 500 wines from Bordeaux and beyond, covering 50 countries. The list features the 25 great Bordeaux icons, as well as a selection of 32 wines by the glass. Small producers have not been forgotten, and the main idea is to provide pleasure and discovery to suit all budgets.

Sunday's menu features seafood platters, with non-stop service until 4pm.

Access is open to all and free of charge.



→ Latitude20: wine cellar, brasserie - wine bar and snack bar

Wine cellar

This reference cellar will offer more than 14,000 bottles of 800 wines, including 200 from France and 600 from more than 80 countries across the world. This exceptional range has been selected by Régis Deltil, a Bordeaux wine merchant, and his tasting panel of key figures such as Andréas Larsson (World's Best Sommelier 2007) and Michel Rolland.

Brasserie - wine bar

Open for lunch and dinner, the wine bar offers food accompanied by a selection of 40 bottles from the cellar, by the bottle or the glass. This wine list changes to match the La Cité du Vin cultural programme.

Snack bar

Open daily during the day, the snack bar offers a variety of gourmet creations and global tapas to eat in or take away. Inside or outside next to the Garonne, stop in for breakfast, lunch or a snack break with a large range of homemade bread. Eight wines will be available by the glass, with the list changing weekly.

Latitude20 is managed by the Arom group run by Didier Oudin, in association with Régis Deltil and Christian Messaris.

Latitude20 invites you to travel and discover. The 20th parallel of latitude conjures up an image of New World wines, extreme vineyards venturing between the 20th parallel north and south. Wines from such places as Bali, India, Madagascar, Ethiopia, Brazil and Tahiti will be available to discover in these restaurant areas and the Latitude20 wine cellar. In addition to its clear wine reference, the number 20 also suggests the 2.0 nature of the space.

Vitra

Patron of the furniture at La Cité du Vin

Vitra, a Swiss creator and manufacturer, offers a subtle mix of contemporary and reedition furniture for offices, public spaces, homes and shops.

Vitra operates worldwide and develops the classic collections of Charles & Ray Eames, Jean Prouvé, George Nelson, Isamu Noguchi...as well as working with leading contemporary designers such as Antonio Citterio, Ronan & Erwan Bouroullec, Jasper Morrison, Arik Levy, Barber&Osgerby....

The Vitra production site is located in Weil-am-Rhein, near Basel, in a remarkable architectural park. The buildings by Nicholas Grimshaw, Frank Gehry, Tadao Ando, Zaha Hadid, Alvaro Siza, SANAA, and Herzog & de Meuron, constitute a part of our corporate culture, founded on high principles of creativity and innovation.

As an active promoter of design and architectural culture, Vitra has always committed to investments in cultural institutions. For this reason, Vitra France has become a patron of institutions whose philosophy and general interest are common to Vitra's engagement to improving conditions of life.

VISUEL
© Vitra



Atelier16-architectures

Laurent Karst, creator of custom furniture

Atelier16-architectures designed and produced the interiors of the shopping areas in La Cité du Vin: the Boutique, the catering areas, the wine store Latitude20, and the panoramic restaurant Le7. The interior design of these spaces, by architect and designer Laurent Karst, is accompanied by the specific custom design of the tables, chairs and light fixtures with French and foreign manufacturers.

Promenade and garden

→ The garden is split into four sections:

The front square: the stark contrast arising from the passage from nature to culture, wild to constructed, outside to inside is symbolised by the wild vines climbing the building's facade.

The ditch (natural drainage collecting and guiding rainwater) and embankment path

The large central grassland and its 'scenic windows' onto the opposite bank of the Garonne

The central courtyard and high-trained plants, an ancient method of vine cultivation

The visitor path is characterised by the use of ground materials which contrast with the plant environment: a wooden footbridge indicates the two entrances on the city and river sides, and an exposed concrete slab path follows the curve of the building, inviting visitors to head back to the banks of the Garonne. With a ditch running alongside, it continues to the spiral ramp heading up 10 metres which runs around the entire building and highlights the entrance area.

The entire southern facade is enlivened by terraces of La Cité du Vin's commercial spaces. These can be accessed from both the reception area and the garden, allowing walkers, tourists, and also locals and people working in the district to make easy use of this privileged setting. Benches in the wild garden offer visitors an opportunity to rest.

