**Beat: Arts**

# La Cite du Vin - a unique place devoted to the cultures of wine

**Opening on June 1, 2016 in BORDEAUX**

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**USPA NEWS -** Was held a Press Conference with Alain Juppé, Mayor of Bordeaux and ex Minister of Foreign Affairs) on March 31 2016 regarding the opening of 'LA CITE DU VIN' which will be happening on June 1, 2016 in BORDEAUX. This city is already called 'unique placedevoted to the cultures of wines'...

Was held a Press Conference with Alain Juppé, Mayor of Bordeaux and ex Minister of Foreign Affairs) on March 31 2016 regarding the opening of 'LA CITE DU VIN' which will be happening on June 1, 2016 in BORDEAUX. This city is already called 'unique place devoted to the cultures of wines'. La Cité du Vin gives a different view of wine, across the world, across the ages, across all cultures and all civilisations.

The ambition of this Project is :

- To promote and share the cultural, universal and living heritage that is wine with the broadest possible audience.
- To focus on emotions, sensations and imagination.
- To pass on knowledge interactively, to experience things at one own pace, to learn according to one personal wishes.

At first sight, the architecture of the building certainly makes an impact. Comprising more than 13,350m2 spread over ten levels and reaching a height of 55 metres, La Cité du Vin invites you to step in and explore.

The bold architectural design by architects Anouk Legendre and Nicolas Desmazières from “˜XTU architects' is impressive for its shape and audacious curves, as well as its ever-changing reflections depending on the season, the day or the time. Located at the heart of the Bordeaux wine region, in the city itself, La Cité du Vin is an international showcase and an open door onto the world´s vineyards.

THE PERMANENT TOUR :

There is no permanent collection, but a self-guided tour punctuated by 20 themed spaces explaining the culture of wine in an immersive, sensorial setting, with the final phase leading you up to the belvedere for a tasting of worldwide wines. This is an invitation on a journey through time and space to discover wine in its universal, heritage, civilisational and cultural dimensions. Senses on the alert, set off to discover wine, its imagery, its influence on world civilisations and regions through the millennia, particularly through history, geography, geology, oenology and the arts.

THE BELVEDERE :

Where you can take in a 360° view of the city: Bordeaux, capital of the Gironde, its Port de la Lune and, stretching out of sight, its vineyards and wine regions.

TEMPORARY EXHIBITIONS :

In an area of more than 700m2, La Cité du Vin will be organising two big temporary exhibitions each year on varying cultural and artistic themes, bringing together works of art from leading international museums and private collections. You can also journey to the heart of wine growing countries and regions of the world through original exhibitions: each year, a 'guest wine region' will spend the summer at La Cité du Vin to showcase its cultural wealth and its history.

THE THOMAS JEFFERSON AUDITORIUM (250 places) :

And the conference areas where you will find shows and concerts, cinema screenings, meetings and seminars.

CULTURAL WORKSHOPS :

Test your senses, widen your tasting perspective, get to know about wines, learn to distinguish aromas and to combine food and wine. Themed wine-tasting workshops, including a multi-sensory area, are on offer all year round, as well as educational workshops specially designed for youngsters.

THE GARDENS :

Around the building, there are La Cité du Vin gardens, a green space ideal for a breath of fresh air and to enjoy the atmosphere of the city, the river and the quays.

WINE TOURS DESK :

In the entrance hall of La Cité du Vin, the departure point for excursions on the river or by road to the Bordeaux vineyards.

INTERNATIONAL VISITORS :

Wines are now cultivated in more than 90 countries across the world. It is this diversity and richness which La Cité du Vin offers to discover, through a unique experience accessible to all regardless of their geographical or cultural origins.

MULTILINGUAL SPACES :

- The reading room and La Cité du Vin boutique offer a selection of books and publications in foreign languages.
- Taste a grape variety and discover one of the world´s wines on the belvedere with tasting comments in English, French or Spanish available on an interactive tablet.
- Experience multilingual tasting and discovery workshops.
- Within the global wine cellar, every bottle comes with a QR code which you can scan to access tasting notes from Andreas Larsson (in English with French, Spanish and Chinese subtitles).

Source : La Cité du Vin

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