
Champagne Hillsides, Houses and Cellars (France) No 1465

Official name as proposed by the State Party

Champagne Hillsides, Houses and Cellars

Location

Champagne-Ardenne, Marne
France

Brief description

The Champagne hillsides, houses and cellars encompass the areas and places where the method of production of sparkling wines was developed from its beginnings in the 17th century until its early industrialisation in the 19th century. The components of the serial nomination, clustered into three distinct groups – the historic vineyards of Hautvillers, Aÿ and Mareuil-sur-Aÿ, the Saint-Nicaise Hill in Reims, and the Avenue of Champagne and Fort Chabrol in Epernay - reflect the key processes of this agro-industrial system as well as the milestones of its evolution from a refined artisanal craft to a capitalist, site-based enterprise.

Category of property

In terms of categories of cultural property set out in Article I of the 1972 World Heritage Convention of 1972, this is a *site*.

In terms of the *Operational Guidelines for the Implementation of the World Heritage Convention* (July 2013) paragraph 47, it is a *cultural landscape*.

1 Basic data

Included in the Tentative List

1 February 2002

International Assistance from the World Heritage Fund for preparing the Nomination

None

Date received by the World Heritage Centre

16 January 2014

Background

This is a new nomination.

Consultations

ICOMOS has consulted its International Scientific Committee on Cultural Landscapes and several independent experts.

Technical Evaluation Mission

An ICOMOS technical evaluation mission visited the property from 6 to 10 October 2014.

Additional information received by ICOMOS

On 23 September 2014, ICOMOS sent a letter to the State Party requesting additional information on the following aspects:

- the rationale adopted to select the components of the nomination and to define the boundaries of the nominated components;
- the expansion of the comparative analysis so as to include a few further relevant examples;
- safety and accessibility measures and requirements for underground spaces;
- current or planned projects within the nominated areas and their buffer zones;
- finalisation and approval of the prevention plan for the nominated property;
- the protection measures in place or planned for the nominated property and the buffer zones;
- the structure and stage of development of the management system and of the management plan and the monitoring system.

The State Party responded on 28 October 2014 and the additional information provided has been incorporated into the relevant sections of this report. On 3 November 2014 the State Party also provided an English version of the additional information report.

On 22 December 2014, ICOMOS sent a second letter to the State Party seeking further additional information on the following points:

- the need to extend the boundaries of the buffer zone of the Epernay component to encompass the underground cellars and to provide it with specific protection measures for the cellars;
- the need to finalise and enforce the regulatory protection of the nominated series;
- the need to formalise a commitment for a heritage impact assessment on the wind farm projects of Thibie and of Pocancy-Champigneul.

The State Party responded on 24 February 2015 and the additional information provided has been incorporated into the relevant sections of this report.

Date of ICOMOS approval of this report

12 March 2015

2 The property

Description

The Champagne hillsides, houses and cellars encompass the areas and places where the method of production of sparkling wines was developed from its beginnings in the 17th century until its early industrialisation in the 19th

century. The serial nominated property occupies a small part of the much larger current AOC vineyard region and includes fourteen elements that have been grouped into three clusters – vineyard hillsides, houses and cellars – and selected on the grounds of geomorphological, functional and historical criteria. These are located in three different places: the Saint-Nicaise Hill in Reims, the Avenue of Champagne in Epernay, and the villages of Hautvillers, Aÿ and Mareuil-sur-Aÿ. Epernay and the nominated vineyards lie in the Marne Valley and form a single territorial unit; Reims, with the Saint-Nicaise Hill, rises up to the north of the other clusters from which it is separated by a forested plateau and by the northern side of the Montagne de Reims.

The nominated components reflect the key processes of the agro-industrial system for the production of sparkling wine developed over the centuries from a refined wine-making craft.

The Champagne wine region is the northernmost area for vine-growing and the variability of its climate has a considerable influence on grape productivity; on the other hand the milder summer sun exposure and temperature allow for long maturation of the grapes and for the refinement of flavours.

The geomorphology of the region, characterised by sedimentary chalk formations belonging to the Paris basin, is the other key factor in the development of champagne. The limestone substrate acts as a water reservoir: rain and surface waters are rapidly absorbed and later released according to the rock porosity and the above-ground environmental parameters, thus allowing the vine plants to receive an adequate amount of water throughout the growing season. On the other hand, the poverty of nutrients in the limestone substrate has been compensated for by cultivation and reworking of the soil over the centuries.

The soft limestone and its early exploitation as a building material have left an important legacy that was revealed to be crucial for the development of large scale champagne production: former underground quarries were converted into cellars to exploit their stable micro-climate, which was found to be favourable for re-fermentation and champagne maturation. The softness of the stone substrate also facilitated the extension of underground cellars.

The production method of champagne involves a sequence of key passages: the rapid pressing of the grapes (mainly chardonnay, pinot noir, and meunier) that has to be carried out as early as possible after the harvest; the cleaning of the must; the re-fermentation in bottles, which produces, under stable climatic conditions, the CO₂ responsible for the effervescence. Re-fermentation causes the degradation of the yeast, forming a sediment which needs to be removed: this has been achieved by progressively turning the bottles so as to move the yeast residue into the bottle neck from which it is removed (nowadays, after localised freezing).

This complex process has affected the entire production sequence, its organisation and its spaces: e.g., the re-fermentation in bottles requires extremely extended cellars with very stable climatic conditions, and, in the absence of the limestone quarries, it would not have been possible to obtain these conditions without major technical and financial investment.

The territorial structure of the region and particularly of the nominated serial property has been marked by the entire economy of Champagne in its rural, urban and industrial dimensions: human settlement is still concentrated in compact villages that grew up in areas not suited for vine-growing, champagne-related industries also flourished to support this agro-industrial district (e.g., bottle and cork production), and the existing long-distance communication network was further developed through the construction of the railway, facilitating the distribution of champagne.

The description of the components is organised according to the three clusters in which they have been grouped: the historic hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ, where champagne was pioneered; the Saint-Nicaise Hill in Reims and the Avenue of Champagne in Epernay, where specific districts developed for its production and commercialisation. From a functional perspective, the clusters comprise elements reflecting different aspects of the production chain: the supply source of the grapes - the vineyards; the places for the production of champagne – the cellars; and those for its commercialisation – the marketing houses. Although the clusters include elements belonging to different production phases, each of them exhibits a different concentration of functional elements, so that each cluster preferentially reflects one of the identified key phases.

Part 1 – the historic hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ

The cluster includes seven components, reflecting mainly the phase of vine cultivation and grape-growing, with the three vineyard hill areas of Hautvillers, Aÿ and Mareuil-sur-Aÿ, which are complemented by four underground elements representing the earlier system of cellars. The selected vineyard areas correspond to the most ancient vine-cultivated hillsides to be documented.

The historic vineyards include the first areas of vine cultivation, the villages of Hautvillers, Aÿ and de Mareuil-sur-Aÿ and the grounds and the vestiges of Hautvillers Abbey, the Chateau of Montebello, as well as the viticultural infrastructure, such as the harvest huts and the presses which allowed grape processing in the immediate proximity of the vineyards, thus limiting as much as possible its transportation after the harvest. The underground heritage encompasses several cellars, among which is worth mentioning the Thomas cellar, which is the most ancient among the ones dug specifically to stock champagne (1673 AD), and the cellar of the Chateau Montebello (1770-1780 AD). In Aÿ and Mareuil-sur-Aÿ the cellars extend upstream from the villages below the vineyard sides.

The buffer zone extends into the rest of the vineyard region and to the villages of the hillsides including the communities of Cumières, Champillon and Mutigny, and one part of the forests delimiting the upper part of the hillsides. For visual and functional reasons, it encompasses the visible landscape unit as well as the forest on the upper part of the hillsides, as it was the forest that served the vineyards for their management.

Part 2 – Saint-Nicaise Hill in Reims

The component has been chosen to illustrate the integration of the champagne production process into the landscape and the effect upon the urban structure of the Champagne Houses. Saint-Nicaise Hill includes four components, three of which are below ground - the Charles Heidsieck, Ruinart, Pommery and Veuve Clicquot cellars, the Taittinger cellars (inside the medieval enclosure, under Saint-Nicaise Abbey) and the Martel cellars (old quarries reused since the 18th century) – and the above-ground part of the Hill.

This comprises enclosures with urban vineyards, public spaces and parks (Parc de Champagne, Chemin Vert, Saint-Nicaise Church), illustrating the patronage and social initiatives by the Champagne Houses, complemented by industrial buildings and grand residences belonging to the heads of the Houses, (e.g., Chateau des Crayeres and Villa Demoiselle).

The most extensive network of underground galleries can be found here: former chalk quarries have been reused as cellars and connected via galleries to maximise their use. Their existence is revealed on the surface by vent structures emerging in vineyards and parks.

The buffer zone includes two distinct areas historically and morphologically connected to the component: the collective residential district situated between Saint Remi Cathedral and the Aisne Canal, the glass-making district and the university campus of Moulin de la Housse, thus ensuring the visual protection of the nominated component.

Part 3 – the Avenue of Champagne in Epernay

This cluster encompasses both above-ground and underground components: the Avenue of Champagne with the champagne showcasing facilities and the cellars, and Fort Chabrol as well as vineyards.

From the 18th century onwards, the champagne merchants erected along this road – an important transport route from France to Germany - their headquarters, with production and reception facilities, cellars, as well as their dwellings. By virtue of the elegance and richness of the buildings, courtyards and gardens constructed by the Champagne Houses, the Avenue reflects the key role of trade in the development of champagne and its associated territory.

Fort Chabrol houses a research centre which was crucial for the recovery of vine cultivation after the spread of

phylloxera and bears witness to the know-how developed to preserve vine-growing and to the solidarity amongst the champagne stakeholders. The buffer zone includes a large part of Epernay, almost corresponding to the ZPPAUP protection zone (*Zone de protection du patrimoine, architectural, urbain et paysager*).

History and development

Vine cultivation in the region was introduced in the Gallo–Roman era (2nd century AD) but it was only with the spread of monastic orders in the 6th -7th centuries that the territory was colonised by abbeys (e.g., Saint Pierre d'Hautvillers), after which vineyards expanded and wine-making started being systematically practiced. Although much less diffused and documented, vine cultivation was not restricted to monasteries but was also an activity pursued by the gentry and the middle classes, interested in the revenues that wine-making yielded. On the other hand, the grape growing was carried out by tenants, a fact which is reflected in the small size of the plots.

The first wines produced were mostly red and still and had already been commercialised, since the 12th-13th centuries, when the need for financial resources by the monasteries encouraged the improvement of their wine production. This impulse drove the expansion of both demand and production: champagne wines found their way to Paris and to northern Europe, preparing the ground for the champagne revolution which took place in the 17th century in the vineyard area around Epernay and Hautvillers.

The first recognised protagonist of this revolution was the monk and wine-maker Dom Perignon who set the foundations of modern viticulture and wine-making.

The movement from still to sparkling wines owed a debt to England, where the passion for effervescence encouraged in the late 17th century the search for a stabilised production process, which could be helped by scientific advancements of the 18th century. It was once again in religious complexes that further achievements were reached in defining the methodology for sparkling wine production.

The real change, however, happened when new investors entered the wine sector. They brought into this thus-far traditional activity their industrial and commercial experience developed in the textile sector as well as significant financial resources, paving the way for the swift progress towards the industrial production of champagne in the 19th century. Within one century the production increased tenfold, mainly to be exported abroad: an internationalisation which has to be regarded as a founding element of the fortunes of champagne. Initially involved in the commercialisation and distribution, the new investors became, over time, wine producers themselves, whilst grape growing remained in the hands of local vine-growers.

The development of champagne production accompanied the progress of France from a traditional to a capitalist society, giving rise to a precocious agro-industrial system at the dawn of French industrialisation.

These changes in production and marketing attitudes also had a significant impact on the social and manufacturing structure. Reims was an important centre for wool textile production and commerce and, at the beginning, wine commercialisation was seen as a complementary activity to increase revenue but, with the growing fame of champagne and the decline of the textile sector, merchants turned strongly towards this enterprise.

The scale change in production caused the expansion of vineyards which extended over most of the hillsides around Epernay and Reims, and also brought substantial modification to the urban structure, the architectural language and the industrial profile of these towns.

Facilities required more and more space, therefore the Champagne Houses moved bit by bit outside the centre of Reims to occupy the Saint-Nicaise Hill, where numerous underground limestone quarries, exploited to build Reims, were located. These spaces enjoyed the most suitable indoor climate for the maturing of champagne and so were then turned into cellars, further expanded and connected with additional galleries. A similar process occurred in Epernay, where the Champagne Houses settled along the old trade road, built their production and showcasing facilities, and hollowed out an extensive network of cellars where modern equipment helped the improvement and stabilisation of the product.

The modernisation and expansion of wine production was accompanied by the improvement of long-distance communication routes through the opening of the man-made canal of the Marne river (1855) and the construction of the railway (1854). The Saint-Nicaise Hill proved to be a strategic location and several Champagne Houses placed their headquarters there.

The spread of phylloxera marked the beginning of a difficult period for champagne that ended only after World War II, when the remedial actions undertaken during the previous decades (e.g., the Champagne AOC recognition in 1935), coupled with the second industrial revolution and years of peace, could come to fruition and further expand internationally the potential of champagne.

3 Justification for inscription, integrity and authenticity

Comparative analysis

The nomination dossier has identified for each selected criterion a number of 'indicators' corresponding to the values identified for the nominated property; thirteen in

total have been singled out. Each indicator has been explained and contextualised so as to clarify the scope of its use in the comparative analysis and the rationale for the selection of examples and typologies of property, namely vineyards, agro-industrial product-related properties, properties related to industry and to the territory.

Fifty-three properties have been examined, out of which fourteen are related to viticulture, five to distillation, five relate to agro-industry in general, sixteen are related to resource extraction and fourteen to industry and infrastructure.

ICOMOS considers that the comparative analysis has been extended much beyond its relevant scope, by including thirty properties not associated with alimentary products. However, the overall architecture of the comparative analysis, although obviously built to demonstrate the specificity of the nominated property, contains elements of general validity, namely the clarification of the basic factors influencing production-related facilities and urban/territorial transformation and social phenomena, in relation to the natural resources exploited and to history.

Nonetheless, in October 2014 ICOMOS asked the State Party to expand the comparative analysis to include other areas where sparkling wines are produced, (e.g., the Prosecco Hills of Conegliano and Valdobbiadene on the tentative list of Italy), which were not mentioned in the first comparison.

The State Party submitted a supplement to the comparative analysis, examining the Prosecco Hills and the Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato (Italy (2014), (iii), (v)), demonstrating the historical, technological and representational relevance of the nominated property also compared to these additional properties.

Upon ICOMOS' request, the State Party further clarified that the components of the series had been selected on the grounds of geography, historicity and representativity criteria. The identified selective factors are: the presence of the chalk formations on the surface, the historic grape supply basin, and the most relevant industrial heritage.

ICOMOS considers that the additional explanation provided has clarified the selective approach, which appears fully justified.

ICOMOS considers that the comparative analysis justifies consideration of this serial property for the World Heritage List.

Justification of Outstanding Universal Value

The nominated property is considered by the State Party to be of Outstanding Universal Value as a cultural property for the following reasons:

- Overall the serial property illustrates in an exceptional manner how the evolution of champagne production from a highly specialised artisanal activity to an agro-industrial enterprise has left its mark on the territorial, landscape and urban structures, through the establishment of Champagne Houses with their showcasing and productive units, and through the adaptation of former quarries as cellars;
- The historic hillsides along with Hautvillers Abbey bear witness to the first experiments carried out from the 17th century onwards to set up a stable and reproducible methodology to obtain sparkling wines; the villages, the first champagne houses and related cellars illustrate the specific relationship between the supply basin – the hillsides – from where the grapes were taken, the chain of production and the commercialisation of champagne;
- The Saint-Nicaise Hill in Reims outstandingly illustrates the role played by the production facilities and infrastructures in defining the urban structure and fabric of Reims; the former quarries now used as cellars attest to the importance of the peculiar geomorphology of the region in the rise of champagne as an industrial production as well as to the ingeniousness of wine-makers in taking advantage of this resource;
- The Avenue of Champagne in Epernay, with the commerce houses, the production facilities, the showcasing spaces and the underground cellars, illustrate exceptionally the close interrelations between production, distribution and marketing of champagne, as well as the importance of communication and trade routes in facilitating the spread of this product and in the definition of the urban structure of Epernay and the territorial organisation of the entire area.

The three clusters encompassing fourteen components reflect the entire agro-industrial process forming the basis of champagne production and also express the strong relationship with the territory and its geomorphological and climatic characteristics.

ICOMOS considers that this justification is appropriate because the key elements and factors of champagne production from its early stages until the affirmation of industrialised processes marked by the search for excellence are well and originally presented in the nomination dossier, which offers an accurate selection of the most relevant aspects and tangible testimonies of the story of champagne.

Integrity and authenticity

Integrity

The delimitation of the vineyard component of the nomination is grounded on a detailed historical and landscape analysis. It only encompasses a small part of the current viticultural champagne AOC region, comprising the original core area where the champagne elaboration process was developed and where relevant

elements illustrating this process still survive in an adequate state of integrity.

The built elements – vineyard villages, huts and grape vats, presses, etc. are closely connected to viticulture and allow a coherent readability of the vineyard landscape. These elements, which are part of the viticultural infrastructure, are almost all still in use, with the exception of a few huts and vineyard workshops.

The buffer zone covers the visible landscape unit as well as the forest, both for visual and functional reasons as the forest provided the wood necessary for the vineyards. The territory of the Municipality of Dizy is excluded in that it is not visible and exhibits a built heritage of lower quality.

The structure of the urban built fabric of Epernay, particularly the Avenue of Champagne, reflects clearly how the need for space and vicinity to communication routes of the industrial activity has oriented urbanisation.

In the Avenue of Champagne, the town-hall, located at the beginning of the Avenue, and some champagne houses, have recently been restored, improving the overall appearance of the Avenue. However, the homogeneity of its built fabric has been interrupted by two recent buildings. Some grounds located within the Mercier House estate at the south of the Place de la République are planned to be enhanced.

In this regard ICOMOS recalls the requirements of paragraph 172 of the *Operational Guidelines* concerning new projects.

On the Saint-Nicaise Hill in Reims, the cluster comprises the Champagne Houses, their underground cellars and the workers' garden-city of Chemin Vert. The location of the Houses outside of the town centre clearly reveals the development of champagne along with industrialisation. The buildings, erected in the second half of the 19th century, suffered major destruction during World War I but were rebuilt as exact copies. Some changes have occurred recently within the cellars to allow modern installations. The ambience of the hill has been or is being enhanced with the creation of parks in place of parking lots. The cellars retain their overall integrity in terms of the network and aspect; due to flooding vulnerability, some of them have been closed and in various areas the limestone has stability problems; different consolidation methods have been used, so far with unsatisfactory visual results. Improvements in this regard would be advisable.

In summary, ICOMOS considers that overall the rationale for the component selection is clear and well-grounded, in that each element of the three clusters contributes to depicting the key geographical, technological and socio-historic factors that made possible the establishment and development of this remarkable agro-industrial landscape.

ICOMOS considers that the integrity of the whole series has been justified; and that the integrity of the individual sites that comprise the series has been demonstrated.

