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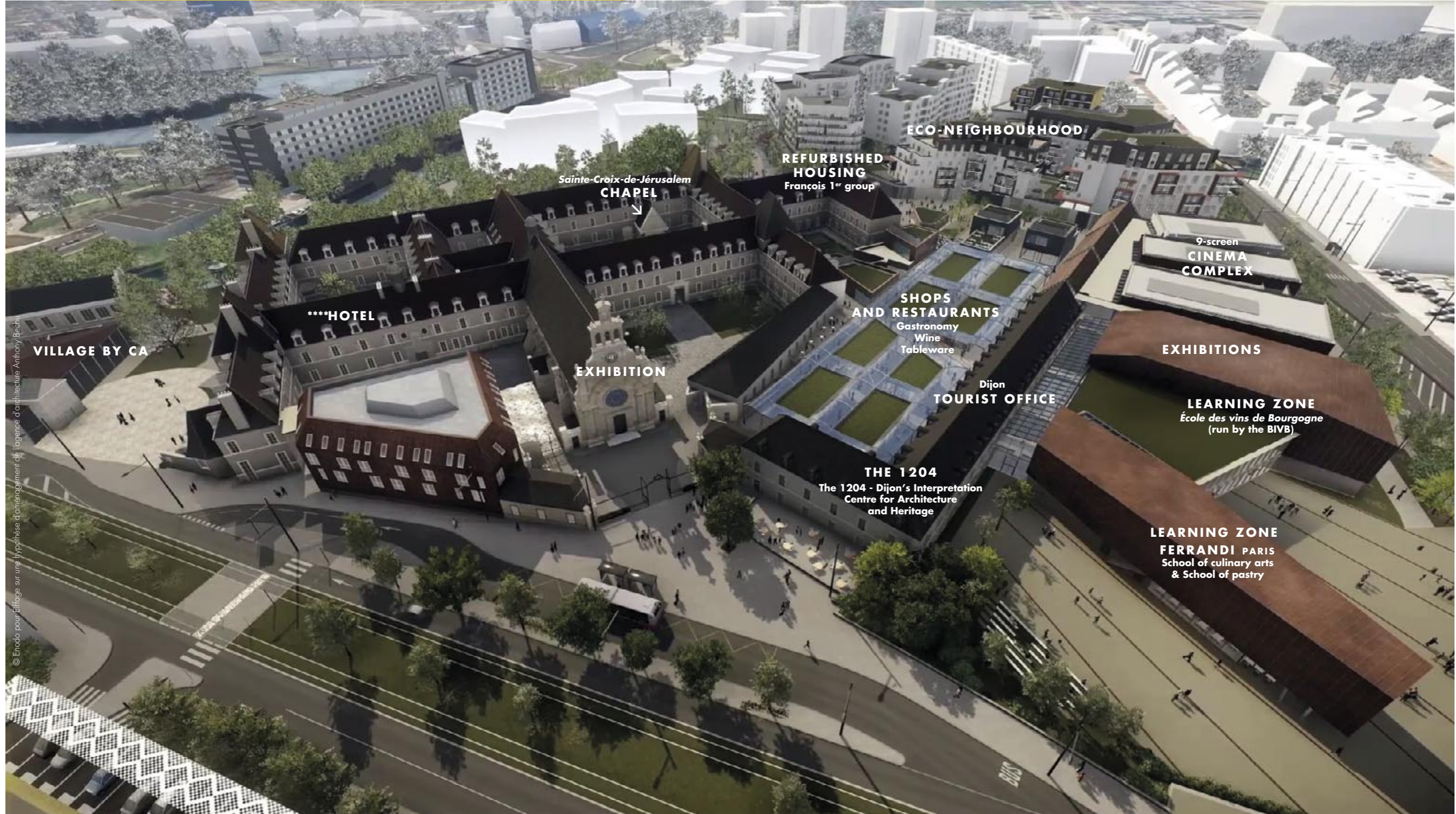
CITÉ
INTERNATIONALE DE LA
GASTRONOMIE
& DU VIN

DIJON

www.citedelagastronomie-dijon.fr

AUTOMN 2022

Dijon's *Cité Internationale* Centre for Gastronomy and Wine is a project spearheaded by the city of Dijon and implemented by Eiffage. The site's cultural developments have received funding from both the French government and the Burgundy-Franche-Comté region.



© Enredo pour Eiffage sur une hypothèse d'aménagement de l'agence d'architecture Anthony Bachu



Dijon celebrates the “Gastronomic meal of the French”

A new landmark destination celebrating France’s legendary lifestyle, Dijon’s *Cité Internationale* Centre for Gastronomy and Wine aims to share and promote the values of the “Gastronomic meal of the French” and the “Climats, terroirs of Burgundy”, which enjoy UNESCO World Heritage status.

As François Rebsamen observes:
*“How many cities can claim to have two UNESCO accolades to their name? Dijon is a city that is proud of its heritage and has worked hard to earn those titles, cementing its positioning as one of the world’s go-to destinations for anyone who enjoys the pleasures of hospitality and of eating and drinking well. Through the *Cité Internationale* Centre for Gastronomy and Wine, we are celebrating France’s legendary lifestyle, which underpins our values of sharing and enjoying life together.”*



Le repas gastronomique des Français®
 Patrimoine de l’humanité

DIJON, SON SECTEUR SAUVÉGARDE, PARTIE DE



Organisation des Nations Unies pour l’éducation, la science et la culture



Les Climats du vignoble de Bourgogne inscrits sur la Liste du patrimoine mondial en 2015

An outstanding venue to celebrate France’s legendary lifestyle

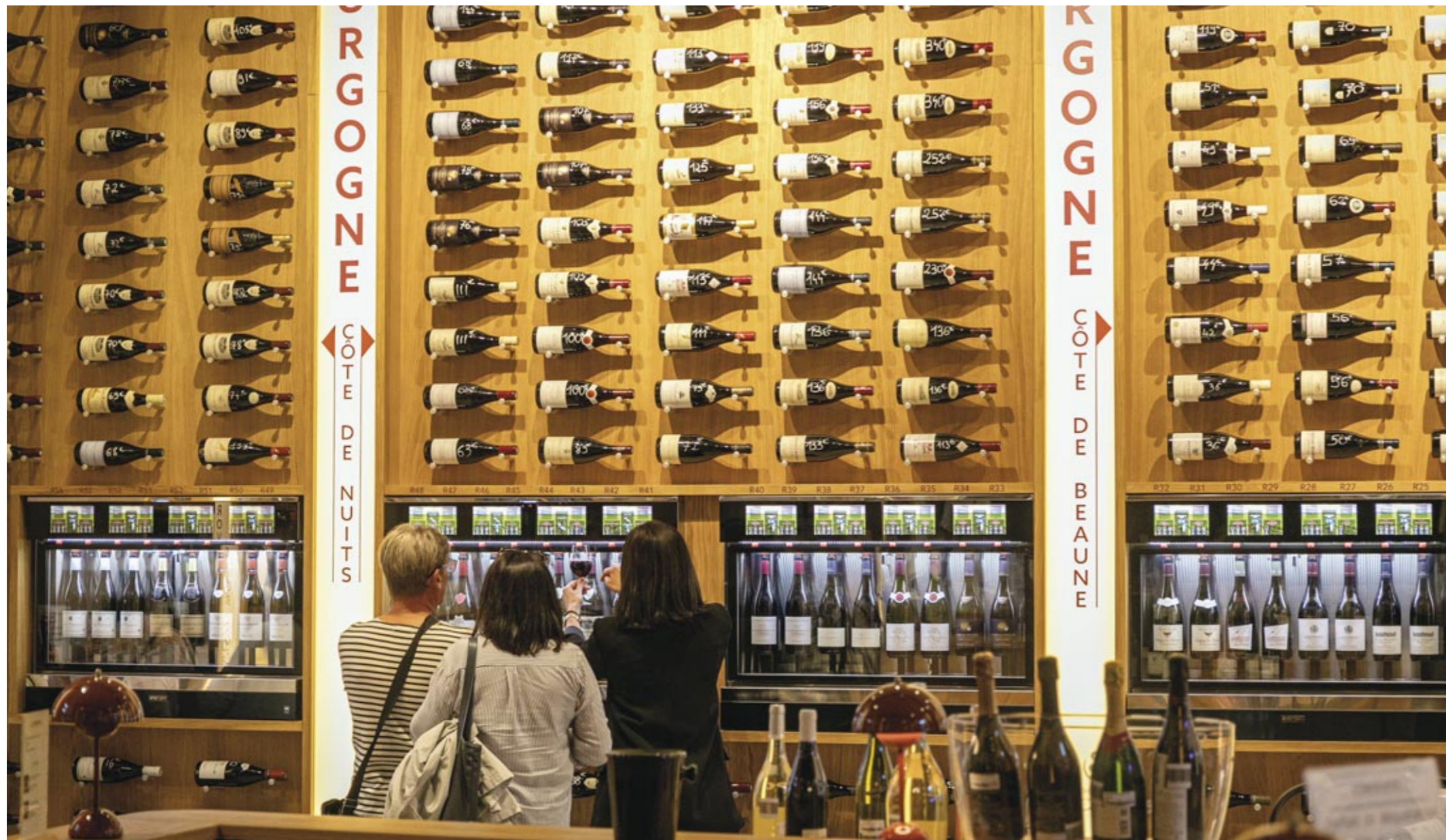
Dijon’s *Cité Internationale* Centre for Gastronomy and Wine is a 1,750 m² exhibition space that provides the keys to understanding the “Gastronomic meal of the French”, which was added to the UNESCO’s Intangible Cultural Heritage list in 2010. Far from being a label that sets the country’s unique “fine dining” expertise in stone, the UNESCO accolade recognises the outstanding value of a thousand-year-old tradition that helps strengthen social ties. Amongst other things, it is a tradition that celebrates the art of making every meal a celebration; that celebrates the art of choosing the right produce and pairing dishes with the perfect wine; and that consecrates the sociable side of festive meals and the rituals they involve, marking life’s key milestones.

