

PRESS PACK

APRIL 2016



La Cité du Vin
un monde de 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*

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

The La Cité du Vin building is owned by the city of Bordeaux.

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).

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 and 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 a very wide range of materials of all kinds 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.

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

→ Key figures

In the construction/design phase:

- 3 years of work, employing nearly 50 companies
- 19% privately funded
- More than €36M of economic activity (more than €12M a year over three years)
- 685 annualised FTE (full-time equivalent) jobs, or 225 positions over three years

In the operational phase:

- No public funding for operation
- Opening to the public on 1 June 2016
- 450,000 visitors expected every year
- Around €38M of economic activity every year at cruising speed
- 750 permanent jobs at cruising speed, including 250 direct jobs

ORIGINS, ACTIVITIES AND PRIORITIES



SYLVIE CAZES

President of the Fondation pour la Culture et les Civilisations du Vin

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 2009, the La Cité du Vin Pre-Launch Association – chaired by Sylvie Cazès 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 Fondation pour la Culture et les Civilisations du Vin which will be operating La Cité du Vin and handling its development and promotion.

Governance

The Fondation pour la Culture et les Civilisations du Vin 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 80 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%).

Once La Cité du Vin is open, its running costs will be 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%.

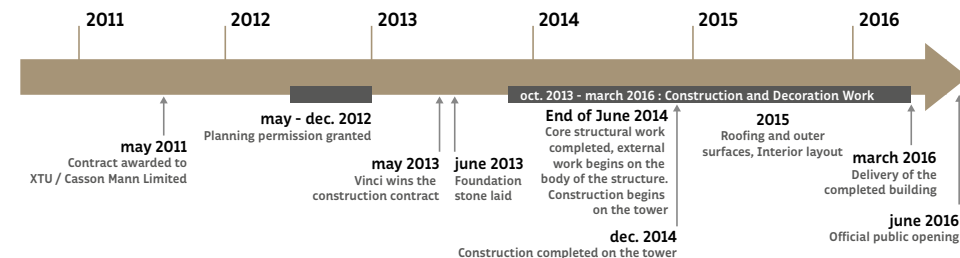
Average final investment in similar sites is €200M, compared with just €81M for La Cité du Vin.

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 FOR WINE CULTURE AND CIVILISATIONS: THE OPERATOR OF LA CITÉ DU VIN



The La Cité du Vin building is owned by the city of Bordeaux, which has commissioned the Fondation pour la Culture et les Civilisations du Vin to run it.



**PHILIPPE
MASSOL**

*Managing Director
of the Fondation
pour la Culture et les
Civilisations du Vin
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 Fondation pour la Culture et les Civilisations du Vin (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 Fondation pour la Culture et les Civilisations du Vin 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 Fondation pour la Culture et les Civilisations du Vin, 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.

American Friends of La Cité du Vin

This charitable structure is the American twin of La Cité du Vin's French endowment fund. American Friends of La Cité du Vin was officially recognised as a charitable organisation by the US government on 31 July 2014. Chaired by Robert G. Wilmers, President of M&T Bank Corporation and owner of Château Haut-Bailly, and George Sape, attorney and partner at Epstein, Becker and Green and a former Grand Master of the New York branch of the Commanderie de Bordeaux, American Friends of La Cité du Vin is committed to promoting wine culture, raising the profile of La Cité du Vin in the United States and collecting donations from American supporters. The society's first fundraiser was held at UN headquarters in New York on 30 April 2015, followed by a grand dinner at the French Consulate in New York on 29 November 2015.

Various events are planned for 2016, including a one-off auction event is being organised on 27 April at Sotheby's in New York. The American Friends of La Cité du Vin, under the patronage of Prince Robert of Luxembourg is organising a gala dinner and auction of wines and unique experiences in Bordeaux chateaus to aid the construction of La Cité du Vin's Thomas Jefferson Auditorium.

[For further information or to book, please contact: afccv2016@gmail.com](mailto:afccv2016@gmail.com)

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.

