



CHÂTEAU LES CARMES HAUT-BRION

PRESS RELEASE

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NEW CELLAR OF CHÂTEAU LES CARMES HAUT-BRION





CHÂTEAU LES CARMES HAUT-BRION

« Ambitious and remarkable, the new facilities which have emerged are designed to embody our passion for Château les Carmes Haut-Brion. I am very pleased and honoured that Philippe Starck and Luc Arsène-Henry agreed to design our cellar.

This project marks the start of a new chapter in a strong and symbolic manner. » Patrice Pichet

PATRICE PICHET,
CHIEF EXECUTIVE OFFICER OF GROUPE PICHET
AND BENOIT PICHET,
VICE PRESIDENT OF GROUPE PICHET



A NEW CELLAR AT CHÂTEAU LES CARMES HAUT-BRION,

A RAW AND MINIMAL BLADE
CONCEIVED BY PHILIPPE STARCK AND LUC ARSENE-HENRY.

CHÂTEAU LES CARMES HAUT-BRION WAS BOUGHT IN 2010 BY PATRICE PICHET, WITH THE AIM OF MAKING THIS UNIQUE 10-HECTARE PROPERTY A JEWEL IN THE HEART OF THE CITY OF BORDEAUX.

It was necessary to provide Château les Carmes Haut-Brion with new equipment to receive and shape the future vintages in the best conditions, and therefore live up to the qualitative goals of this prestigious vineyard of Pessac Léognan.

Patrick Pichet, who has headed up the first single-family real estate group in France (since its creation), is a great lover of wine as well as design and architecture. That's why he naturally called on two outstanding names: the

famous creator Philippe Starck and the architect Luc Arsène-Henry.

They have been entrusted with the design and implementation of an architectural building which include a new vat house, a barrel cellar and reception rooms. The works, which started in January 2014, were completed for the 2015 harvest, so that this vintage can fully benefit from the new facilities. The main entrance of Château les Carmes Haut-Brion has then been redesigned in order to open the propriety on the city.

This unique architectural work anchors in the 21st century the history of Château les Carmes Haut-Brion, the only château in the heart of Bordeaux, situated 20 rue des Carmes.



CELLAR OF CHÂTEAU LES CARMES HAUT-BRION

THE SPIRIT OF WINE

INSPIRATIONS

« THE WINE IS A MAGIC.
ITS ELABORATION A SCIENCE.
OUR RELATIONSHIP IS SENTIMENTAL.
ITS STRUCTURE IS AN ABSTRACTION.
ITS EFFECT A VERTIGO.
ITS KNOWLEDGE A CULTURE.
ITS ROBE IS VIRTUAL.

YOU CAN ONLY USE THE LANGUAGE OF IMMATERIALITY,
OF THE MIND TO TELL WINE.

ITS HOME HAD TO BE EVOCATIVE, A MINIMUM,
AN INTUITION, A REFLECTION. THE WONDER
OF CHÂTEAU LES CARMES HAUT-BRION DESERVED
THIS CONSISTENCY, I HOPE WE DID NOT PROVE UNWORTHY.”

PHILIPPE STARCK

« ABOVE ALL, WE WANTED TO MAKE THIS CELLAR AN EFFICIENT TOOL.

WHILE TECHNICAL EXPERTISE IS A MUST, ARCHITECTURE
AND DESIGN ARE ARTS: THEY MUST CONVEY EMOTION.

AS A BLADE FALLEN FROM THE SKY IN A SUPERB COPSE
OF TALL TREES ON EITHER SIDE, FLANKED BY VINECOVERED SLOPES,
THE NEW CELLAR DISTRIBUTES THE FOUR LEVELS OF VARIOUS
WINE-MAKING AND RECEPTION AREAS.

FREE FROM ANY ARCHITECTURAL GESTURE, IT SYMBOLIZES THE
QUALITIES OF THE WINE THAT IS MADE THERE: FINESSE AND ELEGANCE.

AN ICONIC REPRESENTATION OF THE ONLY GREAT WINE ACTUALLY
LOCATED WITHIN THE CITY OF BORDEAUX, CHÂTEAU LES CARMES
HAUT-BRION CELLAR MUST SYMBOLIZE ITS ROLE IN THE CITY'S HISTORY.

SHIPPED FOR CENTURIES FROM THE PORT OF BORDEAUX
TO THE FOUR CORNERS OF THE EARTH, BORDEAUX
WINE GAVE THE CITY ITS INTERNATIONAL REPUTATION.»

