



P R E S S K I T

CHAMPAGNE SLOPES, HOUSES AND CELLARS

INCLUDED ON UNESCO'S WORLD
HERITAGE LIST

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TESTIMONIALS

“WHAT DOES THE INCLUSION OF THE CHAMPAGNE SLOPES, HOUSES AND CELLARS ON UNESCO’S WORLD HERITAGE LIST MEAN TO YOU?”

Franck Leroy, Mayor of Épernay

“Champagne is a unique globally-renowned product. UNESCO has now announced that champagne boasts a living heritage: remarkable landscapes shaped by cultural and production techniques still in use today and specific to the Champagne Region. This recognition is also a tribute to the people who have left their mark on our region. I’m thinking of Jean-Rémy Moët and Eugène Mercier. These visionary entrepreneurs helped build the history of a region and notably Épernay’s history. In our town surrounded by vineyards, Avenue de Champagne boasts stunning buildings, which act as both showcases and business premises. From now on, Champagne’s history, identity and landscapes will be known worldwide.”

Arnaud Robinet, Deputy-Mayor of Rheims

“As the deputy-mayor of Rheims and as a local person, this inscription is a great source of pride! I am delighted for our region, as while the inscription means recognition for champagne, it is also recognition for the unique know-how of the men and women who have shaped the Champagne region’s landscapes over the centuries. For Rheims, the inscription of Saint-Nicaise Hill’s champagne houses and quarries is a great development opportunity. Preparing our application brought everyone together around what the Champagne region and its vineyards represent today and what they will stand for in the future! We are now committed to safeguarding our heritage which is important for humankind and to passing it on to future generations as the manifestation of an inherited local identity. A big thank-you to Pierre Cheval and all of his team!”

Pascal Férat, General Association of Champagne Wine Growers president

“We’re on the list! You could not imagine the joy and pride that we feel. The UNESCO inscription is a collective reward for all the winegrowers. For the past four centuries and from one generation to the next, they have shaped the landscapes of the Champagne region and made their mark on its soil and subsoil. This inscription enshrines our appellation, how the industry is organized and its production methods, and the excellence of its products. It has set in stone, the UNESCO stone, our story as winegrowers in the big champagne family. There is no doubt that future generations will in turn continue the exceptional work being done to showcase our heritage.”

Jean-Marie Barillère, Champagne House Union president

“Firstly, a big thank-you to the Committee which has enabled our dream to come true today. Secondly, thanks to all the pioneers who built a unique heritage with agricultural landscapes, cellars and houses. These people enabled champagne – a symbol of reconciliation and celebration – to go global. They have handed down an exceptional heritage which has been recognized today. We are duty bound to bring alive and enhance this wonderful legacy for future generations.”

Catherine Vautrin, Rheims Metropolitan District President, MP for the Marne Region and Deputy-Speaker of France’s parliament.

“This is an amazing prize for all the residents of the appellation area, a legitimate source of pride which raises the profile of an area shaped by men and women over the course of a truly rich two thousand year history. From the Porte Mars (Roman triumphal arch) whose central archway bears the very first depiction of grape harvests in Rheims to industrialisation and export at the end of the 19th century, over the centuries, everything has contributed to the creation of remarkable sites and a globally renowned product which symbolizes spirit and love. The City of Kings is one of France’s most beautiful cities and is packed with architectural treasures and stunning monuments that have been forgotten for too long. It is down to us to showcase them and invite the whole world to come to unforgettable Rheims, located at the heart of a generous and sparkling region!”

Jean-Paul Bachy, President of the Champagne-Ardenne Region and President of the Association Paysages du Champagne support committee.

“This inscription is the result of a magnificent collective effort led by the Association Paysages du Champagne headed by Pierre Cheval and that the Regional Council has supported the whole way. All the local stakeholders and professionals have played their part. As the president of the application support committee, I will ensure that the entire area benefits from this honour which will have a considerable cultural and tourism impact.”

Pierre-Emmanuel Taittinger, Association Paysages du Champagne vice-president

“The UNESCO inscription is recognition for the work of our ancestors, their know-how, our history, wine growing, production and selling in the region for over 1,000 years, the beauty of our landscapes and of course for the people who prepared and put together this application over the last few years! It’s a message of hope for the work to be done in the future. We will continue the efforts to showcase and enhance our landscapes and sites in order to be worthy of this inscription.”



EDITORIAL



The Champagne Slopes, Houses and Cellars are now included on the prestigious World Heritage List following eight years of work. How does this make you feel?

This is a historic decision for the Champagne Region; following long years of hard work and hope. Naturally, my thoughts firstly turn to all those who worked on the application, all the partners who supported this unique undertaking, and the local people whose area has just received world-wide recognition.

We are now a member of the family of Heritage List properties and this is particularly meaningful as, at a time when world heritage is experiencing terrible tragedies, whether in the form of natural disasters or fighting, the Champagne Region is a symbol of reconciliation and fraternity among peoples, while being a region that has experienced more than its fair share of dark moments. UNESCO also wanted to single out the universal happiness dimension of champagne.

In your opinion, what will be the impact on the area and its residents of inclusion on the UNESCO list?

Firstly, we already know that any inclusion on the list gives rise to a feeling of pride, enabling us to look beyond our daily lives. In the Champagne region, we work on difficult soils and have a changeable climate and we are used to paying the greatest care to our vines and wines, to the extent that sometimes our daily lives obscure the exceptional nature of the region. This inscription helps us to rediscover the universal dimension of our history, our area and our work.

This 'awakened' pride fosters a virtuous attitude towards our heritage, which we must preserve, maintain and pass on intact to future generations. Inclusion on the list is a form of recognition but also an undertaking to the world's nations. We must be worthy of it. That is the undertaking that we made in front of the World Heritage Committee meeting in Bonn.

Finally, our inclusion on the list turns the spotlight on the place where champagne was created and is made, cultural landscapes that are often obscured by this party wine's symbolic image. We now hope to more effectively share this reality with as many people as possible.

Is your inclusion on the list a community's date with history?

