SUMMARY

Identification of the Property .................................................................................................. 4
Text description of the boundaries of the nominated property .............................................. 6
Map of the nominated property showing its boundaries and the buffer zone ...................... 12
Criteria on the basis of which the property is nominated ..................................................... 14
Draft of Outstanding Universal Value declaration ............................................................... 16
  a) Summary ......................................................................................................................... 16
  b) Justification of the criteria .............................................................................................. 17
  c) Declaration of integrity .................................................................................................. 19
  d) Declaration of authenticity ............................................................................................ 19
  e) Management and Conservation .................................................................................... 21
Name and contact details of the local institution/agency ....................................................... 23
**Identification of the Property**

<table>
<thead>
<tr>
<th>Identification no.</th>
<th>Name of the element</th>
<th>Town</th>
<th>Coordinates of the central point</th>
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<tr>
<td>1</td>
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<td>Caves Taittinger</td>
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<td>11</td>
<td>Caves Martel</td>
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<td>Avenue de Champagne</td>
<td>Épernay</td>
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<td>Fort Chabrol</td>
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The elements comprising the Property are all located in the Champagne-Ardenne region and the Marne administrative department; the administrative location column specifies the town and not the region or district.
The world: location of France

France: location of the Property

France: Champagne-Ardenne region, location of the official Champagne appellation, and of Reims and Epernay
The boundaries of the nominated property

The Champagne Hillsides, Houses and Cellars nominated for inclusion on the World Heritage List form a continuing evolved cultural landscape. This nomination is not limited to the presentation of a traditional wine-growing property, but instead covers a specific agro-industrial system that has profoundly marked territorial and social organisation within the Champagne region, following, and sometimes even anticipating, the major schools of thought born of the Industrial Revolution. The industrial aspect, often concealed by the luxury image conveyed by Champagne wines, is a form of living heritage whose exploitation is its best guarantee of sustainability. The outstanding nature of Champagne also lies in its symbolic aspect, shared across the world. Since its beginnings, Champagne has been associated with festiveness, celebrations and reconciliation. Moreover—and what is rare—Champagne has recently but really become more accessible, without impact on its quality or its outstanding nature. These shared symbols have given rise to a universal message, expressed through this product. Today, the agro-industrial landscapes of the Champagne Hillsides, Houses and Cellars are an exemplary testimony to this.

The nominated Property comprises 14 components (hillside vineyards, wine-growing villages, industrial districts and underground ensembles), representative of the Outstanding Universal Value of the Champagne Hillsides, Houses and Cellars. These elements are exclusively related to the production and processing of Champagne wines and their social and cultural implications. They meet the conditions of authenticity, integrity, management and typological and historical complementarity which, when taken as a whole, provide a comprehensive interpretation of the living Champagne agro-industrial landscape. The 14 components making up the series are grouped into three main sets—namely, the historical hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ, Saint-Nicaise Hill in Reims and Avenue de Champagne in Épernay.
The historical hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ

This set is made up of 7 components characterised by hillside vineyards and surface and underground architectural ensembles representative of the supply basin required by Champagne production. The production chain is represented by extensive vineyards as well as by architectural heritage and cellars.

1. The hillsides of Hautvillers

This site is iconic of the Champagne region wine-growing cirques. Within this natural amphitheatre sits the village of Hautvillers, at the top of the hillside formed from chalk and topped with layers of clay and sand forming the spring line. These hillsides combine landscape and vernacular heritage, representative of the vine-tending tradition of Champagne, the system of grape supply and production by wine-growers and cooperatives. Hautvillers Abbey bears testimony to the wine-growing heritage as it is here that the Benedictine monk Dom Pérignon played a key role in the birth of Champagne.

2. The Thomas Cellar

Cellars could not be dug under the village of Hautvillers, due to the loose subsoils and water table underlying it. Instead, in 1673, Hautvillers Abbey and Dom Pérignon decided to dig the Thomas Cellar into the hillside, alongside the path running down from Hautvillers towards Cumières.
3. The Hautvillers cooperative cellars

At the end of the 19th century, for the same reasons as for the Thomas Cellar, the Hautvillers cooperative cellars were dug out below the village, in long galleries, sometimes exposing sheer chalk, sometimes consolidated by vaults of millstone or of brick alternating with chalk.

4. The hillsides of Aÿ

The hillsides of Aÿ lie facing the Marne valley at its widest point, giving it the name of “Grande Vallée”. The vineyards stretch out over a long distance, from the wooded plateau to the floodplain, with some vines found on very steep slopes while others adorn more gentle inclines. For at least four centuries, the area has been almost exclusively devoted to the culture of vine-growing. At the foot of the hill, Aÿ is a historically significant town, with its tightly packed houses running east to west along its main streets, and a north-south network of secondary roads and narrow streets, surrounded by a perimeter wall which has since ceded its place to a belt of boulevards. These include the Boulevard du Nord, which links the town to the vineyards, and which is now home to several Champagne Houses.