Backed by the *Mission Française pour le Patrimoine et les Cultures Alimentaires* (French Mission for Food Culture and Heritage), chaired by Jean-Robert Pitte, France made the pledge to promote its Gastronomic Meals by creating a network of multidisciplinary facilities dedicated to gastronomy, giving tourists the opportunity to delve deeper into this rich heritage whilst simultaneously giving the people of France the chance to take ownership of what is a core aspect of their culture.

It was with this in mind that Dijon was chosen in 2013 to specifically promote the culture of winemaking and wine, having seized the opportunity to submit an application that drew on its core identity. Following a call for expression of interest launched by the city of Dijon, the EIFFAGE group was awarded the tender to actually build the *Cité*. As of 2017, a Strategic Steering Committee was formed to drive the project forward, co-chaired by Jocelyne Pérard, head of the UNESCO “Culture and Traditions of Wine” Chair, and Éric Pras, three-Michelin-starred chef at La Maison Lameloise.

The *Cité Internationale* has since gradually sprung to life, nestled in the very heart of Dijon and just a stone's throw from the railway station to which it is linked by a pedestrian wine trail. Occupying a vast 6.5-hectares plot that had always had ties with the city's healthcare and hospital services since back in 1204 – including being home to Dijon's *Hôpital Général* until 2015 –, the *Cité Internationale* is set to bring a thoroughly unique experience to the city. It will welcome temporary and permanent exhibitions, the Ferrandi Paris school of culinary arts, the Ecole des Vins de Bourgogne run by the *Bureau Interprofessionnel des Vins de Bourgogne (BIVB)*, food and drink shops, the *Librairie Gourmande* specialised bookshop, show cooking stations in the Gastronomic Village, the *Cave de la Cité* wine cellar and restaurants run by the Epicure Group, a nine-screen Pathé cinema complex, and the Village by CA that brings together start-ups and is spearheaded by Vitagora and the Burgundy-Franche-Comté region Foodtech.

Inextricably linked to French gastronomy, **wine takes centre stage at the *Cité Internationale* Centre for Gastronomy and Wine**, with exhibitions, workshops and shops all shining a light on the culture, science, history and heritage underpinning the beverage. **The *Cave de la Cité* wine cellar – an immense space extending across three floors and covering more than 600 m² – will give visitors the unique opportunity to enjoy wine-tasting sessions tailored to their tastes, with 250 different wines being served by the glass each day from a vast selection of over 3,000 references sourced from all over the world.** Particular prominence will, of course, be given to Burgundy wines.



A striking new setting that celebrates modern architecture whilst safeguarding the city's heritage

Dijon's *Cité Internationale* is the fruit of a 10-year development project spearheaded by the city of Dijon, with the site's cultural developments backed by funding from the French government and the Burgundy-Franche-Comté region.

It has to be said that the new facility boasts a prime position. Firstly, it sits at the starting point of the *Route des Grands Crus* marking the beginning of the *Vallée de la Gastronomie* which stretches all the way down to Marseille via the iconic *Routes Nationales 6 and 7* trunk roads. Secondly, it is just a stone's throw from Dijon's old town, which is one of France's largest Remarkable Heritage Sites and part of the "Climats, terroirs of Burgundy" that were added to the UNESCO's list of World Heritage sites in 2015.

Occupying the site of the former *Hôtel-Dieu* alongside the river Ouche, the project has breathed new life into buildings that were originally built between the 15th and 18th centuries, and features not only a protected woodland but also a new eco-neighbourhood with 600 residential dwellings. **It is this very metamorphosis that will be the focus of the first temporary exhibition hosted by the Interpretation Centre for Architecture and Heritage**, which has also been strategically positioned at the *Cité Internationale*. In line with the commitments Dijon made on being awarded France's prestigious "City of Art and History" label back in 2009, this brand-new space that encourages people to share and build on their local knowledge has been named "The 1204" in reference to the year in which the city's first-ever hospital was built – the *Hôpital du Saint-Esprit* – on the very site that now houses the *Cité Internationale* Centre for Gastronomy and Wine.

The build, which is the EIFFAGE group's biggest regional project to date, demanding an investment of around 250 million euros, will serve as the enduring symbol of the city's major architectural rehabilitation spearheaded by architectural firm Anthony Béchu & Associates, whose design celebrates the site's heritage whilst embracing the addition of bold contemporary structures.



Bon appétit and cheers!

As of 6th May, the *Cité Internationale* will officially open its doors, inviting the public to broaden their knowledge, indulge their taste buds, take cookery and wine-tasting courses, attend masterclasses or conferences, visit the shops and restaurants, enjoy a stay in a 4-star hotel or even watch a film.

A pick-and-mix selection of experiences will cater not only to tourists but to the people of Dijon, too, commensurate with an unprecedented project that focuses on the relationships between food and wine, themselves so deeply emblematic of the "Gastronomic meal of the French".

Dijon: a city with wine running through its veins

Historically the capital of the Dukes of Burgundy, Dijon is now more motivated than ever to place wine centre stage once more. Over the past few years, the Dijon Métropole has, indeed, already made a concerted effort to breathe new life into its vineyards, which had fallen foul to both phylloxera and urbanisation.

The days when a quarter of the city's population were employed by the wine trade may be long gone, but that certainly isn't preventing Dijon from drawing on its rich past in order to build its future, with over 300 hectares of land currently in the process of being acquired. According to UNESCO, "*the historic centre of Dijon embodies the political regulatory impetus that gave birth to the Climats, terroirs of Burgundy system*". Back in the Middle Ages, Dijon was at the epicentre of the Burgundy wine trade. Today, Dijon's *Cité Internationale* Centre for Gastronomy and Wine will celebrate the Climats in an Interpretation Centre based in the *Hôpital Général's* former chapel. It is, indeed, in Dijon, alongside the *Cité Internationale*, that Burgundy's very own Champs-Élysées begins – the Route des Grands Crus, which heads south across the Dijon Métropole passing through Chenôve and then Marsannay.

Having successfully convinced the International Organisation of Vine and Wine to relocate its head office from Paris to Dijon in October 2021, the city is now gearing up to further strengthen its position as a global showcase for the country's wine heritage.



Spotlight on the Cité's scenography

Abaque, an agency which specialises in cultural engineering and museum scenography, was appointed to take charge of the Cité's exhibition programming, working closely with the city of Dijon, the Strategic Steering Committee and numerous experts.

The Strategic Steering Committee's scientific expertise

In September 2017, the city of Dijon set up a Strategic Steering Committee to assist with the development of the Cité's cultural project. The committee is responsible for guaranteeing the scientific validity of all exhibition content. It also ensures that the city fulfils its obligations vis-à-vis UNESCO, the "Gastronomic meal of the French" having been added to the Intangible Cultural Heritage list in 2010, and the Climats, terroirs of Burgundy having earned a place on the list of World Heritage sites in 2015.

The committee boasts 35 members – including flavour, geography and semiology researchers, chefs, winemakers and sommeliers, library curators, food experts, journalists and executives from Living Heritage Firms – and is co-chaired by Jocelyne Pérard, head of the UNESCO "Culture and Traditions of Wine" Chair, and Éric Pras, 3-Michelin-starred chef at *La Maison Lameloise* in Chagny. This dual chairmanship illustrates the desire to ensure that Dijon's Cité immediately sets the benchmark in terms of showcasing and promoting the culture of vineyards and wine within the Cities of Gastronomy network, which is spearheaded by the French Mission for Food Heritage and Culture (MFPCA – *Mission Française du Patrimoine et des Cultures Alimentaires*).

The work has notably been achieved with the help of numerous experts, each focusing on their specialist field, including **Pierre Hermé**, pastry chef and sponsor of the inaugural exhibition | **Gabriel Lepousez**, neurophysiologist at the *Institut Pasteur* | **Patrick Rambourg**, culinary historian at Tours University | **Coline Arnaud**, pastry historian | **Jean-Pierre Garcia**, geologist at Burgundy University | **François Dumas**, linguist | **Gérard Margeon**, sommelier at Ducasse | **Philippe Conticini**, pastry chef

Strategic Steering Committee Members

Jocelyne PÉRARD, co-Chair of the Strategic Steering Committee and head of the UNESCO "Culture and Traditions of Wine" Chair
Éric PRAS, co-Chair of the Strategic Steering Committee and 3-Michelin-starred owner/chef at *La Maison Lameloise*
Marielle ADRIAN, Director of the Jules Guyot University Institute of Vine and Wine
Pierre ARDITI, French actor
Michèle BARRIÈRE, food historian, novelist
Marie BENEUX, Director of the Burgundy-Franche-Comté Gastronomy & Regional Product Promotion committee
Patrick BERTRON, head chef at the *Relais Bernard Loiseau* in Saulieu
Loïc BIENASSIS, historical researcher at the European Institute for the History and Cultures of Food (EHCA – *l'Institut Européen d'Histoire et des Cultures de l'Alimentation*) at Tours University
Vincent BOGGIO, physiologist, hospital practitioner, paediatrician
Luca BONARDI, associate professor in geography at Venice University
Stéphane BOURCIEU, Dean of the Burgundy School of Business
Jean-Jacques BOUTAUD, Emeritus Professor in communication sciences, President of the AGAP network
Lionel BRETILLON, Head of the Human Food (ALIMH) department at France's National Research Institute for Agriculture, Food and Environment (INRAE)
Christophe BREUILLET, Director of Vitagora
Loïc BRIAND, Director of the Centre for Taste and Feeding Behaviour
Joëlle BROUARD, wine expert and consultant
Anik BUJ, member of the De Honesta Voluptate association
Jean-Dominique CASEAU, President of Lejay-Lagoutte and l'Héritier-Guyot
Thibaut DANANCHER, food critic at Le Point
Gilles DE LAROUZIÈRE, President of the *Climats du Vignoble de Bourgogne* Association
Stéphane DERBORD, Chef
Marc DÉSARMÉNIEN, Director of the Fallot Mustard Factory
Gérard FERRIÈRE, project leader for the revival of Dijon's vineyards
Éric GOETTEL MANN, Executive Head Sommelier for the Bernard Loiseau group
Nadine GUBLIN, oenologist for Domaine Jacques Prieur and Domaine Labruyère
Jean-François KAHN, journalist, writer
Johanne LAMOUREUX, Professor of Museology at Montréal University
Frédéric MÉNAGER, chef at *la Ferme de la Ruchotte*
Catherine PETITJEAN, CEO of Mulot et Petitjean
Jean-Robert PITTE, President of the French Mission for Food Heritage and Culture (MFPCA – *Mission Française du Patrimoine et des Cultures Alimentaires*)
Nathalie POLITZER, training and project manager at the *Institut du Goût*
Caroline POULAIN, heritage collection manager at Dijon's Public Library
Vincent THOMAS, President of Burgundy University
Christian VANIER, Managing Director of the *Bureau Interprofessionnel des Vins de Bourgogne*
Boris WASTIAU, Director of the Alimenterium in Vevey



Primary project driver:
a bold approach to museum design

The museum design project is shaped by the desire to give resonance to very essence of the "Gastronomic meal of the French". In other words, rather than seeing it as an endangered aspect of the country's heritage, it is instead viewed as a social practice rooted in history and recognised the world over, characterised by generosity, sharing and endless exuberance.