PATRONAGE



GÉRALDINE CLERC

Patronage Manager for the Fondation pour la Culture et les Civilisations du Vin

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

A listed charitable organisation

La Cité du Vin was constructed thanks to an original public and private partnership combining public funding with patronage. An accredited charitable organisation by Ministerial Decree since 11 December 2014, the Fondation pour la Culture et Les Civilisations du Vin (the foundation running La Cité du Vin) is therefore eligible for a patronage scheme. This is the method by which the Fondation pour la Culture et les Civilisations du Vin can collect donations from companies and individuals.

Step 1: 2011 to 2015, Builder Patrons

La Cité du Vin and its permanent tour, belvedere, auditorium, reading room, tasting workshops, exhibition and reception areas, large circular staircase, landscaped gardens and full accessibility in all areas could not have been completed without generous financial contributions from its Builder patrons, beginning in 2011 before construction work had even begun.

Private patronage funded 19% of La Cité du Vin's construction costs.

The list of Builder patrons is available in appendix 1.



PHOTO
Pierre Arditi

Step 2: Creation of the La Cité du Vin Circle of Friends and the Circle of Corporate Patrons

La Cité du Vin's operating costs are fully funded by its own resources and private financing from patronage: an economic model unique in the history of French cultural institutions.

The Circle of Friends and the Circle of Corporate Patrons were created to support cultural programming at this iconic site. Individuals and companies can support La Cité du Vin's cultural programme by joining the Circle of Friends (for individuals) or the Circle of Corporate Patrons. These donations help to fund La Cité du Vin's cultural programme and introduce the widest possible audience to the thousand-year-old culture of wine, demystifying it, helping to protect it and passing on this intangible, universal heritage.

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 Limited. 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 Limited, 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 by XTU

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.

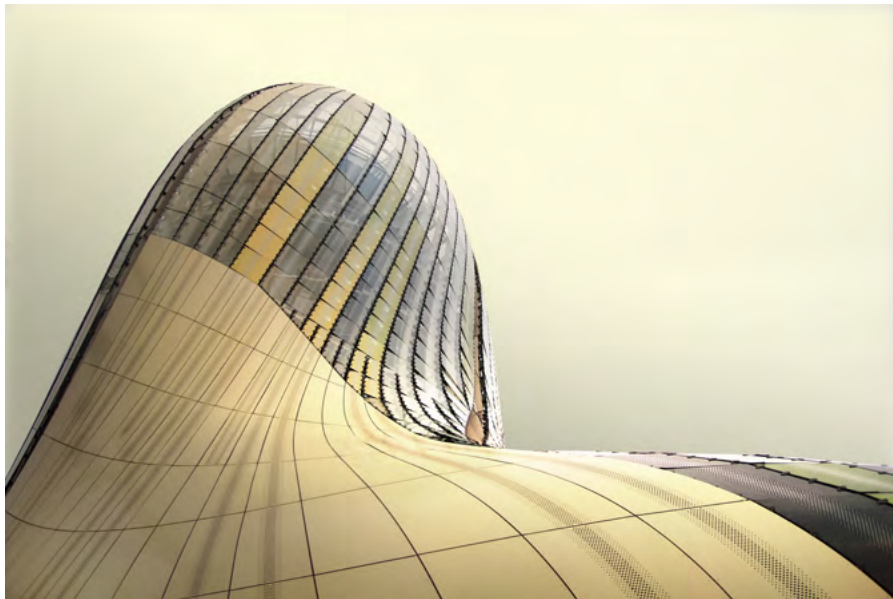


PHOTO
La Cité du Vin ©XTU/
Paul Desmazières

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.

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.



PHOTO
La Cité du Vin ©XTU/
Patrick Tourneboeuf

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 LIMITED



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 Limited 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."

PHOTO
Permanent tour
© Casson Mann



L'agence Casson Mann Limited

Casson Mann Limited is a UK company specialising in exhibition, museum and interior design. Formed in 1984 by Dinah Casson and Roger Mann, since 1994 the practice has focused primarily on work in museums: permanent galleries, temporary and touring exhibitions (Vic-

toria & Albert Museum, Design Museum, Natural History Museum, Imperial War Museum), multi-media installations, masterplans, interpretive strategies, and even entire museums (Great North Museum in Newcastle). Dinah Casson and Roger Mann were named Royal Designers for Industry in 2007. In September 2012 the practice was honoured at the D&AD awards ceremony for ranking in the top 10 most awarded design studios of the last 50 years. "Our expertise lies at the forefront of visitor-focussed thinking: transforming places and stories into spatial experiences", in Dinah Casson and Roger Mann's own words. More recently, Casson Mann Limited has begun working with international clients in Philadelphia, Moscow, the United Arab Emirates, Italy and now Bordeaux.