Authenticity

Centuries-long practices of vine cultivation in the nominated vineyards is robustly documented and the only relevant period of discontinuity relates to the spread of phylloxera, which however brought many changes in farming practices throughout all of Europe: autochthonous vine types had to be grafted onto American root-stock, the distribution of vines changed from randomly ordered to being aligned in rows; however, no alteration of vineyard plots have been undertaken. This can be ascertained on the ground but also in the cadastral documents which still show a fragmented parcelling, and only minor-scale parcel reorganisation has taken place. The farming practices have only partially changed and the most important ones must still be done by hand, e.g., harvesting the grapes.

World War I caused great loss of built fabric, due to the prolonged bombardments which Reims was exposed to; on the other hand, the Avenue of Champagne did not suffer any war damage. The champagne commerce houses were soon restored or reconstructed respecting the original design and architectural language, only the later erection of the Moët & Chandon house at the beginning of the Avenue represents a dissonant element. However, overall, comparison with historic photographs confirms the authenticity of setting and urban and architectural design. Inside, the adaptation of the showcase spaces to current tastes indicates that more changes have occurred to the internal décor.

The villages, on the other hand, underwent insensitive modifications concerning architectural details (e.g., window frames or façade detailing) or urban spaces to facilitate vehicular traffic, but these alterations are currently being remedied. The garden-city of Chemin Vert is well preserved but the rehabilitation programme needs to be strengthened by adopting a heritage approach.

Cellars are in a good state of conservation and intensively used for champagne production, particularly the superior qualities, which are traditionally manufactured by hand.

ICOMOS considers that the authenticity of the whole series has been justified; and that the authenticity of the individual sites that comprise the series has been demonstrated.

In conclusion, ICOMOS considers that the conditions of integrity and authenticity of the whole series and of individual components have been met.

Criteria under which inscription is proposed

The property is nominated on the basis of cultural criteria (iii), (iv) and (vi).

Criterion (iii): *bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;*

This criterion is justified by the State Party on the grounds that the nominated property, through the selected components, bears witness to the development of traditional knowledge and know-how through which the people of Champagne were able to overcome and exploit the limits imposed by the environment on vine-growing and mastered the art of wine-making, developing the technique for sparkling wines through re-fermentation in the bottle. Technological innovation has always been at the heart of champagne-making which was also able to profit from outside investment. Britain impelled the evolution of taste and the first experiments to obtain sparkling wines, and contributed with its technological expertise (glass making and railways). Merchants and bankers from Germany, Lorraine and Alsace turned to champagne commerce and production and contributed substantially, with their business acumen, networks of contacts and capital, in the advancement of the enterprise, making possible the swift transition from a well-organised artisanal activity towards a large, site-based agro-industrial system. Champagne Houses and vine-growers were able to come to terms with their respective constraints and an early framework of vine/wine professions could develop.

ICOMOS concurs with this justification, although notes that the role of inter-professional organisations does not seem unique to the Champagne wine region, nor can glass-making and railways be considered British technological advancements peculiar to this specific area, having spread all over Europe.

ICOMOS considers that this criterion has been justified for the whole series.

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;*

This criterion is justified by the State Party on the grounds that the serial property represents an exceptional example of a production system which has its supply basin in the vineyards, the production units in the cellars and the marketing side in the champagne houses. This agro-industrial system has given rise to specific territorial and urban organisations, as well as functional and representative architecture. It was also able to exploit previous infrastructure – an extensive network of former quarries – for the production and maturation of the wine. The early fame of the product pushed technological innovation and commercialisation which are embodied in a peculiar urban development, in the production and commercial facilities (champagne

houses, cellar network) and in the communication infrastructure that was developed over the centuries (the canal, the railway) to allow rapid distribution of the product.

ICOMOS considers that this criterion has been justified: the ensemble of the three clusters of components bears witness in different ways to the key factors that made possible the development of champagne and illustrate the functional and representational dimension of this early agro-industrial production landscape.

ICOMOS considers that this criterion has been justified for the whole series.

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;*

This criterion is justified by the State Party on the grounds that champagne conveys a symbolic image which is unique to this wine. It enjoyed an early recognition by the European elites and courts from the 18th century onwards and had already become associated with the idea of the art of living well by the 19th century, becoming the symbol of celebration and reconciliation.

ICOMOS considers that while the arguments put forth by the State Party are well grounded, they refer to the product that is the outcome of the agro-industrial system of which the nominated serial property represents the tangible materialisation that make comprehensible and appreciable that system and its associated territorial and urban organisation.

ICOMOS notes that the World Heritage Convention is a property-based Convention and therefore it is properties that are evaluated and inscribed as unique, exceptional or representative examples illustrating human endeavours, achievements and values, and not the products that result from manufacturing or farming processes, although their quality and recognition may contribute to the understanding of the scope of certain aspects of human development and therefore reinforce other criteria.

ICOMOS however considers that the nominated serial property and particularly the Saint-Nicaise Hill, with the monumental quarry-cellars and the early Champagne Houses, and the Avenue of Champagne, with the showcasing spaces of the commerce houses, convey the world-renowned image of champagne as a symbol of the art of living and celebration.

ICOMOS considers that this criterion has been justified for the whole series.

ICOMOS considers that the serial approach is justified and that the selection of sites is appropriate.

In conclusion, ICOMOS considers that the nominated property meets criteria (iii), (iv) and (vi) and conditions of authenticity and integrity.

Description of the attributes

The nomination dossier provides a detailed account of the attributes of the nominated serial property and therefore it represents a reference for a comprehensive inventory of important features and characteristics that make explicit and understandable the Outstanding Universal Value. Here only a synthesis of that account is presented.

The natural amphitheatre of the historical chalk hillsides of Hautvillers, with the village at the top, and its landscape and vernacular heritage, Hautvillers Abbey and the underground cellars dug into the hillsides (the Thomas cellar and the cooperative cellars), illustrate how the geomorphology of the region was exploited for wine-making and the system of grape supply and wine production, and bear testimony to vine-growing and wine-making's historic heritage.

The hillsides of Aÿ, facing the Marne valley, have been almost exclusively devoted to the culture of vine-growing for more than four centuries. At the foot of the hill, there lies the town of Aÿ, with its tightly-packed houses running along its main streets; once surrounded by a perimeter wall, it is now replaced by a belt of boulevards. The Boulevard du Nord links the town to the vineyards, and is now home to several Champagne Houses, with their underground cellars that were dug under the hillsides and connect the built up areas to the vineyards.

The hillsides of Mareuil-sur-Aÿ offer an expansive view over Épernay, the Marne valley, and far eastward over the plain, and exhibit a very diverse range of features due to their varying exposure. Located at the foot of the hill, the village of Mareuil is associated with the Château de Montebello which is a fine neoclassical building and a production estate with outbuildings housing the grape press and fermentation vessels and a tower containing offices, as well as a network of underground wide-vaulted galleries.

The Saint-Nicaise Hill in Reims is a fine illustration of how the champagne production process has been integrated into the landscape and how the Champagne Houses have affected the urban structure. The above-ground section of Saint-Nicaise Hill is located on the edge of the city and is home to enclosed urban vineyards, large public spaces and several grand residences owned by the heads of the Champagne Houses. The hill is also marked by evidence of corporate patronage and social initiatives, with the Parc de Champagne and the garden city of Chemin Vert and its remarkable Saint-Nicaise church.

The underground part of Saint-Nicaise Hill encompasses an extensive set of underground chalk quarries and the galleries linking them together. They illustrate the genius of the Champagne region: long-abandoned, former chalk

quarries were given second lives as cellars still in use today for wine-making and storage.

The Avenue of Champagne in Épernay is a particularly remarkable example of the creation of a production site. It comprises vineyards, industrial buildings, cellars, reception buildings and other prestigious constructions, and associated gardens and parks. They illustrate the history 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 showcase buildings. Located in the immediate vicinity of the Avenue of 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.

4 Factors affecting the property

On the historic hillsides component, no urban development is allowed in the forest, the vineyards and the floodplain areas. Development can only occur in areas already built-up, which causes some pressure on the historic structure of the built environment.

At the moment it is very difficult to envisage scenarios which may cause the unequivocal decline of champagne and affect the economic base of the region. Climate change may certainly influence production rates or quality; to date, these changes have only had a positive impact, reducing winter frosts. However, in this regard, research has been initiated by the Inter-professional Committee of Champagne.

The transfer of agricultural activity may also be detrimental but this has not occurred within the nominated property: while service areas have been created outside it, this has not caused the abandonment of facilities located on the historic hillsides.

On the other hand, ICOMOS notes that agricultural practices have already caused water pollution and a substantial reduction of biodiversity, due to the use of pesticides. Some measures are envisaged, e.g., ecological or green corridors, to promote the safeguarding of important landscape elements; however no programme for the protection of threatened species is in place.

Due to the specific geological stratigraphy, landslides threaten the upper area of the historic hillsides, in particular the villages of Hautvillers and Ay. Erosion and run off also represent a constant threat that is being counteracted by allowing grass to be grown in the vineyards, an effective measure that needs to be extended. Flooding risks concern the Marne river plains (in the buffer zone).

The Avenue of Champagne could experience some development pressure, in relation to the search for new

forms of showcasing by the Champagne Houses and in fact, some new buildings, not completely in line with the overall character of the Avenue, can be found on its eastern side. ICOMOS notes that no significant regulations exist to avoid these trends which need, however, to be regulated to avoid further dissonant elements in the Avenue.

The Avenue underground is fragile due to the vast network of cellars. However, the latest significant subsidence event dates back to ~100 years ago.

Tourism may also become a threat: currently the Avenue is visited each year by ~450,000 people and great efforts are required to manage these numbers.

The use, modernisation and development needs of the large Champagne Houses may affect particularly the nominated components concentrated on Saint-Nicaise Hill: a number of activities are being moved to other sites for rentability or rationalisation reasons and therefore real estate is also being sold. Apparently, however, so far this trend has not affected the nominated property.

Due to the presence of underground cellars and galleries, certain areas of the Saint-Nicaise Hill are prone to subsidence and some cellars have had to be abandoned due to instability. These threats, on the other hand, reduce the urban pressure, as new construction possibilities are very limited.

In its first letter, ICOMOS asked for additional information from the State Party on this aspect.

The regional scheme for wind turbines foresees the development of wind farms in the region so as to raise the installed power to 3000 MW by 2020. The direct setting of the nominated serial property is not classified as a favourable area but, according to the additional information provided by the State Party upon ICOMOS' request, a new wind farm is already approved in the municipality of Thibie, some 20km from the historic hillside component, counting nine further turbines to be added to thirty already existing, and a further one, not yet approved, counting presumably thirteen turbines in a location much closer to the nominated property, between Pocancy and Champigneul.

ICOMOS considers that the high concentration of wind-farms in the same area and in the same sight direction may have a negative visual impact on the nominated property. Particular attention should be given to the second proposal, as this is much closer to the nominated property and therefore much more visible from it.

In December 2014, ICOMOS sent a second letter to the State Party requesting additional information on the need to develop an Heritage Impact Assessment for the planned wind farms before work for their erection begins.

The State Party responded that it is its intention to maintain the proposed Outstanding Universal Value of the

nominated property, particularly through official examination procedures, and to keep the World Heritage Committee informed, via the World Heritage Centre, on any further project that could affect its value.

The State Party further explained the legislation and procedures to which wind turbine projects are subject, clarifying that they can be refused by the Prefect if the works to be carried out are found to be detrimental to the character of the landscape or of the monument's perspective.

The project of the Thibie wind farm has been assessed within the State's statutory procedures as not challenging the proposed Outstanding Universal Value of the nominated property: the 9 turbines to be added to the existing 30 turbines are planned to be laid down at the same distance, with the same geometry and alignment, therefore overall they will only slightly increase the visual impact of the existing wind farm, which is held to not be particularly significant due to the distance and position in the open panorama of the Champagne plains. For these reasons the authorization for the extension project was issued in October 2014. Construction works will begin in 2015 and the wind farm will be operational in 2016.

With regard to the Champigneul-Pocancy wind farm, the State Party informs that its planned location lies at a distance of 10km from the nominated property and its buffer zone, and is expected to be perceivable only from the same points of view as the Thibie wind farm. Additional information is required from the project contractor and this is expected to be made available by May 2015, with a decision expected by the end of 2015.

With regard to the Thibie wind farm addition, ICOMOS considers that the additional information provided by the State Party may be considered acceptable. On the other hand, ICOMOS considers that the results of the assessments currently being carried out within the State's statutory procedures for the Champigneul-Pocancy wind farm projects should be submitted to the World Heritage Centre by 1 December 2015 and before any commitment to construction is made.

ICOMOS welcomes the information concerning the State Party's intention to launch an impact study on co-visibility aspects of wind farms and World Heritage Properties or those eligible for World Heritage status. This study may result in the revision of the wind farm map with identification of exclusion and vigilance zones. ICOMOS considers that it would be useful that the State Party submits the results of this study, when completed.

Finally ICOMOS considers that measures to protect or reintroduce biodiversity within the nominated property should be sought and implemented.

ICOMOS considers that the main threats to the property are development pressure in urban areas and larger villages, landslides and soil instability on the hillsides, and structural instability for the underground cellars and

their corresponding above-ground areas. Overall the plans for increasing energy production from renewable resources may negatively impact on the property, therefore the results of the impact assessment being prepared for the Champigneul-Pocancy wind farm should be submitted to the World Heritage Centre by 1 December 2015 before any commitment is made.

5 Protection, conservation and management

Boundaries of the nominated property and buffer zone

The boundaries of the components are clearly defined and comprehensible on the ground. In the historic vineyards the distinction between those included in the nominated property and those which are part of the buffer zone are not visibly discernible but understandable on the basis of the historic analysis. All elements needed to allow understanding of the coherence of the agro-industrial production chain as well as its industrialisation and its orientation towards a more and more globalised market are included within.

In Reims and Epernay a large part of the nominated property is covered by the protection zones that encircle the protected historic monuments: in the vineyard component this concerns the major part of each built area, while the vineyards are only included for a minor part in the listed site ('site inscrit') of "Hautvillers – Berceau du Champagne". However, the whole of the hillside components and their buffer zone are encompassed within the Regional Natural Park of the Montagne de Reims. In Epernay the perimeters of the nominated property and of the buffer zone coincide with the existing landscape, urban and architectural protection zone (ZPPAUP).

ICOMOS has requested additional information from the State Party concerning the rationale adopted to delimit the nominated components and their buffer zones. The State Party provided an augmented explanation of the delineation of the boundaries for all components that overall justifies the proposal advanced by the State Party.

Buffer zones have been conceived for all components, although none has been specifically foreseen for the underground cellars, despite the instability problems they face.

ICOMOS considers that the problems of instability of the cellars cannot be underestimated and should be addressed through specific studies so as to understand the possible scope of an effective buffer zone for this particular type of heritage. The additional information provided by the State Party on the underground heritage focuses on safety requirements, however, structural problems apparently have been addressed on a case-by-case basis.

In line with paragraph 104 of the *Operational Guidelines*, the role of a buffer zone is to provide an additional layer of protection to the nominated property and this should be pursued through appropriate mechanisms.

Therefore buffer zones should be established taking into account the specific characteristics and weaknesses of the property to be protected.

At the moment, the only area where no surface buffer zone covers the underground heritage is part of the cellars located below the Avenue of Champagne in Epernay, where subsidence problems have occurred in the past.

In its second letter dated 22 December 2014, ICOMOS asked for additional information on the possibility of extending the buffer zone of the Epernay components to cover also the above-ground areas corresponding to the cellars and to provide it with protection measures in the framework of the modification of the ZPPAUP into an AVAP.

The State Party responded on 24 February 2015, informing that modifying the perimeter of the ZPPAUP in the process of establishing an AVAP is an opportunity to strengthen the protection of the underground heritage, by including ad hoc measures that regulate above-ground works. Additionally, the State Party informs that the boundaries of the buffer zone in Epernay have been extended to encompass the underground heritage. This has been incorporated into the official maps and in the nomination dossier. The area included in the buffer zone has also been recalculated.

Following the additional information received by the State Party, ICOMOS considers that the boundaries of the nominated property and of the buffer zone are adequate. ICOMOS recommends that updated information on progress in the finalisation of protection reinforcement be submitted to the World Heritage Centre by 1 December 2015.

ICOMOS however considers it useful that the State Party undertakes a comprehensive study of the structural behaviour of the quarries in Saint-Nicaise Hill in relation to their geomorphology and previously-reported instability problems, and submit to the World Heritage Centre preliminary outcomes by 1 December 2016 with a view to defining specific protection measures.

In conclusion, ICOMOS considers that the boundaries of all components of the nominated serial property and of their buffer zones are adequate.

ICOMOS also considers it advisable that the State Party undertakes a study on the structural behaviour of the quarries, particularly in the Saint-Nicaise Hill component, in relation to their geomorphology, and submit to the World Heritage Centre preliminary outcomes by 1 December 2016 with a view to defining specific protection measures.

Ownership

The ownership profile of the nominated property is complex and includes privately-owned land and buildings as well as wide areas belonging to the public domain.

Protection

The clusters of components in Reims and Epernay are covered by the protection areas (500m radius) of protected historic monuments (*abords des monuments historiques*). In Epernay a Protection Zone for the architectural, urban and landscape heritage (ZPPAUP) also exists. However, amendments made to the Code of Environment introduced a revised mechanism to protect built up areas – the Areas for Architectural and Landscape Valorisation (AVAP). The legislation establishes that all ZPPAUP's must be transformed into AVAP's by the end of 2015, as ZPPAUP's will expire and the areas so protected will fall again under the protection regime for the setting of protected monuments.

The historic hillsides are included in the Natural Park of the Montagne de Reims but only part of the vineyards are protected as listed (*site inscrit*), although a study to establish a listing according to the Environment Code has been approved by the concerned municipalities and is in an advanced state of development; however, no deadline has been revealed by the State Party. The vineyard villages are almost completely covered by the protection granted for the setting of protected historic monuments; however an inter-municipal AVAP is under preparation for the urban built-up areas of the vineyard villages. Only two of the Champagne Houses have been protected as historic monuments; for other ones formal protection was requested but the request was rejected due to the existence of the ZPPAUP. The inscription of Fort Chabrol as a historic monument is completed but its protection measures are being finalised.

In the additional information provided in October 2014 upon ICOMOS' request, the State Party informed that an AVAP for the Saint-Nicaise Hill is being developed in coordination with the Local Urban Plan (PLU) of Reims (its finalisation is expected by June 2015), the creation of the AVAP of Epernay is expected by the end of 2015, the AVAP of Hautvillers, Aÿ and Mareuil sur Aÿ is awaited within the early months of 2015, while the enforcement of the listing of the historic vineyards is planned to be completed by the beginning of 2016.

ICOMOS considers that overall the protection regime of the nominated property and of its buffer zone is set up, although its effectiveness will be completely achieved only when all the protection designations being developed are finalised, approved and enforced.

In its second letter sent in December 2014, ICOMOS requested updated information on the progress made in regard to the establishment of protection measures.

The State Party has responded that the AVAP for the Saint-Nicaise Hill is scheduled for 2015 - a protected sector is under development and its finalisation is

expected within the 1st quarter of 2017; and in Epernay the AVAP will be finalised by July 2016 in conjunction with the revision of the PLU.

ICOMOS observes that, in comparison with the schedule submitted in October 2014, the finalisation of protection reinforcement is being slightly delayed: while this is understandable due to the complexity of the instruments being developed, ICOMOS considers it would be useful that the State Party submits updated information to the World Heritage Centre on the progressive finalisation of protection instruments, starting on 1 December 2016.