How far we have come to make it a successful date with history! The intense moments in January 2014 when the French government selected our application to represent France at the 2015 World Heritage Committee come to mind. Bonn was a unique moment for the Champagne region; unique, exceptional and historic.

We are becoming aware that the 18th century saw the birth of champagne, the 19th century witnessed its growth and international development thanks to the industrial revolution, and the 20th century saw it become a drink for the masses. The 21st century is all about celebrating its Exceptional Universal Value. So yes, we have a date with history, our very own history!

Pierre CHEVAL

*Association Paysages du Champagne
president*

Old Piper
Cellar, Avenue
de Champagne,
Epernay

INCLUSION OF THE CHAMPAGNE SLOPES, HOUSES AND CELLARS ON UNESCO'S WORLD HERITAGE LIST

It was in early July 2015 in Bonn in Germany that the 21 representatives of the State Parties to the UNESCO World Heritage Convention unanimously voted in favour of including the Champagne Slopes, Houses and Cellars on the World Heritage List in the Living Cultural Landscapes category. The committee members recognized their Exceptional Universal Value and deemed that the protection and management conditions for the proposed property had been fulfilled.

This was an unforgettable moment for the Association des Paysages du Champagne, which has been spearheading and championing the application for eight years, for all the stakeholders and the people of the Champagne Region who have supported the application, which had close to 53,000 ambassadors. "My thoughts turn to all those who worked on the application, all the partners who supported this unique undertaking, and the local people whose area has just received worldwide recognition. We have a date with history, our very own history!" said a de-

lighted Pierre Cheval, the association's president, following the official announcement.

INCLUSION IN THE CULTURAL LANDSCAPES CATEGORY

The cultural landscapes category was created in 1992 to designate combined works of nature and of man. It goes further than the monument or site itself and shows how human activity is the source of new landscapes and a particular culture.

Our UNESCO World Heritage List inscription

"The Champagne Slopes, Houses and Cellars are a cultural landscape which has given rise to champagne wine. And in a broader sense, all the work done to produce, make and publicize the champagne wine passed down the generations and preserved in the 320 AOC champagne districts located in the five French départements of Marne, Aube, Aisne, Haute-Marne and Seine-et-Marne."

EXCEPTIONAL UNIVERSAL VALUE

means that a property is of such exceptional cultural and / or natural importance that it goes beyond national borders and that it has the same incalculable value for current and future generations of the whole of humankind.



The Champagne Slopes, Houses and Cellars are living testimony to a perfectly integrated and scalable system which has enabled champagne to evolve from being an artisan product to having a tightly controlled production process with a focus on excellence. A system for producing, making and selling Champagne wine which has made a profound mark on an area, its development, its rural and urban landscapes, and has shaped the industry, society and the local economy, for close to two centuries. A unique wine-growing heritage ensemble, which is still operating today.

THE EXCEPTIONAL UNIVERSAL VALUE OF THE CHAMPAGNE SLOPES, HOUSES AND CELLARS

The Champagne Slopes, Houses and Cellars are not a standard vineyard landscape **and are totally unique**. So what makes them unique? This is clear to see in the way that the landscape's sites are organized, the rise of an original wine production method from the end of the 18th century, a method which has left its mark on the landscape, and given rise to a globally renowned wine, a symbol of celebrations and parties. This is the basis of its Exceptional Universal Value. Unique landscapes which have been and are still today the meeting point between the rural and urban worlds, between traditional cultural practices and technological innovation.

Champagne's international success, which intrinsically links production and selling, is down to both the winegrowers - small and large vineyard owners and subsequently cooperatives – who have used to their advantage conditions that are on the outer edge of what vines will endure (cold chalky soils) and visionary **merchants** who have raised the product to a level of excellence and publicized it among the international elite. Some of them were migrants, mainly from Germany (former drapers), or women, rare female captains of industry at the time, just like Madame Ponsardin, known as the Veuve (widow in French) Clicquot, and Madame Pommery. **Champagne's backstory is primarily a human story.**

Champagne's special production process, including the second fermentation in the bottle, led to the business and area being organized to fit the process, with **the unique development of cellars** (close to 370 quarries and 25km under Saint-Nicaise hill in Reims, 110km of cellars under Avenue de Champagne in Épernay, and 10km under the historic slopes). This stunning underground landscape, still in operation today, is one of the most representative examples anywhere in the world of wine industry heritage.



Vent stacks marking the presence of cellars, Aÿ

The planning and architecture of the Champagne Houses is the best example of the alliance between the champagne trade and champagne production, bringing together production facilities and merchants' premises around transport links (roads, canals and railway lines). This quest for a quality urban and architectural setting and a living environment is also reflected in the number of green spaces, parks and gardens. It can also be seen in the workers' heritage sites created by corporate philanthropy, such as Le Chemin-Vert garden city in Rheims and the garden city's Saint-Nicaise church decorated by prestigious

Historical
Hillsides, Aÿ

artists from the period such as René Lalique, the master glassmaker.

Champagne is a universal symbol. Since the 18th century, when it sparkled in the courts of Europe, until the present day when it has become a drink for the masses, champagne, from a **poor growing region ravaged by war on numerous occasions, is, unlike any other product, associated with the art of living, parties, celebration and the image of France.**



WORLD HERITAGE IN A FEW WORDS

World Heritage is a label given by UNESCO to places or properties of Exceptional Universal Value, i.e. of interest to the whole of humankind and with no equivalent anywhere in the world. The 2014 list of universal and exceptional sites contained **1,007 properties worldwide, 39 of which are located in France.** They include Notre-Dame Cathedral, Saint-Rémi Abbey and the Palace of Tau in Rheims.

In 1992, UNESCO further developed the definition of world heritage by gradually introducing broader cultural landscapes and properties and industrial sites that have contributed to the development of humankind.