On November 25th 2015, Dinah Casson, co-founder of Casson Mann has 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
Bassins à flot
© Philippe Caumes

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

LA CITÉ DU VIN A PLACE TO VISIT



CULTURAL SERVICES



**LAURENCE
CHESNEAU-DUPIN**

*Heritage Curator and Cultural
Director of the 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. La Cité du Vin is unique: there is currently no other museum in the world on this scale dedicated to wine civilisation as a universal, cultural, symbolic phenomenon.

THE PERMANENT TOUR



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 is structured around an array of different experiences: sometimes visitors will be standing, interacting directly with the e-vine or Meet the Experts, at other times they will be seated, or ushered All Aboard a ship for a voyage across the oceans and through the ages, and at certain moments they will need to be almost horizontal to marvel at the stary projections of artworks illustrating the theme of Bacchus and Venus.

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 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.

The hand-held guide is dealt with in greater detail in appendix 3.



PHOTO

© Casson Mann Limited

1 World tour of the vineyards

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 Wine Planets

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 Table of terroirs

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-vines

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 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 by the waterside

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

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.

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.

10 Wall of trends

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.

11 5 Senses buffet

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.

12 The Banquet of illustrious figures

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.

13 Bacchus and Vénus

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.

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.

15 Wine and excess

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.

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.

17 Private meeting with 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!

18 When wine reshapes Bordeaux

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.

19 The great saga of Bordeaux

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

TEMPORARY EXHIBITIONS



The temporary exhibitions are one of the treasures of La Cité du Vin's cultural programme. There are three a year: two major exhibitions and a guest wine region.

Running for three months in the autumn and spring, the major exhibitions tackle a specific topic from the world of wine and its civilisations, bringing together a variety of disciplines such as fine arts, design, photography, sculpture, cartoons, history and even ethnography.

During the summer season, the Fondation pour la Culture et les Civilisations du Vin provides a winemaking area (region or country) with an opportunity to present a cultural exhibition on its premises for a period of six weeks. The aim of these exhibitions is to introduce a tourist audience to a vineyard from a cultural and civilisation perspective with an original, unique display.

The exhibitions are produced entirely by the teams of the Fondation pour la Culture et les Civilisations du Vin and draw on the support of museums, libraries and private collectors in France and abroad. A commissioner is invited to design each exhibition, supported by a scientific committee of experts. A catalogue is published to accompany each exhibition.

Exhibitions for the inaugural season



© Isabelle Rozenbaum

1 JUNE 2016 TO 8 JANUARY 2017

Carte blanche for Isabelle Rozenbaum

To celebrate its opening, La Cité du Vin has given carte blanche to photographic artist Isabelle Rozenbaum. Through 80 photographic prints, she is presenting her view of the construction adventure over 36 months on the construction site.

From bare ground to first excavations, from office drawings to their implementation on site, Isabelle Rozenbaum has been able to sensitively capture every stage of the diligent work performed by the people responsible for creating this building. Her uncompromising aim was to capture the fleeting moments when materials are transformed under the combined action of people and machinery. Her shots display the transient, forgotten moments when the building was born of concrete, wood and steel contortion. Isabelle Rozenbaum's work reveals a world of sweat, vertigo, noise and fury that will leave you speechless.

Elytis editions are also publishing a fantastic book to accompany the exhibition. The publication offers an expanded version of the prints selected for La Cité du Vin.

16 MARCH TO 18 JUNE 2017

To the café! Bar poetry from Manet to Picasso [provisional title]

Containing around a hundred works, the aim of this exhibition is to highlight the essential role played by cafés, convivial spaces, in creation and society from the 18th century onwards. At times leaving France behind for the rest of Europe and the USA, combining traditional media with photography and cinema, it celebrates the living, fertile links between the world of the arts and the world of the café.