5. The cellars of Aÿ

The town of Aÿ has a large number of traditional wine cellars under most houses and galleries dug under the hills by the large Houses on the Boulevard du Nord (the Champagne Houses of Deutz, Ayala, Bollinger and the Coopérative Générale des Vignerons). These galleries link the built-up area, where they have their entrance, to the vineyards, where their vent stacks emerge.

6. The hillsides of Mareuil-sur-Aÿ

Overlooking the Marne where it leaves the Champagne plain to join the “Grande Vallée”, the hillsides of Mareuil offer an expansive view not only over Épernay and the Marne valley, like the hills of Hautvillers and Aÿ, but also far eastward over the plain. They are not as extensive as the hills of Aÿ, but have a very diverse range of features due to the varying exposure. Located at the foot of the hill, like Aÿ, the village of Mareuil is smaller and associated with the Château de Montebello. The Château is a fine neoclassical construction with a park running right down to the Marne and walled gardens above. It is also a production estate with outbuildings housing the grape press and fermentation vessels, and a tower of offices offering a panoramic view.

7. The cellars of Mareuil-sur-Aÿ

The Château de Montebello also laid an underground imprint below the village of Mareuil-sur-Aÿ, where wide vaulted galleries have been dug into the chalk under buildings and gardens. There are also some cellars out of the former estate, now partly occupied by the Philipponnat Champagne House. The cellars of the Billecart-Salmon Champagne House can be found in another part of the village.
Saint-Nicaise Hill in Reims

This site is a fine illustration of how the Champagne production process has been integrated into the landscape and how the Champagne Houses have affected urban structure. The hill is made up of 4 components, illustrating the different components of the industrial production process. Three of these components are found underground.

8. The section of Saint-Nicaise Hill lying above ground

Located on the edge of the city, near the outlying vineyards and the main roads, the hill is home to a number of enclosed urban vineyards, large public spaces and vast parks. The built heritage here comprises industrial buildings, which also play a representative role, helping to win over clients, as well as a number of patrician residences occupied by the heads of the Champagne Houses (here represented by the Château des Crayères and the Villa Demoiselle).

Traces of the underground network can be seen on the surface, with the vent stacks (which use the openings in the former conic chalk quarries, from where the stones were extracted) emerging in vineyards or parks.

Finally, the hill is also marked by evidence of corporate patronage and social initiatives, with the Parc de Champagne, created as an area for employees of Pommery to practice sport, and the garden city of Chemin Vert and its remarkable Saint-Nicaise church, decorated by René Lalique and Maurice Denis.

9. The Charles Heidsieck, Ruinart, Pommery and Veuve-Clicquot cellars

The underground part of Saint-Nicaise Hill is represented here by the most extensive set of components, found outside the medieval enclosure, grouping the Charles Heidsieck, Ruinart, Pommery and Veuve-Clicquot chalk quarries, and the galleries linking them together. These elements illustrate the genius of the Champagne region: long-aban-
10. The Taittinger cellars

Inside the medieval enclosure, on the site of the old Saint-Nicaise abbey, the Taittinger cellars are also found in former chalk quarries and in the basement of the abbey.

11. The Martel cellars

Not far from the old Saint-Nicaise district, Martel located its headquarters in an 18th century building constructed with limestone, built above some of the oldest chalk quarries now home to a museum of wine-making techniques.

c) Avenue de Champagne in Epernay

Avenue de Champagne is a particularly remarkable example of the creation of a production site, made up of two components, one above the ground and one below. It comprises vineyards, industrial buildings, cellars, reception buildings and other prestigious constructions. Its history is that of the birth, expansion and current situation of the Champagne Houses, recounting the development of the production tool and transport infrastructure —linking first to Paris and then to the European capitals before finally establishing connections with the rest of the world— and the construction of representational buildings. Located in the immediate vicinity of Avenue de Champagne is the final element, Fort Chabrol, a wine-making research centre which has a very special place in the history of Champagne wine-making.

12. The section of Avenue de Champagne lying above the ground

The Champagne wine merchants who set up on this street, from the end of the 18th century and onwards, built vast production sites, then elegant homes in the 19th century, the most majestic of
which were called “châteaux”. The keen interest merchants had in this avenue led to a high concentration of establishments, also explained by the presence of the Marne, then the canal and railway. Avenue de Champagne, the old route to Germany (royal road from Paris to Metz and Saarbrucken which later became the Nationale 3 highway), was a centuries-old route for goods transport but also for invasions and destructive conflicts. The Champagne region was very heavily affected during the most recent wars, which devastated its population, its territory and its economy. This remarkable transport route, for centuries used to enter or leave the town, reflected the development of trade relations with the capital city and with the rest of Europe. Thanks to the beauty of the buildings that line the Avenue, the courtyards and gardens, the pleasantness of its parks, its views on the vineyards, and its recent restoration, it is highly representative of the key role played by trade in the development of Champagne.

