

## SAWH oX25 – SAWH Online Exhibition 2025 'AUTHENTICITY'

## BORDEAUX

## ‘Authenticité’

*Par Samuel Drapeau, ensap Bordeaux, France*

Le concept d'authenticité appliqué dans le cadre du bien Unesco « Juridiction de Saint-Emilion » a été investigué dans l'objectif de dépasser la simple considération matérielle. Il a été question de passer au-delà de la forme et de son rapport au passé hérité, pour interroger la capacité de ce concept à accueillir les interactions socio-spatiales liées au caractère vivant du patrimoine observé. Cela a été rendu possible par un site incluant une forte dimension paysagère, un paysage culturel habité dont la forme est héritée d'une pérennité exceptionnelle des activités culturelles humaines (viticulture notamment). Ce paysage vivant, aujourd'hui extrêmement vulnérable aux changements climatiques et sociétaux, a offert un terreau fertile pour considérer l'authenticité comme la garante de l'intégrité matérielle du bien patrimonial.

L'intervention architecturale, urbaine et paysagère, doit parvenir à concilier le besoin de transmission avec les mutations numériques, artisanales, économiques, qui sont indispensables à la préservation du caractère vivant de ce paysage patrimonial. Ici, l'authenticité de cette production culturelle hybride, entre terroir, bâti et tradition, transite invariablement par la considération d'un commun exceptionnel nécessitant une attention spécifique dans sa nécessaire adaptation aux changements globaux.

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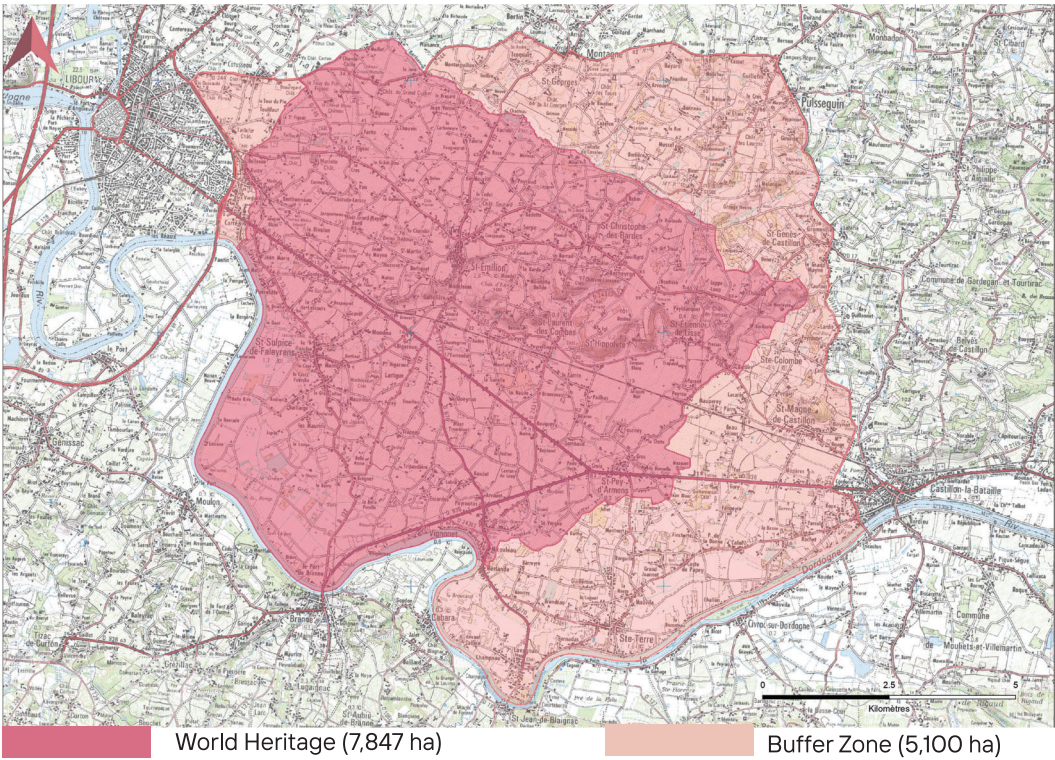
The concept of authenticity applied to the UNESCO site 'Jurisdiction of Saint-Emilion' was investigated with the aim of going beyond a purely material consideration. The aim was to look beyond form and its relationship with the inherited past, and to question the concept's capacity to encompass the socio-spatial interactions linked to the living quality of the observed heritage. This was made possible by a site with a strong landscape dimension, an inhabited cultural landscape whose form has been shaped by the exceptional continuity of human cultural activities (particularly viniculture) over time. This living landscape, now extremely vulnerable to climate and societal change, provided fertile ground for considering authenticity as the guarantor of the material integrity of heritage assets.