This topic, depicted by Boilly and Daumier, was picked up again in the 1860s and 1870s as it met the expectations of the modernity defined by Baudelaire and his generation. Whether luxury establishments or the 'assommoirs' ('drinking dens') made famous by Zola, each place had its own spirit and imposed it on artists. The subject is tackled by each of the 20th century's sensibilities, from cubist and fauvist realism to surrealism. Finally exploring the broad range of situations created by cafés, from solitary drinker to

pick-up scenes, from melancholic withdrawal to identity affirmation, from male exclusivity to female advocacy, the exhibition also examines what artists were trying to say about themselves and their time. From section to section, the mobile geography of these urban enclaves - open to all our dreams and all our encounters - leads the visitor back to themselves.

A scientific committee was formed for this project, consisting of leading names in their fields: Jean Clair, of the Académie Française, general heritage curator; Stéphane Guégan, historian and art critic; Pascal Ory, associate professor and doctor of history at Paris-I-Panthéon-Sorbonne University; Philippe Sollers, author; Jean-Didier Vincent, Institute member, emeritus professor at the Paris-XI University, member of the Académie des Vins de France. Laurence Chesneau-Dupin, the Foundation's Heritage Curator and Cultural Director, is serving as the general commissioner.

DU 13 JUILLET
AU 3 SEPTEMBRE 2017

Georgia - a cradle of winemaking [provisional title]



© Georgian National Museum

The first guest wine region will be Georgia, one of the cradles of wine culture.

Supported by the State of Georgia and its national museums, visitors can enjoy a 'guest wine region' exhibition devoted to Georgia, together with a cultural and scientific programme and associated tasting workshops.

BELVEDERE



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



PHOTO
© Casson Mann

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 range of grape juices 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.

LA CITÉ DU VIN A PLACE TO EXPERIENCE

3

CULTURAL PROGRAMME



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

Once upon a time there was La Cité du Vin #1

→ Different perspectives

SATURDAY 11 JUNE,
3 P.M.

From project genesis to building construction, the history of La Cité du Vin is one of a shared human adventure begun nearly nine years ago. It was late summer 2007..

With Anouk Legendre and Nicolas Desmazières of XTU Architects, Cultural Director of the Fondation pour la Culture et les Civilisations du Vin Laurence Chesneau-Dupin, and Philippe Massol, the Foundation's Director General.

Once upon a time there was La Cité du Vin #2

→ Different perspectives

SUNDAY 12 JUNE,
3 P.M.

For La Cité du Vin, the scenographers of Casson Mann Limited 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.

With Laurence Chesneau-Dupin (Cultural Director of the Fondation pour la Culture et les Civilisations du Vin), Dinah Casson (co-founder of Casson Mann Limited), Laure Cheung

(scenographer at Casson Mann Limited), Véronique Lemoine (Scientific Director of the Fondation pour la Culture et les Civilisations du Vin), Roger Mann (co-founder of Casson Mann Limited), and Gary Shelley (scenographer with Casson Mann Limited).

This event has simultaneous interpretation into French and English.

Carte Blanche for Isabelle Rozenbaum

→ An evening with

THURSDAY 16 JUNE,
6 P.M.

This evening with Isabelle Rozenbaum (photographer) and Xavier Mouginet (Elytis editor) retraces the history of a construction site which is exceptional in more ways than one.

This event will be followed by a book signing for the forthcoming La Cité Vin volume published by Elytis editions. A prestige edition of the book with a cover using the metal from La Cité du Vin's external shell will be presented to the public.

Fun with blending

→ Different perspectives

THURSDAY 23 JUNE,
7 P.M.

In partnership with the Aquitaine Regional Collection of Contemporary Art (FRAC Aqu-

itaine) and as part of the Bordeaux Wine Festival from 23 to 26 June 2016, this is a companion event to the 'Pure Grape Criticism' exhibition devoted to the artist Nicolas Boulard on display at FRAC Aquitaine from 19 May to 17 September 2016.