LUC ARSÈNE-HENRY

THE CELLAR

THE CELLAR EXTENDS OVER 2,000 SQ-M AND DISTRIBUTES, OVER FOUR LEVELS, RECEPTION AND TECHNICAL ACTIVITIES:

- The barrel cellar, which can accommodate 300 wooden barrels, and the castle cellar are buried below the surface of a body of water to avoid any temperature fluctuation and hygrometric change, while maintaining air quality and energy self-sufficiency.

- An area covering 200sq-m on the second floor where the harvest is gathered, communicates directly with a 1,200 hectolitres fermenting room maintained under natural gravitational conditions. The vats of various shapes are made from different materials: wood, stainless steel and concrete, and are perfectly suited to the vinification of the Château's different grape varieties and the soil.

- The artist Ara Starck has created an original painting on vat n°18, inaugurating a unique artistic approach that the Groupe Pichet and its president are keen to develop. Each year, a selected artist whose values and work resonate with the new cellar will adorn a vat with an original creation.

- The tasting room is located on the top floor, with views over the vat house.

- Finally, a panoramic terrace of 350 sq-m overlooks the whole estate.

THE ARCHITECTURE OF MINIMUM

THE CELLAR PROMOTES THE TECHNICAL EFFICACY OF THE FACILITIES PUTTING THE WINE AT THE HEART OF THE ARCHITECTURAL PROJECT.

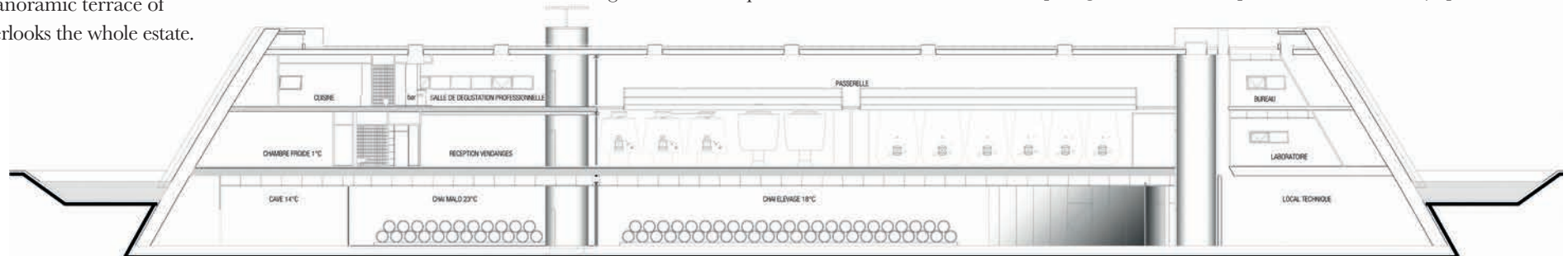
Only a high-technology construction can support the cellar master's talent and **make the mystery of the wine spring out**. This mystery, colour of blood and passion, so deeply rooted in human being and so close to the flesh.

The cellar of Château les Carmes Haut-Brion is a raw metal blade plunged in the terroir. With no reference of scale, time or culture, this construction pushed to the minimum is the opposite of a constraining and ostentatious human architecture. Here, the contribution of Nature overcomes the input of Man, and anchors the cellar in its vineyard. Sanctuarized by the use of a natural and vital element, the building is surrounded by water as a thermic flywheel, which allows the wine to tolerate any temperature or season without being affected. The preferred raw and technical

materials – matrix concrete, glass and metal – are arranged with a theatrical aesthetic, through lighting effects and a structure without a single loadbearing point.

“Was this raw metal blade pushed towards the ethers by telluric forces or did it fall here from elsewhere? It's a magic encapsulated in a miracle from which will come the extraordinary. This blade isn't frontal, but slightly inclined on which the gaze wanders. As a harmonic confrontation between Nature and human genius, it melts and blends in with the water, the soil and the tree bark around. It is the product of Nature improvement by Human intelligence; it is the expression of Nature's pure intelligence.” Ph.S

Major restoration work has also been carried out in the authentic and prestigious grounds of Château les Carmes Haut-Brion: the whole estate has been unveiled through a new entrance; the hydraulic systems and fountain from the 15th century has also been rehabilitated. Beyond the aesthetic aspect, the wetland restoration of the Château helps regulate runoff and protect the biodiversity specific to the site.