Architectural, urban and landscape interventions must reconcile the need for transmission with the digital, artisanal and economic changes that are essential to preserving the living character of this heritage landscape. Here, the authenticity of this hybrid cultural production, between terroir, buildings and tradition, invariably passes through the consideration of an exceptional common heritage that requires specific attention in its necessary adaptation to global changes.

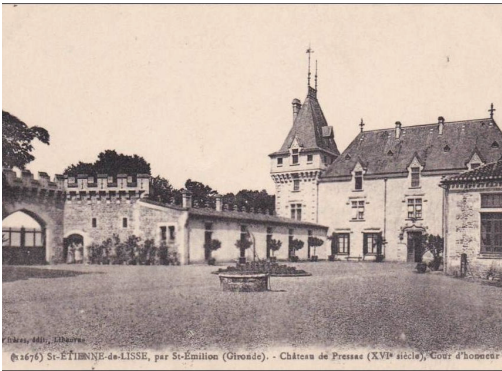




UNESCO



The inscription of Saint-Émilion as a UNESCO World Heritage site in 1999 was initiated by the municipality and local authorities to preserve the integrity of its vineyard, landscapes, and viticultural traditions; based on the authenticity of its viticultural practices, the conservation of its cultural landscape, and its historical influence on viticulture, particularly wine production dating back to antiquity. The inscription was granted under UNESCO criteria (iii), (iv), and (v), highlighting the site's importance as a living cultural tradition, an example of a cultural landscape illustrating a key stage in human history and a representation of harmonious human interaction with the environment through exceptional habitat and land-use.



Château Pressac Vineyard, Saint-Émilion, 1976

Today, new modern wineries, with sleek contemporary designs and advanced technologies must be located outside the village core to comply with conservation rules, preserving the visual and historical integrity of the landscape. These facilities are positioned in peripheral areas to complement, rather than overshadow, traditional wine-producing structures.

The inscription of Saint-Émilion as a UNESCO World Heritage site has directly influenced its viticultural architecture with strict preservation rules on its cultural landscape. Traditional architecture, characterized by stone cellars, historic châteaux, and age-old wine storage buildings, must be preserved to maintain the site's harmonious appearance.



Cellar of Château Cheval Blanc, Christian de Portzamparc, 2011

THE VINEYARD



60%  
Merlot

30%  
Cabernet Franc

10%  
Cabernet Sauvignon

Gallo-Roman period

Vine presence confirmed by furrows carved into the limestone hillsides.

1080

First written mention of vines in a charter from the Archbishop of Bordeaux.

12th–13th centuries

Wines considered “honorific,” offered to rulers and nobles.

14th century

Wines evolve to become richer in color and alcohol.

18th century

Rise of viticulture with vineyard expansion and better techniques.

1867 & 1889

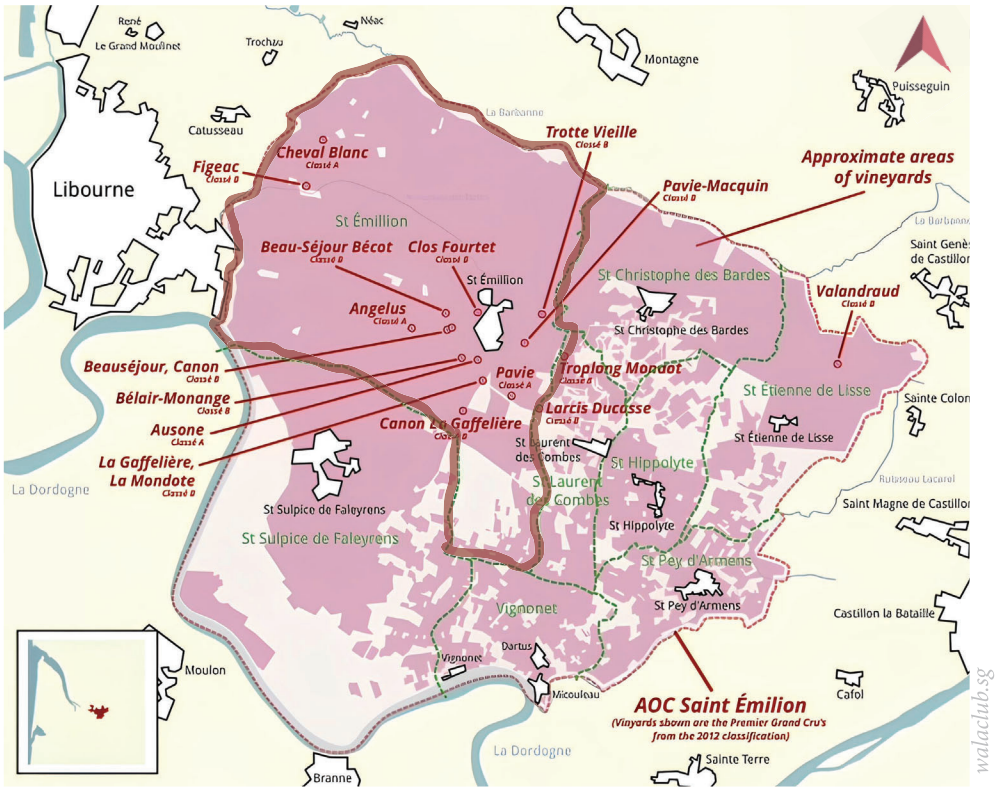
Saint-Émilion wines win awards at the Universal Exhibitions.