With Nicolas Boulard, contemporary artist, and Stéphane Derenoncourt, wine consultant. Discussion led by Dominique Hutin, journalist and wine commentator on the France Inter programme 'On Va Déguster'. The event will be followed by a wine tasting with Stéphane Derenoncourt and a book signing of 'Wine on Tour: Derenoncourt, a Man, a Group', a 200-page volume published by Epure editions, written by journalist Claire Brosse and embellished with photographs by Christophe Goussard.

Offside !

To celebrate Euro 2016, La Cité du Vin is taking part in 'Hors Jeu' ('Offside'), a multidisciplinary cultural event organised by the association Brev/Art. The aim of the project is to enhance and highlight the position of football in our society through events with personalities from the worlds of sport, media and culture.

From Saturday 11 June 2016 to Saturday 2 July 2016, the new Bordeaux stadium will play host to five Euro 2016 matches: four group matches and a quarter final. This is an opportunity to explore, present and taste wines from the countries involved in

the competition in Bordeaux, some of which have a rich wine culture and heritage which is not well known to the general public. A live broadcast of the five matches in the La Cité du Vin auditorium will be followed by tastings taking the form of a contest led by a sommelier, following the competition calendar.

Offside #1

SATURDAY 11 JUNE, 6 P.M.
WALES – SLOVAKIA

Offside #2

TUESDAY 14 JUNE, 6 P.M.
Austria – Hungary

Offside #3

SATURDAY 18 JUNE, 3 P.M.
Belgium – Republic of Ireland

Offside #4

TUESDAY 21 JUNE, 9 P.M.
Croatia – Spain

Offside #5

SATURDAY 2 JULY, 9 P.M.
Quarter final

Red card !

FRIDAY 24 JUNE,
6 P.M.

In addition, as part of the Europe UEFA 2016 Championship and in partnership with Brev'Art, La Cité du Vin is shining a spotlight on Girondins de Bordeaux, the world's top club when it comes to winemaking partnerships. Expect legendary stars of the classic Grand Crus vintages.

Screenings

Daily during the summer, La Cité du Vin will be offering public screenings of a wide variety of documentaries showing stunning aerial images of wine regions of the world. Thousands of images from all over the world will light up the auditorium's large cinema screen.

Without a warning!

→ Impromptu musical event

TUESDAY 21 JUNE,
ALL DAY

As part of the Music Festival, a trio of artists and an accordianist will open the festival and set La Cité du Vin ringing with music, tunes and songs about wine, wine and intoxication! The Toast from La Traviata, Donizetti's Elixir of Love, Offenbach's Parisian Life...

With Marco Avallone, tenor, Éléonore Lemaire, soprano and Jean-Christophe Brizard, baritone and accordianist.

The inaugural season calendar is available in appendix 2.

CULTURAL MEDIATION

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.

Various exploration options are on offer through activities for all, young and old, from novices to enlightened enthusiasts. Thanks to personal experimentation and the support of cultural mediators, everyone can experience the wealth of wine as intangible heritage.

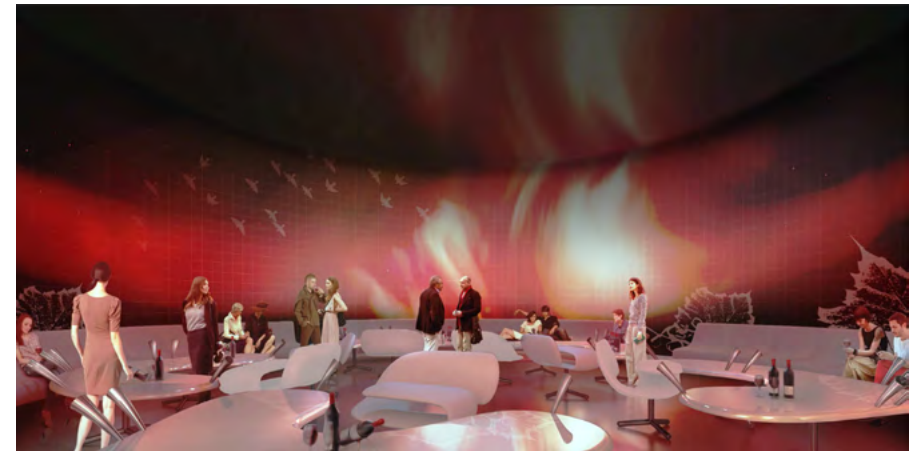


PHOTO
© XTU architects

The mediation services cover various topics to highlight wine's universal dimension (grape varieties of the world, wine through the ages) and cultural and heritage aspects (landscapes, legends, rites, wine and the arts), and to go beyond simple tasting (flavour, sensoriality).