13. The underground section of Avenue de Champagne

The network of cellars under Avenue de Champagne almost forms a second town, not only because of their breadth but also because of their connections and their pattern, quite independent from the buildings above and forming a coherent whole. The Champagne cellars are a unique local treasure, dug from the end of the 18th century and throughout the 19th. The loose chalk subsoil was ideal for this excavation work and long galleries were dug out, some of which linked up first to the canal and then to the railway.

14. Fort Chabrol

Close to this heritage which brings testimony to production and representation, lies Fort Chabrol, a unique testimony to the know-how developed to safeguard the vines and to the solidarity developed between Champagne stakeholders. Built following the appearance of phylloxera in the region, this wine-growing research centre would play a fundamental role in the redevelopment of the Champagne vineyards.
Map of the nominated property showing its boundaries and the buffer zone

Locations of Champagne Hillsides, Houses (wineries), and Cellars (IGN 1/25000)
CRITERIA ON THE BASIS OF WHICH THE PROPERTY IS NOMINATED

- **Criterion (iii)**: “bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or which has disappeared”

- **Criterion (iv)**: “be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history”

- **Criterion (vi)**: “be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance”

Hautvillers Abbey
Pommery estate fermenting facility

*From Le Déjeuner d’Huitres by Jean-François de Troy*
**DRAFT OF OUTSTANDING UNIVERSAL VALUE DECLARATION**

**Summary**

In north-east France, on cool, chalky land, frequently devastated by wars, the Champagne Hillsides, Houses and Cellars form a very specific agro-industrial landscape, with the vineyards as the supply basin and villages and urban districts concentrating the production and trading functions. The imperatives of Champagne wine production have resulted in an original, three-pronged organisation, based on functional town planning, prestigious architecture and an underground heritage.

This agro-industrial system, which has structured not only the landscape but also the local economy and daily life, is the outcome of a long process of development, technical and social innovations, and industrial and commercial transformations which speeded up the transition from an artisanal crop to mass production of a good sold around the world.

Women and the Franco-German heirs of the old Champagne fairs played a special role in this evolution, which has its roots in Hautvillers, among the hills of Ay, the heart of the wine-growing sector. In the 18th and 19th centuries, it then spread to the two nearest towns, to Saint-Nicaise Hill in Reims and to Avenue de Champagne in Épernay, which were entirely built on the wine-growing activity of Champagne.

The three ensembles that make up the Property embody the Champagne terroir and serve as a living environment, a working environment and a showcase for traditional know-how. This is the place where the benchmark method of producing sparkling wine was born, a method that would spread and be copied across the world from the 19th century up to the present day. Champagne is a product of excellence, renowned as the universal symbol of festiveness, celebration and reconciliation.
b) Justification of the Criteria

Criterion (iii):

The Champagne Hillsides, Houses and Cellars are the outcome of expertise perfected over the generations, of exemplary inter-professional organisation and of the protection of the appellation, as well as the development of inter-cultural relations and social innovations over a long period of time.

Through the development of traditional know-how, the people of Champagne have overcome a number of obstacles both in the vineyards (a harsh climate and rather infertile chalky soils) and in the wine-making process, through their mastery of sparkling wine production techniques, in assembly and bottling. Over the centuries, the people of Champagne have constantly strived for technological innovation not only in wine-growing and making but also in the related professions and industries, to reach an extremely high level of quality. The balance between wine-growers and the Champagne Houses led to the development of a pioneering inter-professional structure that is still active today.

The history of Champagne is marked by a very clear international outlook. For example, the British played a significant role in technological development (glass industry and the railway) and in changes to taste. The Germans brought their entrepreneurial spirit and trade networks. Women have also played a key role, whether famous widows of the big Houses or lesser-known female wine-growers. Patronage has also been a source of social innovations, the greatest emblem of which is the Chemin Vert garden city in Reims.

Criterion (iv)

As the legacy of wine-growing and wine-making practices perfected over the centuries, production in Champagne is founded on its supply basin (the vineyards), its processing sites (the vendangeoirs where grapes are pressed and the cellars) and its sales and distribution centres (the headquarters of the Houses). These various elements are functionally intertwined and intrinsically linked to the chalky substratum, where the vines grow, which is easy to hollow out and which is also found in the architecture.

The production process specific to Champagne, based on secondary fermentation in the bottle, required a vast network of cellars, linked to the transport infrastructure. In Reims, the use of the former Gallo-Roman and medieval chalk quarries,
and the digging of suitable cellars in Épernay or on the hillsides, lead to the formation of an exceptional underground landscape — the hidden side of Champagne.