1936

Official classification of Saint-Émilion wines into four tiers under the AOC.

1999

Saint-Émilion jurisdiction inscribed as a UNESCO World Heritage site.



The village of Saint-Émilion is home to a vineyard that spans 2,290 hectares within the commune, accounting for 67.5% of the total land area. With over 230 châteaux, this wine-producing region is one of the most prestigious in Bordeaux. Merlot is the dominant grape variety in Saint-Émilion wines, making up 60% of the vineyard plantings.

The vineyard lies atop the limestone plateau known as “calcaire à astéries”, characterized by shallow clay-limestone soils. This configuration provides excellent natural drainage, preventing excess moisture while ensuring good water retention, conditions that promote the consistent ripening of the grapes.

What sustainable future can be envisioned for the Saint-Émilion vineyard and its living landscape?



Barn Owl




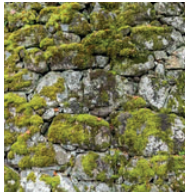







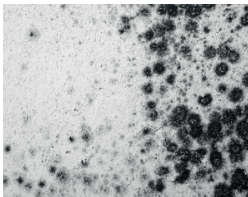



Golden Ground Beetle




More estates are adopting biodynamics to preserve their terroir. This method follows natural cycles and uses specific preparations to strengthen vine vitality. Clos Fourtet embraces this approach to revitalize the soil, enhance terroir expression, and craft pure wines deeply connected to nature.







	Pathologies	Identification of pathologies	Identification of conservation and restoration measures
Stone	<p>1. Moisture</p> <p>Damage to foundation stones caused by rainwater and dampness in the soil and vegetation surrounding the building.</p> <p>2. Biological agents</p> <p>Development of moss affecting the aesthetics of the facade Development of mold in interior walls due to humidity in rooms.</p> <p>3. Stone soiling</p> <p>Deterioration of the stone's appearance, color and texture due to the accumulation of dust and dirt on the surface.</p> <div></div>	<div></div> <p>Development of moss on thebasement and column bases due to rainwater splashing.</p> <p>Traces of drips on the facade</p> <p>Soiling of the sculptures and deterioration of joints on facing stones due to run-off on facades.</p> <p>Decorative elements and modenature in need of restoration (splatting, missing palusters, etc.)</p> <p>Occasional damage to cornice</p> <div></div>	<p>Cleaning up of masonry, with restoration of the impluvium at the foot of the facade (facings) to be prioritized according to the degree of soiling ot the facades.</p> <p>Cleaning of the staircase echo wall.</p> <p>Stitching to identify areas where cement mortar has been used.</p> <p>Removal of old awning mechanisms and old metalwork on the facade.</p> <p>Investigation of ashlar joints.</p> <p>Replacement of deteriorated stones (base, facing, supports, framing stones, cornice elements, balusters, etc.)</p> <p>Repair or resealing of hinges and railings.</p> <p>Repointing o ashlar.</p> <p>Finish with lime whitewash to homogenize facades.</p>
Coating	<p>1. Moisture</p> <p>Moisture problems in the wall have caused plaster to delaminate.</p> <p>2. Biological agents</p> <p>The stone window frames came into contact with moisture from the outside. This moisture was then absorbed into the pores of the stone, creating ideal conditions for mold growth.</p>	<div></div>	<p>Repairing the watertightness of joinery: Installation of silicone or rubber seals to prevent water infiltration.</p> <p>Restoration of stone frames toeliminita cracks or damage caused by damp (mastic)</p> <p>Repair and reapplication of plasters: Use of lime-based renders, which are breathable and allow the stone to continue to 'breathe' while protecting the walls from damp.</p>
Metallic Elements	<p>1. Corrosion</p> <p>Corrosion of steel as a result of an electrochemical reaction of the material with water salts. In this case, the process forms rust, making it more brittle.</p> <p>2. Biological agents</p> <p>Mould growth in the surface of the light due to continuous exposure to humidity and lack of godd ventilation in the room.</p> <div></div>	<p>Corrosion of façade-mounted elements (plugs, spikes, etc.)</p> <p>Deterioration oh hinges and railings</p> <div></div>	<p>Removal of old awning mechanisms and old metalwork on facades.</p> <p>Repair or resealing of hinges and railings.</p> <p>Cleaning and rust removal.</p> <p>Sanding or chemical stripping.</p> <p>Protection by anti-rust paint.</p> <p>Restoration or repair of zinc work (downpipes and cast-iron dolphin to be redone).</p>