The exhibition space covers 1,750 m² stretching across several different sites: the ground floor and mezzanine level of the contemporary Pavilion, and a space housed by the *Hôpital Général's Grande Chapelle*. The Abaque team cleverly turned this potential drawback to their advantage, deciding against a single permanent exhibition and instead opting for 3 stand-alone yet complementary exhibitions, enabling visitors to create their very own pick-and-mix experience. A temporary exhibition space accompanies these 3 permanent interpretative exhibitions to ensure that visitors regularly have something new to explore.

→ "The little theatre of fine food and drink" exhibit is an interpretation trail that features interactive installations, fun and educational multimedia content, and scenography. It includes 8 photos of moments when food brings people together, captured by portrait photographer Denis Rouvre, as well as a small automated theatre that tells the story of how French gastronomy was born. Visitors are invited to immerse themselves in food-focused displays and vocabulary, and to admire the expertise of Michelin-starred chefs that is showcased in a number of original films. Wine and food pairings are explained and illustrated by well-known sommeliers, and bread, wine and cheese are exalted as the country's national trinity.

→ The "In the kitchen" exhibit is installed on an experimental and interactive stage. It showcases how the 5 different senses are stimulated whenever we cook or eat a meal, and concludes with a large interactive digital game called "Panic in the kitchen", which gives visitors the opportunity to try and rustle up dishes in a limited time, like in a real-life video game.

→ "The chapel of the Climats and terroirs" exhibit, meanwhile, uses immersive projections, testimonials and interactive installations to explore the Climats, terroirs of Burgundy and the Burgundy-Franche-Comté region's rich gastronomic heritage.

→ The "Far from a piece of cake!" temporary exhibition, which is sponsored by Pierre Hermé, invites visitors to explore exactly what it is that makes French pastry so special and the envy of the rest of the world. Somewhat surprisingly, it is the first-ever exhibition of its kind.

The *Sainte-Croix-de-Jérusalem* chapel is now open to visitors – a veritable treat for tourists as well as the people of Dijon themselves



The 1204 – Dijon's Interpretation Centre for Architecture and Heritage



The 1204 is the name that has been given to the 500 m² Interpretation Centre for Architecture and Heritage. Dijon was awarded the "City of Art and History" label back in 2009, and this newly unveiled space provides the backdrop for free educational exhibitions and workshops that will help visitors gain a better understanding of how the city has changed over the centuries. Its strategic location was specifically chosen by the city of Dijon, and reflects the Cité's vocation as a hub for culture, heritage and tourism.



800 years of hospital history

At The 1204, admire the hospital's former apothecary and be whisked back in time by the animated film that shines a light on all those who breathed life into the hospital's walls over its 800-year history. Continue your discoveries with a leisurely stroll around the site before pausing to admire the fifteenth-century jewel in Dijon's crown, nestled in the heart of the courtyard: the *Sainte-Croix-de-Jérusalem* chapel, which has recently been restored and is now open to the public once more.

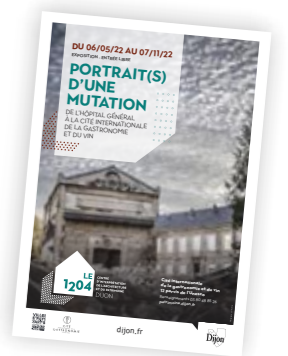
Dijon holds the "City of Art and History" label, and The 1204 serves as a veritable window on the city's soul, recounting its story and lifting the veil on its rich historic past as well as its contemporary heritage. Fly over Dijon, admiring its multitude of landscapes, and head up to the highest point in the city to drink in the stunning view. Delve into the city's history and step inside some of its most exceptional dwellings. Touch and feel the various materials that make the city what it is today and surround yourself with its hues, before exploring the wealth of artistic ways in which Dijon is portrayed. From temporary exhibitions to visits and workshops, The 1204 offers a varied and exciting programme of events all year round. Take a look at the "Rendez-vous, Dijon" programme for further details.

FROM THE CITÉ INTO THE CITY

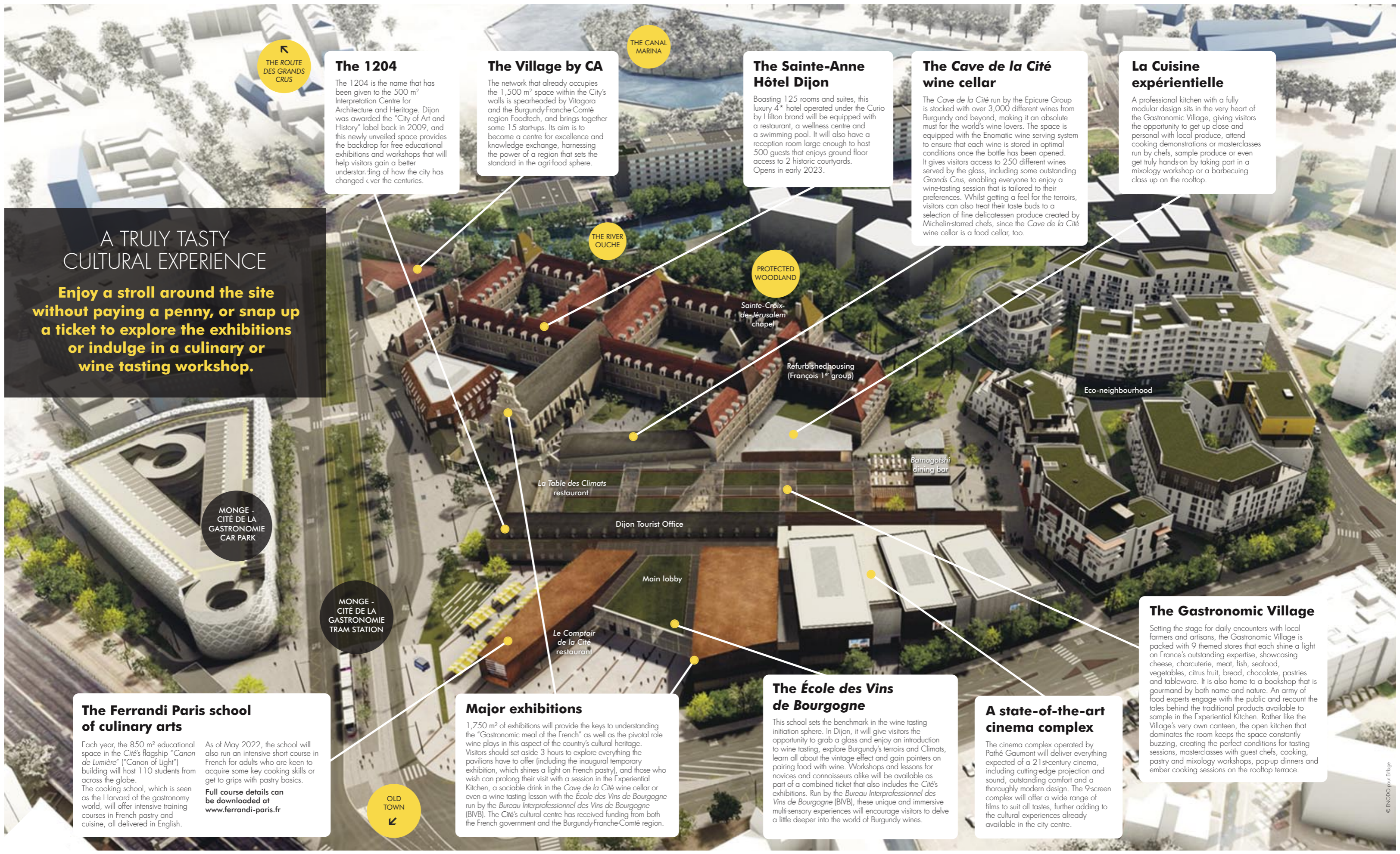
A third branch of the Dijon Tourist Office has been installed in the very heart of the *Cité*, alongside the entrance to The 1204. It is the natural starting point for anyone keen to explore everything else Dijon has to offer. www.destinationdijon.com / +33 (0)3 80 44 11 44

Portrait(s) of a transformation FROM THE HÔPITAL GÉNÉRAL TO THE CITÉ INTERNATIONALE CENTRE FOR GASTRONOMY AND WINE

Temporary exhibition
From 6th May to 7th November 2022
Free admission



This exhibition explores the transformation of the former *Hôpital Général* site, starting with the hospital's closure and ending with the *Cité's* inauguration, charting the major milestones of a build that began back in 2012. It is notably enriched by the work of Dijon-based photographer Alexis Doré, who whisks us back to the build's "time zero".



A TRULY TASTY CULTURAL EXPERIENCE

Enjoy a stroll around the site without paying a penny, or snap up a ticket to explore the exhibitions or indulge in a culinary or wine tasting workshop.

THE ROUTE DES GRANDS CRUS

The 1204
The 1204 is the name that has been given to the 500 m² Interpretation Centre for Architecture and Heritage. Dijon was awarded the "City of Art and History" label back in 2009, and this newly unveiled space provides the backdrop for free educational exhibitions and workshops that will help visitors gain a better understanding of how the city has changed over the centuries.