ICOMOS notes that only the former quarries annexed to the cellars of the Maison Ruinart are protected as *site classé* (1931), while other cellars do not seem to enjoy any specific protection status or mechanisms. Although their use represents an effective form of protection for cellars, ICOMOS considers it advisable that ad hoc measures be set up for their protection and sensible adaptation to evolving production requirements.

In the additional information provided, the State Party clarifies that some individual buildings or building complexes were not granted specific protection because the ZPPAUP or the AVAP were considered sufficient; in other cases however, specific heritage classification procedures have been completed or initiated.

The additional information provided by the State Party on the modification of the buffer zone in Epernay to cover the underground cellars, and the process being commenced to set up and extend the AVAP to coincide with the entirety of the buffer zone, clarify that the process to strengthen protection is well established.

ICOMOS also considers that specific protection mechanisms that take into account the detected instability of the underground cellar network should be established on the basis of an on-purpose scientific study and included in the AVAP or in planning provisions.

In conclusion, ICOMOS considers that the legal protection framework is adequate and the process for its reinforcement is well established and in progressive implementation. ICOMOS recommends that updated information on the progressive implementation of protection measures be periodically submitted by the State Party to the World Heritage Centre, starting on 1 December 2016, completed by a final report when the protection process is finalised for review by ICOMOS.

Conservation

The nomination dossier provides a detailed account of the state of conservation of the different elements comprised in the serial nomination as well as of their respective buffer zones, accompanied by a short account of already carried out or planned projects to overcome the encountered problems.

Complete and methodologically-coherent inventories of landscape, buildings and cellars do exist for both the nominated serial property and the buffer zones, which are collected in several reports and also document the state of conservation of these elements.

The minute landscape elements are recognised as vulnerable to farming modernisation processes. Hillside villages are much better preserved compared to those at the bottom of the valleys and along the river, which experienced contrasting development that affected their overall character. These trends are being reversed thanks to specific rehabilitation programmes for public spaces or to support private owners.

Interventions in public spaces and Champagne Houses have been carried out following adequate methods. The municipalities as well as the Champagne Houses have committed themselves to ensuring that the built heritage is adequately conserved. Municipal programmes for financial support have contributed to improving the conditions of the urban built heritage. The most extensive maintenance work falls on the Champagne Houses, which, however, carried on the wave of the nomination, have revived historical studies as well as conservation of their built and cultural heritage.

In conclusion, ICOMOS considers that the conservation of the nominated property is overall adequate, taking into account that a number of buildings have an eminently functional use. The conservation of the rural built heritage should be sustained. Appropriate and effective structural conservation interventions for the quarries/cellars should be studied and experiments carried out. Measures to protect or to restore the biodiversity of the landscape should be established and implemented.

Management

Management structures and processes, including traditional management processes

At the national level, to ensure coordination between the State and local entities, the State Party has conceived a Charter for the engagement in the management of World Heritage properties, which has been signed by the Ministries of Ecology, of Culture and by the Association of French World Heritage properties. This charter envisages forms of shared management and implies the supervision of a local commission chaired by the prefect of the region and including the state services, the representatives of the communities and the managers of the property. It will enter into force as soon as the property achieves World Heritage status.

The *Association Paysages du Champagne* has been established to be responsible for the nomination and it is planned to become the management structure. The first territorial conference has already taken place, in October 2014.

In the preparation of the nomination, a Territorial Charter for the Landscapes of Champagne, engaging all signatories to respect goals of sustainable development, heritage protection, and consideration of the value of the nominated property within the planning tools, has been shared with the 320 municipalities included in the AOC appellation region, the relevant regional council of Champagne–Ardennes, and the general councils of Aube, Aisne, Marne, as well as other institutions. The Charter already had several accessions among municipalities and other institutions.

The management structure implies a territorial conference which acts as a platform for dialogue: it includes the tourism and economic stakeholders, as well as representatives of the territorial planning system, the protection of cultural heritage, and the environment, open to the territory covered by the AOC appellation.

The decision-making body of the management structure is the executive board, where viticultural professionals (through the Inter-professional Committee for Champagne - CIVC) and the collectives are represented. A scientific and a consultative committee assist the board in decision-making.

Upon ICOMOS' first request, the State Party submitted updated information concerning the progress made with the management system and further clarification on the functioning of the overall management structure: several activities have been carried out since the nomination dossier was submitted and these are clearly illustrated. It is envisaged that the juridical status of the management structure will be approved by the end of 2015 and the operational body Mission Coteaux, Maisons et Caves will be composed of a paid staff (three posts will be created).

Financial support of the management structure falls on the municipalities and collectives as well as on the professional organisations. Municipalities will contribute proportionally to their number of inhabitants. Actions to ensure sponsorship have also been undertaken.

ICOMOS considers that this step is very important for the effective management and coordination of activities and provisions in the area concerned.

ICOMOS also confirms that the envisaged management framework is a single one for the serial property, its buffer zone as well as its wider reference territory, that is, the entire AOC appellation. The territorial conference and the executive board appear to be the appropriate bodies through which verifying the coordination or promoting the harmonisation among existing planning instruments so as to ensure that their provisions respect the value of the nominated property.

Upon ICOMOS' request, the State Party has submitted additional information on the existing risk management tools: different plans have been developed to address specific threats, e.g., the flooding areas plan for the Marne river between Aÿ and Courthiezy (PSS 1976), the plan of

flooding risk for Epernay (Plan R111-3, 1992) covering 8 municipalities, the prevention of flooding risk plan Marne–Epernay Sector (PPRi, under elaboration, finalisation end 2015–beginning 2016, approval 2017-018), the Prevention Risk plan for landslides for the Marne Valley (PPRn GT, 2014). Prevention plans include limitations in land-use for vulnerable areas.

Policy framework: management plans and arrangements, including visitor management and presentation

The overall policy framework for the nominated property, its buffer zone and its wider territory rests upon the planning system and particularly on the Scheme for Territorial Coherence (SCOT) which defines the lines of development and the objectives to be pursued through other planning instruments at the municipal level. The serial property is covered by two different SCOT: the one for the Reims Region (SCOT2R) and the one for Epernay and its region (SCOTER). The first includes among its goals the valorisation of urban diversity and the protection of the architectural built heritage. The SCOTER on the other hand focuses on the management of the built-up areas and on the preservation of landscapes and nature.

Municipalities have to adapt their planning provisions to the goals set by the SCOTs in their PLU (local urban plans - *plans locaux d'Urbanisme*). All the municipalities included in the nominated property are covered by PLU's, which ensure goal-based planning and urban projects.

The additional information provided in October 2014 by the State Party upon ICOMOS' request on the management plan clarified that it is adequately detailed and acts also as an action plan. It contains already detailed objectives to be achieved for each area, it identifies the responsibilities and establishes priorities and a time-frame for implementation.

The management plan is the operational side of the territorial charter that has been signed by all participants. It is articulated in three parts: the first contains the orientation document setting the framework of the long-term guidelines for the property, the result of participatory workshops and linked to the diagnostic phase documenting the state of conservation and the factors affecting the property; the second part articulates in detail the short term action plan, which contains phased and detailed actions, identified partners, assessment indicators and defined financial resources; the third part concerns the voluntary engagement of the AOC region stakeholders, within the framework of their competences, to preserve and enhance the agro-industrial landscape of champagne.

Involvement of the local communities

The Association has made significant and successful efforts to favour the participation of society in the nomination process. The territorial charter is the result of a participation and dialogue process among different stakeholders.

Several activities have already been carried out to present and communicate the values of the nominated property; in particular, publications and leaflets in different languages about the property have been prepared to spread the knowledge of its values. Photographic competitions have been set up as well as didactic activities with the schools.

ICOMOS considers that the overall system that has been set up both at the State and the local level, although complex and multilayered, appears adequate as it is grounded in the multi-annual experience matured through the nomination process. The only worry concerns the small number of staff (3 posts) envisaged for the operational mission: unless it relies also on the staff of existing administrative structures, it seems very unlikely that this small number of people could accomplish the tasks assigned.

In conclusion, ICOMOS considers that the management system for the overall serial property appears adequate although there is a need to reinforce the envisaged mission staff at least through cooperation with relevant administrations and staff-sharing formulas.

6 Monitoring

The monitoring system includes two different types of indicators: those necessary to assess the state of conservation of the property and those to assess the performance and management results. The first set lists several indicators already in use and in the responsibility of identified agencies, while the second type of monitoring concerns the achievement of management objectives at the three different levels in which the management plan has been organised: management orientation, focussing on the management framework; the action plan, focussing on specific activities to be carried out; and the monitoring of the subscription of the territorial charter.

ICOMOS has requested additional information on the periodicity of monitoring and the State Party has informed that the monitoring of the management objectives is carried out annually; however a mid-term assessment of the entire 5-year cycle is foreseen for each area of management.

In conclusion, ICOMOS considers that the monitoring system has been well conceived and structured, although there is a need to identify the most relevant indicators for the assessment of the state of conservation, relate them to the current issues of the property, and define an appropriate periodicity of measurement.

7 Conclusions

The nominated property Hillsides, Houses and Cellars of Champagne is the original centre of the French region of Champagne-Ardenne, where the process of sparkling

wine-making was developed from the 17th century until rapid industrialisation occurred in the 19th century.

The fourteen components of the series represent a remarkable and coherent example of the territorial, urban and technological materialisation of a site-based agro-industrial system and contain the essential representative elements of the production of champagne and of the history of this production, which has enjoyed almost since the beginning international recognition. The three clusters of components include the supply basin that is the historic hillsides, the production units, that is the underground cellars, and the marketing spaces, that is the commerce houses.

The nomination dossier illustrates comprehensively the relevant aspects of the entire system from a geographical, technological and historical perspective. The role of each component is explained in relation to the whole production process and its historical development, highlighting its most important phases and the impact that the champagne enterprise had on this territory.

The components of the series exhibit appropriate boundaries that encompass the elements necessary to convey the significance of the property. The same can be said for the buffer zones as far as above-ground components are concerned; the additional information provided by the State Party in February 2015 on the extension of the buffer zone to cover also the underground cellars demonstrates the commitment of the State Party to the protection of the nominated property and confirms that all relevant attributes of the nominated property are adequately protected.

The components exhibit a good state of conservation and programmes to improve weaker situations are being implemented.

Considering the complexity, diversity and size of the nominated components, the legal protection is still uneven, with some components not covered yet by specific designations or protection measures. However, this aspect is currently being addressed, as confirmed by the additional information provided by the State Party in February 2015 and it is expected that protection of the nominated components and their buffer zone will be finalised throughout 2015, 2016 until early 2017 (*Reims secteur sauvegardé*).

The conceived management system appears well-developed and realistic in integrating different actions within one single vision. The Territorial Charter engaging the entire AOC region appears also to be an interesting solution to achieve a territorial cooperation with a view to sharing the advantages of World Heritage recognition in the wider champagne area, and to strengthen solidarity and resilience.

8 Recommendations

Recommendations with respect to inscription

ICOMOS recommends that the Champagne Hillsides, Houses and Cellars, France, be inscribed on the World Heritage List on the basis of **criteria (iii), (iv) and (vi)**.

Recommended Statement of Outstanding Universal Value

Brief synthesis

In north-east France, on cool, chalky land, 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 product 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 Aÿ, 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 and a working environment and a showcase for traditional know-how. Patronage has also been a source of social innovation, the greatest emblem of which is the Chemin Vert garden city in Reims. 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.

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, which women also took part in. 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, and in assembly and bottling. Champagne enterprise was able to gain from the technological and entrepreneurial contributions of the

British and Germans. The equilibrium between wine-growers and the Champagne Houses led to the development of a pioneering inter-professional structure that is still active today.

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). They 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. 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, led 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, which integrated functional and showcasing goals: new districts were built around production and sale centres, linked to the vineyards and to transport routes.

Criterion (vi): The Champagne, Hillsides, Houses and Cellars, and particularly the Saint-Nicaise Hill, with its monumental quarry-cellars and its early Champagne Houses, and the Avenue of Champagne, with the showcasing spaces of the commerce houses, convey in an outstanding manner the unique and world-renowned image of Champagne as a symbol of the French art of living, 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.

Integrity

The Property includes the most representative and best preserved 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. The hillside villages, limited by the topography and high value of the vineyards, remain well preserved 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. The chalk quarries are still used in Champagne production and the network of cellars is well preserved and still perfectly operational. Long-term safeguarding of the visual integrity of the property requires monitoring of large energy installations; whilst functional integrity may benefit from a program to restore bio-diversity, which may also contribute to Champagne specificity.

Authenticity

Extensive archival, written and iconographic documentation attests to the history and development of the Champagne story in the area, and to the minor changes to the visual qualities of the landscape. As was the case across the whole of 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. The hillsides of Hautvillers, Ay and Mareuil sur-Ay have exported their wine continuously for at least four centuries and testify to the vine-growing monoculture based on the oldest form of external trade in Champagne. The Champagne Houses have ensured the safeguarding of their architectural heritage, including the original decor and furniture, to a large extent, and they are still used for activities related to the Champagne enterprise.

Management and protection requirements

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 strengthen this scheme ; for example, designated *Aires de mise en Valeur de l'Architecture et du Patrimoine* (AVAP) areas, or zones protected as *secteur sauvegardé*. The boundaries of the official Champagne *appellation*, 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 stakeholders undertake, on a voluntary basis, to conserve and enhance their landscape and heritage. This commitment zone constitutes the setting and surroundings of the property, and is also a coherent historical and geographical 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 environmental are consistent with one another.

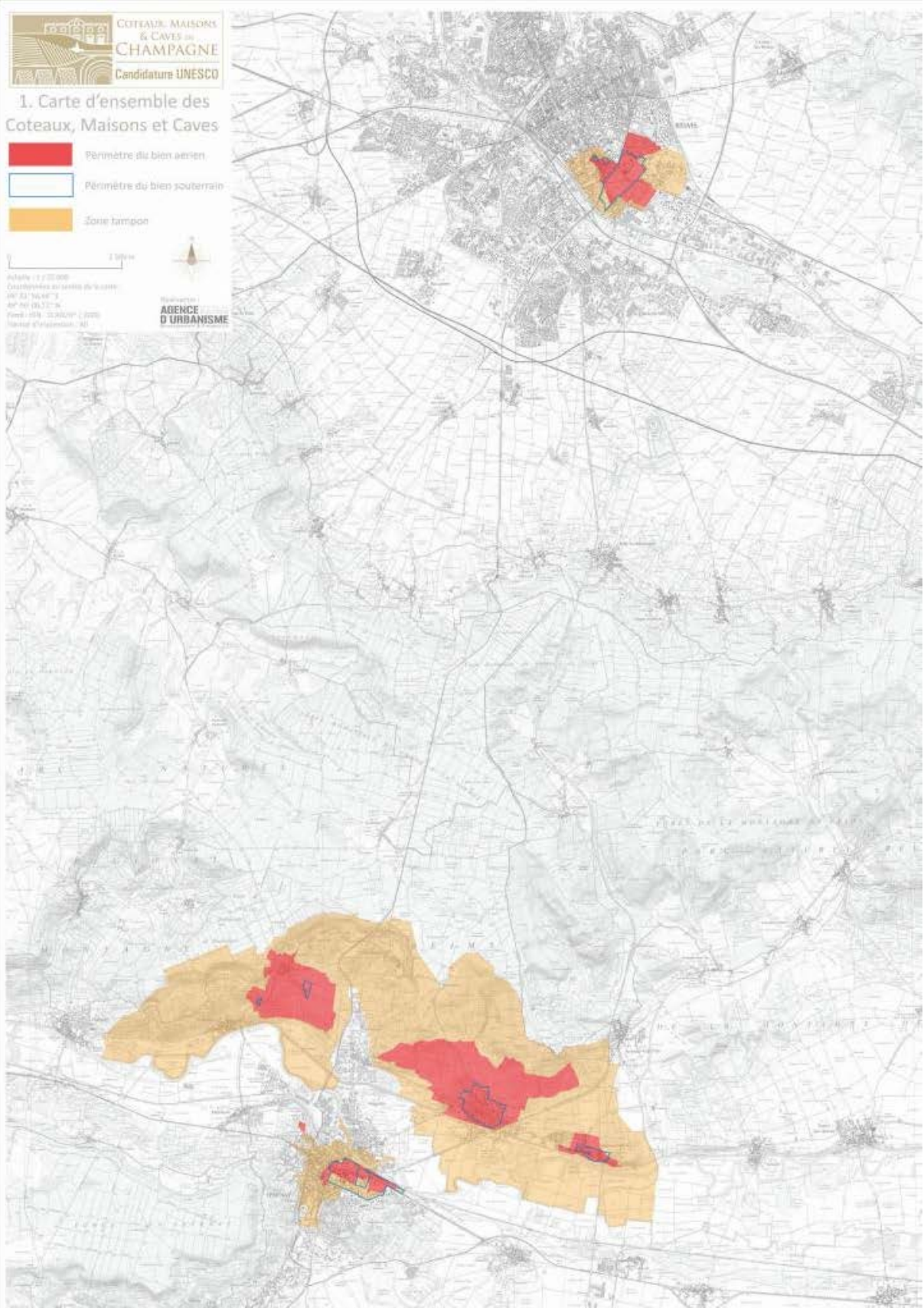
To ensure effective conservation of the Outstanding Universal Value, a management structure has been set up, bringing together public and private stakeholders, project managers and representative bodies. The management plan for the Champagne Hillsides, Houses and Cellars is a tool for regional development as well as for protection. It incorporates the overall framework associated with the history of the Property and its territory as it is both conceived and experienced.