Wood	<p>1. Moisture</p> <p>Continuous contact of wood with damp stone may cause pathologies in the future.</p> <p>Traces of dampness on some wooden beams at roof level due to water infiltration from the roofing.</p> <p>Aggravation of cracks in the wooden beam due to water infiltration and constant humidity in the room, altering the initial moisture content of the wood.</p> <p>2. Biological agents</p> <p>Presence of mold in the base of the wooden doors due to contact with water from the floor and possible stagnant water in the tile joints.</p> <p>Fungus growth in the lower corner of the metal port due to excessive humidity and water trapped in the frame.</p> <p>3. Deformations</p> <p>Deformations and warping of wooden beams occurring during the drying phase.</p>		<p>Insert insulating material between wood and damp stone (bituminous strips, resin or stainless steel shims).</p> <p>Repair roofing in the event of water infiltration (displaced tiles, faulty zinguerie).</p> <p>Install a breathable roof underlay to limit moisture coming from the roof.</p> <p>Improve ventilation in damp rooms (VMC, ventilation grilles).</p> <p>Repair infiltrations to stabilize wood moisture levels.</p> <p>Reinforce cracked beams where necessaary (mecahnical or resin reinforcement).</p> <p>Raise doors or install thresholds to avoid direct contact with groundwater.</p> <p>Treat wooden frame bases with a fungicidal and water-repellent product. Clean areas affected by fungi and apply an antifungal treatment.</p> <p>Improve drainage around frames and doorframes to prevent standing water.</p>
Roof tiles	<p>1. Soiling</p> <p>Deterioration in the appearance of the color of the ceramic tile, which becomes lighter due to the sun's ultraviolet rays.</p> <p>Texture becomes rough instead of smooth due to dirt accumulation.</p> <p>2. Moisture</p> <p>Alternating roof tile overlap (first tile face up, second tile face down, and so on) allows the roof to evacuate water.</p> <p>Nevertheless, moss can be found in some tiles, showing that moisture is still present.</p>		<p>Tile soiling:</p> <p>a. Tile inspection:</p> <p>Check roof integrity and replace damaged tiles</p> <p>b. Tile cleaning:</p> <p>Use low-pressure cleaning to avoid damaging fragile areas.</p> <p>Manual brushing: this is a time-consuming but gentel process.</p> <p>Natural anti-moss products: specific products can be applied to tiles to treat moss. Some treatments are based on bicarbonate of soda or vinegar.</p> <p>Fungicidal treatment: fungicidal products can be used to prevent and treat mould and moss growth on tiles that are heavily soiled.</p>
Tiles	<p>1. Clogged water</p> <p>Water clogged in corners due to imperfections in the slopes that carry water to the sewer.</p> <p>2. Biological agents</p> <p>The smooth surface of tiles allows water to slide towards the drain. However, water can stagnate in the joints, so the ceramic skirting absorbs water from the floor and retains moisture, creating favorable conditions for fungi to grow in the base of the walls.</p>		<p>Readjust or recondition surface slopes: use self-levelling mortars or levelling compounds.</p> <p>Check and maintain pipes and drains.</p> <p>Repair joints and baseboards: use silicon sealants or anti-mould sealants to seal joints.</p> <p>application of anti-mould products: antifungal cleaner on surfaces where poisture and moults are present.</p> <p>Install an effective ventilation system.</p> <p>Use moisture-resistant material for joints.</p> <p>Application of hydrophobic or water-repellent coatings to baseboards and tiles.</p>

UNESCO

Outstanding Universal Value :

Integrity :  
Harmony due to the permanence of the city's culture.  
Architecture that bears witness to the city's long history from the 7th to the 21st Centuries.  
Land cultivation, quarrying, urban development and religious buildings > perfect harmony with the local topography and resources.