Pontoon on the river

The history of Bordeaux and its wine is closely linked to the river. La Cité du Vin's iconic location next to the Garonne further strengthens its interaction with the city centre and vineyards thanks to a 90-metre pontoon secured to the river bank beside the building. It allows pleasure boaters to tie up closer to La Cité du Vin, as well as establishing water shuttles to enable visitors to travel to vineyards along the river. It is the ninth project implemented by the City of Bordeaux in the Port of the Moon since the 2000s, and encourages a gentle, environmentally-friendly, historic mode of transport allowing the creation of combined land/water tourist routes.

To go further : *Wine Routes* information area, a gateway to wine tourism in Bordeaux and across the world

This information area on the ground floor allows visitors to find out about and book a vineyard visit, either nearby or in other regions across the world. They can visit Bordeaux's vineyards by shuttle bus, using their own means of transport, or along the river using one of the water shuttles from the La Cité du Vin dock. Wine Routes information area is run by Bordeaux Metropole tourism board.

DIGITAL TECHNOLOGY AT THE HEART OF LA CITÉ DU VIN



**ERIC
FOURNIER**

*Digital and Information
Systems Director of
the Foundation for
Wine Culture and
Civilisations*



At La Cité du Vin, our aim is to use digital technology for cultural mediation. Integrating cutting-edge technological innovations allows us to offer a unique visit experience tailored to the visitor's profile, and to make the site accessible to everyone.



Digital design

La Cité du Vin's digital dimension is based on a global digital scheme initiated by Cap Sciences and enhanced by the city of Bordeaux Directorate General for Digital and Information Systems.

The core principle of this scheme is to describe all of the functional needs relating to La Cité du Vin's activities as part of its cultural mediation mission, as well as for its internal management. These needs are translated into the digital technologies required firstly to install the scenography designed by London agency Casson Mann, and secondly to create the information system providing all the desired management functionality.

In addition, the information system serves to expand on visits to La Cité du Vin with a comprehensive website linked to multimedia publishing software.

Boost the experience through digital technology as a visit facilitator

The primary aim of digital technology in cultural mediation is to offer the best possible visit experience by adapting to the visitor's profile. One key principle was the guiding factor in incorporating digital technology into La Cité du Vin: it had to be invisible and accessible to all, particularly the less technically-oriented as well as people with visual, auditory or cognitive disabilities.

The digital dimension of cultural mediation to welcome and support visitors comes in three phases:

1 ~

Before the visit through discovering La Cité du Vin on its website, e-ticketing, and access to stocks of documents referenced by the Foundation for Wine Culture and Civilisations.

2 ~

During the visit in the permanent tour, multi-sensory room and temporary exhibition space, and through the personal hand-held guide (appendix 7).

3 ~

After the visit by accessing a travel diary in a personalised area of the website, charting the visit and suggesting ways to deepen knowledge on favourite topics.

La Cité du Vin's digital innovations

Innovations often make reference to 'new digital technologies'. Taken individually, the digital technologies used at La Cité du Vin already exist in some cultural mediation venues, as well as other industry sectors.

La Cité du Vin's innovation lies in having brought them together in a single place for a common purpose: to promote interactivity, offer an immersive experience, and make the cultural and living heritage of wine easily accessible to visitors.

The equipment of the permanent tour and the hand-held travel guide are two specific examples, detailed in appendix 7.

TICKET OPTIONS AND OPENING HOURS



**SOPHIE
LANGUILLAUME**

*Reception, Ticketing and
Store Manager for the
Foundation for Wine Culture
and Civilisations*



La Cité du Vin aims to provide visitors with a fluid, high-quality experience whilst also ensuring that it is accessible to the widest possible audience. This especially means services tailored to international visitors and business customers, and paying particular attention to families and handicapped individuals.



La Cité du Vin services

Entry to the building is free of charge. Only the tour areas (the permanent tour, belvedere and temporary exhibitions), workshops and auditorium require an entrance ticket.

→ La Cité du Vin's services can be divided into two major categories:

Services for the general public, whether individuals or groups: visits (permanent programme) and experiences (scheduled programme and service provision)

Services for companies and institutional organisations: private hire of spaces for events (conferences, seminars, product launches, gala dinners)

→ The services for the general public have three components:

Permanent programme: this consists of the permanent tour and access to the belvedere. Viewed as the heart of what La Cité du Vin has to offer, this ticket includes tasting a glass of wine on the belvedere.