The Village by CA
The network that already occupies the 1,500 m² space within the City's walls is spearheaded by Vitagora and the Burgundy-Franche-Comté region Foodtech, and brings together some 15 start-ups. Its aim is to become a centre for excellence and knowledge exchange, harnessing the power of a region that sets the standard in the agrifood sphere.

THE CANAL MARINA

The Sainte-Anne Hôtel Dijon
Boasting 125 rooms and suites, this luxury 4* hotel operated under the Curio by Hilton brand will be equipped with a restaurant, a wellness centre and a swimming pool. It will also have a reception room large enough to host 500 guests that enjoys ground floor access to 2 historic courtyards. Opens in early 2023.

The Cave de la Cité wine cellar
The Cave de la Cité run by the Epicure Group is stocked with over 3,000 different wines from Burgundy and beyond, making it an absolute must for the world's wine lovers. The space is equipped with the Enomatic wine serving system to ensure that each wine is stored in optimal conditions once the bottle has been opened. It gives visitors access to 250 different wines served by the glass, including some outstanding Grands Crus, enabling everyone to enjoy a wine-tasting session that is tailored to their preferences. Whilst getting a feel for the terroirs, visitors can also treat their taste buds to a selection of fine delicatessen produce created by Michelin-starred chefs, since the Cave de la Cité wine cellar is a food cellar, too.

La Cuisine expérientielle
A professional kitchen with a fully modular design sits in the very heart of the Gastronomic Village, giving visitors the opportunity to get up close and personal with local produce, attend cooking demonstrations or masterclasses run by chefs, sample produce or even get truly hands-on by taking part in a mixology workshop or a barbecuing class up on the rooftop.

THE RIVER OUCHE

PROTECTED WOODLAND

Sainte-Croix-de-Jérusalem chapel

Refurbished housing (François 1st group)

Eco-neighbourhood

Bamagotshi dining bar

La Table des Climats restaurant

Dijon Tourist Office

Main lobby

Le Comptoir de la Cité restaurant

MONGE - CITÉ DE LA GASTRONOMIE CAR PARK

MONGE - CITÉ DE LA GASTRONOMIE TRAM STATION

The Ferrandi Paris school of culinary arts
Each year, the 850 m² educational space in the Cité's flagship "Canon de Lumière" ("Canon of Light") building will host 110 students from across the globe. The cooking school, which is seen as the Harvard of the gastronomy world, will offer intensive training courses in French pastry and cuisine, all delivered in English. As of May 2022, the school will also run an intensive short course in French for adults who are keen to acquire some key cooking skills or get to grips with pastry basics. Full course details can be downloaded at www.ferrandi-paris.fr

Major exhibitions
1,750 m² of exhibitions will provide the keys to understanding the "Gastronomic meal of the French" as well as the pivotal role wine plays in this aspect of the country's cultural heritage. Visitors should set aside 3 hours to explore everything the pavilions have to offer (including the inaugural temporary exhibition, which shines a light on French pastry), and those who wish can prolong their visit with a session in the Experiential Kitchen, a sociable drink in the Cave de la Cité wine cellar or even a wine tasting lesson with the École des Vins de Bourgogne run by the Bureau Interprofessionnel des Vins de Bourgogne (BIVB). The Cité's cultural centre has received funding from both the French government and the Burgundy-Franche-Comté region.

The École des Vins de Bourgogne
This school sets the benchmark in the wine tasting initiation sphere. In Dijon, it will give visitors the opportunity to grab a glass and enjoy an introduction to wine tasting, explore Burgundy's terroirs and Climats, learn all about the vintage effect and gain pointers on pairing food with wine. Workshops and lessons for novices and connoisseurs alike will be available as part of a combined ticket that also includes the Cité's exhibitions. Run by the Bureau Interprofessionnel des Vins de Bourgogne (BIVB), these unique and immersive multi-sensory experiences will encourage visitors to delve a little deeper into the world of Burgundy wines.

A state-of-the-art cinema complex
The cinema complex operated by Pathé Gaumont will deliver everything expected of a 21st-century cinema, including cutting-edge projection and sound, outstanding comfort and a thoroughly modern design. The 9-screen complex will offer a wide range of films to suit all tastes, further adding to the cultural experiences already available in the city centre.

The Gastronomic Village
Setting the stage for daily encounters with local farmers and artisans, the Gastronomic Village is packed with 9 themed stores that each shine a light on France's outstanding expertise, showcasing cheese, charcuterie, meat, fish, seafood, vegetables, citrus fruit, bread, chocolate, pastries and tableware. It is also home to a bookshop that is gourmand by both name and nature. An army of food experts engage with the public and recount the tales behind the traditional products available to sample in the Experiential Kitchen. Rather like the Village's very own canteen, the open kitchen that dominates the room keeps the space constantly buzzing, creating the perfect conditions for tasting sessions, masterclasses with guest chefs, cooking, pastry and mixology workshops, pop-up dinners and ember cooking sessions on the rooftop terrace.

OLD TOWN



“What we are creating is a fully fledged fragment of a city”

ANTHONY BECHU, THE ARCHITECT BEHIND DIJON'S CITÉ INTERNATIONALE CENTRE FOR GASTRONOMY AND WINE

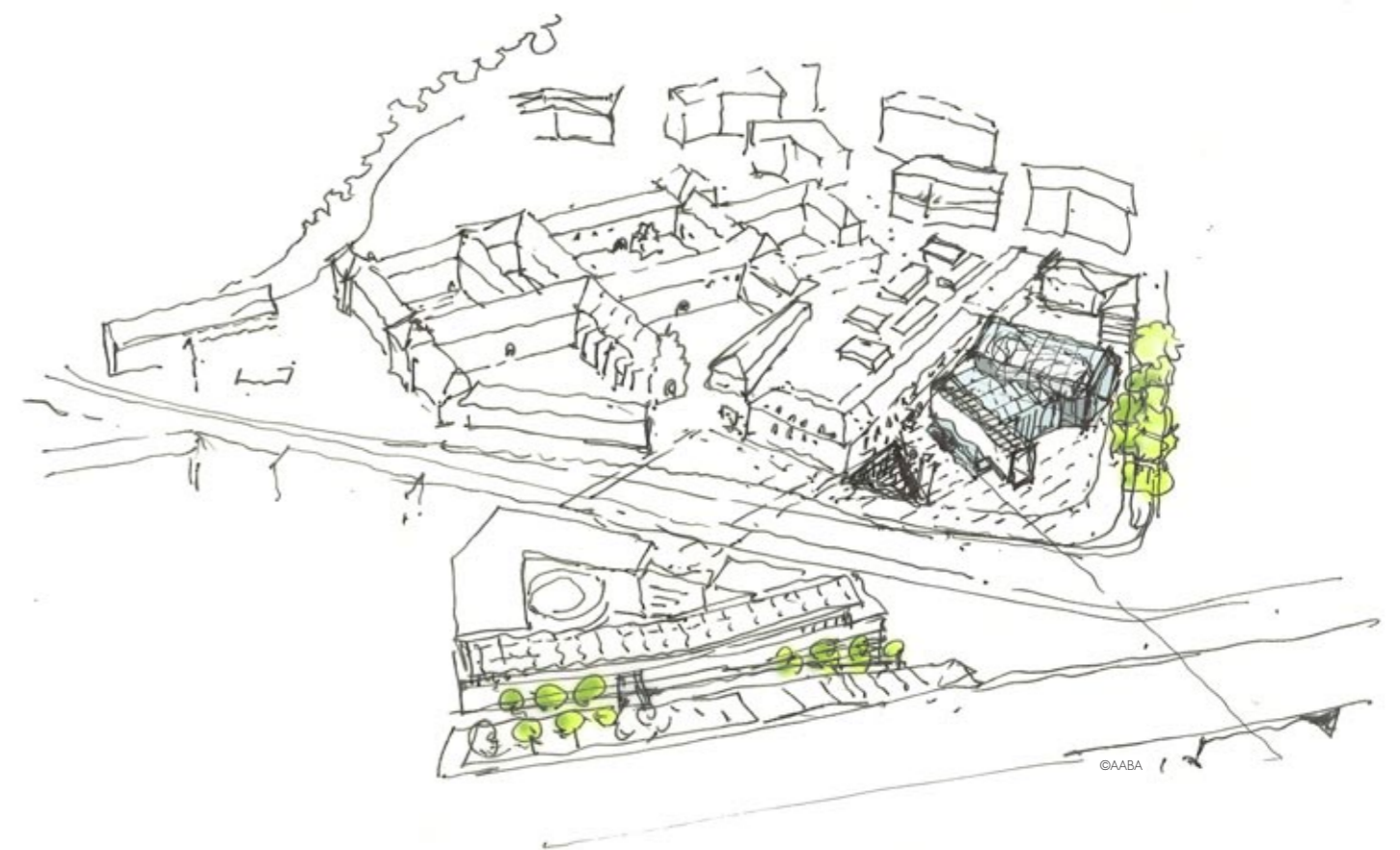
Reinvent a site whilst respecting and enhancing its history: such was the complex task Alain-Charles Perrot, chief architect of France's historical monuments, and Anthony Bechu faced on agreeing to work under the leadership of Eiffage to transform Dijon's former Hôpital Général site into a thoroughly modern Cité Internationale Centre for Gastronomy and Wine that integrated seamlessly with the rest of the city.

Back in 2013, you renovated the Hôtel-Dieu hospital in Marseille, turning it into a hotel and opening it up to the city, the marina and the Panier neighbourhood. You now have yet another hospital refurbishment under your belt. What's so special about these sites?

Anthony Bechu : Their sense of isolation. Hospitals are amenities that generally operate behind closed doors, with minimal communication and relatively few links with the rest of the city. People go there to receive treatment, to work and to visit patients, of course. But that's about it. Over time, these sites become cut off from the rest of the city, isolated, enclosed with walls and fences, and the space – which is often vast – is no longer shared by the city's residents. Here, there was an enclosed space that prevented the people of Dijon from coming to take a stroll along the banks of the river Ouche, and little architectural jewels, such as the Sainte-Croix-de-Jérusalem chapel, were hidden away out of sight. Forgotten. As was the case in Marseille, this project has given us the opportunity to open the site back up and return it to the people of Dijon. There's one big difference, however. Here, what we are creating is a fully fledged fragment of a city that covers the full spectrum of functions, providing housing, driving the local economy, offering culture, tourism and nourishment. All those elements mirror the site's hospital history, with this new chapter continuing to focus on hospitality, humanism and caring for people.