As Champagne has been exported around the world since the 18th century, trade development resulted in a special kind of town planning. The sites included in the Property are particularly representative of this. With rationalisation and representation as their goal, new districts were built around the production and sales buildings, and the remarkable underground heritage, closely linked to the vineyards and to transport routes.

Criterion (vi)

Champagne has a unique symbolic image across the world. Among sparkling wines, Champagne remains the universal benchmark both in terms of brand awareness and prestige.

From the time it was first commercialised, in the 18th century, it was associated with the elite, with the royal and imperial European courts, and with the French art of living. While maintaining its image of excellence, Champagne became more accessible over the 20th century and underwent changes to the ideas it embodies. It became the symbol of festiveness and celebration, of reconciliation and victory (particularly in sport).

Literature, painting, caricatures, posters, music, cinema, photography and even comics all testify to the influence and the constancy of this unique wine’s image, which also conveys that of France.
c) Declaration of integrity

The Property includes the most representative and best conserved elements, testifying to the birth, production and spread of Champagne, through symbiotic functional and territorial organisation.

The entire Property has recovered from wars, the phylloxera crisis and the wine-growers' revolts. It has constantly been rebuilt and maintained. The Property includes the biggest names in Champagne and is at the very heart of its history and activity.

The hillside villages, limited by the topography and high value of the vineyards, remain well conserved within their original limits. Landscape and plots have changed very little and the built heritage is still in good condition.

Although it was bombarded during the First World War, Saint-Nicaise Hill was restored and has maintained its function, its architectural value and its role as a kind of green belt. The buildings were rebuilt exactly as they were before. The chalk quarries are still used in Champagne production. They are well maintained and often enhanced, and many of them are open to the public.

Recent requalification of the public space on Avenue de Champagne has gone hand in hand with a major renovation programme covering the buildings that line the avenue. The network of cellars is well conserved and still perfectly operational. The only area of criticism is the post-war construction of two higher buildings which do not fit in with the surrounding scale.

d) Declaration of authenticity

There is a vast amount of documentation concerning the Property. The Champagne Houses, public inventory services and the Inter-Professional Champagne Wine Committee all have considerable archives. At the time of nomination, an inventory of the architectural heritage was carried out and an initial listing of the cellars was undertaken (which will be completed by a more complete inventory).

A study of 16th century engravings, along with a comparison of panoramic views from 1887 with the current environment based on a field survey, show that the landscape has changed very little.

As was the case across Europe, phylloxera decimated the vines. The replanting of grafted, trellised vines, to replace ungrafted, bulk vines, did not lead to much visible change, although it does bear witness to this major crisis in wine-growing history. Some pre-phylloxera vines remain in the enclosed urban vineyards.

The hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ have exported their wine continuously for at least 4 centuries and testify to the vine-growing monoculture based on the oldest form of external trade in Champagne. The Champagne Houses have ensured the safeguard of their architectural heritage, including the original decor and furniture, or have otherwise reconstructed it. After the First World War and the wine-growers' revolt in 1911, some buildings were devastated and then either rebuilt exactly as they were before, apart from a few exceptions, or otherwise rebuilt to a new model and thus today provide significant examples of Art Deco architecture.
Management and Conservation

The Property benefits from a comprehensive protection scheme, applying the tools provided by regulations, contracts, land management and heritage-listing and backed by French and European legislation.

Other tools have been adopted to strengthen this scheme, for example: designated Aires de mise en Valeur de l’Architecture et du Patrimoine (AVAP) area —zones recognized as enhancing architecture and heritage—, one on the historical hillside sites and another on Saint-Nicaise Hill; a site listed under French environmental legislation on the buffer zone of the the historical hillside; and protective measures under the historical monument legislation covering Avenue de Champagne.

The boundaries of the official Champagne appel-lation, comprising over 300 towns and villages, has been defined as a “commitment zone” within the management system. Here the local communities, the wine-growing profession and other stakehol-ders undertake, on a voluntary basis, to conserve and enhance their landscape and heritage. This commitment zone constitutes the setting and sur-roundings of the Property, and is also a coherent historical and geographic ensemble, embodied by the Property and without which its value cannot be understood. It allows for the implementation of extended management and ensures actions taken to enhance the landscape, heritage and the environ-mental are consistent with one another.

To ensure effective conservation of the OUV, a management structure has been set up, bringing together public and private stakeholders, project managers and representative bodies. The manage-ment plan for the Champagne Hillsides, Houses and Cellars is a tool for regional development as well as for protection. It incorporates the overall framework associated with the history of the Pro-perty and its territory as it is both conceived and experienced.
NAME AND CONTACT DETAILS OF THE LOCAL INSTITUTION/AGENCY

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