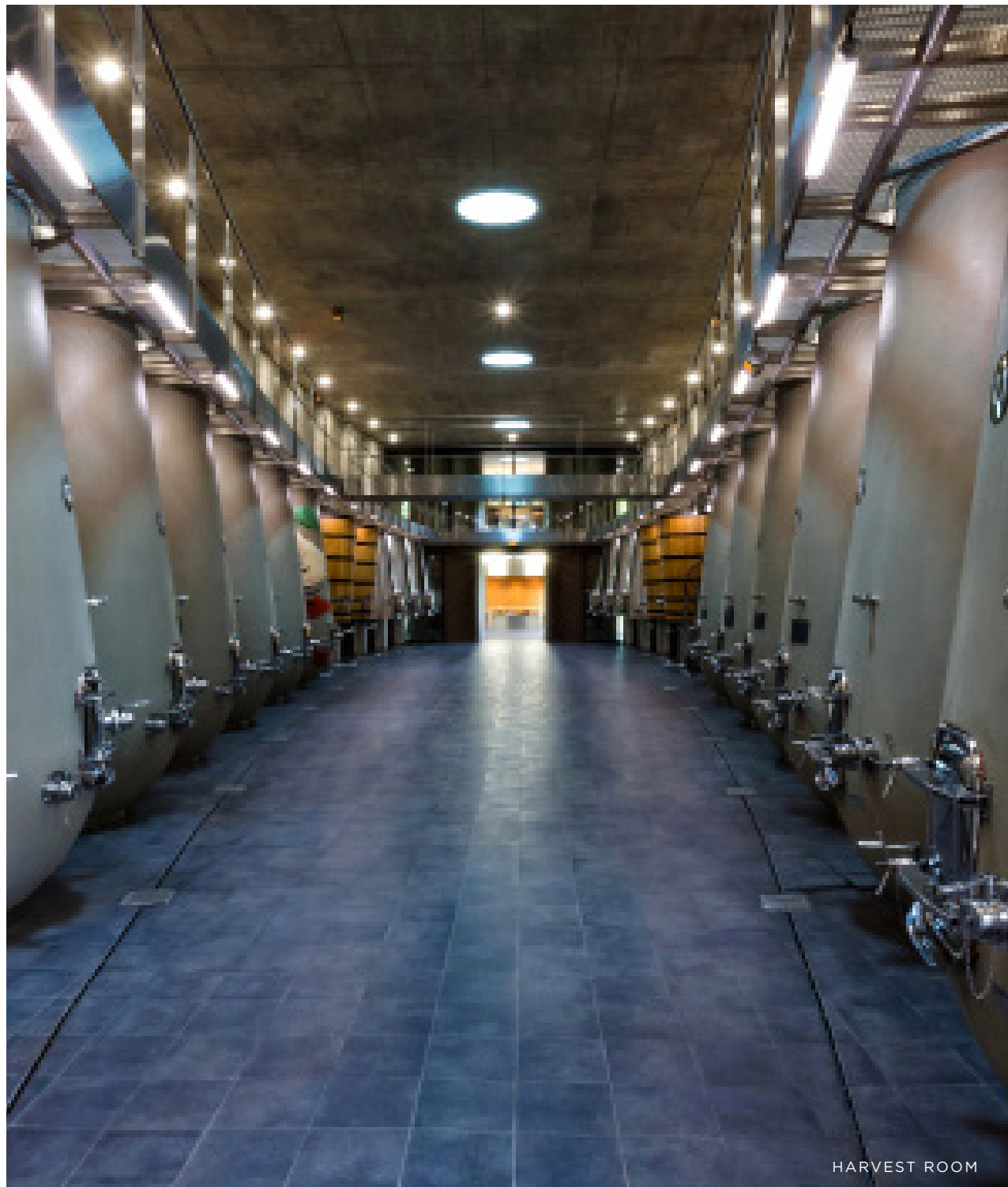
LONGITUDINAL SECTION



CELLAR OF CHÂTEAU LES CARMES HAUT-BRION



ORIGINAL PAINTING BY ARA STARCK



HARVEST ROOM

The wine is produced in accordance with sustainable viticulture practices, using traditional methods. Since 2009, only natural products, totally organic, are used to work the soil with the utmost respect for the land and the environment. The grapes are handpicked and horses are gradually replacing the tractors. Since 2012, the vinification process uses whole grapes with a small proportion of stalks in vats ranging from 21 to 86 hectolitres. The wine is aged in wooden barrels (80% new) for 18 to 24 months.

A UNIQUE URBAN VINEYARD

ALTHOUGH, HISTORICALLY SPEAKING, CHÂTEAU LES CARMES HAUT-BRION WAS ORIGINALLY OUTSIDE THE CITY, IT IS PRESENTLY SURROUNDED BY THE CITY AND CONSTITUTES AN AUTHENTIC WALLED URBAN VINEYARD.