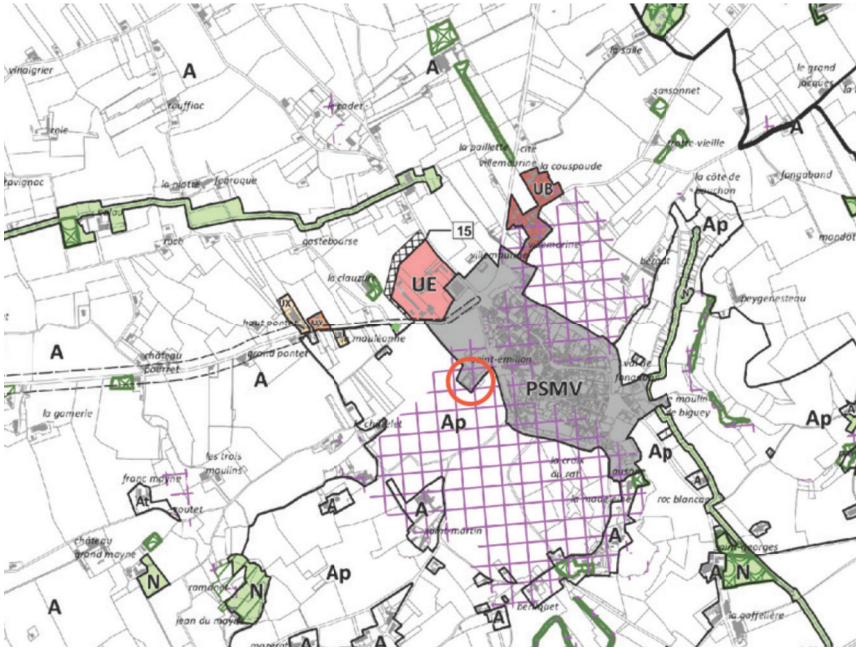
Authenticity :  
A dynamic, lively region, fully preserving its forward-looking winegrowing vocation.

Criteria for UNESCO World Heritage listing :

Criterion (III):  
Exceptional testimony to a cultural tradition and a living civilization: that of the vine.

Criterion (IV):  
High-quality architectural ensemble, use of geographical and climatic resources, and exceptional landscape that illustrates several significant periods in history.

Criterion (V):  
Land use representative of a culture and a unique testimony to the history of the region.



PSMV

Saint-Émilion's Plan de Sauvegarde et de Mise en Valeur (PSMV) was revised and approved by prefectural decree on July 18, 2023.

Specific rules concerning building architecture:

- > Materials used to enhance heritage or improve energy performance must be those traditionally used in Saint-Émilion (interior and exterior).
- > Colours for stone stains, roofing materials, joinery, etc., must be chosen with reference to the traditional colors of Saint-Émilion (precise RAL).
- > The coherent architectural composition of facades must be preserved. If it has been altered by modifications, it must be the subject of a modification project based on the history of the building.
- > Ashlar masonry must be repaired and restored.

The buildings on the Clos-Fourtet estate are defined by several categories in the PSMV:

- > Buildings whose interior and exterior parts are protected in their entirety
- > Buildings whose exteriors are protected.
- > Buildings that can be preserved, improved, demolished or replaced (subject to general rules on architectural, urban and landscape quality).

The Clos-Fourtet estate also boasts a number of protected features that need to be preserved, restored and enhanced:

- > 2 special exterior features corresponding to a fountain and the estate's eastern gateway.
- > Fence walls encircling the estate.
- > The plant sequence at the eastern entrance to the estate.
- > The predominantly mineral outdoor spaces and the predominantly planted areas (vineyards and gardens).



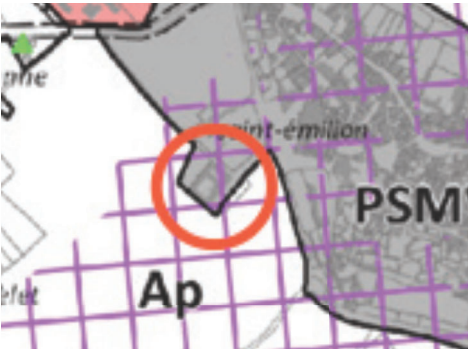
PLU

The Clos-Fourtet domain is concerned by the following zones:

PSMV :  
Plan de sauvegarde et de mise en valeur = Protection and Enhancement Plan/Backup and Development Plan.

AP :  
Protected Agricultural Area

> All new construction, except for public interest or collective use, is prohibited due to the landscape value of the site.



ARCHAEOLOGICAL

The Domain of the Clos-Fourtet is located in a zone of presumed archaeological prescription (ZPPA).

Presumption of prescription for archaeological excavations :

Development projects affecting the subsoil of ZPPAs must be subject to archaeological prescriptions before they are carried out.

Preventive archaeology :  
Preventive archaeology aims to protect archaeological heritage that may be affected or destroyed by public or private development projects.



GEOLOGY



> Collegiate formations (deposits resulting from slope erosion, transported and accumulated at the foot of slopes).

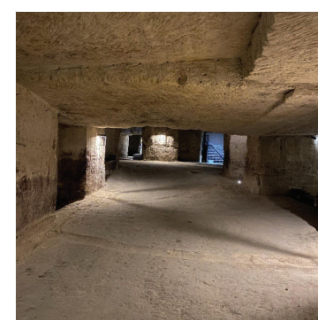
> Slope sand-clay and gravel colluvium (mixture of sand, clay and gravel resulting from erosional runoff).