Additional recommendations

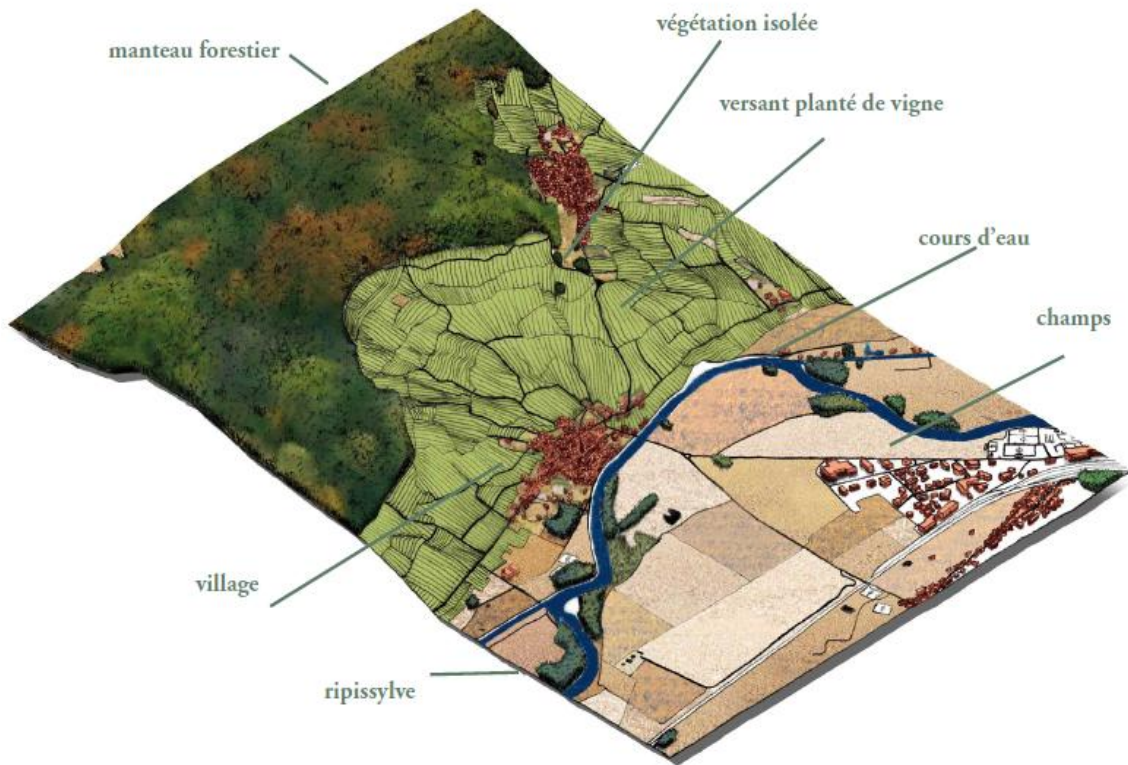
ICOMOS recommends that the State Party give consideration to the following:

- Providing an updated calendar for the finalisation of the protection designations currently being established;

- Developing an Heritage Impact Assessment for the wind farm projects of Pocancy-Champigneul;
- Undertaking a comprehensive study on the structural behaviour of the quarries in the Saint-Nicaise Hill with a view to defining specific protection/preservation measures, including an appropriate buffer zone related to their specificity, an adequate and effective structural conservation strategy, and appropriate interventions;
- Selecting the most relevant indicators for the assessment of the state of conservation in relation to the state of conservation of the property and of its value, and define an appropriate periodicity of measurement for each of them;
- Establishing and implementing measures to protect or to restore the biodiversity of the landscape;
- Submitting to the World Heritage Centre by 1 December 2015 and 1 December 2016, a progress report on the implementation of the above-mentioned recommendations ;
- Submitting to the World Heritage Centre by 1 December 2017, a report on the implementation of the above-mentioned recommendations for examination by the World Heritage Committee at its 42nd session in 2018.
- Submitting all new projects located within the Mercier House estate at the south of the Place de la République to the World Heritage Committee for examination, in accordance with paragraph 172 of the *Operational Guidelines for the Implementation of the World Heritage Convention*.



Map showing the boundaries of the nominated property



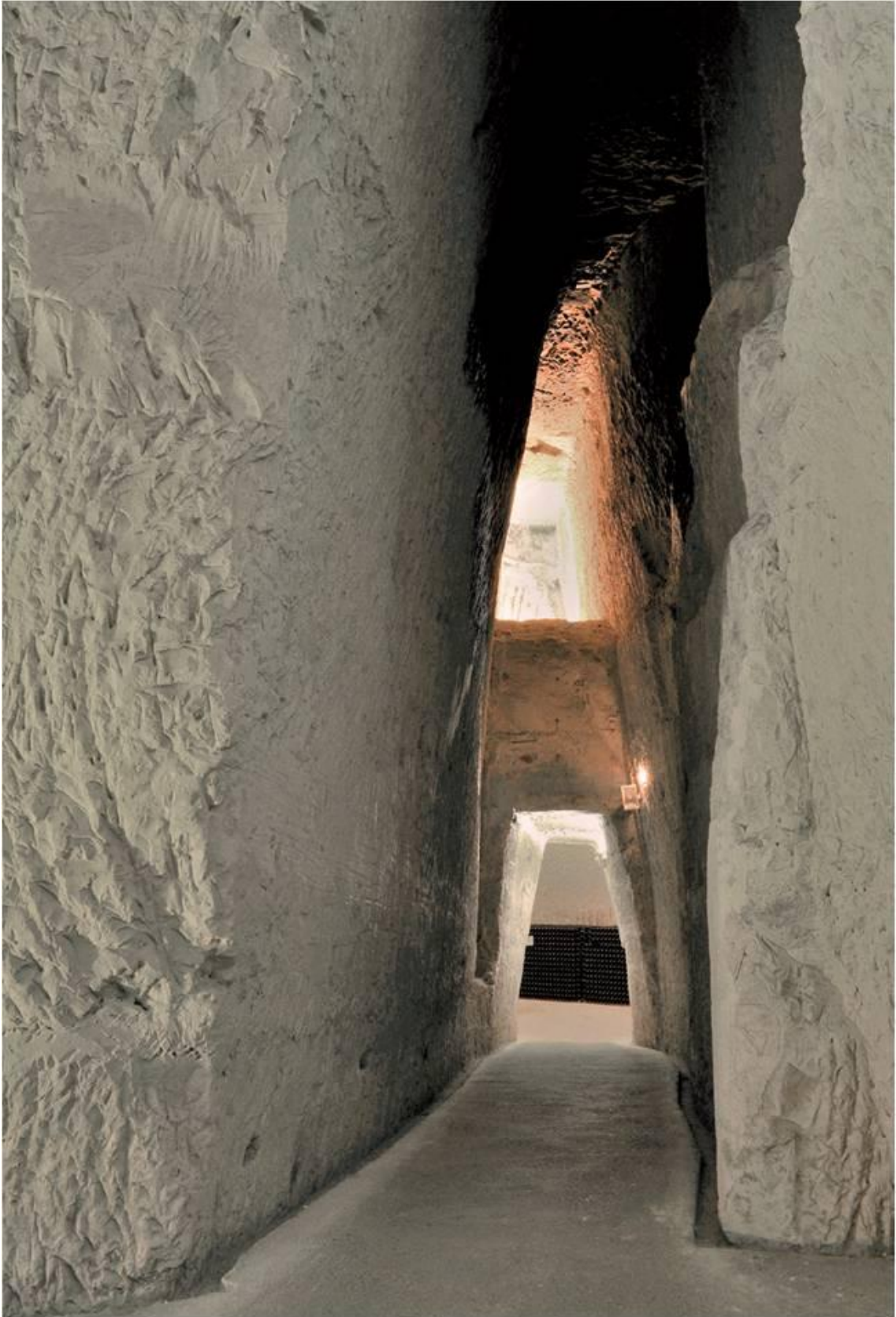
Plan representing the hillsides of Hautvilliers and Cumières



Panoramic view of the vineyard under the snow



Chalk quarry of Veuve-Clicquot House



Chalk quarry of Ruinart house

Champagne Hillsides, Houses and Cellars (France) No 1465

Official name as proposed by the State Party

Champagne Hillsides, Houses and Cellars

Location

Champagne-Ardenne, Marne
France

Brief description

The Champagne hillsides, houses and cellars encompass the areas and places where the method of production of sparkling wines was developed from its beginnings in the 17th century until its early industrialisation in the 19th century. The components of the serial nomination, clustered into three distinct groups – the historic vineyards of Hautvillers, Aÿ and Mareuil-sur-Aÿ, the Saint-Nicaise Hill in Reims, and the Avenue of Champagne and Fort Chabrol in Epernay - reflect the key processes of this agro-industrial system as well as the milestones of its evolution from a refined artisanal craft to a capitalist, site-based enterprise.

Category of property

In terms of categories of cultural property set out in Article I of the 1972 World Heritage Convention of 1972, this is a *site*.

In terms of the *Operational Guidelines for the Implementation of the World Heritage Convention* (July 2013) paragraph 47, it is a *cultural landscape*.

1 Basic data

Included in the Tentative List

1 February 2002

International Assistance from the World Heritage Fund for preparing the Nomination

None

Date received by the World Heritage Centre

16 January 2014

Background

This is a new nomination.

Consultations

ICOMOS has consulted its International Scientific Committee on Cultural Landscapes and several independent experts.

Technical Evaluation Mission

An ICOMOS technical evaluation mission visited the property from 6 to 10 October 2014.

Additional information received by ICOMOS

On 23 September 2014, ICOMOS sent a letter to the State Party requesting additional information on the following aspects:

- the rationale adopted to select the components of the nomination and to define the boundaries of the nominated components;
- the expansion of the comparative analysis so as to include a few further relevant examples;
- safety and accessibility measures and requirements for underground spaces;
- current or planned projects within the nominated areas and their buffer zones;
- finalisation and approval of the prevention plan for the nominated property;
- the protection measures in place or planned for the nominated property and the buffer zones,
- the structure and stage of development of the management system and of the management plan and the monitoring system.

The State Party responded on 28 October 2014 and the additional information provided has been incorporated into the relevant sections of this report. On 3 November 2014 the State Party also provided an English version of the additional information report.

On 22 December 2014, ICOMOS sent a second letter to the State Party seeking further additional information on the following points:

- the need to extend the boundaries of the buffer zone of the Epernay component to encompass the underground cellars and to provide it with specific protection measures for the cellars;
- the need to finalise and enforce the regulatory protection of the nominated series;
- the need to formalise a commitment for a heritage impact assessment on the wind farm projects of Thibie and of Pocancy-Champigneul.

The State Party responded on 24 February 2015 and the additional information provided has been incorporated into the relevant sections of this report.

Date of ICOMOS approval of this report

12 March 2015

2 The property

Description

The Champagne hillsides, houses and cellars encompass the areas and places where the method of production of sparkling wines was developed from its beginnings in the 17th century until its early industrialisation in the 19th

century. The serial nominated property occupies a small part of the much larger current AOC vineyard region and includes fourteen elements that have been grouped into three clusters – vineyard hillsides, houses and cellars – and selected on the grounds of geomorphological, functional and historical criteria. These are located in three different places: the Saint-Nicaise Hill in Reims, the Avenue of Champagne in Epernay, and the villages of Hautvillers, Aÿ and Mareuil-sur-Aÿ. Epernay and the nominated vineyards lie in the Marne Valley and form a single territorial unit; Reims, with the Saint-Nicaise Hill, rises up to the north of the other clusters from which it is separated by a forested plateau and by the northern side of the Montagne de Reims.

The nominated components reflect the key processes of the agro-industrial system for the production of sparkling wine developed over the centuries from a refined wine-making craft.

The Champagne wine region is the northernmost area for vine-growing and the variability of its climate has a considerable influence on grape productivity; on the other hand the milder summer sun exposure and temperature allow for long maturation of the grapes and for the refinement of flavours.

The geomorphology of the region, characterised by sedimentary chalk formations belonging to the Paris basin, is the other key factor in the development of champagne. The limestone substrate acts as a water reservoir: rain and surface waters are rapidly absorbed and later released according to the rock porosity and the above-ground environmental parameters, thus allowing the vine plants to receive an adequate amount of water throughout the growing season. On the other hand, the poverty of nutrients in the limestone substrate has been compensated for by cultivation and reworking of the soil over the centuries.

The soft limestone and its early exploitation as a building material have left an important legacy that was revealed to be crucial for the development of large scale champagne production: former underground quarries were converted into cellars to exploit their stable micro-climate, which was found to be favourable for re-fermentation and champagne maturation. The softness of the stone substrate also facilitated the extension of underground cellars.

The production method of champagne involves a sequence of key passages: the rapid pressing of the grapes (mainly chardonnay, pinot noir, and meunier) that has to be carried out as early as possible after the harvest; the cleaning of the must; the re-fermentation in bottles, which produces, under stable climatic conditions, the CO₂ responsible for the effervescence. Re-fermentation causes the degradation of the yeast, forming a sediment which needs to be removed: this has been achieved by progressively turning the bottles so as to move the yeast residue into the bottle neck from which it is removed (nowadays, after localised freezing).

This complex process has affected the entire production sequence, its organisation and its spaces: e.g., the re-fermentation in bottles requires extremely extended cellars with very stable climatic conditions, and, in the absence of the limestone quarries, it would not have been possible to obtain these conditions without major technical and financial investment.

The territorial structure of the region and particularly of the nominated serial property has been marked by the entire economy of Champagne in its rural, urban and industrial dimensions: human settlement is still concentrated in compact villages that grew up in areas not suited for vine-growing, champagne-related industries also flourished to support this agro-industrial district (e.g., bottle and cork production), and the existing long-distance communication network was further developed through the construction of the railway, facilitating the distribution of champagne.

The description of the components is organised according to the three clusters in which they have been grouped: the historic hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ, where champagne was pioneered; the Saint-Nicaise Hill in Reims and the Avenue of Champagne in Epernay, where specific districts developed for its production and commercialisation. From a functional perspective, the clusters comprise elements reflecting different aspects of the production chain: the supply source of the grapes - the vineyards; the places for the production of champagne – the cellars; and those for its commercialisation – the marketing houses. Although the clusters include elements belonging to different production phases, each of them exhibits a different concentration of functional elements, so that each cluster preferentially reflects one of the identified key phases.

Part 1 – the historic hillsides of Hautvillers, Aÿ and Mareuil-sur-Aÿ

The cluster includes seven components, reflecting mainly the phase of vine cultivation and grape-growing, with the three vineyard hill areas of Hautvillers, Aÿ and Mareuil-sur-Aÿ, which are complemented by four underground elements representing the earlier system of cellars. The selected vineyard areas correspond to the most ancient vine-cultivated hillsides to be documented.

The historic vineyards include the first areas of vine cultivation, the villages of Hautvillers, Aÿ and de Mareuil-sur-Aÿ and the grounds and the vestiges of Hautvillers Abbey, the Chateau of Montebello, as well as the viticultural infrastructure, such as the harvest huts and the presses which allowed grape processing in the immediate proximity of the vineyards, thus limiting as much as possible its transportation after the harvest. The underground heritage encompasses several cellars, among which is worth mentioning the Thomas cellar, which is the most ancient among the ones dug specifically to stock champagne (1673 AD), and the cellar of the Chateau Montebello (1770-1780 AD). In Aÿ and Mareuil-sur-Aÿ the cellars extend upstream from the villages below the vineyard sides.

The buffer zone extends into the rest of the vineyard region and to the villages of the hillsides including the communities of Cumières, Champillon and Mutigny, and one part of the forests delimiting the upper part of the hillsides. For visual and functional reasons, it encompasses the visible landscape unit as well as the forest on the upper part of the hillsides, as it was the forest that served the vineyards for their management.

Part 2 – Saint-Nicaise Hill in Reims

The component has been chosen to illustrate the integration of the champagne production process into the landscape and the effect upon the urban structure of the Champagne Houses. Saint-Nicaise Hill includes four components, three of which are below ground - the Charles Heidsieck, Ruinart, Pommery and Veuve Clicquot cellars, the Taittinger cellars (inside the medieval enclosure, under Saint-Nicaise Abbey) and the Martel cellars (old quarries reused since the 18th century) – and the above-ground part of the Hill.

This comprises enclosures with urban vineyards, public spaces and parks (Parc de Champagne, Chemin Vert, Saint-Nicaise Church), illustrating the patronage and social initiatives by the Champagne Houses, complemented by industrial buildings and grand residences belonging to the heads of the Houses, (e.g., Chateau des Crayeres and Villa Demoiselle).

The most extensive network of underground galleries can be found here: former chalk quarries have been reused as cellars and connected via galleries to maximise their use. Their existence is revealed on the surface by vent structures emerging in vineyards and parks.

The buffer zone includes two distinct areas historically and morphologically connected to the component: the collective residential district situated between Saint Remi Cathedral and the Aisne Canal, the glass-making district and the university campus of Moulin de la Housse, thus ensuring the visual protection of the nominated component.

Part 3 – the Avenue of Champagne in Epernay

This cluster encompasses both above-ground and underground components: the Avenue of Champagne with the champagne showcasing facilities and the cellars, and Fort Chabrol as well as vineyards.

From the 18th century onwards, the champagne merchants erected along this road – an important transport route from France to Germany - their headquarters, with production and reception facilities, cellars, as well as their dwellings. By virtue of the elegance and richness of the buildings, courtyards and gardens constructed by the Champagne Houses, the Avenue reflects the key role of trade in the development of champagne and its associated territory.

Fort Chabrol houses a research centre which was crucial for the recovery of vine cultivation after the spread of

phylloxera and bears witness to the know-how developed to preserve vine-growing and to the solidarity amongst the champagne stakeholders. The buffer zone includes a large part of Epernay, almost corresponding to the ZPPAUP protection zone (*Zone de protection du patrimoine, architectural, urbain et paysager*).

History and development

Vine cultivation in the region was introduced in the Gallo–Roman era (2nd century AD) but it was only with the spread of monastic orders in the 6th -7th centuries that the territory was colonised by abbeys (e.g., Saint Pierre d'Hautvillers), after which vineyards expanded and wine-making started being systematically practiced. Although much less diffused and documented, vine cultivation was not restricted to monasteries but was also an activity pursued by the gentry and the middle classes, interested in the revenues that wine-making yielded. On the other hand, the grape growing was carried out by tenants, a fact which is reflected in the small size of the plots.

The first wines produced were mostly red and still and had already been commercialised, since the 12th-13th centuries, when the need for financial resources by the monasteries encouraged the improvement of their wine production. This impulse drove the expansion of both demand and production: champagne wines found their way to Paris and to northern Europe, preparing the ground for the champagne revolution which took place in the 17th century in the vineyard area around Epernay and Hautvillers.

The first recognised protagonist of this revolution was the monk and wine-maker Dom Perignon who set the foundations of modern viticulture and wine-making.

The movement from still to sparkling wines owed a debt to England, where the passion for effervescence encouraged in the late 17th century the search for a stabilised production process, which could be helped by scientific advancements of the 18th century. It was once again in religious complexes that further achievements were reached in defining the methodology for sparkling wine production.

The real change, however, happened when new investors entered the wine sector. They brought into this thus-far traditional activity their industrial and commercial experience developed in the textile sector as well as significant financial resources, paving the way for the swift progress towards the industrial production of champagne in the 19th century. Within one century the production increased tenfold, mainly to be exported abroad: an internationalisation which has to be regarded as a founding element of the fortunes of champagne. Initially involved in the commercialisation and distribution, the new investors became, over time, wine producers themselves, whilst grape growing remained in the hands of local vine-growers.

The development of champagne production accompanied the progress of France from a traditional to a capitalist society, giving rise to a precocious agro-industrial system at the dawn of French industrialisation.

These changes in production and marketing attitudes also had a significant impact on the social and manufacturing structure. Reims was an important centre for wool textile production and commerce and, at the beginning, wine commercialisation was seen as a complementary activity to increase revenue but, with the growing fame of champagne and the decline of the textile sector, merchants turned strongly towards this enterprise.

The scale change in production caused the expansion of vineyards which extended over most of the hillsides around Epernay and Reims, and also brought substantial modification to the urban structure, the architectural language and the industrial profile of these towns.

Facilities required more and more space, therefore the Champagne Houses moved bit by bit outside the centre of Reims to occupy the Saint-Nicaise Hill, where numerous underground limestone quarries, exploited to build Reims, were located. These spaces enjoyed the most suitable indoor climate for the maturing of champagne and so were then turned into cellars, further expanded and connected with additional galleries. A similar process occurred in Epernay, where the Champagne Houses settled along the old trade road, built their production and showcasing facilities, and hollowed out an extensive network of cellars where modern equipment helped the improvement and stabilisation of the product.

The modernisation and expansion of wine production was accompanied by the improvement of long-distance communication routes through the opening of the man-made canal of the Marne river (1855) and the construction of the railway (1854). The Saint-Nicaise Hill proved to be a strategic location and several Champagne Houses placed their headquarters there.

The spread of phylloxera marked the beginning of a difficult period for champagne that ended only after World War II, when the remedial actions undertaken during the previous decades (e.g., the Champagne AOC recognition in 1935), coupled with the second industrial revolution and years of peace, could come to fruition and further expand internationally the potential of champagne.