This urban location is important because it provides a mild microclimate, less susceptible to frost and more conducive to ripening. Moreover, the landscaped

grounds create an ecosystem that attracts natural predators of grape vine pests. The atypical blend of grape varieties (40% of Cabernet Franc and 18% of Cabernet Sauvignon, completed with Merlot) is yet another factor in what makes the estate so special.

Separated by a stream bed, Le Peugue, the terroir consists of two slopes with soil made up of gravel, clay and sand in variable proportions. This unique combination of soil and microclimate clearly contributes to Château les Carmes Haut-Brion's finesse and elegance. Vines average about 41 years of age with a density of 10,000 vines per hectare.

GUILLAUME POUTHIER, GENERAL MANAGER
AND PATRICE PICHET, CHIEF EXECUTIVE OFFICER OF GROUPE PICHET





FOOTBRIDGE INSIDE THE CELLAR

AN ELEGANT AND REFINED WINE

THANKS TO A UNIQUE BLEND

THE WINE OF CHÂTEAU LES CARMES HAUT-BRION EPITOMISES THE PERFECT BALANCE BETWEEN THE ELEGANCE AND FINESSE OF CABERNET FRANC, THE POWER OF CABERNET SAUVIGNON AND THE FULLNESS OF MERLOT.

The large proportion of Cabernet Franc in the Grand Vin confers a truly unique style, particularly refined. The wine shows a fresh and bright fruit. It has a constant freshness, very smooth tannin and a floral note throughout.





BARREL CELLAR

GROUPE PICHET

5 CORE BUSINESSES

CREATED AT THE END OF THE 80s, GROUPE PICHET IS TODAY A KEY PLAYER IN THE NATIONAL REAL ESTATE SECTOR: FIRST SINGLE-FAMILY REAL ESTATE GROUP IN FRANCE, IT IS ONE OF THE TOP TEN FRENCH PROPERTY DEVELOPERS. FROM ITS INITIAL TERRITORIAL ROOTS, BETWEEN THE BAY OF ARCACHON AND BORDEAUX, IT IS CONTINUING ITS DEVELOPMENT CONSISTENTLY, NOT ONLY IN THE AQUITAINE REGION BUT ALSO IN THE ÎLE-DE-FRANCE, RHONE-ALPES AND PROVENCE-ALPES-CÔTE D'AZUR REGIONS. TODAY, GROUPE PICHET GENERATES A BUSINESS VOLUME OF €555 MILLION AND EMPLOYS 1,000 COLLABORATORS THROUGHOUT FRANCE.

Groupe Pichet can now rely on almost 30 years of experience in construction and real estate development, and recognised expertise in mixed housing (housing developments, individual and collective housing, rental housing or home ownership), business real estate, commercial premises, as well as tourist and service residences.

It is structured around five core businesses, all distinct but totally integrated: property development, asset management, patrimonial real estate, hotel management, wine-growing activity. Each is undertaken with the same passion dedicated to a unique ambition: addressing its customer concerns by creating value through a personalised offer and a policy of excellence.