> Thickness of a few decimeters on a recognized substrate (these deposits are a few tens of centimeters thick and rest on a previously identified substrate layer - probably limestone, typical of Saint-Émilion).

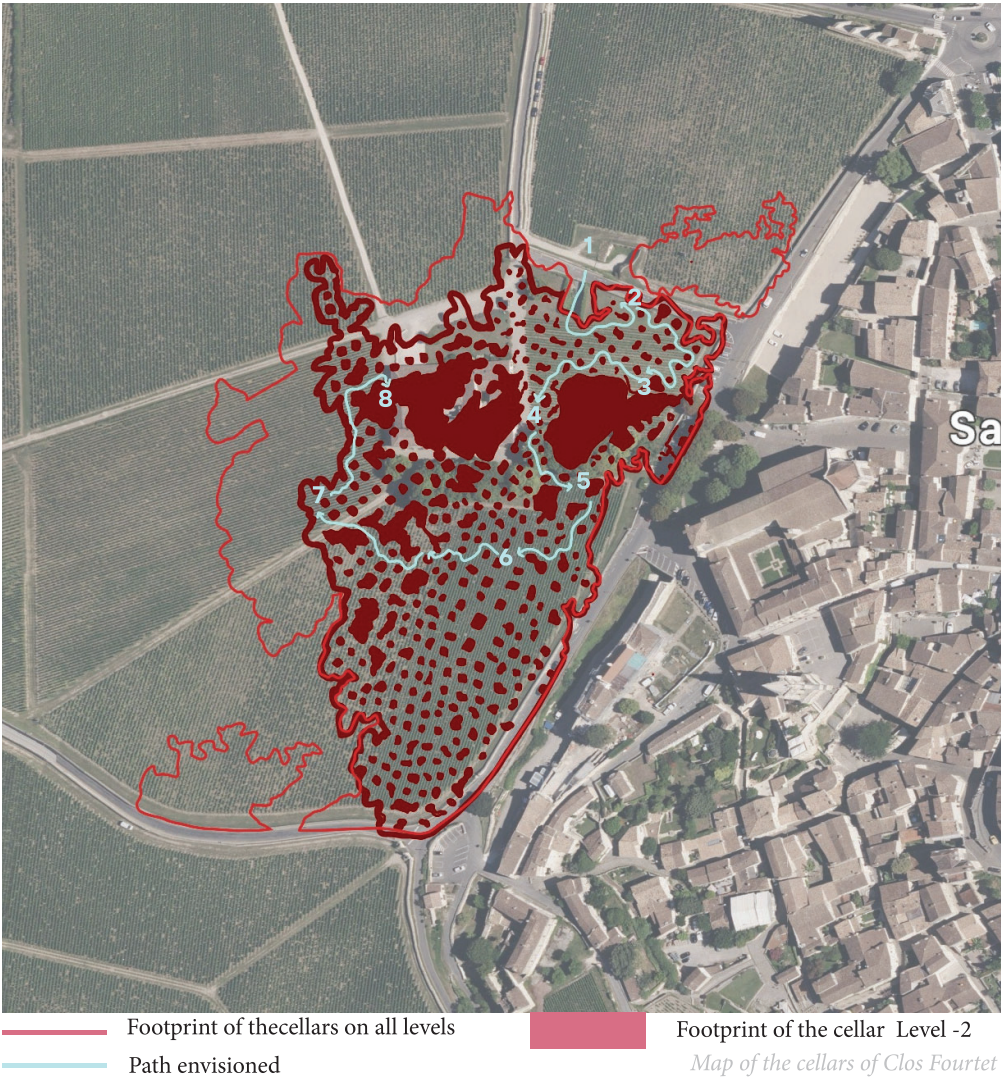
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## A wide-angle photograph of a long, single-story stone building with a dark tiled roof. The building has several windows and a large double door. It is situated in a rural landscape with a green lawn and a gravel driveway. The sky is overcast.

Régime ICPE	Capacité	Moyens de lutte incendie
Déclaration	S < 300 m <sup>2</sup>	1 point d'eau public ou privé (poteau, bouche incendie) à moins de 200 mètres du chai (par voie carrossable). Débit minimal : 120 m <sup>3</sup> en 2 heures
	300 m <sup>2</sup> < S < 500 m <sup>2</sup>	1 réserve d'eau d'un volume minimal = 0,5 x Surface du chai
	S > 500 m <sup>2</sup>	1 réserve d'eau d'un volume minimal = 0,9 x Surface du chai
Autorisation		1 réserve d'eau d'un volume minimal = volume pour l'extinction du chai le plus grand + volume pour la protection <i>Les caractéristiques sont définies par les textes de référence.</i>
	S > 2 000 m <sup>2</sup> et/ou V > 2 000 m <sup>3</sup>	1 installation fixe d'extinction automatique à mousse