Scheduled programme: made up of temporary exhibitions, cultural programming primarily in the auditorium, workshops, and overarching events which may be held in various La Cité du Vin spaces.

The temporary exhibitions, workshops and some scheduled programme events require a specific ticket, but many of the events held in the auditorium can be accessed with a permanent programme ticket.

Service provision: this consists of retail and non-retail services and spaces which can be accessed without a La Cité du Vin entrance ticket: restaurants, wine cellar, boutiques, reading room, terrace and landscaped garden, wine tourism information centre. All of these spaces offer free Wi-Fi access.

These three elements of La Cité du Vin's services can be accessed via three ticket levels.

Standard tickets

→ These provide access to the permanent programme or to a chosen scheduled programme:

The Permanent Tour and Belvedere ticket (date-stamped): visit to the permanent tour with the hand-held guide in eight languages, access to the high point of La Cité du Vin (the belvedere) with exceptional views of the city of Bordeaux and surrounding area, and tasting of a glass of wine from a selection of 20 global wines.

Full adult price: €20

The Permanent Tour and Belvedere open ticket (valid 1 year): this ticket grants visitors admission on the day of their choice and can be purchased directly at La Cité du Vin or at lacityduvin.com.

It grants the same access as the Permanent Tour and Belvedere date-stamped ticket.

Full adult price: €25

The CityPass issued by the Tourist Office grants access to the permanent tour and belvedere before 12.00 noon.

The family pack: this pack grants the same access as the Permanent Tour and Belvedere ticket for 2 adults and 2 to 4 young people (from 6 to 17 years).

Full price: €50

'Guest Wine Region' temporary exhibition ticket: grants access to the temporary exhibition.

Full adult price: €4

Guided tour ticket: 'La Cité du Vin, spotlight on architecture'

Single rate: €8

Guided tour of the temporary exhibition and tasting of Georgian wine

Single rate: €6

Workshop ticket (adult, junior and family): nine themes each offering a variety of tasting experiences, such as the multi-sensory experience.

Full adult price: from €15 - Junior €9 - Family (one adult and one child) €17

Cultural event ticket: provides access to a scheduled event in the auditorium or in one of the spaces of La Cité du Vin.

Programming and prices available online at lacityduvin.com

Combined tickets

Access to the *Georgia, cradle of viticulture* temporary exhibition is included in the Permanent Tour and Belvedere ticket (dated or 1-year open) for the duration of the exhibition.

The Permanent Tour and Belvedere ticket can be combined with several activities at reduced rates: workshops and guided tours.

Membership

Annual pass: This nominative pass with ID photo, designed for one or two people (solo or duo pass), grants unlimited admission to the permanent tour and the temporary exhibitions (entry without queuing from the second visit). Annual pass holders are also entitled to reduced rates throughout La Cité du Vin: 20% off the cultural programme, 10% off Boutique items (except books), special rates at the Latitude20 snack bar, brasserie and cellar and the Le7 panoramic restaurant.

In addition, those accompanying the annual pass holder can also benefit from a 10% discount on the exhibition areas (permanent tour and temporary exhibition) (up to 4 people per visit).

Adult solo annual pass: €48

Adult duo annual pass: €84.50

Single tickets and passes can be purchased online at lacityduvin.com.

E-tickets grant entry without queuing.

The Friend's Card: This membership has all the benefits of the annual pass, as well as invitations to private events at La Cité du Vin (exhibition openings...)

The Friend's Card can be obtained for donations starting at €250.

The Benefactor's Card: This membership entitles the holder and the guest of his choice to all the benefits of the Friend's Card.

The Benefactor's Card can be obtained for donations starting at €1,000.

Public opening hours

Opening times valid from July to December 2017

From 1st July to 31 August 2017: daily from 9.30am to 7.30pm

From 1st September to 31 December 2017:

- week days from 10.00am to 6.00pm

- weekends, public holidays and school holidays from 11.00am to 7.00pm

Services for companies and institution organisations

Many of the spaces in La Cité du Vin can be hired privately for corporate or institutional events.

The Thomas Jefferson Auditorium (250 seats), equipped with a control room and interpretation booths, and the belvedere (capacity of 200), 35 metres in the air with exceptional views of the city and the Garonne, are the core private hire areas.

Other available areas include the modular reception rooms, with a total capacity of 250, hall 2 (capacity 500 people for a cocktail reception) with terrace access, and various meeting rooms holding between 12 and 70 people.