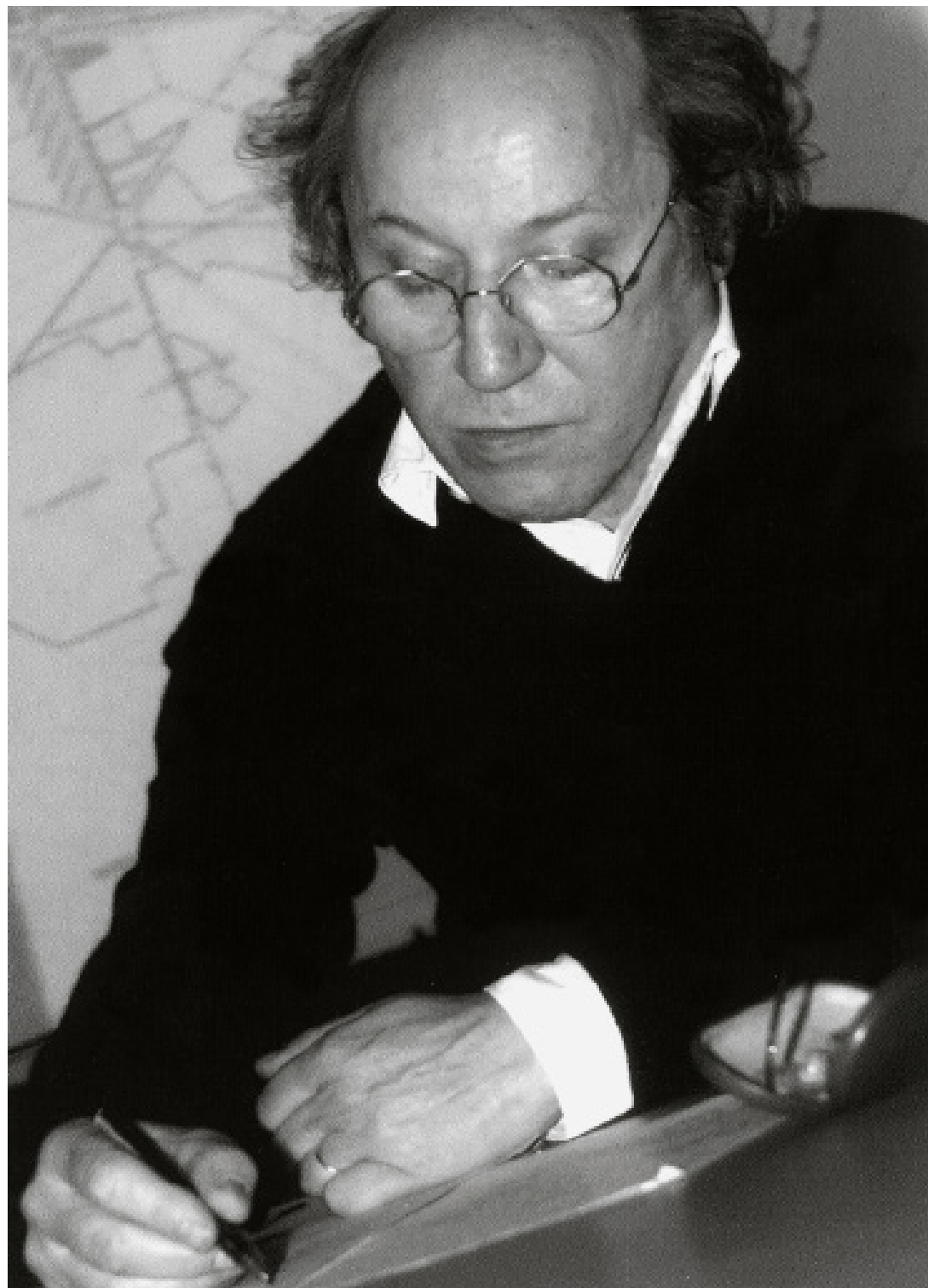
Throughout the property life cycle (design, engineering, construction, marketing, management, advice to investors), Groupe Pichet can provide “tailor-made” services to design and implement a global and diversified urban offer and meet all the expectations of local authorities, semi-public companies or social landlords.

KEY FIGURES

- €555 MILLION OF BUSINESS VOLUME
- €504 MILLION OF CAPITAL
- 3,000 SALES
- 45,000 M² OF MANAGED SPACES FOR RENT (OFFICES, SHOPS, RESIDENTIAL)
- 40,000 MANAGED LOTS (MANAGEMENT AND CO-OWNERSHIP)
- 5,000 BEDS (HOTEL CAPACITY)
- 7 REGIONAL OFFICES : BORDEAUX, PARIS, BAYONNE, NANTES, LILLE, LYON, MARSEILLE
- 1,000 EMPLOYEES
- 33 HA OF VINEYARDS IN PESSAC LÉOGNAN



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PHILIPPE STARCK

CREATOR

PHILIPPE STARCK IS AN INTERNATIONALLY ACCLAIMED FRENCH CREATOR, DESIGNER AND ARCHITECT.

His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places.

This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be “good” before being beautiful.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in «middles of nowhere».

LUC ARSÈNE-HENRY

ARCHITECT

LUC ARSÈNE-HENRY AND HIS BUSINESS PARTNER, ALAIN TRIAUD, HEAD UP ONE OF THE LEADING ARCHITECTURE AGENCIES IN BORDEAUX.

His firm designed a very eclectic production with a regional and international dimension. Two years ago, it celebrated its 1,500th operation since its inception thirty years ago. Knowing that Architecture concerns both teaspoon and urban development, he brings to each project the same passion and rigour, searching for an “adequate” response, far from any architectural style and posturing. He constantly looks for ways to “live better”. A faithful friend for more than twenty years of Philippe Starck, with whom he has already carried out several operations, he accepted Patrice Pichet’s proposal in a spirit of friendliness and complicity but also with greed. Moreover, the firm designed many other cellars: Ducru, Beaucaillou, Pichon Longueville, Gloria, Saint-Pierre, Petit Village and Porto Cruz in Porto.



HARVEST ROOM



PROFESSIONAL TASTING ROOM

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