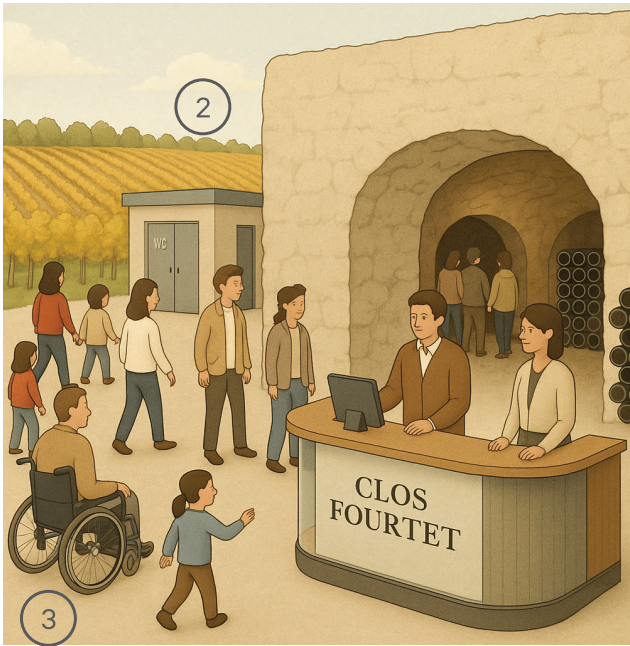
REGAINING OF THE SENSES WALKING TROUGHT THE QUARRIES



The sensory trail designed for the Clos Fourtet aims to enrich the wine tourism offerings of the estate by providing an immersive, educational, and inclusive experience, primarily rooted in the castle's cellars. Designed to cater to both families and visitors with disabilities or curious enthusiasts, this journey invites you to discover the major stages of wine production through the senses, in a sensitive and accessible approach.



It draws inspiration from initiatives already implemented in other wine regions, such as the Pressoria museum in Champagne, which showcases the world of wine through a sensory and interactive approach. The system is based on light, reversible installations, largely made from reused materials, in order to minimize the impact on the heritage site while relying on existing pathways and exits. Through this proposal, Clos Fourtet affirms its commitment to innovative, accessible wine tourism that respects its architectural environment and is open to a diverse audience.



1- RECEPTION: THE THRESHOLD OF THE SENSES

- 1 Reception area
- 2 Restrooms
- 3 Access to the cellars (ramp for people with reduced mobility)

2- LIMESTONE: THE DEEP MEMORY OF THE SOIL

- 1 Material library
- 2 Representation of the different layers of the soil
- 3 Development of the topic on soil hydrography and capillary rise





#### 3- Climate: THE WHIMS OF THE SKY

- 1 Wall of climate projections
- 2 Interactive representation of the wheel of seasons at the center
- 3 Games associating a weather element and its effect on the vine
- 4 Sound effects: wind noise, thunder, birdsong according to the seasons



#### 3- Grape varieties: Bunches and Origins

- 1 Vials to smell with the characteristic scents of local grape varieties / scents to guess
- 2 Digital support with grapevine leaves/grapes to touch/observe for explanations
- 3 Map/model of the wine region to locate the grape varieties

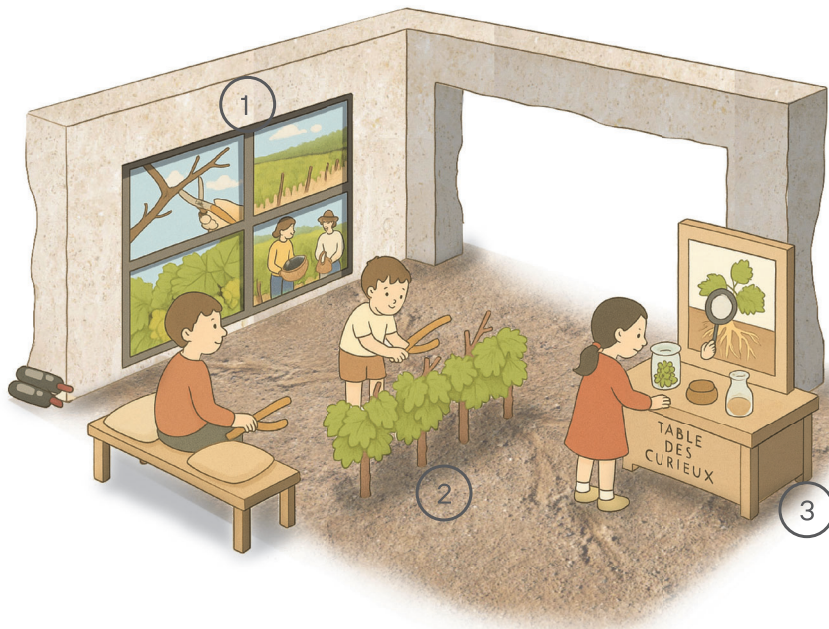


#### 3- Finished product: Soul in a bottle

- 1 Wall of projections on bottling, color, and aroma of the wine aging process
- 2 Bottling methods
- 3 Different sizes of wine bottles
- 4 Bottle display