La Cité du Vin's added value in the corporate events segment lies in its ability to offer unique additional experiences: private hire of the permanent tour, tasting workshops, and private tours of the temporary exhibition.

APPENDICES



APPENDIX 1

INVESTMENT /FINANCIAL OVERVIEW

INVESTMENT	AMOUNT IN € EXCL. VAT
Construction	55 872 484
Building construction	47 668 437
Main structure	29 018 085
Technical work packages	8 721 233
Finishing work packages	9 929 119
Outdoor facilities and landscaping	1 620 254
Scenography	6 583 793
PROJECT MANAGEMENT FEES	8 162 510
SUB-TOTAL CONSTRUCTION AND PROJECT MANAGEMENT	64 034 993
Other charges and insurance	3 566 183
Land	4 063 619
Audiovisual and multimedia production	4 882 421
specific facilities and it system	3 781 861
TOTAL COST OF OPERATION without financial provisions	80 329 076
Financial provisions (on delivery date)	813 888
Price revision	813 888
TOTAL PRE-TAX COST (ON DELIVERY DATE)	81 142 964

APPENDIX 2

THE PATRONS OF THE CULTURAL SEASON OF LA CITÉ DU VIN

"Millésime d'Exception" Patrons

Bellot SA
Cap Ingelec
Clarence and Anne Dillon Trust
Fondation d'entreprise Philippine de Rothschild
Keolis Bordeaux Métropole

"Millésime Remarquable" Patrons

Château de Ferrand
The Dillon Fund
Pictet
Vinci Construction France

"Grand Millésime" Patrons

Crédit Agricole d'Aquitaine
Monblanc Traiteur
Coveris
France Boissons

"Millésime" Patrons

Altran
Brinks
Château Gruaud Larose
Eloge
FC Girondins de Bordeaux
Union Bordeaux Bègles
Villa Primrose
Union des Grands Crus de Bordeaux
Vinexpo

PHOTO
©Photos Anaka



APPENDIX 2

LA CITÉ DU VIN BUILDER PATRONS

Builder of honour

American Friends of La Cité du Vin
Banque Populaire Aquitaine Centre Atlantique
Crédit Agricole
Domaine Clarence Dillon
Les Cinq Premiers Grands Crus Classés Médoc et Graves
Petrus
Union des Grands Crus de Bordeaux

Major builder

Bernard Magrez Grands Vignobles
Castel - Barton & Guestier
Château Angélys
Château Cheval Blanc
- Château d'Yquem
Château Haut-Bailly
Groupe Edmond de Rothschild
Millésima - Lucien Bernard
- Domaine de Chevalier - Sobovi
Vinexpo

Special builder

Château Bellevue Cordon
- Château La Haye
Château Canon - Château
Rauzan-Ségla - Château Ulysse
Cazabonne
Château Cos d'Estournel
Château d'Issan
- Château Pédesclaux
- Château Lilian Ladouys
Château Lascombes
Château Montrose
Château Pavie

Cheval Quancard
Depack Design Artkitecture
Commerciale
Diam - Tonnellerie Seguin Moreau
Groupe Apicil - Mutuelle Intégrance
Les Vignerons Coopérateurs
d'Aquitaine
Tonnellerie Demptos
- Tonnellerie Radoux
Verallia
Vinadéis - Cordier Mestrezat
Vinci Construction France
Yvon Mau

Builder

AdVini
Almaviva
Association de Grands Crus
Classés de Saint-Emilion
Barrière Frères
Benoit Valérie Calvet
Beyerman
Bordeaux Métropole
Aménagement
Bordeaux Vins Sélection
Borie-Manoux
Bourrasé Liège
Caisserie du Bazadais
Château d'Armailhac
Château Beychevelle
Château Brane-Cantenac
Château Calon Ségur
Château Clerc Milon
Château Clinet
Château de Fieuzal
Château Fonplégade
Château Kirwan
Château Lagrange
Château Léoville Barton

Château Lynch-Bages
Château Pichon Longueville
Comtesse de Lalande
Château Saint-Pierre
Château Sociando-Mallet
Cheops Technology
Construction Navale Bordeaux
Congrès et Expositions
de Bordeaux
Dartess
Distillerie Douence
Dourthe
Dubos Frères
EDF
Fidal
Filhet-Allard
Fondation d'entreprise Engie
Groupama Centre Atlantique
H & A Location
Joanne
Laffort
L.D. Vins
Louis Vialard
Maison Bouey
Mouton Cadet
Nadalié Tonnellerie
Nath Johnston et Fils
Sodibor La Cave Caudéran Ferry
Syndicat Régional des Courtiers en
Vins de Bordeaux
The Wine Merchant
Vitra