→ From September 2016

Throughout the 2016-2017 season, the auditorium programming will focus on live performances and concerts, as well as offering direct broadcasts of major events.

Multidisciplinary programming (entertainment, films, plays, conferences, seminars and debates) will invite audiences to explore, discover and sample the full range of contemporary creation and scientific research speaking and acting in the world of wine's vast cultural sphere.

An opening banquet will be held on Wednesday 14 September 2016 to announce the 2016-2017 season in further detail. With patriotic songs and culinary delights, banquets are enjoying great success and once again becoming an opportunity for exchange and culture.

Workshops

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

Multi-sensory experience

1hr30

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.

In 2016: On a great journey into the heart of global markets, visitors test out a unique tasting experience and virtual food and wine pairings.

Discovery workshops

1hr00

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.

Wine and delicacies

1hr30

Wine and the table have a long history... Rarely seen separately, pairing them together delights the taste buds. A workshop for gourmets.

Prestige workshops

2hr00

A discovery tasting with a prestigious figure from the world of wine. Oenologist, top sommelier, Master of Wine, estate owner... Who will be next? A rare opportunity.

Curiosity workshops

1hr30

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

Junior workshops

2hr00

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

Family workshops

1h30

Activities to share and enjoy as a family!

Guided tours

→ La Cité du Vin, spotlight on architecture

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, with an exhibition of photography by artist Isabelle Rozenbaum.

Other mediated activities

→ Wake up, time for a siesta!

Every day during the summer holidays, visitors have an opportunity to enjoy a break. Immersed in a winemaking sound environment, they are invited to sleep in the shade of a cellar. What different types of siesta are there? How do they benefit the body? What do we know about brain activity during sleep?

Based on an original idea by the Cité des Sciences et de l'Industrie.

From September onwards

Guest workshops

1hr30

Artist, Michelin-starred chef, historian, scientist... Over to our guests! A variety of perspectives and disciplines, offering unique masterclasses: a truly rich programme.

Blending workshops

2hr00

Why do we blend grape varieties? This workshop provides the keys to discovering the expertise put to skilled use by oenologists all over the world.

A VIBRANT SPACE

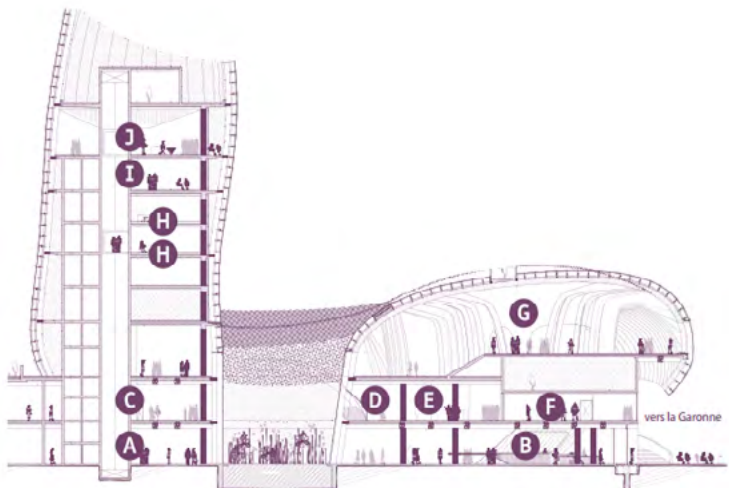


OLIVIER KOLLEK
Marketing and Commercial Director of the Fondation pour la Culture et les Civilisations du Vin

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.