It wasn't simply a matter of creating a building to house the Cité Internationale Centre for Gastronomy and Wine, was it? The project was far more complex.

Indeed. We were asked to put together a full-blown menu rather than simply one dish. The Cité Internationale Centre for Gastronomy and Wine is, of course, at the very heart of the project with its exhibition halls, restaurants, shops and learning facilities. You could say it's the main course. But, as is the case with any gourmet menu, all the other elements must also be considered in order for it to be fully understood and appreciated. These include the 3.5-hectare residential park with its hundreds of residential units for students, seniors and tourists; the business village with its agri-food start-ups; the cinemas; the Gastronomic Village; and the 4-star hotel. These facilities all function as one and have been meticulously woven into the existing urban fabric.



How did you go about seamlessly blending all these different elements together?

We began by thinking about building links. Links with the rest of the city and with the history of the site itself. The first decision we made was to open up the space. To make that happen, we needed to blend away the railway tracks that were cutting the site off from Dijon's old town. We consequently worked with the City Council to create the Monge car park (designed by architect Pierre Azéma), directly opposite the *Cité*, and whose metallic structure swallows up part of the railway embankment. That was also what sparked our decision to design the "*Canon de Lumière*" ("*Canon of Light*") building in Corten steel. It is a bold architectural statement that resolutely defines the *Cité*'s identity through its mass, strength and colour, and from the outside, it erases the railway lines. From the inside, it literally connects the *Cité* to the city centre, as the towers and steeples of Dijon's old town infiltrate the building through the vast picture window. We have consequently physically reunited the 2 different parts of the city. Lastly, we were keen to bring nature into this brand-new neighbourhood. A trail has been created that starts in the Arquebuse gardens and crosses the entire residential park, leading to the banks of the river Ouche and making the most of the protected woodland on the former *Hôpital Général* site.

Speaking of the former hospital, it was founded in 1204 by the Duke of Burgundy, Eudes III. How have you gone about keeping those 800 years of local history alive whilst totally transforming the site?

I have always believed that an architect's job is to enhance and highlight a building's history so that all those who use or pass through the space in the future will be able to embrace the building's past with a view to writing the next chapters in its life. I'm not a fan of cookie-cutter architecture: I have no interest whatsoever in designing structures that could be built anywhere, in any city or any country. Quite the contrary. For me, it's all about focusing on the context and making sure a building is tuned into its environment, its history and its surroundings. And yet creating a pastiche was out of the question. As Malraux said, "Tradition isn't borne of imitation, but of confrontation". It is a phrase that is perfectly suited to what we were striving to do here: preserve and showcase the site's existing heritage whilst adding modern architectural elements that start writing a new page in its history and signal the site's transformation.



On that subject, opting to use Corten steel for the "*Canon de Lumière*" building was a particularly bold choice. What made you choose that particular material?

For me, it was one of the project's linchpins. We needed to find a material that would not only make a bold architectural statement but would also sit in harmony with the features of the existing buildings. The material also needed to be durable, vibrant and ever-changing, just like gastronomy itself. Corten steel ticked every box. It has a self-protective patina that changes as the years go by, rather like stone. Over time, its colour will evolve, but it will continue to flirt beautifully with the patchwork of tiles on the city's old buildings as well as the traditional white Burgundy stone. This playful use of colour creates a visual link between the historic part of the site and our contemporary additions. On top of that, the colour anchors the building in a far broader context: that of the entire Burgundy region. Its hue is reminiscent of the *Côte d'Or*'s vineyards and wine barrels. This building hasn't just sprung up out of nowhere, it is firmly rooted in the local terroir.

ANTHONY BECHU ARCHITECTS

Anthony Bechu is an architect, urban planner and heritage specialist who is passionate about the history and identity of the buildings on which he works. Since launching his career in 1976, his architectural vision has always been inspired by the culture, structure and history of each site. Besides renovating the former *Hôtel-Dieu* hospital site in Marseilles, his agency has notably worked on the D2 tower in Paris's La Défense businesses district, the Skolkovo Innovation Centre in Russia, and Celap University in Shanghai, as well as numerous other buildings, neighbourhoods and major public amenities.

→ Excerpt of an interview from "*La Cité passe à table - L'aventure de la Cité internationale de la gastronomie et du vin*", published by Flammarion in May 2022 (Le Mook Autrement collection).



A major urban development project

Above and beyond its vocation as a cultural destination, the *Cité Internationale Centre for Gastronomy and Wine* has been instrumental in the creation of a fully fledged neighbourhood.

The site's urban rehabilitation by the Eiffage group has resulted in this 6.5-hectares plot being radically transformed, enabling the people of Dijon to make full use of the neighbourhood once more. This ambitious project, which will serve to drive the city's economic growth, has demanded **an investment of €250 million** and is **one of France's biggest urban development projects for the year 2022.**

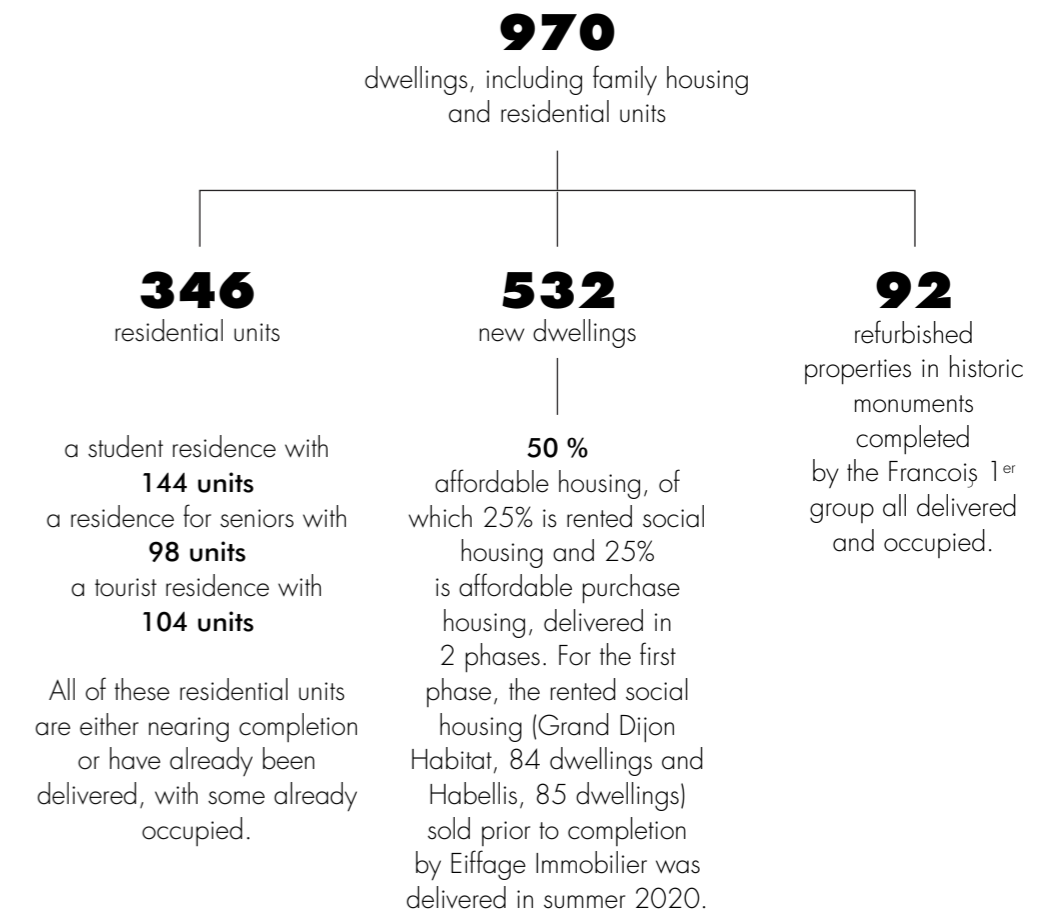
The preservation of biodiversity and the creation of an eco-neighbourhood

The northernmost part of the site is flanked by the river Ouche and by 3,000 m² of woodland. This zone is a veritable green oasis nestled between the historic buildings to the west and the 3.5-hectare eco-neighbourhood, covering **over half** of the site on which the *Cité Internationale Centre for Gastronomy and Wine* stands. The build was organised in such a way as to **preserve the existing fauna and flora.** A scheme to reduce light pollution along the ecological corridor that starts at the site and runs all the way down to lake Kir is also currently being examined in order to preserve the existing ecosystems.

The eco-neighbourhood that has been developed for the *Cité Internationale* truly flies the flag for Dijon's ecological values. It takes the form of a park that replaces a number of dilapidated twentieth-century buildings, and includes subsidised and affordable housing as well as managed residential units aimed at seniors, students and tourists. The buildings are set to be connected to the city's heating network – France's 4th-largest urban heating network – enabling them to be powered by green energy.



The residential park: key figures



A second phase is to follow, with the composition plan set to be readjusted in order to free up more space on the ground with a view to making the neighbourhood greener still. An architectural design competition will be launched for the tallest building (approximately 15 floors).