UNESCO went on to recognize vineyards for their spectacular (Lavaux in Switzerland and the Douro wine region in Portugal) and even exceptional beauty (Pico Island in the Azores) or their

historic nature (Tokaj wine region in Hungary and Saint-Emilion in France). **The exceptional value of the Champagne Slopes, Houses and Cellars differs considerably** from that of these landscapes. The Champagne Region has been shaped by its tumultuous history and geographic location and is also a landscape in which humankind has created a unique rural, urban and underground heritage in the chalk and from a thankless soil has managed to produce a delicious drink that enjoys worldwide popularity. **The inclusion of the Champagne Slopes, Houses and Cellars is recognition for this unique heritage and for the know-how of the people who have made the champagne production method into a benchmark method, as well as encouragement to keep up efforts to conserve and develop vineyard landscapes.**



Pékin Castel,
Avenue de
Champagne,
Epernay

A UNIQUE PROPERTY INCLUDED ON UNESCO'S WORLD HERITAGE LIST

In North-East France, on a cold and chalky land oft ravaged by war, the Champagne Slopes, Houses and Cellars reveal a unique wine-growing landscape, with the vines being the actual supply area, and the villages and town districts being home to wine-making and trading facilities.

The demands of champagne wine production have led to an original threefold system, based on functional town planning, prestigious architecture and unique underground heritage. This wine-growing system, which provides a structure for the landscape and the local economy and everyday life, is the result of a long process of development, technical and social innovation, and major industrial and commercial change, which speeded up the switch from artisan production to a tightly controlled production process and global distribution.

This process of development in which women and the Franco-German heirs of the former Champagne trading fairs played a key role was historically rooted in the slopes of Hautvillers, Aÿ and Mareuil-sur-Aÿ, at the heart of the vineyard, before spreading to the nearest towns in

the 17th and 19th centuries. Saint-Nicaise hill in Rheims and Avenue de Champagne in Épernay are the inventions of the local wine industry.

These three component parts of the listed property embody the Champagne wine-growing region and are living and working environments, as well as being a showcase for this traditional form of know-how. They are the birthplace of the benchmark method for making sparkling wine. Champagne is a truly outstanding product and is recognized as being the universal symbol of parties, celebration and reconciliation.

Man's savoir-faire : pruning



Vineyard lodge





Sainte-Hélène,
wine-making
facility,
Hautvillers

Any applications for world heritage status require the area of the property put forward for inclusion to be identified and delimited. This exercise involved a number of choices being made, based on stringent criteria, in order to guarantee the Exceptional Universal Value of the Champagne Slopes, Houses and Cellars. The selected property is located at the heart of the AOC Champagne production area in the French départements of Marne, Aube, Aisne, Haute-Marne and Seine-et-Marne, and combines the supply areas, where grapes grow and ripen, production areas, where the wine is made and matured, and the trading areas, where champagne is showcased and sold worldwide. **The listed property has 14 component parts grouped into three representative ensembles – the historic slopes, Saint-Nicaise hill and Avenue de Champagne – located in the Marne département in the Champagne-Ardenne Region, and stretching out over a 1,100 hectare area. A buffer or vigilance zone** has been identified around each of these three sites to aid conservation. An area of undertaking is also part of the area of the listed property in order to preserve the Champagne landscapes and heritage. This area brings together the 320 districts in the AOC Champagne production area. Follow the guide...

THE HISTORIC SLOPES, THE BIRTHPLACE OF CHAMPAGNE

The champagne production chain is represented by the vineyard and by the architectural heritage and cellars. Built heritage in the villages gives a precise illustration of the entire wine industry: press houses (where the grapes are pressed), wine growers' houses, cooperatives, Champagne houses (production chains, cellars and prestigious buildings). There are also visible signs of the champagne production process in the vineyard: ventilation shafts (indicating the presence of cellars), boundaries stones (marking growing plot boundaries) and winegrowers' huts.

The Cumières slopes in Mareuil-sur-Aÿ are the historic and symbolic birthplace of champagne and are located at the heart of the Rheims Mountains Regional Nature Park. The very existence of Hautvillers Abbey bears witness to an ancient and lasting tradition of winemaking. Indeed, it was in Hautvillers that the Benedictine monk Pierre Pérignon played a key role in the development of champagne.

Finally, this site displays features that are specific to the champagne vineyard: omnipresent chalk, the layout and configuration of the villages, the orderly tiering of the land, single-crop growing.

SAINT-NICAISE HILL IN RHEIMS, QUARRIES AND CHAMPAGNE HOUSES

This atypical site symbolizes the spatial integration of the champagne production process and the impact of the Champagne Houses on urban design. It also encapsulates the local people's talent, as former chalk quarries – true underground cathedrals abandoned once they had been exploited in medieval times – are still used as cellars today.

It also comprises all the components of the production process:

- The nearby vineyard, which stretches into towns containing urban vineyards, punctuated by the openings once used to extract stone from the quarries and now used as ventilation shafts.
- Major public spaces and large parks.
- The proximity of the canal, thoroughfares and distribution routes (notably Boulevard Henry-Vasnier, the road to England that Madame Pommery got to pass through her property; and Avenue du Général Gouraud).
- A set of ancient and medieval quarries, the cellars dug out in the 19th century and the link galleries used as wine-making and storage areas.

And also:

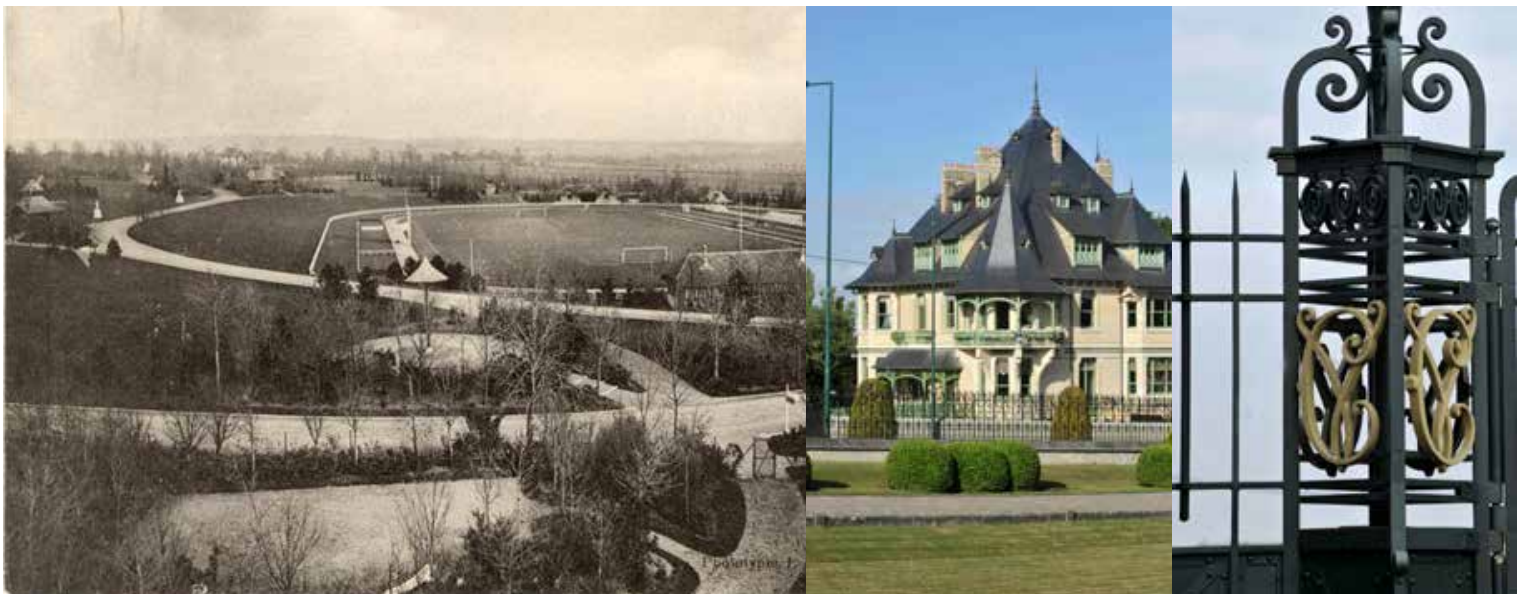
- Production facilities, which were used as showcases (notably to demonstrate the house's strength to the competition) and then gradually became a means of attracting clients, as a business ethos developed.
- The aristocratic homes of the managers of the Champagne houses (Château des Crayères, la Villa Demoiselle etc).
- Examples of corporate philanthropy and social initiatives, such as the Champagne Park, a sports ground for the employees of Pommery, Le Chemin Vert garden city built for workers in the industries of Reims, including a nursery, school, health centre and the stunning Saint-Nicaise church, decorated by Lalique and Maurice Denis.

The area's underground heritage is on an unprecedented scale (over 1,000 mineshafts and over 1 million m³ of chalk extracted). It now constitutes the major part of the area's industrial heritage. Nowadays, tens of millions of bottles are stored in the chalky subsoil of this part of the city, at a constant cool temperature (11-12°) and level of humidity (90-95%), thus making for an unparalleled maturing environment for champagne wine.

Left to right,
Old Pommery
Garden

The Villa
Demoiselle,
Pommery Estate

Detail of an
ironwork, Veuve
Clicquot



THE AVENUE DE CHAMPAGNE IN ÉPERNAY, THE CAPITAL OF CHAMPAGNE'S MOST PRESTIGIOUS STREET

Champagne's most prestigious street is one of the best examples of the creation from scratch of an aboveground and underground production environment. It brings together vines, production facilities, cellars, customer reception and prestigious buildings. Its backstory tells the tale of the birth, boom and current situation of the Champagne Houses, in terms of the development of production facilities, communications infrastructure (transport links to Paris, then the capitals of Europe and subsequently worldwide) and showcases.

This avenue therefore boasts outstanding aboveground and underground heritage. The champagne cellars, a unique regional asset, were dug out at the end of the 18th century and throughout the entire 19th century, with the inherent nature of the chalk substratum lending itself to this excavation work, with long galleries being created, linking some of them directly with the canal and subsequently with the railway line.

The champagne merchants who set up their businesses on this street, under the auspices of the Board, built magnificent production facilities above the cellars and then in the 19th century, constructed elegant private residences, the most luxurious of which were called châteaux. The traders' passion for this avenue meant that a large number of businesses were concentrated on it, aided by the presence of the canal and railway line.

Avenue de Champagne, the former road to Germany (royal road from Paris to Metz and then Sarrebrück, then trunk road 3) was an age-old route for goods transport and also for the intrusions of history (devastating conflicts and invasions): the last wars took a heavy toll on the Champagne region, ravaging its population, land and economy. This remarkable road link, used for centuries to enter and leave the town, made possible trade relations with Paris and the whole of Europe.