#### 4- Vine: THE LIVING HEART OF THE TERRON

- 1 Large-scale reports, grape harvests...
- 2 Fake vine to discover the winemaker's profession
- 3 Table of discoveries

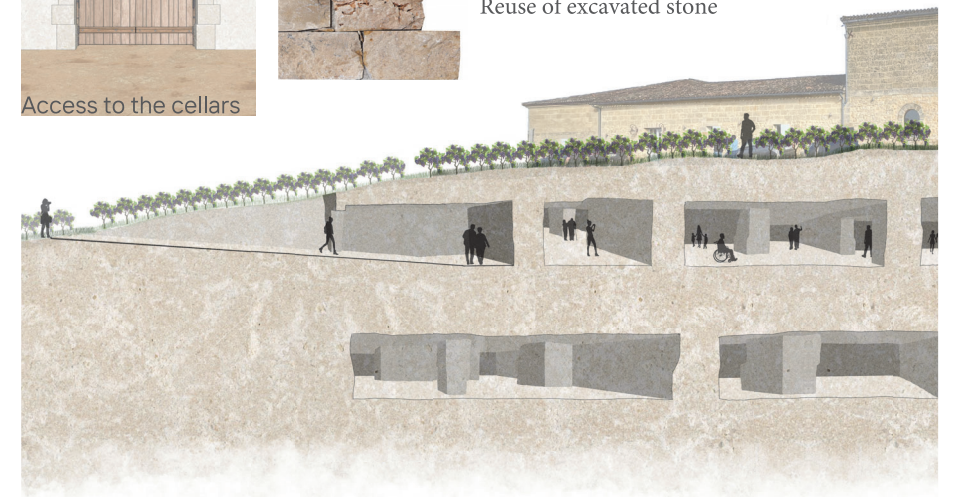


#### 5- Wine production: THE WHISPER OF TIME

- 1 Interactive press
- 2 The steps of winemaking: arrange the steps of winemaking with animations that trigger
- 3 Illustrated timeline of the stages



#### 5- Ear ramp: TOWARDS THE CLOS





## An aerial photograph of a rural landscape featuring a patchwork of green agricultural fields and small clusters of buildings. A black line with the text '400m' is drawn across the middle of the image to indicate scale. The fields are separated by narrow roads and paths. Some buildings are visible, including a larger one with a red roof on the right side. The overall scene is a typical rural setting.

An aerial photograph of a property. A house with a grey roof and light-colored walls is situated on the left side of the image. A paved driveway leads from the house towards the bottom center. To the right of the house is a large, rectangular area with diagonal hatching, possibly a field or a large garden. To the left of the house is a road with a dashed line indicating a lane. Further left is another area with diagonal hatching. A small, dark, irregular shape is visible in the top right corner, possibly a tree or a small building. The overall scene is captured from a high angle, showing the layout of the property and its surroundings.

This exploded view diagram illustrates the assembly of the roof structure. From top to bottom, the components are: a dark gray roof panel with a small square detail; a white insulation layer; a white vapor barrier layer; a grid of reinforcement; a set of wooden rafters; and the main building structure with a gabled roof. The diagram shows how these components fit together to form the roof assembly.

« Use of traditional Saint-Émilion materials »  
Existing natural stone restored.

« The colours used in the project must refer to  
**the traditional colours of Saint-Émilion** »

Entrance door : RAL 8016

Window and shutter joinery: RAL 7047

Railings : RAL 7021

An architectural rendering of a two-story stone house with a red-tiled roof. The house features a mix of stone and corrugated metal siding. Several people are depicted: a woman sits in a yellow chair on the left; a group of five people (three men and two women) are gathered around a small green table on the gravel path in front; a man in a yellow shirt stands near the central entrance; and a woman in a blue dress stands on a small balcony on the right side of the house. The scene is set against a clear blue sky.

This architectural section drawing illustrates a two-story residential building. The left portion of the house features a flat roof and a multi-level interior with a large open space, a dining area with a table and chairs, and a kitchen area. A small porch is visible on the right side of this section. The right portion of the house has a gabled roof and contains a living area with a sofa, a dining area, and a kitchen. A small square window is located on the exterior wall of this section. The drawing uses simple black lines on a white background to represent the structure and its internal layout.

Section BB

### East Facade