APPENDIX 3

LA CITÉ DU VIN PARTNERS

Official partners

Air France / Chef & Sommelier / France 3 Nouvelle
Aquitaine / Gant / Kedge Business School

Partners

Abatilles / Barco / France Bleu Gironde / Vallée verte

Partner winegrowing organisations

La Cité du Vin aims to show the wealth and diversity of the winegrowing world, and invites you to enjoy a unique journey through the great variety which the world's wines have to offer. This immersion could not have been achieved without the involvement of the many bodies, inter-branch organisations, chambers of commerce and regional associations which have joined forces with La Cité du Vin through partnerships based on winegrowing countries and regions across the world.

The wines produced by these numerous partners will be among the selections available as part of the Belvedere tasting and during tasting workshops. A selection of books and publications from our winegrowing partners will also be available in the reading room.

Gold partners

Austria - Austrian Wine
Chile - Wines of Chile
France - Bordeaux - Conseil Interprofessionnel des Vins de Bordeaux
France - Bourgogne - Bureau Interprofessionnel des Vins de Bourgogne
France - Roussillon - Conseil Interprofessionnel des Vins du Roussillon
France - Sud-Ouest - Vins du Sud-Ouest
Mexique - Consejo Mexicano Vitivinícola
Moldova - Wine of Moldova
Portugal - Wines of Portugal
South Africa - Wines of South Africa
Spain - ICEX (España Exportación e Inversiones) & CE-CRV (Conferencia Española de Consejos Reguladores Vitivinícolas)

Amber partners

Algeria - Associations des producteurs algériens de boisson
Argentina - Wines of Argentina
China- Régions of Ningxia
Croatia - Croatian Chamber of Economy
France - Alsace - Conseil Interprofessionnel des Vins d'Alsace
France - Corsica - Conseil Interprofessionnel des Vins de Corse
France - Pays d'Oc - Interprofession des Vins Pays d'Oc
France - Provence - Conseil Interprofessionnel des Vins de Provence
Georgia - Wines of Georgia
Germany - Deutsches Weininstitut
Greece - Crete - Wines of Crete
Greece - Greek Winemakers Federation
Italy - Consorzio Tutela del vino Conegliano Valdobbiadene Prosecco
Turkey - Wines of Turkey

Carmine partners

Armenia - Vineyards of Armenia
Australia - Primary Industries and Regions South Australia
Belgium - Association des vignerons de Wallonie et de Flandres
Brasil - Wines of Brasil - IBRAVIN
Canada - Canadian Vintners
Cyprus - Evinos Cyprus Wine Association
France - Châteauneuf-du-Pape - Fédération des Syndicats de Producteurs de Châteauneuf-du-Pape
France - Savoie - Conseil Interprofessionnel des Vins de Savoie
Lebanon - Union Viticole du Liban
Luxembourg - Fonds de solidarité viticole
Poland - Chambre de Commerces et d'Industrie Polonaise en France
Russia - 'Viticulteurs et Vinificateurs' self-regulatory organization
Serbia - Union of Producers of Wine of Sumadija regions
Slovakia - Slovakian Embassy in Paris
Slovenia - The Association of Slovenian wineries and wine exporters
Switzerland - Swiss Wine - SWEA
Uruguay - Wines of Uruguay

ANNEXE 4

CULTURAL STEERING COMMITTEE

Foundation College



**His Royal Highness
Prince Robert of
Luxembourg**
President of the Cultural
Steering Committee



Sylvie Cazes
President of the
Foundation



Jocelyne Perard
Member of the Board
of Directors - College of
Qualified Specialists



**Jean-Claude
Berrouet**
Member of the Board
of Directors - College of
Qualified Specialists

Collège Personnalités Qualifiées



Jean-Robert Pitte
Professor of Geography,
Honorary President of
University of Paris-Sor-
bonne (Paris IV), Pre-
sident of the Société de
Géographie.



**Françoise
Hache-Bissette**
Professor of
Communication and
Information Sciences
of the University of
Versailles Saint-Quentin-
en-Yvelines.