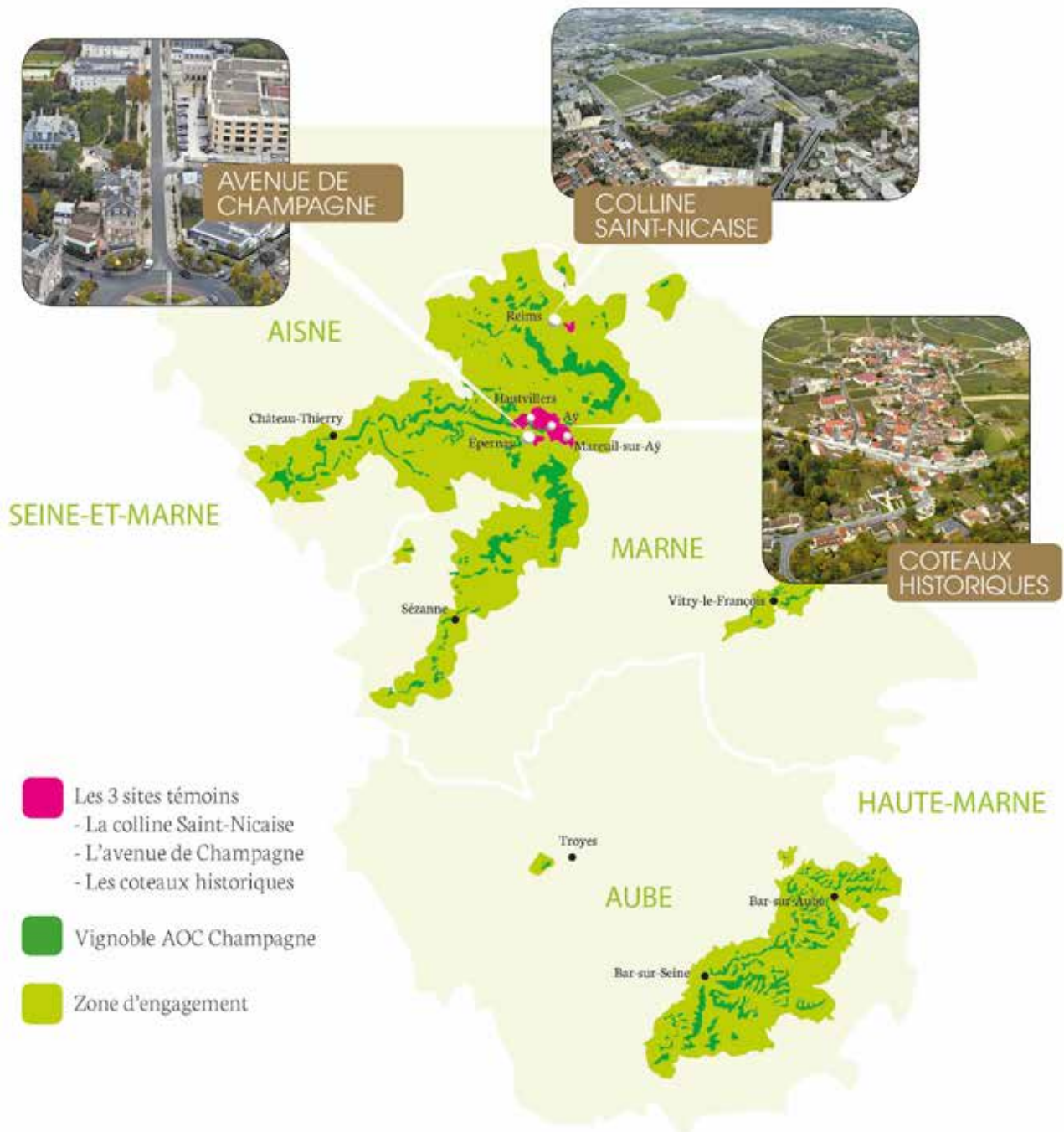
The Avenue de Champagne's stunning buildings with their courtyards and gardens, its attractive parks, vistas of the vineyard and its recent restoration, make it representative of the importance of the wine trade in the development of champagne.

Left to right,
Avenue de
Champagne,

Boisel Wine
cellar



AREA OF THE PROPERTY ON THE WORLD HERITAGE LIST



A BACKSTORY BASED ON VISIONARY, STUBBORN AND PIONEERING MEN AND WOMEN

The history of champagne has been marked by pioneering men and women. Their inventiveness and dynamism enabled them to build, develop and pass on a culture and heritage which are now included on the UNESCO World Heritage list.

Apart from the Benedictine monk **Dom Pierre Pérignon** of Hautvillers, who was one of the trailblazing winemakers, **Claude Ruinart** (1732-1798), a lawyer and merchant from Reims, was the first to set up a house on Saint-Nicaise hill. Ruinart was a bold visionary who bought and utilized the hill's abandoned chalk quarries.

These quarries proved to be fantastic for storing champagne! Other champagne houses followed his lead by establishing themselves on Saint-Nicaise hill in Reims. These houses ended up buying several of his quarries! A few years later in Épernay, a German wine merchant, Claude Moët, founded Moët in 1743. In 1792, Jean-

Rémy Moët took over the management of the house founded by his grandfather. He built a new private residence for himself on what is now the famous Avenue de Champagne (then the Faubourg de la Folie). This was the first of a long series of houses. Jean-Rémy Moët was subsequently elected mayor of Épernay and gave the town great economic momentum for over a century.

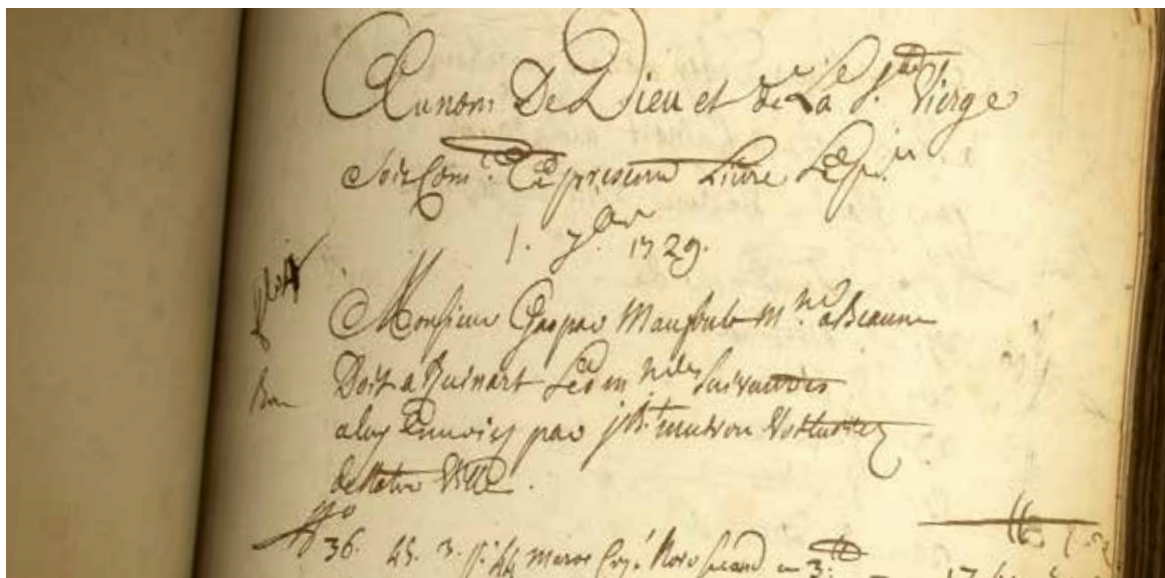
In the 18th and 19th centuries, the champagne trade attracted and aroused the interest of our German neighbours. The major Champagne houses were often **Franco-German ventures**, with Veuve Clicquot, Krug and Bollinger falling into this category. Young, motivated and creative Germans tended to come to the region to receive training and put down roots. They ended up going into partnership or founding their own houses.



