

## The Cité du Vin unveils its new line

New logo, new graphic charter, new official partner... on its third anniversary, the Cité du Vin presents its new visual identity today, Tuesday 4 June.



### The Cité du Vin's new line

The Cité du Vin is displaying its new logo as from 4 June. Picking up on the idea of movement in the building's very outline, the Cité du Vin's new identity plays on lines and their multiple possibilities. *"Movement by the line is the new common thread for our communication. Beyond the logo, we have devised a new visual identity, with colours for each of our activities, that we will gradually extend to all our media,"* says Solène Jaboulet, Marketing and Communications Director of the Foundation for Wine Culture and Civilisations.

### A new official partner: Armor-Lux

The change of visual identity is also reflected in the uniform! The public-facing teams at the Cité du Vin are now dressed by the Armor-Lux group. Specialists in the design and manufacture of quality clothing, Armor-Lux has contracted a two-year partnership with the Cité du Vin. *"We were drawn by the brand's history, know-how and quality. Its 80 years' experience, its ability to combine innovation and ethics while keeping an authentic spirit, immediately attracted our attention. We are delighted with this new collaboration,"* says Florence Maffrand, in charge of partnerships at the Foundation for Wine Culture and Civilisations. For the Cité du Vin, Armor-Lux has used the design of its iconic product, the Breton stripe shirt, and has come up with a new version with new colours. An exceptional product, made at the Armor-Lux workshops in Quimper, in perfect harmony with the new identity and its graphic variations based on the line!

### The Cité du Vin, emblem of a new Bordeaux

Magazine covers, travel guides... only 3 years after its opening, the Cité du Vin and its iconic architecture are regularly used in France and abroad to illustrate Bordeaux's dynamism. *"It is a source of great pride that the Cité du Vin has been recognised by professionals and the general public as the symbol of the city's renewal. We will continue our efforts to maintain this role as an emblem in the long*

term,” says Philippe Massol, Managing Director of the Foundation for Wine Culture and Civilisations. Since its opening, the Cité du Vin has welcomed nearly 1.3 million visitors.

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### **About the Cité du Vin:**

Located in Bordeaux, the Cité du Vin is a new generation cultural centre, unique in the world, where wine is presented in its cultural, civilizational, heritage and universal dimensions.

A cultural facility, a tourist site and a place of life and outings for Bordeaux residents, the Cité du Vin showcases vineyards from around the world through a permanent tour, temporary exhibitions, wine culture workshops and numerous events. Managed and developed by the Foundation for Wine Culture and Civilisations, the Cité du Vin is accessible to the greatest possible number and is open to all. A spectacular journey around the world, across the ages, in all cultures!

Opening hours & prices: [laciteduvin.com](http://laciteduvin.com)

### **Support cultural seasons at the Cité du Vin:**

Thanks to individual and corporate donors, the Foundation for Wine Culture and Civilisations can offer a rich and varied cultural programme at the Cité du Vin throughout the year.

Information: [fondation.laciteduvin.com](http://fondation.laciteduvin.com)

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