- A** RECEPTION AND SHOPS
- B** WINE TOURISM CENTRE
- C** TEMPORARY EXHIBITIONS
- D** MULTI-SENSORY SPACE & WORKSHOPS
- E** READING ROOM
- F** AUDITORIUM
- G** PERMANENT TOUR
- H** ADMINISTRATION
- I** PANORAMIC RESTAURANT
- J** VIEWING PLATFORM

La Cité du Vin boutique



At the heart of La Cité du Vin, La boutique is a 250m² stylish space open to all. It highlights a selection of objects, books, limited edition items, gifts and souvenirs related to the world of wine to treat yourself or someone else.

Open to the outside thanks to large picture windows, La boutique can be accessed from both outdoors or from the La Cité du Vin hall. It incorporates the golden touches of the facade's identity through furnishings especially designed by an architect.

A truly wine-based store concept, La boutique offers a wide range of products from a variety of worlds suitable for all ages.

Some products are seasonal according to the time of year (key events and festivals), as well as news, temporary exhibitions and cultural programmes at La Cité du Vin.

Restaurant areas

Visitors have a wide range of restaurant options and a global wine cellar to choose from:

→ Restaurant Le 7: panoramic views and culinary discoveries



Up on the seventh floor, Nicolas Lascombes pairs dishes made from seasonal regional produce featuring flavours of the world with wines from 50 producing countries, offering 500 bottles on the wine list. Half of the selection will come from wine regions of the world, but Bordeaux

is not forgotten with the 'Musts', 25 icons and legendary bottles from its vineyards. The restaurant seats 70 inside and 40 outside, with exceptional views of the Port of the Moon and the city of Bordeaux.

Monday to Saturday the restaurant also offers express cookery courses (30 minutes) with the chef and a daily pairing with the sommelier.

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



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.

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.

Reading room

A key stop on any visit to La Cité du Vin, the reading room is a free area open to all, offering a broad selection of literary, historic, artistic and even anthropological works relating to the world of wine.

This original place of discovery and relaxation invites you to explore the greatest authors, manga and cartoon heroes, or great scientists who make up the history and current day of the world of wine. La Cité du Vin's document library is open to all with more than 1,200 key works in five different languages for reference use (books, films, multimedia on physical or digital devices)

Outside areas ideal for relaxing, like a gateway to the destination and to vineyards

The area surrounding La Cité du Vin is a living, welcoming, environmentally-friendly space. At La Cité du Vin, various criteria naturally guided the project towards a wild garden: its location within a 'Natura 2000' zone, architecture firm XTU's desire to integrate the building within a homogenous whole, and the inspiration stemming from vine cultivation's wild origins.

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 Fondation
pour la Culture et les
Civilisations du Vin*

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 (from April 2016), and access to stocks of documents referenced by the Fondation pour la Culture et les Civilisations du Vin.

2 ~

During the visit in the permanent tour, multi-sensory room and temporary exhibition space, and through the personal hand-held guide (appendix 3).

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 3.

TICKET OPTIONS AND OPENING HOURS



**SOPHIE
LANGUILLAUME**

*Reception, Ticketing
and Store Manager
for the Fondation
pour la Culture et les
Civilisations du Vin*

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:

La Cité du Vin ticket: 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 on the belvedere from a selection of 20 global wines. Full adult price: €20

Temporary exhibition ticket (from 2017): provides access to the temporary exhibition. Full adult price: €8

Workshop ticket: nine themes each offering a variety of tasting experiences, such as the multi-sensory experience. Full adult price: from €15

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 to be confirmed.

Passes (names are provisional)

These combine a La Cité du Vin ticket with one of the standard temporary exhibition or workshop tickets. Visitors who buy a pass can take advantage of a reduced price.

Discovery pass (from 2017) : La Cité du Vin ticket and temporary exhibition ticket. Full adult price: €24

Explorer pass : La Cité du Vin ticket and workshop ticket. Full adult price: from €32

Annual season ticket

Tied to a specific person and designed for an individual or for two people in duo format, this ticket provides unlimited access to the permanent tour and to some events of the scheduled programme for a year from the date of its first use.

It also gives the bearer special privileges and benefits in La Cité du Vin's service areas: the boutique, panoramic restaurant Le 7, and Latitude20 (snack bar and cellar).