Portrait of Jean-Rémy Moët (1758-1840)



Map of the Saint-Nicaise Hill 1948



First book of accounts dedicated to Champagne wine of Nicolas Ruinart, 1729



Making of wire-caps, Pommery estate



Logo of the Comité Champagne

We hear about men's involvement, but women have played a key role in the history and the development of the Champagne industry. The Clicquot-Ponsardin (1777 – 1866) and Pommery (1819 – 1890) widows spring to mind: two leading figures who made a major contribution to the development of their respective champagne houses and to champagne's global reputation. **They were strong businesswomen who surrounded themselves with the right people. However, many other women have played their part:** the daughters, wives and mothers of winegrowers, champagne house workers, and many anonymous women who worked first and foremost in the vines. In the second half of the 20th century and with the advent of cooperatives, wine growers started to produce and sell their own champagne, aided by their wives who were not paid for their work. In 1980, they finally obtained social and professional recognition with the creation of the General Association of Champagne Winegrowers' women's committee.

Page on the Right Industrial staircase in the cellars of the Deutz House, Aÿ

Other visionaries quickly understood that **wine growers and merchants needed to work together** in close collaboration in order to develop and safeguard the quality and reputation of champagne wine. In 1931, the very first multi-stakeholder association was created (Champagne Wines Promotion and Defence Committee), made up of MPs and local councillors, civil servants and wine grower and wine merchant representatives. Nowadays, the Champagne Committee, founded in 1941, is an umbrella organisation for 21,000 growers who deliver their grapes to the merchants and / or produce their champagne in cooperatives (grower cooperatives) or alone (independent growers and producers), and 320 merchants who produce and sell two-thirds of the world's champagne. A **representative, united and solid cross-industry body**, working for the good of champagne!



HOW WE OBTAINED UNESCO WORLD HERITAGE STATUS

Eight years of work and campaigning making for a worthy application have now been rewarded by UNESCO World Heritage status, with the official announcement being made in July in Bonn. A look back at a 'unique' adventure!

THE APPLICATION AND THE ASSOCIATION PAYSAGES DU CHAMPAGNE...

Following the Champagne Committee's initiative, a team of experts started work in 2006, in order to see whether a UNESCO World Heritage application would be appropriate and feasible. **The Association Paysages du Champagne (Champagne Landscapes Association) was founded in 2008 to coordinate the application process and play a role galvanising and uniting all the protagonists in the AOC Champagne area.** The association then put together the application by making an inventory of the region's incredible wealth of wine industry heritage. Key milestones in the UNESCO adventure include September 2012 when Daniel Rondeau, France's ambassador to UNESCO, submitted the nomination to the World Heritage Centre, so that its exhaustiveness could be checked, and January 2014 when **Aurélie Filippetti**, France's Minister of Culture and Communication, **decided to put forward the Champagne Slopes, Houses and Cellars application**, alongside the Climates of Burgundy application, **for inscription in summer 2015.**

The last key stage for the application, just before the meeting announced its final decision

in Bonn, was the publication of ICOMOS' opinion (ICOMOS is the advisory body for the World Heritage Committee) following a rigorous expert assessment lasting 18 months. ICOMOS recommended to the World Heritage Committee "that the Champagne Slopes, Houses and Cellars should be listed". And the rest, as they say, is history!

The **Association Paysages du Champagne is managed equally by the local councils and wine industry professionals** and was tasked with drawing up the application, galvanizing stakeholders and local residents, and organizing and planning efficient and sustainable management of the Champagne landscapes, a vital task stipulated by UNESCO in order to preserve this set of precious properties with a strong and unique history. The region's stakeholders, politicians, academics and associations, among others, all became aware of this unique living cultural heritage and joined forces to protect it.

Pierre Cheval is the Association Paysages du Champagne president. A wine grower in Aÿ where he heads Champagne Gatinois, Pierre Cheval was the administrator of the General Association of Winegrowers for several years before becoming its vice-president. He was also the second ever wine grower to be a commander of the Ordre des Coteaux de Champagne (a Champagne wine fraternity) and he headed the Avize Winegrowing School until 2012. Pierre Cheval has also been the deputy mayor of Aÿ since 1989.

Left to right
Support balloon
Release, Avenue
de Champagne,
Epernay

Candidacy
Application

Pedagogical
Comic on the
Outstanding
Universal Value



...AND AN OUTSTANDING CAMPAIGN AND A WORTHY COLLECTIVE APPLICATION

• The local community lent massive support to the application

The Association Paysages du Champagne created resources enabling everyone to back the application. Support forms were handed out across the region to gather support from local people and visitors (close to 53,000 ambassadors supported the application!).

The association also got involved in a whole range of local events in order to publicize its campaign (including the Habits de Lumière culinary and cultural festival and the European Heritage Days).

• The districts in the AOC Champagne production area joined the association

The 320 districts that make up the AOC Cham-



pagne production area (in the Marne, Aube, Aisne, Haute-Marne and Seine-et-Marne areas) were asked to join the association.

• Knowledge-sharing tools were created to publicize champagne's heritage

Guides and reference works were created to raise awareness and support the project developers. They can be accessed on www.paysagesduchampagne.fr

The association also made a film to share the fundamental values with the general public. It can be viewed on the association's YouTube channel.

Educational initiatives were set up in partnership with Rheims education authority. And a champagne heritage competition was launched in 2013...

• Passing on our heritage to future generations

We are duty bound to convey the wealth of our heritage to future generations and to teach them to appreciate what surrounds them and is part of their daily lives.

Our initiatives for children always prove very popular. Young people were involved several times over the course of the year through creative competitions, fun knowledge-sharing resources and balloon release events.