Denis Dubourdieu
(1949-2016)
Agricultural Engineer,
Professor of Oenology
at the University of
Bordeaux, Director of
the ISVV (Institute of
Vine and Wine Sciences).



Jeannie Cho Lee
Expert, Master of Wine,
Journalist, Writer, Certified
Wine Educator

Collège Personnalités Culture



Vincent Pomarède
Cultural Heritage Curator
and Department Director
at the Louvre museum
from 2003 to 2014. Since
2014, he has served
as Director of Cultural
Programming and
Outreach at the Louvre
museum



Nathalie Bondil
Holds both French and
Canadian citizenship
and has been Director
and Chief Curator of the
Montreal Museum of Fine
Arts since 2007



Jean-Yves Marin
Director of the Geneva
Museums of Art and
History



Joji Hattori
Maestro violinist and
conductor

APPENDIX 5

SCIENTIFIC AND CULTURAL COMMITTEE

A solid scientific base for the philosophy and architecture of the permanent tour

La Cité du Vin draws on expertise from numerous partners and is a member of various national and international networks for cultural and scientific exchange. Whilst the venue prioritises experience, sharing and accessibility for as many people as possible, the content distributed and offered to all visitors as part of the permanent tour is built on a solid scientific base.

The philosophy and architecture of the permanent tour were established in conjunction with a committee of around thirty people from the worlds of science and culture. This committee includes researchers and academics, as well as representatives from the publishing and media sectors.

Furthermore, we were able to build and enrich the content of the permanent tour thanks not only to the advice and contributions of the Scientific and Cultural Committee, but also to input from experts in a variety of disciplines as well as support from professionals in France and abroad.



Discover the permanent tour
p34-35

Members of the Scientific and Cultural Committee

Françoise Argod-Dutard
Professor of French language and literature - Bordeaux Montaigne University

Bruno Boidron
Director of Editions Féret

Robert Coustet
Art historian, professor emeritus - Bordeaux Montaigne University

Jacques Fanet
Agricultural engineer, former deputy director of INAO, former director of the Syndicat des Coteaux du Languedoc

Michel Guillard
Photographer, co-founder and former director of the journal L'Amateur de Bordeaux

Sandrine Lavaud
University lecturer in medieval history - Bordeaux Montaigne University, president of the Centre d'Etude et de Recherche sur la Vigne et le Vin

Jean-Marc Orgogozo
Doctor of medicine & professor - CHU Pellegrin Bordeaux

Joël Rochard
Agricultural engineer, director of the IFVV's Champagne regional division

Hubert Sacy
Director General of the Canadian association Educ'Alcool

Marie-Christine Tarby-Maire
President of the association Vin & Société

Hélène Velasco
Professor of geography - Bordeaux Montaigne University

Jérôme Baudouin
Journalist at La Revue du Vin de France

Jean-Pierre Corbeau
Professor of sociology and head of the 'Wine Marketing' course - University of Tours

Nicolas de Baillencourt
Grand Chancellor of the Académie du Vin de Bordeaux

Michel Figeac
Professor of modern history - Bordeaux Montaigne University, director of the Centre d'Etude des Mondes Moderne et Contemporain

Yves Harte
Journalist, writer, editor in chief of Sud-Ouest

James Lawther
Master of Wine, independent consultant, writer and journalist

Jocelyne Perard
Professor of climatology, holder of the UNESCO Culture and Tradition of Wine chair - University of Burgundy

Xavier Rosan
Founder and editorial director of the journal Le Festin

Jacques Sargos
Art historian, writer, editor in Bordeaux

André Tchernia
Archaeologist, director of studies - School for Advanced Studies in the Social Sciences

Jean-Didier Vincent
Doctor of neurobiology, Institute member, professor emeritus at Paris-Sud University, president of ISW's scientific committee

Jean-Claude Berrouet
Oenologist, ampelologist, former cellar master for

Etablissements Moueix

Christian Coulon
Anthropologist, professor of political science, IEP Bordeaux

Denis Dubourdieu (1949-2016)
Agricultural engineer, professor of oenology, director of ISW

Gilbert Garrier
Professor emeritus of contemporary history, University Lumière-Lyon 2

Jean-Paul Kaufmann
Journalist, writer, former editor in chief of L'Amateur de Bordeaux and founder of L'Amateur de Cigare