In addition, annual season ticket holders can take advantage of reduced prices on La Cité du Vin tickets for accompanying visitors.

- Solo annual season ticket, full adult price: €48
- Duo annual season ticket, full adult price: €84.50

Standard tickets and passes will be available to purchase online from April from the website www.laciteduvin.com. All e-tickets enable you to jump the queue.

Public opening hours

Opening hours apply June to December 2016 only.

1 June to 31 August :
open daily 9:30 a.m. to 7:30 p.m.

1 to 30 September :
Monday to Friday 9:30 a.m. to 7:00 p.m.; Saturday and Sunday 9:30 a.m. to 7:30 p.m.

1 to 31 October :
• School holidays: open daily 9:30 a.m. to 7:00 p.m.;
• School term time: open daily 10:00 a.m. to 6:30 p.m.

1 November to 31 December :
• School holidays: open daily 10:00 to 6:30 p.m.
• School term time: open daily 10:00 to 6:00 p.m.

Closed 25 December.

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, 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.

[To organise an event or discuss private hire of a space, contact Julie Marchive :](mailto:j.marchive@fondationccv.org)
j.marchive@fondationccv.org / 05 47 50 06 75

APPENDIX 1

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

Cheval Quancard
Depack Design Artckitecture 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

Château de Fieuzal
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

Major builder

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

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
Bourrassé Liège
Caisserie du Bazadais
Château Angélus
Château d'Armailhac
Château Beychevelle
Château Brane-Cantenac
Château Calon Ségur
Château Clerc Milon
Château Clinet

Distillerie Douence
Dourthe
Dubos Frères
EDF
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

Special builder

Château Bellevue Cardon
- Château La Haye
Château Cos d'Estournel
Château d'Issan
- Château Pédesclaux
- Château Lilian Ladouys
Château Lascombes
Château Montrose
Château Pavie

APPENDIX 2

INAUGURAL SEASON CALENDAR



JUNE

DAILY

11h / 14h / 16h

Documentary film screenings

12

3 p.m.

Once upon a time there was La Cité du Vin #2

18

3 p.m.

Offside #3 :
Belgium – Republic of Ireland

23

7 p.m.

Fun with blending

11

11 a.m., 2 p.m., 4 p.m.

Once upon a time there was La Cité du Vin #1

3 p.m.

Offside #1 :
Wales – Slovakia

14

6 p.m.

Offside #2 :
Austria – Hungary

21

9 p.m.

Offside #4 :
Croatia – Spain

All day

Without warning!

24

6 p.m.

Red card!

16

6 p.m.

Images from the construction site

JUILLET

DAILY

11 a.m., 2 p.m., 4 p.m.

Documentary film screenings

02

9 p.m.

Offside #5 :
quarter final

AOÛT

DAILY

11 a.m., 2 p.m., 4 p.m.

Documentary film screenings

SEPTEMBRE

14

7 p.m.

Opening banquet

APPENDIX 3

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.

APPENDIX 4

LA CITÉ DU VIN PARTNERS



Official partners

Air France / France 3 Aquitaine / Gant /
Chef & Sommelier

Partners

Barco / Kedge Business School

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

Argentina - Wines of Argentina
Croatia - Croatian Chamber of Economy
France - Alsace - Conseil Interprofessionnel des Vins d'Alsace
France - Provence - Conseil Interprofessionnel des Vins de Provence
Georgia - Wines of Georgia
Germany - Deutsches Weininstitut
Greece - Greek Winemakers Federation
Italy - Consorzio Tutela del vino Conegliano Valdobbiadene Prosecco

Carmine partners

Armenia - Vineyards of Armenia
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
Russia - 'Viticulteurs et Vinificateurs' self-regulatory organisation
Slovakia - Slovakian Consulate
Switzerland - Swiss Wine - SWEA

Others wine regions of the world will join the list of our partners very soon : Brazil, Canada, China (Ningxia region), Crete, Serbia, Italy, Japan (Koshu of Japan), New-Zealand, Romania, Slovenia, Uruguay, USA (Nappa Vintners, Washington State Wine)...

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