Saint-Vincent Celebrations 2014 displaying the colors of the candidacy



Pedagogical workshops in the vineyard

MANAGING THE CHAMPAGNE LANDSCAPES - LIFE AFTER OUR INCLUSION ON THE LIST

Property inscription criteria are very stringent and this continues once a property has been included on the list, as the stakeholders must demonstrate their capacity to manage and protect the property in the long term. The Association Paysages du Champagne is aware of the need to develop a package of measures guaranteeing not only the preservation of the property in the short, medium and long term, but also designed to showcase it, so starting in 2012, the association developed a virtuous management plan for the entire region, working in partnership with all the stakeholders involved in the AOC Champagne production area. The Champagne Slopes, Houses and Cellars management plan is innovative as it incorporates the area's history and how it is perceived and experienced.

The management plan has three component parts:

- Part 1: Site guidance document: a framework document confirming the long-term guidelines covering the property, resulting from forward-looking participatory workshops and drawing on assessments of the state of conservation and factors affecting the property.

- Part 2: - Short-term themed implementation: specific phased initiatives, identified partners, evaluation indicators and identified sources of funding.

- Part 3 – Charter: voluntary undertaking made by the AOC Champagne production area stakeholders within their spheres of responsibility to preserve and develop the Champagne landscapes.

The management plan is supported by everyone involved and is a vision of a common destiny. The management plan stipulates the collectively decided level of commitment of all the region's stakeholders, whether they are from the local councils, private sector or civil society, namely their commitment to ensuring the long-term future and development of the property. This initiative, which has already led to major public and private sector work to showcase and restore the property, is supported by an ambitious programme of initiatives. The implementation of evaluation and monitoring procedures will enable the management system's impact on the property to be assessed and to support stakeholder involvement over time. This is vitally important as inscriptions on the World Heritage List are re-evaluated every six years!

Signing of the
Commitment
charter, 2011



THREE PILOT SHOWCASE SITES – THE AGIR PROGRAMME

Three pilot sites were selected to showcase landscaping and sustainable management in the wine business, as part of the Champagne Slopes, Houses and Cellars application management plan. These pilot sites bear the name of the AGIR programme: AGIR stands for Aménagement et GestIon duRable des coteaux, maisons et caves de Champagne (Champagne Slopes, Houses and Cellars Sustainable Management and Development).

The AGIR programme was created by a partnership between the Champagne Committee, the Rheims Mountains Regional Nature Park and the Association Paysages du Champagne.

The three pilot sites are located on the historic slopes of Cumières in Mareuil-sur-Aÿ, on the Aubeis slopes in Les Riceys district and on the Axonais slopes in the districts of Azy-sur-Marne and Bonneil.

For the regional management bodies, AGIR constitutes a real opportunity to receive support from the Champagne Committee's Technical and Environmental Division and the Rheims Mountains Regional Nature Park's departments so that new practices that respect the environment and the property's Exceptional Universal Value can be put in place.

Our partner, the Rheims Mountains Regional Nature Park, has produced a handbook on the historic slopes under the scope of the AGIR programme: *Un paysage d'excellence pour un vin d'exception !* (English translation: A landscape of excellence making for an exceptional wine). It can be downloaded from the Rheims Mountains Regional Nature Park website: www.parc-montagnedereims.fr

The AGIR programme's recommendations are also available on the Paysages du Champagne website (www.paysagesduchampagne.fr).

THE MANAGEMENT PLAN: THE RESULT OF A PARTICIPATORY PROCESS

The Association Paysages du Champagne met with and brought together local partners and the local community in order to identify the area's strengths and weaknesses and, in partnership with all the stakeholders, develop a shared and effective management system to preserve and develop the property and its wider area.

The management plan is the result of a broad-based consultation process:

- We met with over 3,000 people at meetings held in all the wine-growing districts.
- Educational workshops were held to pass on best practice to the main developers of the wine-growing region of Champagne, namely wine growers, cooperative managers and local councillors.
- The main management thrusts were identified following roundtable discussions bringing together representatives of central government, local councils, wine industry associations, local trade and industry chambers, town planning and tourism professionals and academics.

MEMBERS OF THE ASSOCIATION PAYSAGES DU CHAMPAGNE

The association has four colleges:

- • The founding members: Champagne-Ardenne Regional Council, Marne, Aube and Aisne General Councils, Rheims Council, Épernay Council, and the Champagne Committee, an umbrella organisation bringing together the Association of Champagne Wine Growers and the Champagne House Union.
- • Associate members: Districts or groupings of districts in the AOC Champagne production area and Châlons-en-Champagne.
- • Automatic members: INAO (regulatory body for Protected Designation of Origin products), the Rheims Mountains Regional Nature Park.
- • Honorary members: organisations or individuals approved by the general assembly, who make a major contribution towards the attainment of the association's goals either by providing funding or through their action, such as the Champagne-Ardenne Chamber of Commerce and Industry, government departments, our sponsors...

The state and the World Heritage Centre require a coordination body to be set up and an accountable manager to be appointed for the implementation of the management plan in order to guarantee the governance and management of the French properties inscribed on the World Heritage list.

The first regional conference (the biggest body of the future management structure bringing together all the stakeholders, partners and sponsors) meet in Épernay on 3 October 2014.

This conference enabled joint decisions to be taken on the major principles underpinning the future management structure:

- Equality: between the local authorities and champagne industry professionals.
- Practicality: the management structure became a non-profit association (1901 law).
- Coordination: the association's main remit will be to coordinate the involvement of all the region's stakeholders in managing the property listed on the UNESCO World Heritage list.

DID YOU KNOW...?