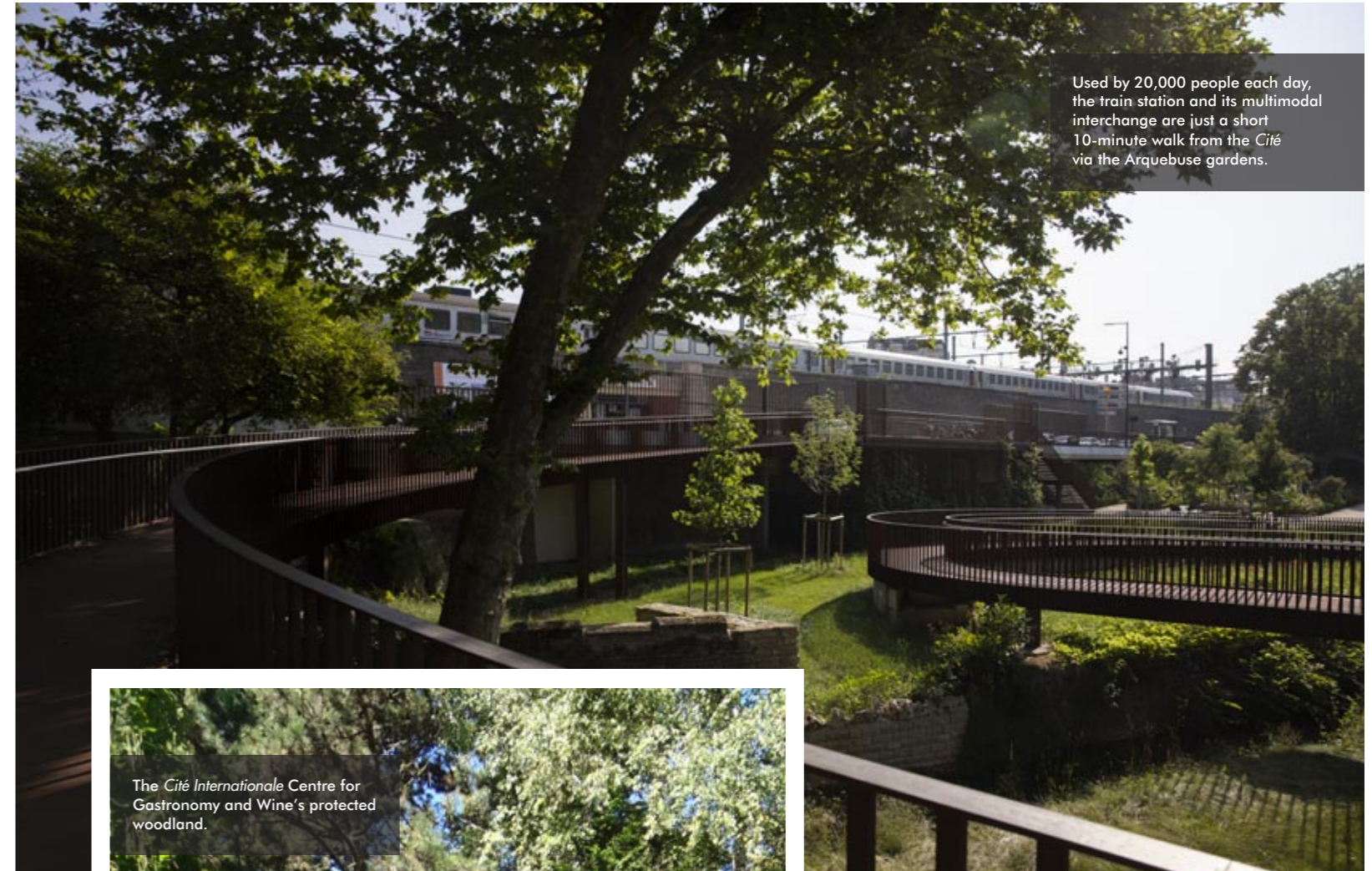
1,200 of the residents will be families, and an additional 340 people are set to occupy the various residential units, making a grand total of around **1,500 residents.**



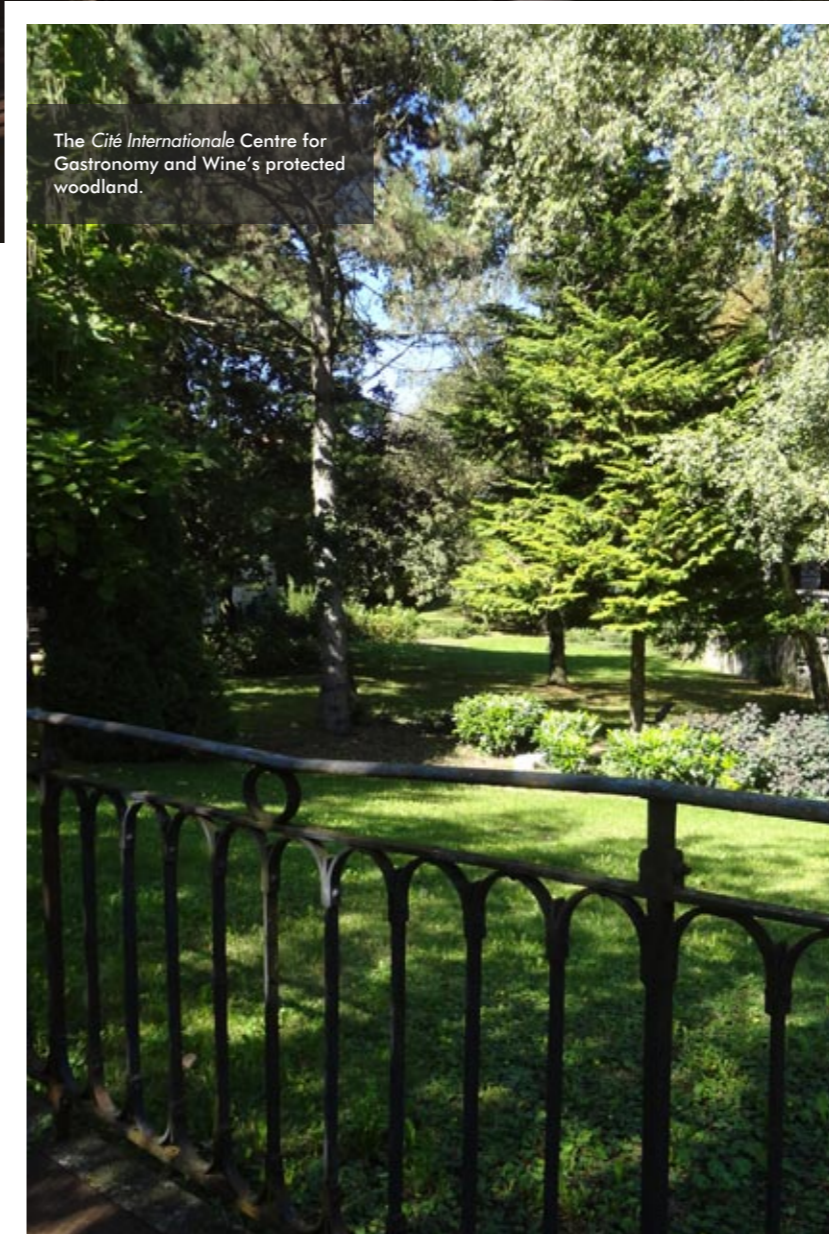
The Monge-Cité de la Gastronomie car park, which serves both the Cité and the old town.

The project ticks all the major sustainable development boxes:

- It is helping drive the city's renewal (transformation of the former *Hôpital Général* site)
- It combines a relatively densely built urban area with new green spaces and zones that are freely accessible to all
- It is connected to the urban heating network
- It is extremely easy to access, be that by train thanks to its proximity with the TGV railway station, by public transport thanks to tramlines and bus routes, or by car thanks to the 450-space car park nearby
- It offers a range of different experiences, the majority of which will operate interactively through a ticketing system and a variety of visitor guides
- It offers a mix of property development schemes, combining rented social housing (25%), affordable purchase housing (25%) and private market housing (50%)



Used by 20,000 people each day, the train station and its multimodal interchange are just a short 10-minute walk from the Cité via the Arquebuse gardens.



The Cité Internationale Centre for Gastronomy and Wine's protected woodland.

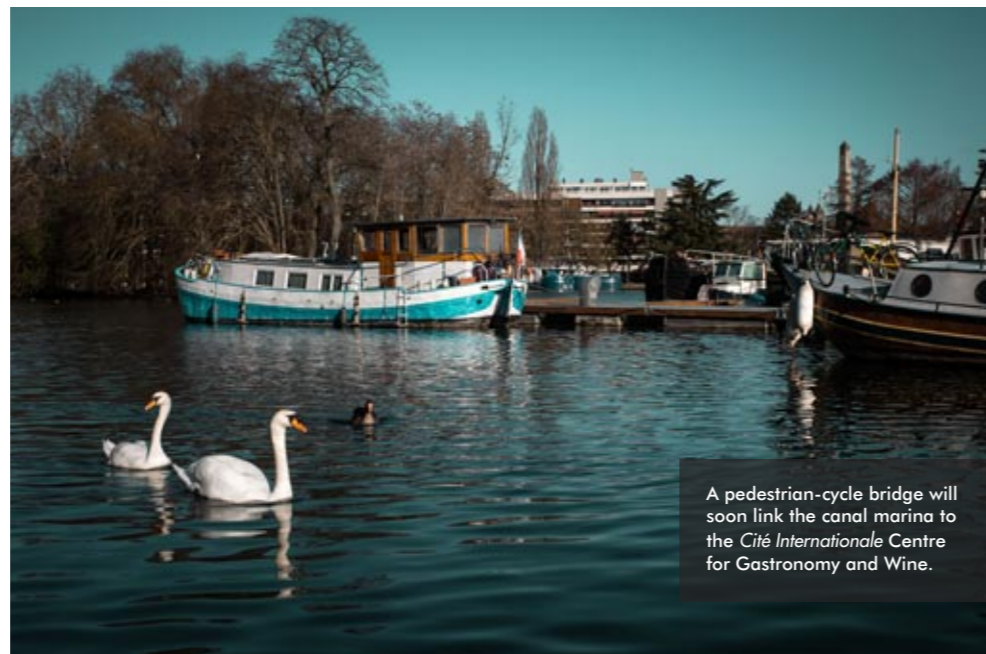
The urban strands of the project have been accompanied by the rehabilitation of nearby public spaces, including:

- The bridge linking the site to the Arquebuse gardens, where a grapes and flavours garden has recently been created, looking to the past as well as to the future
- The creation of the meeting point on the *rue du jardin des plantes*
- The rehabilitation of the streets that circumnavigate the Cité: *avenue de l'Ouche*, *rue du Faubourg Raines*, and one section of *rue de l'Hôpital*
- Other projects already in the pipeline to strengthen links with the canal marina and rehabilitate *rue Monge*

The result is a site that openly embraces the city, offering somewhere new to enjoy a stroll between the greenway that runs alongside the river Ouche towards lake Kir, the Burgundy canal and Dijon's old town.

