

Press release

Tuesday 05 June 2018

La Fondation pour la culture et les civilisations du vin will welcome Argentina as the Guest Wine Region for the autumn 2019 temporary exhibition

Gustavo Santos, Minister of Tourism of the Argentine Republic and President of the Executive Council of the World Tourism Organization, visiting La Cité du Vin on 26 May, announced Argentina's decision to produce a temporary exhibition dedicated to wine culture in Argentina. This exhibition will be presented at La Cité du Vin in autumn 2019 as the Guest Wine Region temporary exhibition.



Photo credit: La Cité du Vin

A delegation made up of Gustavo Santos (Minister of Tourism of the Argentine Republic and President of the Executive Council of the World Tourism Organization) and Zurab Pololikashvili (Secretary-General of the WTO) was received at La Cité du Vin on Saturday 26 May by Nicolas Gailly (Treasurer) and Philippe Massol (Director General) of the Fondation pour la culture et les civilisations du vin, at the invitation of the Nouvelle-Aquitaine regional tourism committee (CRT), represented by Régine Marchand (Regional councillor and President of CRT Nouvelle-Aquitaine) and Michel Durrieu (Director of CRT Nouvelle-Aquitaine). Zurab Pololikashvili, who had been present at the inauguration of La Cité du Vin in 2016 alongside the Prime Minister of Georgia, took the opportunity to announce the wish to strengthen links between the World Tourism Organization and La Cité du Vin, through the creation of a future annual meeting.

The Guest Wine Region temporary exhibition

Each autumn, La Fondation pour la culture et les civilisations du vin gives a partner wine region or country the chance to present a "Guest Wine Region". The aim is to let the public discover a wine-producing region through its culture and civilisation, in an original and aesthetic exhibition, accompanied by numerous cultural events.

Georgia, as the oldest wine region in the world, was the first Guest Wine Region in autumn 2017. An archaeological exhibition jointly organised with the Georgian state and the national museum of Tbilisi was a great success, with more than 50 000 visitors.

From 5 October 2018 to 6 January 2019, it is the Port wine region, the world's oldest appellation whose Upper Douro valley is inscribed as a cultural landscape in the UNESCO World Heritage List, that will take the place of honour for the second exhibition, before Argentina in 2019.

Support the cultural seasons at La Cité du Vin through the Fondation pour la culture et les civilisations du vin:

Thanks to donations from individuals and companies, the Fondation pour la culture et les civilisations du vin, a recognised public-interest organisation, is able to offer a rich and varied cultural programme throughout the year at La Cité du Vin. It can thus transmit the age-old culture of wine to the greatest number possible, illuminating its meaning and helping to protect this intangible and universal heritage.

Individuals from €10 at www.don.laciteduvin.com, Friend from €250/year or Benefactor from €1 000/year. **Corporate Patrons of the cultural season** from €5 000/year. *International donations are also possible*

About La Cité du Vin: La Cité du Vin is a new-generation cultural site, unique in the world, where the soul of wine is expressed through an immersive and sensory approach at the heart of an evocative architecture. La Cité du Vin shows wine in a different way, across the world, across the ages, in all cultures and in all civilisations. It offers a permanent tour, temporary exhibitions, wine-culture workshops and numerous events. Visitors can book their tickets on the website www.laciteduvin.com and on the door.

In May 2018, La Cité du Vin is open daily from 10am to 7pm.

Permanent tour and Belvedere ticket:

- Adult full price: €20 - dated ticket, including the permanent tour with the interactive travel companion and a tasting of world wine in the Belvedere.
- Children (6 to 17): €9 - dated ticket, including the permanent tour and a free glass of grape juice in the Belvedere.

Annual subscription with unlimited access:

- Adult full price: €48 - Children (6 to 17): €22.

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