3 Justification for inscription, integrity and authenticity

Comparative analysis

The nomination dossier has identified for each selected criterion a number of 'indicators' corresponding to the values identified for the nominated property; thirteen in

total have been singled out. Each indicator has been explained and contextualised so as to clarify the scope of its use in the comparative analysis and the rationale for the selection of examples and typologies of property, namely vineyards, agro-industrial product-related properties, properties related to industry and to the territory.

Fifty-three properties have been examined, out of which fourteen are related to viticulture, five to distillation, five relate to agro-industry in general, sixteen are related to resource extraction and fourteen to industry and infrastructure.

ICOMOS considers that the comparative analysis has been extended much beyond its relevant scope, by including thirty properties not associated with alimentary products. However, the overall architecture of the comparative analysis, although obviously built to demonstrate the specificity of the nominated property, contains elements of general validity, namely the clarification of the basic factors influencing production-related facilities and urban/territorial transformation and social phenomena, in relation to the natural resources exploited and to history.

Nonetheless, in October 2014 ICOMOS asked the State Party to expand the comparative analysis to include other areas where sparkling wines are produced, (e.g., the Prosecco Hills of Conegliano and Valdobbiadene on the tentative list of Italy), which were not mentioned in the first comparison.

The State Party submitted a supplement to the comparative analysis, examining the Prosecco Hills and the Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato (Italy (2014), (iii), (v)), demonstrating the historical, technological and representational relevance of the nominated property also compared to these additional properties.

Upon ICOMOS' request, the State Party further clarified that the components of the series had been selected on the grounds of geography, historicity and representativity criteria. The identified selective factors are: the presence of the chalk formations on the surface, the historic grape supply basin, and the most relevant industrial heritage.

ICOMOS considers that the additional explanation provided has clarified the selective approach, which appears fully justified.

ICOMOS considers that the comparative analysis justifies consideration of this serial property for the World Heritage List.

Justification of Outstanding Universal Value

The nominated property is considered by the State Party to be of Outstanding Universal Value as a cultural property for the following reasons:

- Overall the serial property illustrates in an exceptional manner how the evolution of champagne production from a highly specialised artisanal activity to an agro-industrial enterprise has left its mark on the territorial, landscape and urban structures, through the establishment of Champagne Houses with their showcasing and productive units, and through the adaptation of former quarries as cellars;
- The historic hillsides along with Hautvillers Abbey bear witness to the first experiments carried out from the 17th century onwards to set up a stable and reproducible methodology to obtain sparkling wines; the villages, the first champagne houses and related cellars illustrate the specific relationship between the supply basin – the hillsides – from where the grapes were taken, the chain of production and the commercialisation of champagne;
- The Saint-Nicaise Hill in Reims outstandingly illustrates the role played by the production facilities and infrastructures in defining the urban structure and fabric of Reims; the former quarries now used as cellars attest to the importance of the peculiar geomorphology of the region in the rise of champagne as an industrial production as well as to the ingeniousness of wine-makers in taking advantage of this resource;
- The Avenue of Champagne in Epernay, with the commerce houses, the production facilities, the showcasing spaces and the underground cellars, illustrate exceptionally the close interrelations between production, distribution and marketing of champagne, as well as the importance of communication and trade routes in facilitating the spread of this product and in the definition of the urban structure of Epernay and the territorial organisation of the entire area.

The three clusters encompassing fourteen components reflect the entire agro-industrial process forming the basis of champagne production and also express the strong relationship with the territory and its geomorphological and climatic characteristics.

ICOMOS considers that this justification is appropriate because the key elements and factors of champagne production from its early stages until the affirmation of industrialised processes marked by the search for excellence are well and originally presented in the nomination dossier, which offers an accurate selection of the most relevant aspects and tangible testimonies of the story of champagne.

Integrity and authenticity

Integrity

The delimitation of the vineyard component of the nomination is grounded on a detailed historical and landscape analysis. It only encompasses a small part of the current viticultural champagne AOC region, comprising the original core area where the champagne elaboration process was developed and where relevant

elements illustrating this process still survive in an adequate state of integrity.

The built elements – vineyard villages, huts and grape vats, presses, etc. are closely connected to viticulture and allow a coherent readability of the vineyard landscape. These elements, which are part of the viticultural infrastructure, are almost all still in use, with the exception of a few huts and vineyard workshops.

The buffer zone covers the visible landscape unit as well as the forest, both for visual and functional reasons as the forest provided the wood necessary for the vineyards. The territory of the Municipality of Dizy is excluded in that it is not visible and exhibits a built heritage of lower quality.

The structure of the urban built fabric of Epernay, particularly the Avenue of Champagne, reflects clearly how the need for space and vicinity to communication routes of the industrial activity has oriented urbanisation.

In the Avenue of Champagne, the town-hall, located at the beginning of the Avenue, and some champagne houses, have recently been restored, improving the overall appearance of the Avenue. However, the homogeneity of its built fabric has been interrupted by two recent buildings. Some grounds located within the Mercier House estate at the south of the Place de la République are planned to be enhanced.

In this regard ICOMOS recalls the requirements of paragraph 172 of the *Operational Guidelines* concerning new projects.

On the Saint-Nicaise Hill in Reims, the cluster comprises the Champagne Houses, their underground cellars and the workers' garden-city of Chemin Vert. The location of the Houses outside of the town centre clearly reveals the development of champagne along with industrialisation. The buildings, erected in the second half of the 19th century, suffered major destruction during World War I but were rebuilt as exact copies. Some changes have occurred recently within the cellars to allow modern installations. The ambience of the hill has been or is being enhanced with the creation of parks in place of parking lots. The cellars retain their overall integrity in terms of the network and aspect; due to flooding vulnerability, some of them have been closed and in various areas the limestone has stability problems; different consolidation methods have been used, so far with unsatisfactory visual results. Improvements in this regard would be advisable.

In summary, ICOMOS considers that overall the rationale for the component selection is clear and well-grounded, in that each element of the three clusters contributes to depicting the key geographical, technological and socio-historic factors that made possible the establishment and development of this remarkable agro-industrial landscape.

ICOMOS considers that the integrity of the whole series has been justified; and that the integrity of the individual sites that comprise the series has been demonstrated.

Authenticity

Centuries-long practices of vine cultivation in the nominated vineyards is robustly documented and the only relevant period of discontinuity relates to the spread of phylloxera, which however brought many changes in farming practices throughout all of Europe: autochthonous vine types had to be grafted onto American root-stock, the distribution of vines changed from randomly ordered to being aligned in rows; however, no alteration of vineyard plots have been undertaken. This can be ascertained on the ground but also in the cadastral documents which still show a fragmented parcelling, and only minor-scale parcel reorganisation has taken place. The farming practices have only partially changed and the most important ones must still be done by hand, e.g., harvesting the grapes.

World War I caused great loss of built fabric, due to the prolonged bombardments which Reims was exposed to; on the other hand, the Avenue of Champagne did not suffer any war damage. The champagne commerce houses were soon restored or reconstructed respecting the original design and architectural language, only the later erection of the Moët & Chandon house at the beginning of the Avenue represents a dissonant element. However, overall, comparison with historic photographs confirms the authenticity of setting and urban and architectural design. Inside, the adaptation of the showcase spaces to current tastes indicates that more changes have occurred to the internal décor.

The villages, on the other hand, underwent insensitive modifications concerning architectural details (e.g., window frames or façade detailing) or urban spaces to facilitate vehicular traffic, but these alterations are currently being remedied. The garden-city of Chemin Vert is well preserved but the rehabilitation programme needs to be strengthened by adopting a heritage approach.

Cellars are in a good state of conservation and intensively used for champagne production, particularly the superior qualities, which are traditionally manufactured by hand.

ICOMOS considers that the authenticity of the whole series has been justified; and that the authenticity of the individual sites that comprise the series has been demonstrated.

In conclusion, ICOMOS considers that the conditions of integrity and authenticity of the whole series and of individual components have been met.

Criteria under which inscription is proposed

The property is nominated on the basis of cultural criteria (iii), (iv) and (vi).

Criterion (iii): *bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;*

This criterion is justified by the State Party on the grounds that the nominated property, through the selected components, bears witness to the development of traditional knowledge and know-how through which the people of Champagne were able to overcome and exploit the limits imposed by the environment on vine-growing and mastered the art of wine-making, developing the technique for sparkling wines through re-fermentation in the bottle. Technological innovation has always been at the heart of champagne-making which was also able to profit from outside investment. Britain impelled the evolution of taste and the first experiments to obtain sparkling wines, and contributed with its technological expertise (glass making and railways). Merchants and bankers from Germany, Lorraine and Alsace turned to champagne commerce and production and contributed substantially, with their business acumen, networks of contacts and capital, in the advancement of the enterprise, making possible the swift transition from a well-organised artisanal activity towards a large, site-based agro-industrial system. Champagne Houses and vine-growers were able to come to terms with their respective constraints and an early framework of vine/wine professions could develop.

ICOMOS concurs with this justification, although notes that the role of inter-professional organisations does not seem unique to the Champagne wine region, nor can glass-making and railways be considered British technological advancements peculiar to this specific area, having spread all over Europe.

ICOMOS considers that this criterion has been justified for the whole series.

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;*

This criterion is justified by the State Party on the grounds that the serial property represents an exceptional example of a production system which has its supply basin in the vineyards, the production units in the cellars and the marketing side in the champagne houses. This agro-industrial system has given rise to specific territorial and urban organisations, as well as functional and representative architecture. It was also able to exploit previous infrastructure – an extensive network of former quarries – for the production and maturation of the wine. The early fame of the product pushed technological innovation and commercialisation which are embodied in a peculiar urban development, in the production and commercial facilities (champagne

houses, cellar network) and in the communication infrastructure that was developed over the centuries (the canal, the railway) to allow rapid distribution of the product.

ICOMOS considers that this criterion has been justified: the ensemble of the three clusters of components bears witness in different ways to the key factors that made possible the development of champagne and illustrate the functional and representational dimension of this early agro-industrial production landscape.

ICOMOS considers that this criterion has been justified for the whole series.

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;*

This criterion is justified by the State Party on the grounds that champagne conveys a symbolic image which is unique to this wine. It enjoyed an early recognition by the European elites and courts from the 18th century onwards and had already become associated with the idea of the art of living well by the 19th century, becoming the symbol of celebration and reconciliation.

ICOMOS considers that while the arguments put forth by the State Party are well grounded, they refer to the product that is the outcome of the agro-industrial system of which the nominated serial property represents the tangible materialisation that make comprehensible and appreciable that system and its associated territorial and urban organisation.

ICOMOS notes that the World Heritage Convention is a property-based Convention and therefore it is properties that are evaluated and inscribed as unique, exceptional or representative examples illustrating human endeavours, achievements and values, and not the products that result from manufacturing or farming processes, although their quality and recognition may contribute to the understanding of the scope of certain aspects of human development and therefore reinforce other criteria.

ICOMOS however considers that the nominated serial property and particularly the Saint-Nicaise Hill, with the monumental quarry-cellars and the early Champagne Houses, and the Avenue of Champagne, with the showcasing spaces of the commerce houses, convey the world-renowned image of champagne as a symbol of the art of living and celebration.

ICOMOS considers that this criterion has been justified for the whole series.

ICOMOS considers that the serial approach is justified and that the selection of sites is appropriate.

In conclusion, ICOMOS considers that the nominated property meets criteria (iii), (iv) and (vi) and conditions of authenticity and integrity.

Description of the attributes

The nomination dossier provides a detailed account of the attributes of the nominated serial property and therefore it represents a reference for a comprehensive inventory of important features and characteristics that make explicit and understandable the Outstanding Universal Value. Here only a synthesis of that account is presented.

The natural amphitheatre of the historical chalk hillsides of Hautvillers, with the village at the top, and its landscape and vernacular heritage, Hautvillers Abbey and the underground cellars dug into the hillsides (the Thomas cellar and the cooperative cellars), illustrate how the geomorphology of the region was exploited for wine-making and the system of grape supply and wine production, and bear testimony to vine-growing and wine-making's historic heritage.

The hillsides of Aÿ, facing the Marne valley, have been almost exclusively devoted to the culture of vine-growing for more than four centuries. At the foot of the hill, there lies the town of Aÿ, with its tightly-packed houses running along its main streets; once surrounded by a perimeter wall, it is now replaced by a belt of boulevards. The Boulevard du Nord links the town to the vineyards, and is now home to several Champagne Houses, with their underground cellars that were dug under the hillsides and connect the built up areas to the vineyards.

The hillsides of Mareuil-sur-Aÿ offer an expansive view over Épernay, the Marne valley, and far eastward over the plain, and exhibit a very diverse range of features due to their varying exposure. Located at the foot of the hill, the village of Mareuil is associated with the Château de Montebello which is a fine neoclassical building and a production estate with outbuildings housing the grape press and fermentation vessels and a tower containing offices, as well as a network of underground wide-vaulted galleries.

The Saint-Nicaise Hill in Reims is a fine illustration of how the champagne production process has been integrated into the landscape and how the Champagne Houses have affected the urban structure. The above-ground section of Saint-Nicaise Hill is located on the edge of the city and is home to enclosed urban vineyards, large public spaces and several grand residences owned by the heads of the Champagne Houses. The hill is also marked by evidence of corporate patronage and social initiatives, with the Parc de Champagne and the garden city of Chemin Vert and its remarkable Saint-Nicaise church.

The underground part of Saint-Nicaise Hill encompasses an extensive set of underground chalk quarries and the galleries linking them together. They illustrate the genius of the Champagne region: long-abandoned, former chalk

quarries were given second lives as cellars still in use today for wine-making and storage.

The Avenue of Champagne in Épernay is a particularly remarkable example of the creation of a production site. It comprises vineyards, industrial buildings, cellars, reception buildings and other prestigious constructions, and associated gardens and parks. They illustrate the history 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 showcase buildings. Located in the immediate vicinity of the Avenue of 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.

4 Factors affecting the property

On the historic hillsides component, no urban development is allowed in the forest, the vineyards and the floodplain areas. Development can only occur in areas already built-up, which causes some pressure on the historic structure of the built environment.

At the moment it is very difficult to envisage scenarios which may cause the unequivocal decline of champagne and affect the economic base of the region. Climate change may certainly influence production rates or quality; to date, these changes have only had a positive impact, reducing winter frosts. However, in this regard, research has been initiated by the Inter-professional Committee of Champagne.

The transfer of agricultural activity may also be detrimental but this has not occurred within the nominated property: while service areas have been created outside it, this has not caused the abandonment of facilities located on the historic hillsides.

On the other hand, ICOMOS notes that agricultural practices have already caused water pollution and a substantial reduction of biodiversity, due to the use of pesticides. Some measures are envisaged, e.g., ecological or green corridors, to promote the safeguarding of important landscape elements; however no programme for the protection of threatened species is in place.

Due to the specific geological stratigraphy, landslides threaten the upper area of the historic hillsides, in particular the villages of Hautvillers and Ay. Erosion and run off also represent a constant threat that is being counteracted by allowing grass to be grown in the vineyards, an effective measure that needs to be extended. Flooding risks concern the Marne river plains (in the buffer zone).

The Avenue of Champagne could experience some development pressure, in relation to the search for new

forms of showcasing by the Champagne Houses and in fact, some new buildings, not completely in line with the overall character of the Avenue, can be found on its eastern side. ICOMOS notes that no significant regulations exist to avoid these trends which need, however, to be regulated to avoid further dissonant elements in the Avenue.

The Avenue underground is fragile due to the vast network of cellars. However, the latest significant subsidence event dates back to ~100 years ago.

Tourism may also become a threat: currently the Avenue is visited each year by ~450,000 people and great efforts are required to manage these numbers.

The use, modernisation and development needs of the large Champagne Houses may affect particularly the nominated components concentrated on Saint-Nicaise Hill: a number of activities are being moved to other sites for rentability or rationalisation reasons and therefore real estate is also being sold. Apparently, however, so far this trend has not affected the nominated property.

Due to the presence of underground cellars and galleries, certain areas of the Saint-Nicaise Hill are prone to subsidence and some cellars have had to be abandoned due to instability. These threats, on the other hand, reduce the urban pressure, as new construction possibilities are very limited.

In its first letter, ICOMOS asked for additional information from the State Party on this aspect.

The regional scheme for wind turbines foresees the development of wind farms in the region so as to raise the installed power to 3000 MW by 2020. The direct setting of the nominated serial property is not classified as a favourable area but, according to the additional information provided by the State Party upon ICOMOS' request, a new wind farm is already approved in the municipality of Thibie, some 20km from the historic hillside component, counting nine further turbines to be added to thirty already existing, and a further one, not yet approved, counting presumably thirteen turbines in a location much closer to the nominated property, between Pocancy and Champigneul.

ICOMOS considers that the high concentration of wind-farms in the same area and in the same sight direction may have a negative visual impact on the nominated property. Particular attention should be given to the second proposal, as this is much closer to the nominated property and therefore much more visible from it.

In December 2014, ICOMOS sent a second letter to the State Party requesting additional information on the need to develop an Heritage Impact Assessment for the planned wind farms before work for their erection begins.

The State Party responded that it is its intention to maintain the proposed Outstanding Universal Value of the

nominated property, particularly through official examination procedures, and to keep the World Heritage Committee informed, via the World Heritage Centre, on any further project that could affect its value.

The State Party further explained the legislation and procedures to which wind turbine projects are subject, clarifying that they can be refused by the Prefect if the works to be carried out are found to be detrimental to the character of the landscape or of the monument's perspective.

The project of the Thibie wind farm has been assessed within the State's statutory procedures as not challenging the proposed Outstanding Universal Value of the nominated property: the 9 turbines to be added to the existing 30 turbines are planned to be laid down at the same distance, with the same geometry and alignment, therefore overall they will only slightly increase the visual impact of the existing wind farm, which is held to not be particularly significant due to the distance and position in the open panorama of the Champagne plains. For these reasons the authorization for the extension project was issued in October 2014. Construction works will begin in 2015 and the wind farm will be operational in 2016.

With regard to the Champigneul-Pocancy wind farm, the State Party informs that its planned location lies at a distance of 10km from the nominated property and its buffer zone, and is expected to be perceivable only from the same points of view as the Thibie wind farm. Additional information is required from the project contractor and this is expected to be made available by May 2015, with a decision expected by the end of 2015.

With regard to the Thibie wind farm addition, ICOMOS considers that the additional information provided by the State Party may be considered acceptable. On the other hand, ICOMOS considers that the results of the assessments currently being carried out within the State's statutory procedures for the Champigneul-Pocancy wind farm projects should be submitted to the World Heritage Centre by 1 December 2015 and before any commitment to construction is made.

ICOMOS welcomes the information concerning the State Party's intention to launch an impact study on co-visibility aspects of wind farms and World Heritage Properties or those eligible for World Heritage status. This study may result in the revision of the wind farm map with identification of exclusion and vigilance zones. ICOMOS considers that it would be useful that the State Party submits the results of this study, when completed.

Finally ICOMOS considers that measures to protect or reintroduce biodiversity within the nominated property should be sought and implemented.

ICOMOS considers that the main threats to the property are development pressure in urban areas and larger villages, landslides and soil instability on the hillsides, and structural instability for the underground cellars and

their corresponding above-ground areas. Overall the plans for increasing energy production from renewable resources may negatively impact on the property, therefore the results of the impact assessment being prepared for the Champigneul-Pocancy wind farm should be submitted to the World Heritage Centre by 1 December 2015 before any commitment is made.