"Dijon has embarked on a truly far-reaching project, which is unquestionably the most complex and innovative project I have ever been asked to lead. Above and beyond the *Cité Internationale*'s evident benefits for tourism, we are keen to ensure it is seamlessly integrated into the day-to-day lives of our city and its residents. By rehabilitating a site in the heart of the city that might otherwise have remained derelict, Dijon has begun writing a new page in its history with a project that embraces every aspect of city life, from urban development, heritage and culture to tourism, gastronomy and wine."

François REBSAMEN



A pedestrian-cycle bridge will soon link the canal marina to the Cité Internationale Centre for Gastronomy and Wine.

Ferrandi Paris opens a brand-new campus in the heart of Dijon's *Cité Internationale* Centre for Gastronomy and Wine



40
kitchens and technical laboratories

4
training restaurants

5
campuses
in Paris, Saint-Gratien,
Bordeaux, Rennes and Dijon

Ferrandi Paris is France's leading school of culinary arts and hospitality management, training the gastronomy and hospitality industry's elite in France and beyond. The school currently boasts 5 different campuses, including the one that opened in Dijon in early May 2022.

Ferrandi Paris is a consular higher education establishment affiliated with the Paris Île-de-France Éducation Chamber of Commerce and Industry. It has been around for 100 years, and its name is associated with several generations of chefs and hotel and restaurant managers who are renowned for their culinary prowess and innovative talent. Reputed for its unwavering commitment to excellence, the school's teaching focuses on mastering the basics, developing an innovation mindset, acquiring managerial and entrepreneurial skills and gaining hands-on experience in real-life situations. More than just a cookery school, Ferrandi Paris is a place that promotes discovery, inspiration and exchange, blending cuisine management, art, science, technology and innovation. It unites the industry's leading names around the challenges of breathing new life into the hospitality industry and encouraging culinary creativity. The school flies the flag for French-style hospitality and is a member of France's Inter-ministerial Tourism Council, Atout France's Strategic Committee, and the French association for excellence in tourism education (CFET – *Conférence des Formations d'Excellence au Tourisme*), attracting students from right across the globe every single year.

2,500
students

2,000
mature students

89%
secure a job within
7 months of graduating
(2019 alumni)

200
instructors
including 100 permanent expert instructors and 100 industry professionals

About the Ferrandi Paris campus in Dijon

Located in Dijon's historic centre, precisely where the *Route des Grands Crus* starts, the new Ferrandi Paris campus is setting up home in the "*Canon de Lumière*" ("*Canon of Light*") building, the striking architectural structure that is the flagship of Dijon's *Cité Internationale Centre for Gastronomy and Wine*.



Occupying 850 m², the Dijon campus is equipped with 2 professional cuisine and pastry kitchens and will run 2 types of courses open to amateurs and professionals alike:

- The intensive programmes, which include 4 months of training and a work placement. These programmes are run in English and arm participants with all the professional skills they will need to embark on a career in food.
- An intensive short course in French for adults who are keen to acquire the cooking or pastry basics that are so critical to mastering professional techniques and skills.

Full programmes available at ferrandi-paris.fr

The 3 key pillars underpinning the *Cité Internationale* Centre for Gastronomy and Wine

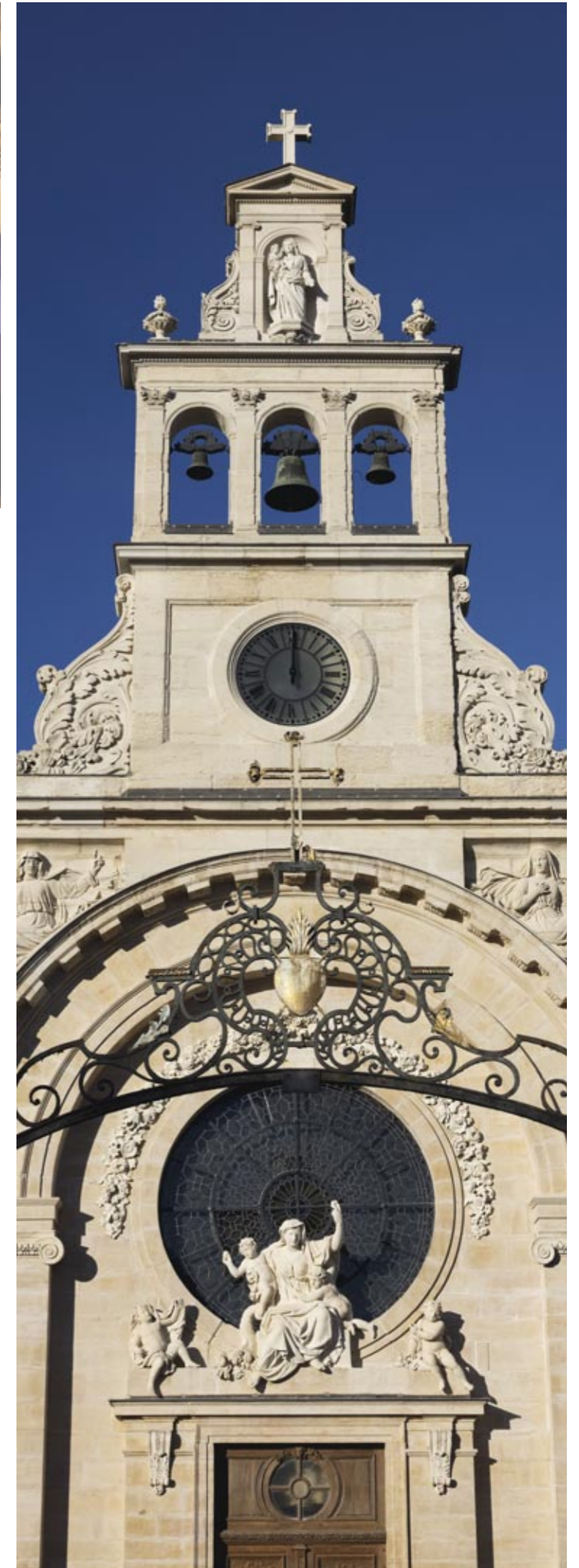
On 22nd March 2021, the city council voted to assume the governance of the 1,750 m² exhibition space with financial backing from the French government and the Burgundy-Franche-Comté region. In doing so, the city of Dijon acted as a responsible public player, keen to leverage the success of a project that involves major economic players and jobs, and whose viability hinges on having a cultural centre that does not simply attract interest but also continually innovates and generates a buzz.



1. A historical jewel in the city's crown that has now been returned to the people of Dijon and is set to win the hearts of tourists from all over the world

The overriding aim of the *Cité Internationale* Centre for Gastronomy and Wine is to bring more tourists not only into our city but, indeed, into the Burgundy-Franche-Comté region as a whole. But that's not all. It also marks the moment a veritable jewel in the city's crown is being returned to the people of Dijon after having served as a hospital for 800 years, with some having already made it their home. By showcasing the underlying values that helped secure UNESCO World Heritage status for the "Gastronomic meal of the French", and notably focusing on the pivotal role wine in general (and not just Burgundy) plays in this festive social practice, the *Cité* is set to resonate as a place that encourages people to engage around food, shining a light on local produce and fostering the transmission of skills and knowledge.

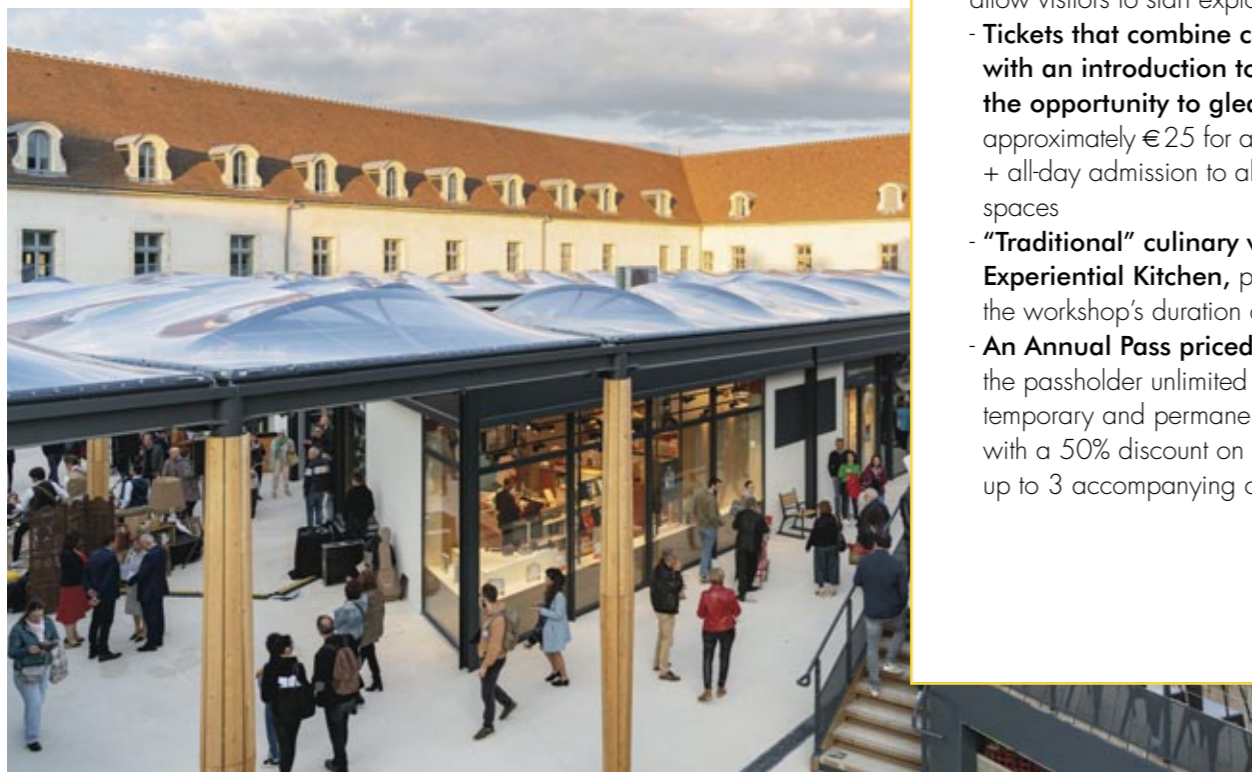
Its perfect position will see it serve as a veritable beacon that illuminates not only the city but the surrounding vineyards, too. To one side, tourist trails lead straight to Dijon's historic centre – a centre that enjoys UNESCO World Heritage status and is home to the recently renovated Fine Arts Museum. To the other, visitors are encouraged to explore wine tourism trails departing directly from the *Cité*, which marks the starting point of the *Route des Grands Crus* that was added to the UNESCO World Heritage list in 2015 and is the envy of wine connoisseurs the world over.