Patrick McLeod
Doctor of medicine, president of the Institut Français du Goût

Jean-Robert Pitte
Professor of geography, honorary president of Paris-Sorbonne University, member of the Institut Français du Goût, president of the Société de Géographie

Philippe Roudie
Professor emeritus of geography at Bordeaux Montaigne University

Jean Saric
Doctor of medicine, professor at CHU Bordeaux

Amancio Tenaguiño y Cortazar
University lecturer in modern literature, founder and president of CEPDIVIN

APPENDIX 6

DIGITAL EQUIPMENT IN THE PERMANENT TOUR AND THE HAND-HELD GUIDE

The core of our digital equipment can be found within the permanent tour. This tour, made up of 19 modules, uses various pieces of equipment:

- More than fifty Barco video projectors
- Over a hundred Brightsign and Modulo-Pi video servers and players
- Nearly 200 screens
- A dozen audio players and around a hundred audio amplifiers serving nearly 200 loudspeakers
- More than twenty motion detection cameras
- Around forty aroma machines
- Nearly 300 infra-red detectors providing interactivity to a fleet of a thousand hand-held guides via around thirty super-hubs (gateway servers between the infra-red detectors and all the audiovisual and multimedia broadcasting equipment)
- Seven Medialon show controllers orchestrating and monitoring broadcasts

Spotlight on the hand-held guide, a key piece of tour equipment

The visitor experience begins upon entry to the permanent tour, when each visitor is given a hand-held guide.

To design the hand-held guide, the City of Bordeaux launched a process called a competitive dialogue involving numerous companies.

The competing companies proposed a series of prototypes gradually enabling the development and selection of a hand-held digital guide offering the following functionality:

→ A tour in eight languages

The La Cité du Vin permanent tour is fully translated into eight languages: French, English, German, Spanish, Italian, Dutch, Japanese and Chinese. Visitors are free to wander as they choose, taking advantage of simultaneous translation, perhaps of a film's dialogue with perfect lip sync (audio offset of under 20 milliseconds) or of another animation which is activated.

To enable visitors to follow the translation and take advantage of original dialogue and soundtracks, the hand-held guide offers a customised open headset that enables interactivity.

→ Tour commentary adapted for young audiences

The hand-held guide becomes a 'travel assistant' for the child holding it. It provides commentary of the topics being covered, suited to their age group and level of understanding.

→ Digital aids for the visually impaired and hard of hearing

To make the tour easier for disabled visitors to discover, the hand-held guide offers audio description functionality, and visual and text adaptations of dialogue and commentary to better support visitors with visual, auditory and cognitive disabilities.

→ After the visit

To continue the experience after the visit is over, the hand-held guide enables each visitor to create a travel diary throughout their tour, 'tagging' topics which particularly interest them. Visitors can then create a personalised area on the La Cité du Vin website and retrieve additional information about their visit once back at home.

→ A real concentration of technology and information to benefit the public

The hand-held guide, similar to a smartphone, is an essential element of the permanent tour. It was developed by German company Tonwelt.

Throughout the tour, the hand-held guide triggers animations via an optical process based on infra-red detectors or via a motion detection system based on cameras.

The number of hand-held guides being used in the permanent tour and the complex processing of signals from the infra-red detectors required the development of specific gateways between this equipment and the audiovisual and multimedia devices. These gateways primarily make use of CAN bus technology, commonly used in the automotive industry for its capacity for mass processing of signals from a variety of equipment.

Finally, the hand-held guide involved the development of a new 'open' headset with improved acoustic performance compared with what is usually provided in a museum environment, becoming the new flagship headset from Tonwelt.



PRESS CONTACTS

La Cité du Vin

Pauline Versace

T. +33 (0)5 47 50 06 73

+33 (0)7 68 33 39 29

p.versace@fondationccv.org

Agence Hémisphère Sud

Corinne Hennequin - Maitena Idiart

T. +33 (0)5 57 77 59 60

+33 (0)6 37 04 78 65

m.idiart@agencehemispheresud.com

OFFICIAL PARTNERS OF LA CITÉ DU VIN

AIRFRANCE



GANT

KEDGE
BUSINESS SCHOOL

CO-FUNDER OF LA CITÉ DU VIN

Owner :

The construction of La Cité du Vin has been co-financed by :



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pour la culture
et les civilisations du vin

1, esplanade de Pontac
33300 Bordeaux
Tel : 05 56 16 20 20
laciteduvin.com