5 Protection, conservation and management

Boundaries of the nominated property and buffer zone

The boundaries of the components are clearly defined and comprehensible on the ground. In the historic vineyards the distinction between those included in the nominated property and those which are part of the buffer zone are not visibly discernible but understandable on the basis of the historic analysis. All elements needed to allow understanding of the coherence of the agro-industrial production chain as well as its industrialisation and its orientation towards a more and more globalised market are included within.

In Reims and Epernay a large part of the nominated property is covered by the protection zones that encircle the protected historic monuments: in the vineyard component this concerns the major part of each built area, while the vineyards are only included for a minor part in the listed site ('site inscrit') of "Hautvillers – Berceau du Champagne". However, the whole of the hillside components and their buffer zone are encompassed within the Regional Natural Park of the Montagne de Reims. In Epernay the perimeters of the nominated property and of the buffer zone coincide with the existing landscape, urban and architectural protection zone (ZPPAUP).

ICOMOS has requested additional information from the State Party concerning the rationale adopted to delimit the nominated components and their buffer zones. The State Party provided an augmented explanation of the delineation of the boundaries for all components that overall justifies the proposal advanced by the State Party.

Buffer zones have been conceived for all components, although none has been specifically foreseen for the underground cellars, despite the instability problems they face.

ICOMOS considers that the problems of instability of the cellars cannot be underestimated and should be addressed through specific studies so as to understand the possible scope of an effective buffer zone for this particular type of heritage. The additional information provided by the State Party on the underground heritage focuses on safety requirements, however, structural problems apparently have been addressed on a case-by-case basis.

In line with paragraph 104 of the *Operational Guidelines*, the role of a buffer zone is to provide an additional layer of protection to the nominated property and this should be pursued through appropriate mechanisms.

Therefore buffer zones should be established taking into account the specific characteristics and weaknesses of the property to be protected.

At the moment, the only area where no surface buffer zone covers the underground heritage is part of the cellars located below the Avenue of Champagne in Epernay, where subsidence problems have occurred in the past.

In its second letter dated 22 December 2014, ICOMOS asked for additional information on the possibility of extending the buffer zone of the Epernay components to cover also the above-ground areas corresponding to the cellars and to provide it with protection measures in the framework of the modification of the ZPPAUP into an AVAP.

The State Party responded on 24 February 2015, informing that modifying the perimeter of the ZPPAUP in the process of establishing an AVAP is an opportunity to strengthen the protection of the underground heritage, by including ad hoc measures that regulate above-ground works. Additionally, the State Party informs that the boundaries of the buffer zone in Epernay have been extended to encompass the underground heritage. This has been incorporated into the official maps and in the nomination dossier. The area included in the buffer zone has also been recalculated.

Following the additional information received by the State Party, ICOMOS considers that the boundaries of the nominated property and of the buffer zone are adequate. ICOMOS recommends that updated information on progress in the finalisation of protection reinforcement be submitted to the World Heritage Centre by 1 December 2015.

ICOMOS however considers it useful that the State Party undertakes a comprehensive study of the structural behaviour of the quarries in Saint-Nicaise Hill in relation to their geomorphology and previously-reported instability problems, and submit to the World Heritage Centre preliminary outcomes by 1 December 2016 with a view to defining specific protection measures.

In conclusion, ICOMOS considers that the boundaries of all components of the nominated serial property and of their buffer zones are adequate.

ICOMOS also considers it advisable that the State Party undertakes a study on the structural behaviour of the quarries, particularly in the Saint-Nicaise Hill component, in relation to their geomorphology, and submit to the World Heritage Centre preliminary outcomes by 1 December 2016 with a view to defining specific protection measures.

Ownership

The ownership profile of the nominated property is complex and includes privately-owned land and buildings as well as wide areas belonging to the public domain.

Protection

The clusters of components in Reims and Epernay are covered by the protection areas (500m radius) of protected historic monuments (*abords des monuments historiques*). In Epernay a Protection Zone for the architectural, urban and landscape heritage (ZPPAUP) also exists. However, amendments made to the Code of Environment introduced a revised mechanism to protect built up areas – the Areas for Architectural and Landscape Valorisation (AVAP). The legislation establishes that all ZPPAUP's must be transformed into AVAP's by the end of 2015, as ZPPAUP's will expire and the areas so protected will fall again under the protection regime for the setting of protected monuments.

The historic hillsides are included in the Natural Park of the Montagne de Reims but only part of the vineyards are protected as listed (*site inscrit*), although a study to establish a listing according to the Environment Code has been approved by the concerned municipalities and is in an advanced state of development; however, no deadline has been revealed by the State Party. The vineyard villages are almost completely covered by the protection granted for the setting of protected historic monuments; however an inter-municipal AVAP is under preparation for the urban built-up areas of the vineyard villages. Only two of the Champagne Houses have been protected as historic monuments; for other ones formal protection was requested but the request was rejected due to the existence of the ZPPAUP. The inscription of Fort Chabrol as a historic monument is completed but its protection measures are being finalised.

In the additional information provided in October 2014 upon ICOMOS' request, the State Party informed that an AVAP for the Saint-Nicaise Hill is being developed in coordination with the Local Urban Plan (PLU) of Reims (its finalisation is expected by June 2015), the creation of the AVAP of Epernay is expected by the end of 2015, the AVAP of Hautvillers, Aÿ and Mareuil sur Aÿ is awaited within the early months of 2015, while the enforcement of the listing of the historic vineyards is planned to be completed by the beginning of 2016.

ICOMOS considers that overall the protection regime of the nominated property and of its buffer zone is set up, although its effectiveness will be completely achieved only when all the protection designations being developed are finalised, approved and enforced.

In its second letter sent in December 2014, ICOMOS requested updated information on the progress made in regard to the establishment of protection measures.

The State Party has responded that the AVAP for the Saint-Nicaise Hill is scheduled for 2015 - a protected sector is under development and its finalisation is

expected within the 1st quarter of 2017; and in Epernay the AVAP will be finalised by July 2016 in conjunction with the revision of the PLU.

ICOMOS observes that, in comparison with the schedule submitted in October 2014, the finalisation of protection reinforcement is being slightly delayed: while this is understandable due to the complexity of the instruments being developed, ICOMOS considers it would be useful that the State Party submits updated information to the World Heritage Centre on the progressive finalisation of protection instruments, starting on 1 December 2016.

ICOMOS notes that only the former quarries annexed to the cellars of the Maison Ruinart are protected as *site classé* (1931), while other cellars do not seem to enjoy any specific protection status or mechanisms. Although their use represents an effective form of protection for cellars, ICOMOS considers it advisable that ad hoc measures be set up for their protection and sensible adaptation to evolving production requirements.

In the additional information provided, the State Party clarifies that some individual buildings or building complexes were not granted specific protection because the ZPPAUP or the AVAP were considered sufficient; in other cases however, specific heritage classification procedures have been completed or initiated.

The additional information provided by the State Party on the modification of the buffer zone in Epernay to cover the underground cellars, and the process being commenced to set up and extend the AVAP to coincide with the entirety of the buffer zone, clarify that the process to strengthen protection is well established.

ICOMOS also considers that specific protection mechanisms that take into account the detected instability of the underground cellar network should be established on the basis of an on-purpose scientific study and included in the AVAP or in planning provisions.

In conclusion, ICOMOS considers that the legal protection framework is adequate and the process for its reinforcement is well established and in progressive implementation. ICOMOS recommends that updated information on the progressive implementation of protection measures be periodically submitted by the State Party to the World Heritage Centre, starting on 1 December 2016, completed by a final report when the protection process is finalised for review by ICOMOS.

Conservation

The nomination dossier provides a detailed account of the state of conservation of the different elements comprised in the serial nomination as well as of their respective buffer zones, accompanied by a short account of already carried out or planned projects to overcome the encountered problems.

Complete and methodologically-coherent inventories of landscape, buildings and cellars do exist for both the nominated serial property and the buffer zones, which are collected in several reports and also document the state of conservation of these elements.

The minute landscape elements are recognised as vulnerable to farming modernisation processes. Hillside villages are much better preserved compared to those at the bottom of the valleys and along the river, which experienced contrasting development that affected their overall character. These trends are being reversed thanks to specific rehabilitation programmes for public spaces or to support private owners.

Interventions in public spaces and Champagne Houses have been carried out following adequate methods. The municipalities as well as the Champagne Houses have committed themselves to ensuring that the built heritage is adequately conserved. Municipal programmes for financial support have contributed to improving the conditions of the urban built heritage. The most extensive maintenance work falls on the Champagne Houses, which, however, carried on the wave of the nomination, have revived historical studies as well as conservation of their built and cultural heritage.

In conclusion, ICOMOS considers that the conservation of the nominated property is overall adequate, taking into account that a number of buildings have an eminently functional use. The conservation of the rural built heritage should be sustained. Appropriate and effective structural conservation interventions for the quarries/cellars should be studied and experiments carried out. Measures to protect or to restore the biodiversity of the landscape should be established and implemented.

Management

Management structures and processes, including traditional management processes

At the national level, to ensure coordination between the State and local entities, the State Party has conceived a Charter for the engagement in the management of World Heritage properties, which has been signed by the Ministries of Ecology, of Culture and by the Association of French World Heritage properties. This charter envisages forms of shared management and implies the supervision of a local commission chaired by the prefect of the region and including the state services, the representatives of the communities and the managers of the property. It will enter into force as soon as the property achieves World Heritage status.

The *Association Paysages du Champagne* has been established to be responsible for the nomination and it is planned to become the management structure. The first territorial conference has already taken place, in October 2014.

In the preparation of the nomination, a Territorial Charter for the Landscapes of Champagne, engaging all signatories to respect goals of sustainable development, heritage protection, and consideration of the value of the nominated property within the planning tools, has been shared with the 320 municipalities included in the AOC appellation region, the relevant regional council of Champagne–Ardennes, and the general councils of Aube, Aisne, Marne, as well as other institutions. The Charter already had several accessions among municipalities and other institutions.

The management structure implies a territorial conference which acts as a platform for dialogue: it includes the tourism and economic stakeholders, as well as representatives of the territorial planning system, the protection of cultural heritage, and the environment, open to the territory covered by the AOC appellation.

The decision-making body of the management structure is the executive board, where viticultural professionals (through the Inter-professional Committee for Champagne - CIVC) and the collectives are represented. A scientific and a consultative committee assist the board in decision-making.

Upon ICOMOS' first request, the State Party submitted updated information concerning the progress made with the management system and further clarification on the functioning of the overall management structure: several activities have been carried out since the nomination dossier was submitted and these are clearly illustrated. It is envisaged that the juridical status of the management structure will be approved by the end of 2015 and the operational body Mission Coteaux, Maisons et Caves will be composed of a paid staff (three posts will be created).

Financial support of the management structure falls on the municipalities and collectives as well as on the professional organisations. Municipalities will contribute proportionally to their number of inhabitants. Actions to ensure sponsorship have also been undertaken.

ICOMOS considers that this step is very important for the effective management and coordination of activities and provisions in the area concerned.

ICOMOS also confirms that the envisaged management framework is a single one for the serial property, its buffer zone as well as its wider reference territory, that is, the entire AOC appellation. The territorial conference and the executive board appear to be the appropriate bodies through which verifying the coordination or promoting the harmonisation among existing planning instruments so as to ensure that their provisions respect the value of the nominated property.

Upon ICOMOS' request, the State Party has submitted additional information on the existing risk management tools: different plans have been developed to address specific threats, e.g., the flooding areas plan for the Marne river between Aÿ and Courthiezy (PSS 1976), the plan of

flooding risk for Epernay (Plan R111-3, 1992) covering 8 municipalities, the prevention of flooding risk plan Marne–Epernay Sector (PPRi, under elaboration, finalisation end 2015–beginning 2016, approval 2017-018), the Prevention Risk plan for landslides for the Marne Valley (PPRn GT, 2014). Prevention plans include limitations in land-use for vulnerable areas.

Policy framework: management plans and arrangements, including visitor management and presentation

The overall policy framework for the nominated property, its buffer zone and its wider territory rests upon the planning system and particularly on the Scheme for Territorial Coherence (SCOT) which defines the lines of development and the objectives to be pursued through other planning instruments at the municipal level. The serial property is covered by two different SCOT: the one for the Reims Region (SCOT2R) and the one for Epernay and its region (SCOTER). The first includes among its goals the valorisation of urban diversity and the protection of the architectural built heritage. The SCOTER on the other hand focuses on the management of the built-up areas and on the preservation of landscapes and nature.

Municipalities have to adapt their planning provisions to the goals set by the SCOTs in their PLU (local urban plans - *plans locaux d'Urbanisme*). All the municipalities included in the nominated property are covered by PLU's, which ensure goal-based planning and urban projects.

The additional information provided in October 2014 by the State Party upon ICOMOS' request on the management plan clarified that it is adequately detailed and acts also as an action plan. It contains already detailed objectives to be achieved for each area, it identifies the responsibilities and establishes priorities and a time-frame for implementation.

The management plan is the operational side of the territorial charter that has been signed by all participants. It is articulated in three parts: the first contains the orientation document setting the framework of the long-term guidelines for the property, the result of participatory workshops and linked to the diagnostic phase documenting the state of conservation and the factors affecting the property; the second part articulates in detail the short term action plan, which contains phased and detailed actions, identified partners, assessment indicators and defined financial resources; the third part concerns the voluntary engagement of the AOC region stakeholders, within the framework of their competences, to preserve and enhance the agro-industrial landscape of champagne.

Involvement of the local communities

The Association has made significant and successful efforts to favour the participation of society in the nomination process. The territorial charter is the result of a participation and dialogue process among different stakeholders.

Several activities have already been carried out to present and communicate the values of the nominated property; in particular, publications and leaflets in different languages about the property have been prepared to spread the knowledge of its values. Photographic competitions have been set up as well as didactic activities with the schools.

ICOMOS considers that the overall system that has been set up both at the State and the local level, although complex and multilayered, appears adequate as it is grounded in the multi-annual experience matured through the nomination process. The only worry concerns the small number of staff (3 posts) envisaged for the operational mission: unless it relies also on the staff of existing administrative structures, it seems very unlikely that this small number of people could accomplish the tasks assigned.

In conclusion, ICOMOS considers that the management system for the overall serial property appears adequate although there is a need to reinforce the envisaged mission staff at least through cooperation with relevant administrations and staff-sharing formulas.

6 Monitoring

The monitoring system includes two different types of indicators: those necessary to assess the state of conservation of the property and those to assess the performance and management results. The first set lists several indicators already in use and in the responsibility of identified agencies, while the second type of monitoring concerns the achievement of management objectives at the three different levels in which the management plan has been organised: management orientation, focussing on the management framework; the action plan, focussing on specific activities to be carried out; and the monitoring of the subscription of the territorial charter.

ICOMOS has requested additional information on the periodicity of monitoring and the State Party has informed that the monitoring of the management objectives is carried out annually; however a mid-term assessment of the entire 5-year cycle is foreseen for each area of management.

In conclusion, ICOMOS considers that the monitoring system has been well conceived and structured, although there is a need to identify the most relevant indicators for the assessment of the state of conservation, relate them to the current issues of the property, and define an appropriate periodicity of measurement.

7 Conclusions

The nominated property Hillsides, Houses and Cellars of Champagne is the original centre of the French region of Champagne-Ardenne, where the process of sparkling

wine-making was developed from the 17th century until rapid industrialisation occurred in the 19th century.

The fourteen components of the series represent a remarkable and coherent example of the territorial, urban and technological materialisation of a site-based agro-industrial system and contain the essential representative elements of the production of champagne and of the history of this production, which has enjoyed almost since the beginning international recognition. The three clusters of components include the supply basin that is the historic hillsides, the production units, that is the underground cellars, and the marketing spaces, that is the commerce houses.

The nomination dossier illustrates comprehensively the relevant aspects of the entire system from a geographical, technological and historical perspective. The role of each component is explained in relation to the whole production process and its historical development, highlighting its most important phases and the impact that the champagne enterprise had on this territory.

The components of the series exhibit appropriate boundaries that encompass the elements necessary to convey the significance of the property. The same can be said for the buffer zones as far as above-ground components are concerned; the additional information provided by the State Party in February 2015 on the extension of the buffer zone to cover also the underground cellars demonstrates the commitment of the State Party to the protection of the nominated property and confirms that all relevant attributes of the nominated property are adequately protected.

The components exhibit a good state of conservation and programmes to improve weaker situations are being implemented.

Considering the complexity, diversity and size of the nominated components, the legal protection is still uneven, with some components not covered yet by specific designations or protection measures. However, this aspect is currently being addressed, as confirmed by the additional information provided by the State Party in February 2015 and it is expected that protection of the nominated components and their buffer zone will be finalised throughout 2015, 2016 until early 2017 (*Reims secteur sauvegardé*).

The conceived management system appears well-developed and realistic in integrating different actions within one single vision. The Territorial Charter engaging the entire AOC region appears also to be an interesting solution to achieve a territorial cooperation with a view to sharing the advantages of World Heritage recognition in the wider champagne area, and to strengthen solidarity and resilience.

8 Recommendations

Recommendations with respect to inscription

ICOMOS recommends that the Champagne Hillsides, Houses and Cellars, France, be inscribed on the World Heritage List on the basis of **criteria (iii), (iv) and (vi)**.

Recommended Statement of Outstanding Universal Value

Brief synthesis

In north-east France, on cool, chalky land, 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 product 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 Aÿ, 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 and a working environment and a showcase for traditional know-how. Patronage has also been a source of social innovation, the greatest emblem of which is the Chemin Vert garden city in Reims. 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.

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, which women also took part in. 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, and in assembly and bottling. Champagne enterprise was able to gain from the technological and entrepreneurial contributions of the

British and Germans. The equilibrium between wine-growers and the Champagne Houses led to the development of a pioneering inter-professional structure that is still active today.

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). They 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. 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, led 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, which integrated functional and showcasing goals: new districts were built around production and sale centres, linked to the vineyards and to transport routes.

Criterion (vi): The Champagne, Hillsides, Houses and Cellars, and particularly the Saint-Nicaise Hill, with its monumental quarry-cellars and its early Champagne Houses, and the Avenue of Champagne, with the showcasing spaces of the commerce houses, convey in an outstanding manner the unique and world-renowned image of Champagne as a symbol of the French art of living, 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.

Integrity

The Property includes the most representative and best preserved 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. The hillside villages, limited by the topography and high value of the vineyards, remain well preserved 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. The chalk quarries are still used in Champagne production and the network of cellars is well preserved and still perfectly operational. Long-term safeguarding of the visual integrity of the property requires monitoring of large energy installations; whilst functional integrity may benefit from a program to restore bio-diversity, which may also contribute to Champagne specificity.

Authenticity

Extensive archival, written and iconographic documentation attests to the history and development of the Champagne story in the area, and to the minor changes to the visual qualities of the landscape. As was the case across the whole of 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. The hillsides of Hautvillers, Ay and Mareuil sur-Ay have exported their wine continuously for at least four centuries and testify to the vine-growing monoculture based on the oldest form of external trade in Champagne. The Champagne Houses have ensured the safeguarding of their architectural heritage, including the original decor and furniture, to a large extent, and they are still used for activities related to the Champagne enterprise.

Management and protection requirements

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 strengthen this scheme ; for example, designated *Aires de mise en Valeur de l'Architecture et du Patrimoine* (AVAP) areas, or zones protected as *secteur sauvegardé*. The boundaries of the official Champagne *appellation*, 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 stakeholders undertake, on a voluntary basis, to conserve and enhance their landscape and heritage. This commitment zone constitutes the setting and surroundings of the property, and is also a coherent historical and geographical 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 environmental are consistent with one another.