2. An exhilarating project that combines public interests with private partnerships

It is a highly complex concept, and one that does not easily fit the traditional administrative mould. The *Cité* is, indeed, a composite whole that amalgamates public interests and private partnerships. But it is also an extremely coherent project, which, at a time when the world's food system is in disarray, draws on the DNA of a city that is recognised for its excellence and innovation and sets the standard in the fields of lifestyle, wining and dining, agroecology and health. All those involved in driving this major project forward have learnt from the difficulties already encountered at similar facilities elsewhere, be that regarding the content of the exhibition areas – which Dijon has carefully prepared in conjunction with highly experienced scenographers and dozens of experts – or the issues surrounding the site's day-to-day events and admission ticket pricing.

In order to truly make the most of these seamless experiences, visitors should set aside at least 3 hours to explore everything the pavilions have to offer, with combined tickets also giving them the opportunity to add in a session in the Experiential Kitchen, a sociable drink in the *Cave de la Cité* wine cellar or even a wine tasting lesson with the *École des Vins de Bourgogne* run by the *Bureau Interprofessionnel des Vins de Bourgogne* (BIVB).



Examples of tickets that are already available to purchase at citedelagastronomie-dijon.fr

→ **A "TASTER" TICKET PRICED AT €13 (NON-CONCESSIONARY RATE), WHICH INCLUDES:**

- admission to the 4 cultural spaces, The 1204 (Dijon's Interpretation Centre for Architecture and Heritage) and the *Sainte-Croix-de-Jérusalem* chapel
- 2 more glasses of wine (or a mocktail) in the *Cave de la Cité* wine cellar
- a free engraved glass

→ **THE OTHER MAIN TICKETS AVAILABLE WHEN THE CITÉ FIRST OPENS**

Various different packages will gradually be made available once the *Cité* and its various amenities have hit their stride, notably weekend tickets that include a number of on-site activities or take in other nearby tourist attractions as part of a circuit.

When the site first opens on 6th May, as well as the aforementioned "taster" ticket, the following tickets will also be available to allow visitors to start exploring the *Cité*:

- **Tickets that combine cultural discoveries with an introduction to wine tasting or the opportunity to glean tips from chefs:** approximately €25 for a 40-minute workshop + all-day admission to all of the site's cultural spaces
- **"Traditional" culinary workshops in the Experiential Kitchen**, priced according to the workshop's duration and theme
- **An Annual Pass priced at €25** that gives the passholder unlimited access to the temporary and permanent exhibitions along with a 50% discount on admission tickets for up to 3 accompanying children or adults.

3. A permanent programme that promotes the pleasure of eating and drinking well

Right from the very start, the project specifications, drawn up by the city of Dijon and enriched by the Strategic Steering Committee, placed gastronomy and wine centre stage. A dynamic and virtuous balance has been struck, combining major exhibitions, a veritable Experiential Kitchen, immersive tasting experiences, food and drink retailers and restaurants in the Gastronomic Village. Then, of course, there is the learning zone, where the prestigious international school of culinary arts, Ferrandi Paris, has opened its brand-new campus and where the *École des Vins de Bourgogne* run by the *Bureau Interprofessionnel des Vins de Bourgogne* is set to host short wine-tasting workshops perfectly tailored to tourists' hectic schedules. Providing such an exciting range of facilities, including a cinema complex that has the ability to attract visitors all year round (including families and schools), will further strengthen the strategy of running ongoing events, helping cement the *Cité's* success.



A number of "permanent" events will be organised as part of this strategy:

- **Business seminars and meetings of up to 300 people** (events that make use of the *Cité's* various different zones and amenities, including the cinema complex, the auditorium in the Village by CA, the cultural spaces, the food and drink zones, and the hotel's reception room)
- **A seasonal events programme aimed at the general public, including both ticketed and free events:**
 - Cuisine and/or wine tasting workshops
 - Masterclasses
 - Sensory workshops for children and families
 - Talks
 - Dramatised tours
 - Festival-style events
- **Specific events for school parties**, from infants through to 6th formers, in both school and leisure time (after school clubs, holidays clubs, etc.)
- **Specific events linked to the development of a sponsorship programme.**



10 TASTY REASONS (AND MORE) to visit the *Cité Internationale* Centre for Gastronomy and Wine

- 1** Enjoy a seamless experience that combines the secrets of the exhibitions dedicated to the "Gastronomic Meal of the French" with veritable culinary or wine-tasting workshops
- 2** Indulge in a tasty spot of shopping in the Gastronomic Village's specialist shops
- 3** Head to the *Librairie Gourmande* to snap up a copy of the latest must-have manga, "Midnight Diner", or simply spend time browsing all the wine and cookery books, of which there are over 10,000
- 4** Treat your taste buds to one of the 250 wines available by the glass each day at the *Cave de la Cité* wine cellar, sourced from a vast selection of 3,000 bottles, 1,000 of which are Burgundies!
- 5** Invite your other half to join you for a wine-paired meal devised by Éric Pras, the Burgundy-Franche-Comté region's only 3-Michelin-starred chef and culinary director of the Epicure Group in the *Cité*
- 6** Take to the stage for a battle of the chefs in the Experiential Kitchen
- 7** Explore the adorable *Sainte-Croix-de-Jérusalem* chapel dating back to 1459
- 8** Catch a film at the 9-screen Pathé cinema complex after tucking into a family meal that shines a light on local fare beneath the Bamagotchi's glass roof
- 9** Get to grips with the notion of vintages at the *École des Vins de Bourgogne* run by the *Bureau Interprofessionnel des Vins de Bourgogne* (BIVB), after taking in the exhibition at the *Grande Chapelle* to appreciate how the historic centre of Dijon embodies the political regulatory impetus that gave birth to the *Climats*, terroirs of Burgundy system that feature on the UNESCO's list of World Heritage sites
- 10** Change your life by attending one of the Dijon-based cookery or pastry courses run by the Ferrandi Paris school of culinary arts

HUNGRY FOR MORE?

Explore a brand-new neighbourhood, admire the protected woodland, wend your way down *allée Bernard Loiseau*, eaf through a book alongside the river *Ouche*, or enjoy a leisurely stroll amongst some of the historical jewels in Dijon's crown.

The major milestones marking DIJON'S EXEMPLARY REHABILITATION PROJECT

Successfully securing City of Gastronomy status provided the momentum behind Dijon's exemplary touristic and economic rehabilitation of what may have otherwise remained a derelict hospital site for many years to come.

16th November 2010

The "Gastronomic meal of the French" is added to the UNESCO's Intangible Cultural Heritage list.

Spring 2012

The French Mission for Food Heritage and Culture (*Mission Française du Patrimoine et des Cultures Alimentaires*) launches a call for projects inviting local authorities to apply for City of Gastronomy status, which will enable them to share and promote the values underpinning the Gastronomic meal of the French.

19th June 2013

The French government officially announces the creation of a network of Cities of Gastronomy, consisting of the cities of Dijon (chosen to specifically focus on "promoting the culture of vineyards and wine"), Lyons ("health and nutrition"), Paris-Rungis ("sustainable nutrition and responsible gastronomy") and Tours ("human and social sciences").

→ "A *Cité Internationale* Centre for Gastronomy can be likened to a *Cité* for Sciences or a *Cité* for Music. The aim is to understand how the rituals surrounding the 'Gastronomic meal of the French' first came about, how they have evolved, and how they are observed by people today. The 4 chosen cities will forge a network, each with their own speciality. Dijon will shine a light on wine, and notably the *Climats*, terroirs of Burgundy, which were added to the UNESCO's list of World Heritage sites in 2015. This represents an extraordinary opportunity for Burgundy to place wine on a pedestal by associating it with gastronomy, and Dijon is firmly in the driving seat with its exemplary offering that combines major exhibitions, food and drink shops, training opportunities and tourist facilities." **Jean-Robert Pitte**, President of the French Mission for Food Heritage and Culture (MFPCA – *Mission Française du Patrimoine et des Cultures Alimentaires*)

15th December 2014

Following a call for expression of interest launched by the city of Dijon, the EIFFAGE group was awarded the tender to actually build the *Cité Internationale* Centre for Gastronomy and Wine.

4th July 2015

The *Climats*, terroirs of Burgundy, whose scope covers Dijon's safeguarded sector, are added to the UNESCO's list of World Heritage sites, further reinforcing the decision to promote vineyards and wine at the future *Cité* in Dijon.

25th January 2016

In preparation for signing over the land to Eiffage, the city of Dijon acquires the *Hôpital Général* site from Dijon's University Hospital, whose services have already been transferred to the new François-Mitterrand hospital site.

22nd March 2021

The Eiffage project powers ahead, despite the COVID-19 pandemic, and Dijon's City Council votes to take over the governance of the cultural centre.

6th May 2022

Inauguration of the *Cité Internationale* Centre for Gastronomy and Wine.



CITÉ
INTERNATIONALE DE LA
GASTRONOMIE
& DU VIN

DIJON

LOCAL ET NATIONAL PRESS CONTACT

Peggy Briset
pbriset@metropole-dijon.fr
+33 (0)3.80.74.51.80