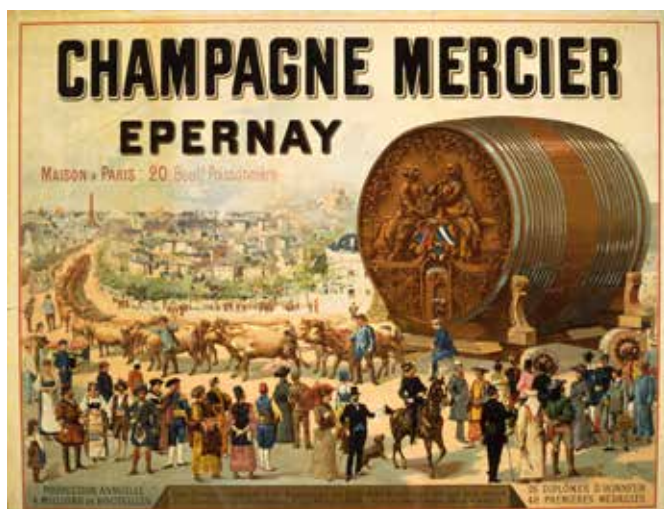
DOM PIERRE PÉRIGNON, THE TRAILBLAZER

Even though the Benedictine monk and cellarer Dom Pierre Pérignon (1639 – 1715) of Hautvillers Abbey did not actually discover sparkling wine contrary to popular belief, he was the first person in the Champagne region to have a sustainable approach to winemaking and to understand that grape blending was key to wine quality. By doing so, this pioneering winemaker laid the foundations of the modern-day champagne production process and facilitated the switch to producing quality wines.

Dom Pierre Pérignon has been buried in the choir of Saint-Sindulphe Abbey Church in Hautvillers since 1715.



Bas-relief de
dom Pierre
Pérignon



Mercier
Advertisement
poster, the
cask at the
universal
exhibit, 1889

EUGÈNE MERCIER, THE PUBLICIST

Eugène Mercier (1838 – 1904) was 20 when he founded his champagne house. He had gigantic cellars built “think kilometres, not metres!” and was the first person to install lighting in the cellars using a steam machine and to open them to the general public. His flair for advertising expressed itself freely at the 1889 Universal Exhibition. He firstly commissioned a sculpted wooden cask capable of holding 213,000 bottles of champagne and weighing 23 tonnes. It took 16 years to build (1871 – 1887) and he then decided to send it to the Universal Exhibition in Paris. It took three weeks for 12 pairs of oxen to haul the cask to Paris, with the odyssey attracting crowds and the media alike! Eleven years later, Mercier was the first person to screen an advertising film at the 1900 Universal Exhibition.

THE STORY OF CHAMPAGNE IS THE STORY OF WOMEN TOO...

In the industrial landscape of France in the 19th century, a large number of women bolstered the workforce in order to step up the pace of production and they also, in spite of themselves, headed the champagne houses: Barbe Nicole Clicquot-Ponsardin, Louise Pommery, Mathilde Perrier and Elisabeth Bollinger were just a few of them. Madame Clicquot invented the technique of riddling bottles on racks, created rosé champagne and was responsible for the brand's success by resolutely developing international trade. Louise Pommery, meanwhile, was keen to break into the British and Northern European markets, launching dry, very dry and brut champagne in 1870. Pommery was a businesswoman with a heart and set up the first retirement fund and a social security fund for her staff, as well as founding an orphanage and fund for mothers for the city of Rheims.



Portraits of
Madame
Pommery
and Madame
Clicquot-
Ponsardin

EXPLOSIVE BOTTLES!

Everyone would undoubtedly agree that Champagne is simply wine in a bottle. However, in the early days, the glass bottles did not withstand the pressure put on them by these sparkling wines. By 1745, one-third and sometimes half of the bottles in the cellars would explode and workers wore mesh overalls and face protectors. This is why champagne bottles differ greatly from other wine bottles: they are heavy, bulbous and have concave bottoms enabling them to withstand the pressure of the second fermentation. Nowadays, bottles weigh 835g as opposed to 1.2kg at the start of the 19th century.

QUARRIES WITH A NAME

Visitors to the various Champagne house quarries that are open to the general public discover that the quarries often bear a plaque.

The plaque lists the names of workers who have 40 years' service at Veuve Clicquot or the names of export destinations at Pommery (Havana, Rio de Janeiro and Dakar, for example), as and when these markets were captured.



WHAT IS THE DIFFERENCE BETWEEN QUARRIES AND GALLERIES?

In the early days, the chalk quarries that had been created from the 3rd century onwards were reused to produce champagne. The galleries – barrel vaults – link up the quarries, are built on top of each other and have been made into wine storage and ageing areas.

Veuve Clicquot has the biggest network of quarries: 24km of quarries.

While the Ruinart quarries, which are 50m high, are the highest.

The temperature needs to be constant and fluctuates between 10-12°C. There are 20km of cellars under the historic slopes, 57km and close to 350 ventilation shafts on Saint Nicaise hill, and 74km in Épernay.



Plate of the Pommery cellars

Plate of the Veuve Clicquot cellars

Galery quarries, Ruinart

ARTWORK AND PRINTING...

Champagne bottle labels gave rise to a major artwork and printing industry.

The stunning labels room at De Castellane in Épernay is a unique example. Over 5,000 different designs have been conserved.

Advertising posters also played their part in building brand recognition. The oldest is lithographed and dates back to 1891. It was designed by the painter Pierre Bonnard.

Advertisement poster, Ruinart

Labeling room, de Castellane





“I drink it when I am happy and when I am sad. I sometimes drink it when I am alone. I consider it compulsory when I have company. I play with it when I am not hungry and I drink it when I am hungry. Otherwise, I never touch it, unless I am thirsty.”

Elisabeth
Bollinger

Élisabeth Bollinger in 1961 talking to a journalist from the Daily Mail who asked her about her champagne consumption.



IN A NUTSHELL

The application

Three flagship sites: Saint-Nicaise Hill in Rheims, Avenue de Champagne in Épernay, and the historic Hautvillers slopes in Mareuil-sur-Aÿ.

320 districts form the showcase and adhere to the same shared vision: the AOC Champagne label.

Vineyard hillside,
Aÿ



The Champagne wine-growing region

2014 Champagne Committee figures

Five départements: Marne (66%), Aube (23%), Aisne (10%), Haute-Marne and Seine-et-Marne

The AOC Champagne area stretches across **33,705** hectares

280,000 growing plots

15,800 wine growers

140 cooperatives

300 Champagne houses

337 million bottles (2014 harvest)

Fermenting
room,
Pommery



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