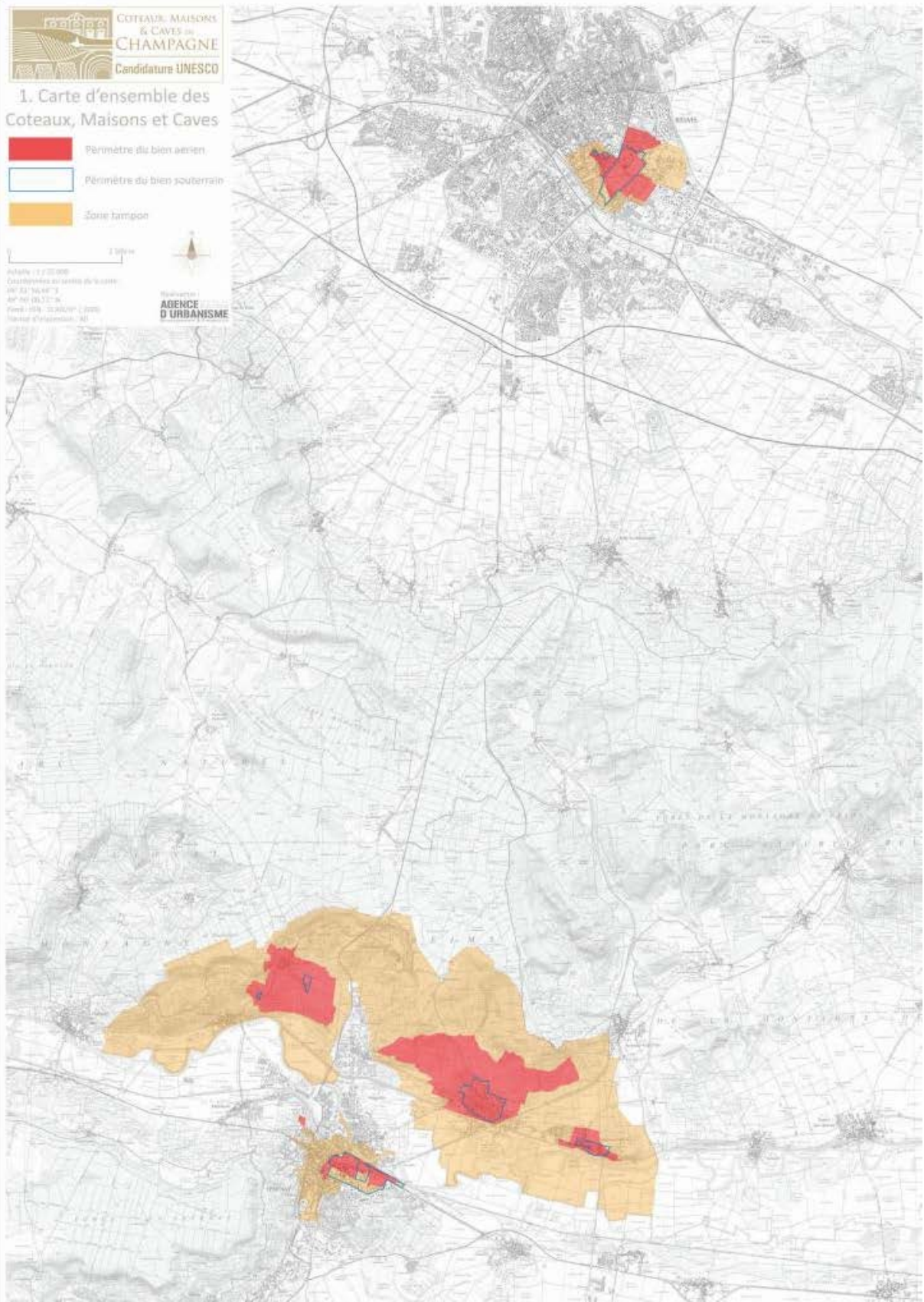
To ensure effective conservation of the Outstanding Universal Value, a management structure has been set up, bringing together public and private stakeholders, project managers and representative bodies. The management plan for the Champagne Hillsides, Houses and Cellars is a tool for regional development as well as for protection. It incorporates the overall framework associated with the history of the Property and its territory as it is both conceived and experienced.

Additional recommendations

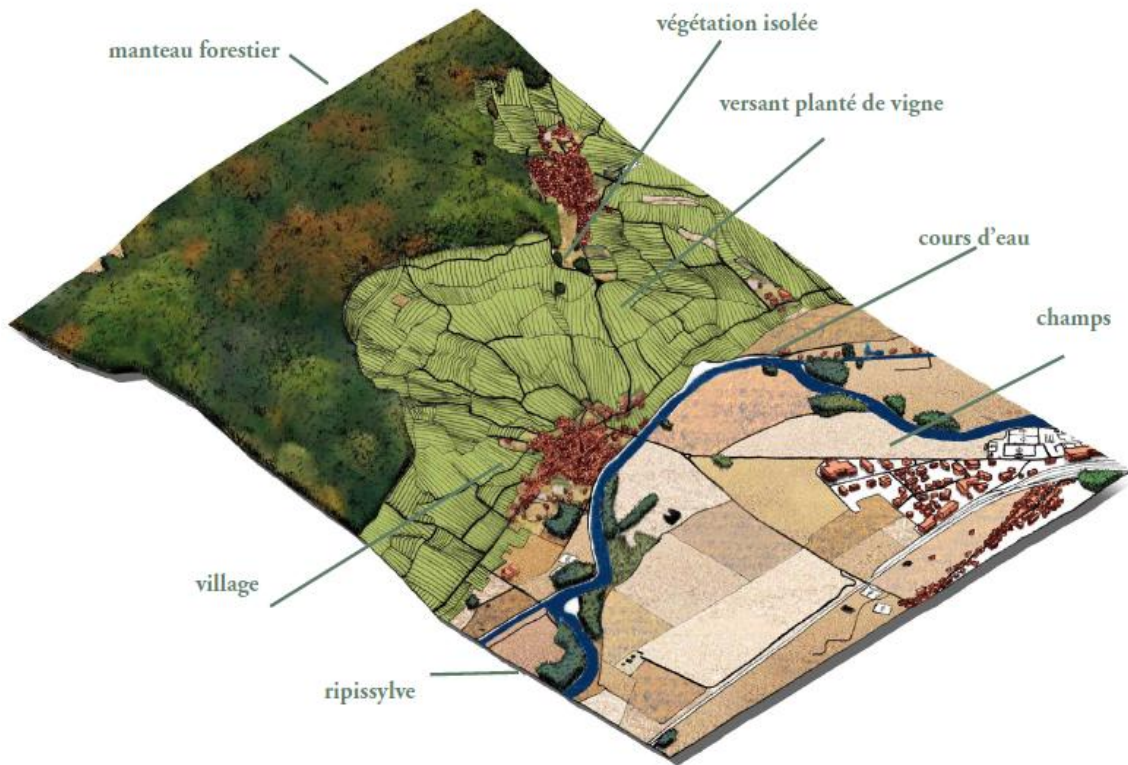
ICOMOS recommends that the State Party give consideration to the following:

- Providing an updated calendar for the finalisation of the protection designations currently being established;

- Developing an Heritage Impact Assessment for the wind farm projects of Pocancy-Champigneul;
- Undertaking a comprehensive study on the structural behaviour of the quarries in the Saint-Nicaise Hill with a view to defining specific protection/preservation measures, including an appropriate buffer zone related to their specificity, an adequate and effective structural conservation strategy, and appropriate interventions;
- Selecting the most relevant indicators for the assessment of the state of conservation in relation to the state of conservation of the property and of its value, and define an appropriate periodicity of measurement for each of them;
- Establishing and implementing measures to protect or to restore the biodiversity of the landscape;
- Submitting to the World Heritage Centre by 1 December 2015 and 1 December 2016, a progress report on the implementation of the above-mentioned recommendations ;
- Submitting to the World Heritage Centre by 1 December 2017, a report on the implementation of the above-mentioned recommendations for examination by the World Heritage Committee at its 42nd session in 2018.
- Submitting all new projects located within the Mercier House estate at the south of the Place de la République to the World Heritage Committee for examination, in accordance with paragraph 172 of the *Operational Guidelines for the Implementation of the World Heritage Convention*.



Map showing the boundaries of the nominated property



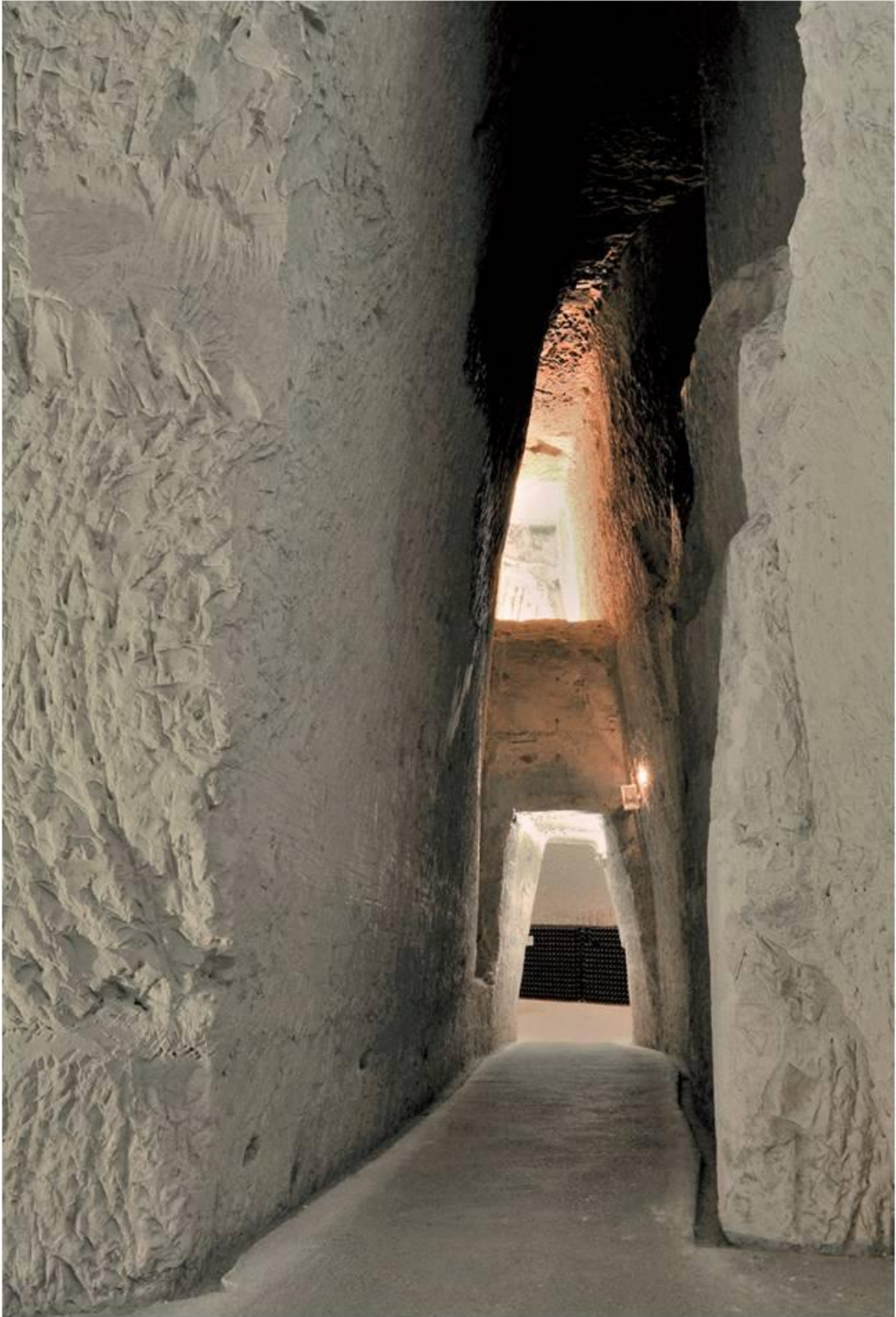
Plan representing the hillsides of Hautvilliers and Cumières



Panoramic view of the vineyard under the snow



Chalk quarry of Veuve-Clicquot House



Chalk quarry of Ruinart house

Coteaux, maisons et caves de Champagne (France) No 1465

Nom officiel du bien tel que proposé par l'État partie
Coteaux, maisons et caves de Champagne

Lieu

Champagne-Ardenne, Marne
France

Brève description

Les coteaux, maisons et caves de Champagne regroupent les aires et lieux où fut développée la méthode d'élaboration des vins effervescents, depuis ses débuts au XVII^e siècle jusqu'à son industrialisation précoce au XIX^e siècle. Les éléments de la proposition d'inscription en série, rassemblés en trois ensembles distincts – les vignobles historiques d'Hautvillers, Ay et Mareuil-sur-Ay, la colline Saint-Nicaise à Reims, et l'avenue de Champagne et le Fort Chabrol à Épernay –, reflètent les principaux processus de ce système agro-industriel ainsi que les étapes de son évolution depuis un savoir-faire artisanal raffiné jusqu'à une entreprise capitaliste basée sur un territoire.

Catégorie de bien

En termes de catégories de biens culturels, telles qu'elles sont définies à l'article premier de la Convention du patrimoine mondial de 1972, il s'agit d'un *site*.

Aux termes des *Orientations devant guider la mise en œuvre de la Convention du patrimoine mondial* (juillet 2013), paragraphe 47, c'est un *paysage culturel*.

1 Identification

Inclus dans la liste indicative

1^{er} février 2002

Assistance internationale au titre du Fonds du patrimoine mondial pour la préparation de la proposition d'inscription

Aucune

Date de réception par le Centre du patrimoine mondial

16 janvier 2014

Antécédents

Il s'agit d'une nouvelle proposition d'inscription.

Consultations

L'ICOMOS a consulté son Comité scientifique international sur les paysages culturels et plusieurs experts indépendants.

Mission d'évaluation technique

Une mission d'évaluation technique de l'ICOMOS s'est rendue sur le bien du 6 au 10 octobre 2014.

Information complémentaire demandée et reçue de l'État partie

Le 23 septembre 2014, l'ICOMOS a envoyé une lettre à l'État partie pour lui demander des informations complémentaires sur les points suivants :

- la logique adoptée pour sélectionner les éléments de la proposition d'inscription et pour définir les délimitations de ces éléments ;
- l'extension de l'analyse comparative de manière à inclure quelques exemples supplémentaires ;
- les mesures de sécurité et d'accessibilité pour les espaces souterrains ;
- les projets actuels ou planifiés inclus dans les zones proposées pour inscription et leurs zones tampons ;
- la finalisation et l'approbation du plan de prévention pour le bien proposé pour inscription ;
- les mesures de protection en place ou prévues pour le bien proposé pour inscription et les zones tampons ;
- la structure et le stade de développement du système de gestion, du plan de gestion et du système de suivi.

L'État partie a répondu le 28 octobre 2014 et les informations complémentaires communiquées ont été intégrées dans les parties concernées du présent rapport. Le 3 novembre 2014, l'État partie a aussi fourni une version anglaise des informations complémentaires.

Le 22 décembre 2014, l'ICOMOS a envoyé une deuxième lettre à l'État partie lui demandant des informations supplémentaires sur les points suivants :

- la nécessité d'étendre les délimitations de la zone tampon d'Épernay afin d'inclure les caves souterraines et de leur apporter des mesures de protection spécifiques ;
- la nécessité de finaliser et d'appliquer la protection réglementaire de la série proposée pour inscription ;
- la nécessité de formaliser un engagement pour une étude d'impact sur le patrimoine des projets de fermes éoliennes de Thibie et de Pocancy-Champigneul.

L'État partie a répondu le 24 février 2015 et les informations complémentaires fournies ont été intégrées dans les parties concernées du présent rapport.

Date d'approbation de l'évaluation par l'ICOMOS

12 mars 2015

2 Le bien

Description

Les coteaux, maisons et caves de Champagne regroupent les aires et lieux où fut développée la méthode d'élaboration des vins effervescents depuis ses débuts au XVII^e siècle jusqu'à son industrialisation précoce au XIX^e siècle. Le bien en série proposé pour inscription occupe une petite partie de l'actuelle aire AOC beaucoup plus large et comprend quatorze éléments regroupés en trois ensembles – coteaux, maisons et caves – et sélectionnés sur la base de critères géomorphologiques, fonctionnels et historiques. Ceux-ci sont situés dans trois lieux différents : la colline Saint-Nicaise à Reims, l'avenue de Champagne à Épernay, et les villages d'Hautvillers, Aÿ et Mareuil-sur-Aÿ. Épernay et les vignobles proposés pour inscription se trouvent dans la vallée de la Marne et forment une unité territoriale ; Reims, avec la colline Saint-Nicaise, s'élève au nord des autres groupes, dont il est séparé par un plateau boisé et le flanc nord de la montagne de Reims.

Les éléments proposés pour inscription reflètent les principaux processus du système agro-alimentaire de production de vin pétillant développés au fil des siècles sur la base d'un savoir-faire raffiné de vinification.

La région viticole de Champagne se trouve dans l'aire la plus septentrionale pour la viticulture, et la variabilité de son climat a une influence considérable sur la productivité du raisin ; par ailleurs, l'ensoleillement relativement faible et le radoucissement estival des températures permettent une longue maturation des raisins et le raffinement des saveurs.

La géomorphologie de la région, caractérisée par des formations de craie sédimentaires appartenant au Bassin parisien, est l'autre facteur du développement du champagne. Le substrat calcaire agit comme un réservoir : les eaux de pluie et de surface sont rapidement absorbées puis relâchées en fonction de la porosité de la roche et des paramètres environnementaux en surface, permettant à la vigne de recevoir la quantité nécessaire d'eau tout au long de la saison de croissance. Par ailleurs, la pauvreté des nutriments du substrat calcaire a été compensée par la culture et le travail de la terre au fil des siècles.

Le calcaire tendre et son exploitation ancienne comme matériau de construction ont laissé une empreinte profonde qui se révéla fondamentale pour la production de champagne à grande échelle : d'anciennes carrières souterraines ont été transformées en caves pour exploiter leur microclimat stable qui s'avéra favorable à la deuxième fermentation et à la maturation du champagne. La craie facile à creuser a aussi facilité l'extension des caves souterraines.

La méthode de production du champagne implique une suite d'étapes essentielles : le pressurage rapide des raisins (principalement chardonnay, pinot noir et meunier) qui doit être effectué aussitôt que possible après la vendange ; la filtration du moût ; la deuxième fermentation en bouteille qui produit, dans des conditions climatiques stables, le CO² responsable de l'effervescence. La

deuxième fermentation provoque la dégradation des levures, formant un sédiment qui doit être dégorgé : cela se fait en remuant les bouteilles de manière à faire descendre progressivement le dépôt dans le col de la bouteille pour pouvoir l'expulser (aujourd'hui après congélation du col).

Ce processus complexe détermine la séquence complète de production, son organisation et ses espaces : par exemple, la deuxième fermentation en bouteille exige des caves très grandes aux conditions climatiques très stables et, sans les carrières de calcaire, il aurait été impossible d'obtenir ces conditions sans un investissement financier et technique majeur.

La structure territoriale de la région, en particulier celle du bien en série proposé pour inscription, a été marquée par l'économie de la Champagne entière dans ses dimensions rurales, urbaines et industrielles : l'habitat humain est encore très concentré dans des villages compacts qui se sont installés dans des aires non propices à la viticulture ; les industries liées au champagne se sont aussi développées pour soutenir cette région agro-industrielle (par ex. production de bouteilles et de bouchons de liège) ; et le réseau de transport longue distance existant s'est encore développé grâce à la construction du chemin de fer, facilitant la distribution du champagne.

La description des éléments est organisée selon les trois ensembles dans lesquels ils ont été regroupés : les coteaux historiques d'Hautvillers, Aÿ et Mareuil-sur-Aÿ, au rôle pionnier pour le champagne, la colline Saint-Nicaise à Reims et l'avenue de Champagne à Épernay, où des quartiers spécifiques se sont développés pour sa production et sa commercialisation. D'un point de vue fonctionnel, les ensembles comprennent des éléments reflétant différents aspects de la chaîne de production : la source d'approvisionnement en raisins – les vignobles ; les lieux d'élaboration du champagne – les caves ; et les lieux de commercialisation – les bâtiments de négoce. Bien que les ensembles comprennent des éléments appartenant à différentes phases de la production, chacun présente une concentration différente d'éléments fonctionnels, de sorte que chaque ensemble reflète de manière préférentielle une des phases identifiées.

Partie 1 – les coteaux historiques d'Hautvillers, Aÿ et Mareuil-sur-Aÿ

Cet ensemble comprend sept éléments, illustrant principalement la phase de culture de la vigne et de croissance du raisin, avec les trois coteaux plantés de vignes d'Hautvillers, Aÿ et Mareuil-sur-Aÿ, complétés par quatre éléments souterrains représentant le réseau de caves antérieur. Les zones de vignobles sélectionnées correspondent aux plus anciens coteaux plantés de vignes documentés.

Les vignobles historiques comprennent les premières aires de viticulture, les villages d'Hautvillers, Aÿ et Mareuil-sur-Aÿ et le clos et les vestiges de l'abbaye d'Hautvillers, le château de Montebello ainsi que l'infrastructure viticole, avec les vendangeoirs et les presses qui permettaient le

traitement des raisins à proximité immédiate des vignobles, limitant ainsi autant que possible le transport après la vendange. Le patrimoine souterrain comprend plusieurs caves, parmi lesquelles il faut mentionner la cave Thomas, la plus ancienne des caves creusées spécifiquement pour stocker le champagne (1673) et la cave du château de Montebello (1770-1780). À Aÿ et Mareuil-sur-Aÿ, les caves s'étendent en amont des villages et sous les versants des vignobles.

La zone tampon occupe le reste de la région des vignobles et les villages des coteaux, dont les communautés de Cumières, Champillon et Mutigny, et une portion des forêts délimitant la partie supérieure des collines. Pour des raisons visuelles et fonctionnelles, la zone tampon comprend l'unité paysagère visible ainsi que la forêt sur la partie supérieure des collines, car la forêt servait à la gestion des vignobles.

Partie 2 – la colline Saint-Nicaise à Reims

Cet élément a été choisi pour illustrer l'intégration du processus de production du champagne dans le paysage et l'effet sur la structure urbaine des maisons de Champagne. La colline Saint-Nicaise comprend quatre éléments, dont trois sont en sous-sol – les caves Charles Heidsieck, Ruinart, Pommery et Veuve Clicquot, les caves Taittinger (dans le clos médiéval, sous l'abbaye Saint-Nicaise) et les caves Martel (anciennes carrières réutilisées depuis le XVIIIe siècle) – et la partie aérienne de la colline.

Celle-ci comprend les clos de vignobles urbains, les espaces publics et les parcs (parc de Champagne, Chemin Vert, église Saint-Nicaise), illustrant le mécénat et les actions sociales des maisons de Champagne, ainsi que des bâtiments industriels et les résidences de prestige appartenant aux propriétaires des maisons (par exemple le château des Crayères et la villa Demoiselle).

Cet élément recèle le plus grand réseau de galeries souterraines : les anciennes crayères ont été réutilisées comme caves et reliées par des galeries pour faciliter leur usage. Leur existence est perceptible en surface grâce aux essors (cheminées de ventilation) qui émergent dans les clos et les parcs.

La zone tampon comprend deux aires distinctes liées historiquement et morphologiquement à cet élément : le quartier résidentiel collectif situé entre la cathédrale Saint-Rémi et le canal de l'Aisne, le quartier des verreries et le campus de l'université Moulin de la Housse, assurant ainsi la protection visuelle de l'élément proposé pour inscription.

Partie 3 – l'avenue de Champagne à Épernay

Cet ensemble comprend à la fois des éléments souterrains et aériens : l'avenue de Champagne avec des installations de représentation du champagne et des caves, le Fort Chabrol ainsi que des vignes.

À partir du XVIIIe siècle, les négociants en champagne construisent leurs bâtiments d'accueil le long de cette route – une voie importante de transport entre la France et

l'Allemagne – leurs bureaux, leurs caves et leur résidence. Par l'élégance et la richesse des bâtiments, des cours et des jardins construits par les maisons de Champagne, l'avenue reflète le rôle essentiel du négoce dans le développement du champagne et de ses territoires associés.

Le Fort Chabrol héberge un centre de recherche viticole qui, après les ravages causés par le phylloxéra, joua un rôle fondamental dans la reconstitution du vignoble champenois et témoigne des savoir-faire développés pour préserver les vignes et de la solidarité entre les acteurs du champagne. La zone tampon comprend une grande partie d'Épernay, soit la quasi-totalité de la zone de protection du patrimoine architectural, urbain et paysager (ZPPAUP).

Histoire et développement

La vigne fut introduite dans la région à l'époque gallo-romaine (IIe siècle apr. J.-C.), mais ce n'est qu'avec le déploiement des ordres monastiques aux VIe et VIIe siècles que le territoire fut colonisé par des abbayes (par exemple Saint-Pierre d'Hautvillers), après quoi les vignes s'étendirent et la vinification commença à être pratiquée systématiquement. Bien moins diffusée et documentée, la culture des vignes n'était pas limitée aux monastères, mais fut aussi pratiquée par la noblesse et la bourgeoisie, intéressées par les revenus dégagés par la production de vins. Par ailleurs, la viticulture était confiée à des tenanciers, un fait reflété par la petitesse des parcelles.

Les premiers vins produits étaient essentiellement rouges et tranquilles ; ils étaient déjà commercialisés depuis le XIIe et le XIIIe siècle lorsque les besoins de ressources financières des monastères encouragèrent l'amélioration de leur production de vin. Cette impulsion encouragea à la fois et l'offre et la demande : les vins de Champagne arrivèrent à Paris et dans le nord de l'Europe, préparant le terrain pour la révolution du champagne qui eut lieu au XVIIe siècle dans les vignobles de la région d'Épernay et d'Hautvillers.

Le premier protagoniste reconnu de cette révolution fut le moine et vinificateur Dom Pérignon qui jeta les bases de la viticulture et de la vinification modernes.

Le passage des vins tranquilles aux vins effervescents doit quelque chose à l'Angleterre, où la passion pour l'effervescence encouragea la recherche d'un processus de production stabilisé au XVIIe siècle, qui fut aidé par les progrès scientifiques au XVIIIe siècle. Ce fut encore dans les ensembles religieux que les progrès furent réalisés, qui permirent la définition de la méthode de production des vins effervescents.

Le véritable changement, toutefois, se produisit lorsque de nouveaux investisseurs firent leur entrée dans le secteur du vin. Ils apportèrent à cette activité jusque-là traditionnelle leur expérience industrielle et commerciale développée dans le secteur du textile ainsi que d'importantes ressources financières, facilitant les progrès rapides vers la production industrielle du

champagne au XIXe siècle. En l'espace d'un siècle, la production décupla, essentiellement pour être exportée : une internationalisation qui doit être considérée comme un élément fondateur des fortunes du champagne. Impliqués initialement dans la commercialisation et la distribution, les nouveaux investisseurs devinrent, au fil du temps, eux-mêmes producteurs, tandis que la viticulture restait entre les mains des vignerons locaux.

Le développement de la production de champagne accompagna l'évolution de la France qui passait d'une société traditionnelle à une société capitaliste, donnant naissance à un système agro-industriel précoce à l'aube de l'industrialisation du pays.

Ces changements d'attitude à l'égard de la production et de la commercialisation eurent aussi un impact important sur les structures sociales et manufacturières. Reims était un important centre de production et de commerce du textile lainier et, au début, la commercialisation du vin fut considérée comme une activité complémentaire propre à augmenter le revenu ; puis, avec la notoriété grandissante du champagne et le déclin du secteur textile, les marchands se tournèrent massivement vers cette activité.

Le changement d'échelle que connut alors la production entraîna une expansion des vignobles qui s'étendirent sur la plupart des coteaux autour d'Épernay et Reims, et amena également des modifications importantes de la structure urbaine, du langage architectural et du profil industriel de ces villes.

Les installations demandèrent de plus en plus d'espace, de sorte que les maisons de Champagne se déplacèrent petit à petit du centre de Reims pour s'installer sur la colline Saint-Nicaise, où se trouvaient de nombreuses carrières de calcaire souterraines exploitées pour la construction de Reims. Ces espaces souterrains jouissaient du climat intérieur le plus propice à la maturation du champagne, et ils furent donc transformés en caves, étendus et reliés grâce des galeries supplémentaires. Un processus similaire se produisit à Épernay, où les maisons de Champagne s'établirent le long de l'ancienne route commerciale, construisirent leurs locaux de production et de représentation, et creusèrent un grand réseau de caves où un équipement moderne contribua à l'amélioration et à la stabilisation du produit.

La modernisation et l'expansion de la production de vin s'accompagna d'une amélioration des voies de communication à longue distance grâce à l'ouverture du canal de l'Aisne à la Marne (1855) et à la construction du chemin de fer (1854). La colline Saint-Nicaise s'avéra un emplacement stratégique et plusieurs maisons de Champagne y installèrent leur siège social.

La propagation du phylloxéra marqua le début d'une période difficile pour le champagne qui ne s'acheva qu'après la Seconde Guerre mondiale, quand les actions pour y remédier entreprises pendant les décennies précédentes (par exemple la reconnaissance de l'AOC Champagne en 1935), associées à la deuxième

révolution industrielle et à des années de paix, aboutirent enfin et développèrent à l'international le potentiel du champagne.

3 Justification de l'inscription, intégrité et authenticité

Analyse comparative

Le dossier de proposition d'inscription a identifié pour chaque critère retenu un certain nombre d'« indicateurs » correspondant aux valeurs identifiées pour le bien proposé pour inscription ; treize indicateurs en tout ont été identifiés. Chaque indicateur a été expliqué et contextualisé afin de clarifier son champ d'utilisation dans l'analyse comparative et la logique de la sélection des exemples et des typologies de propriétés, à savoir les vignobles, les biens liés à la production agro-industrielle, les biens liés à l'industrie et au territoire.

Cinquante-trois biens ont été examinés, dont quatorze sont liés à la viticulture, cinq à la distillation, cinq à l'agro-industrie en général, seize à l'extraction de ressources et quatorze à l'industrie et à l'infrastructure.

L'ICOMOS considère que l'analyse comparative a été étendue bien au-delà du champ pertinent, en incluant trente biens qui ne sont pas associés à des produits alimentaires. Toutefois, l'architecture globale de l'analyse comparative, bien qu'à l'évidence construite pour démontrer la spécificité du bien proposé pour inscription, contient des éléments généralement valides, à savoir la clarification des facteurs de base influençant les installations liées à la production, la transformation urbaine et territoriale et les phénomènes sociaux, en lien avec les ressources naturelles exploitées et l'histoire.

Néanmoins, en octobre 2014, l'ICOMOS a demandé à l'État partie d'étendre l'analyse comparative afin d'inclure d'autres aires de production de vins effervescents (par exemple le prosecco des collines de Conegliano et Valdobbiadene inscrit sur la liste indicative italienne) qui n'étaient pas mentionnées dans la première comparaison.

L'État partie a soumis un supplément à l'analyse comparative, étudiant les collines du prosecco et le paysage viticole du Piémont : Langhe-Roero et Monferrato (Italie (2014), (iii), (v)), démontrant la pertinence historique, technologique et représentative du bien proposé pour inscription, également comparé à ces autres biens.

À la demande de l'ICOMOS, l'État partie a précisé que les éléments de la série ont été sélectionnés sur la base de critères géographiques, historiques et de représentativité. Les facteurs de sélection identifiés sont : la présence de formations crayeuses à la surface, le bassin historique d'approvisionnement en raisins et le patrimoine industriel le plus pertinent.

L'ICOMOS considère que les explications supplémentaires fournies ont clarifié l'approche de sélection, qui apparaît pleinement justifiée.

L'ICOMOS considère que l'analyse comparative justifie d'envisager l'inscription de ce bien en série sur la Liste du patrimoine mondial.

Justification de la valeur universelle exceptionnelle

Le bien proposé pour inscription est considéré par l'État partie comme ayant une valeur universelle exceptionnelle en tant que bien culturel pour les raisons suivantes :

- Globalement, le bien en série illustre de manière exceptionnelle comment la production de champagne a évolué d'une activité artisanale hautement spécialisée à une entreprise agro-industrielle en laissant sa marque sur le territoire, le paysage et les structures urbaines, grâce à l'établissement des maisons de Champagne avec leurs unités de production et de représentation, et à la transformation des anciennes carrières en caves.
- Les coteaux historiques et l'abbaye d'Hautvillers témoignent des premières expériences menées à partir du XVII^e siècle pour obtenir des vins effervescents par une méthode reproductible et stable ; les villages, les premières maisons de Champagne et leurs caves associées illustrent le lien spécifique entre le bassin d'approvisionnement – les coteaux – où les raisins étaient cueillis, la chaîne de production et la commercialisation du champagne.
- La colline Saint-Nicaise à Reims illustre remarquablement le rôle joué par les installations de production et les infrastructures dans la définition de la structure et du tissu urbain rémois ; les anciennes carrières aujourd'hui utilisées comme caves témoignent de l'importance de la géomorphologie particulière de la région dans l'émergence du champagne comme production industrielle ainsi que de l'ingéniosité des vinificateurs qui ont su tirer parti de cette ressource.
- L'avenue de Champagne à Épernay, avec les maisons de négoce, les installations de production, les espaces de représentation et les caves souterraines, illustre de manière exceptionnelle les liens étroits entre production, distribution et commercialisation du champagne, ainsi que l'importance des routes commerciales et de communication pour faciliter la diffusion de ce produit et dans la définition de la structure urbaine d'Épernay et l'organisation territoriale de l'aire dans son ensemble.

Les trois ensembles comprenant les quatorze éléments reflètent la totalité du processus agro-industriel formant la base de la production de champagne et exprime aussi le lien fort avec le territoire et ses caractéristiques géomorphologiques et climatiques.

L'ICOMOS considère que cette justification est appropriée car les éléments et les facteurs essentiels de la production de champagne depuis ses premières phases jusqu'à l'affirmation des procédés industriels marqués par la recherche de l'excellence sont bien présentés, et de manière originale, dans le dossier de

proposition d'inscription, qui offre une sélection rigoureuse des aspects et des témoignages matériels les plus pertinents de l'histoire du champagne.

Intégrité et authenticité

Intégrité

La délimitation de l'élément du vignoble proposé pour inscription est fondée sur une analyse historique et paysagère détaillée. Elle ne comprend qu'une petite partie de la région viticole de l'AOC Champagne, se limitant à l'aire centrale d'origine où fut développé le processus d'élaboration du champagne et où les éléments pertinents illustrant ce processus subsistent dans un état d'intégrité approprié.

Les éléments bâtis – villages viticoles, vendangeoirs, cuves, presses, etc. – sont étroitement liés à la viticulture et permettent une lecture cohérente du paysage des vignobles. Ces éléments, qui font partie de l'infrastructure viticole, sont presque tous encore en usage, à l'exception de quelques vendangeoirs et ateliers dans les vignobles.

La zone tampon couvre l'unité paysagère visible ainsi que la forêt, pour des raisons tant visuelles que fonctionnelles, car la forêt fournissait le bois nécessaire pour les vignobles. Le territoire de la municipalité de Dizy n'est pas compris car il n'est pas visible et présente un patrimoine bâti de qualité moindre.

La structure du tissu urbain bâti d'Épernay, en particulier l'avenue de Champagne, reflète clairement comment le besoin d'espace et de proximité avec les voies de communication de l'activité industrielle a orienté l'urbanisation.

Dans l'avenue de Champagne, l'hôtel de ville, situé au début de l'avenue, et quelques maisons de Champagne ont été récemment restaurés, améliorant l'aspect général de l'avenue. Toutefois, l'homogénéité du tissu urbain a été interrompue par deux immeubles récents. Il est prévu d'aménager certains terrains situés dans la propriété de la maison Mercier au sud de la place de la République.

À cet égard, l'ICOMOS rappelle les exigences du paragraphe 172 des *Orientations* concernant les nouveaux projets.

Sur la colline Saint-Nicaise à Reims, l'ensemble comprend les maisons de Champagne, leurs caves souterraines et la cité-jardin du Chemin Vert où logeaient les ouvriers. L'emplacement des maisons en dehors du centre-ville révèle clairement le développement du champagne parallèlement à l'industrialisation. Les bâtiments, érigés dans la seconde moitié du XIX^e siècle, ont subi des destructions majeures pendant la Première Guerre mondiale mais furent reconstruits à l'identique. Certaines modifications ont été apportées récemment dans les caves pour permettre des installations modernes. L'ambiance de la colline a été ou est améliorée par la création de parcs et de jardins à la place des parcs

de stationnement. Les caves conservent leur intégrité globale en termes de réseau et d'aspect ; en raison de la vulnérabilité aux inondations, certaines des caves ont été fermées et dans plusieurs endroits le calcaire présente des problèmes de stabilité ; différentes méthodes de consolidation ont été utilisées, avec des résultats visuels insatisfaisants jusqu'à présent. Des améliorations à cet égard seraient souhaitables.

En résumé, l'ICOMOS considère que globalement la logique de la sélection des éléments du bien est claire et fondée dans la mesure où chaque élément des trois ensembles contribue à dépeindre les principaux facteurs géographiques, technologiques et socio-historiques qui ont rendu possible l'établissement et le développement de ce remarquable paysage agro-industriel.

L'ICOMOS considère que l'intégrité de la série dans son ensemble a été justifiée ; et que l'intégrité des sites individuels qui composent la série a été démontrée.

Authenticité

La pratique séculaire de la viticulture dans les vignobles proposés pour inscription est solidement documentée et la seule période de discontinuité marquante est liée à la propagation du phylloxéra, qui apporta toutefois de nombreux changements dans les pratiques culturelles à travers l'Europe : les cépages autochtones durent être greffés sur des porte-greffes d'origine américaine, la répartition des vignes, autrefois en foule, fut palissée ; aucune modification des parcelles n'est toutefois intervenue. Cela peut se vérifier au sol mais aussi dans les documents cadastraux qui montrent encore le morcellement des parcelles, et seule une très faible réorganisation parcellaire a été réalisée. Les pratiques culturelles n'ont que partiellement changé et les tâches les plus importantes sont toujours faites manuellement, par exemple la cueillette des raisins.

La Première Guerre mondiale causa de grandes pertes dans le tissu bâti, en raison des bombardements prolongés auxquels Reims fut exposé ; en revanche, l'avenue de Champagne ne souffrit pas de dommages de guerre. Les maisons de négoce du champagne furent rapidement restaurées ou reconstruites selon les plans et le langage architectural d'origine ; seule la construction plus tardive de la maison Moët & Chandon au début de l'avenue représente un élément dissonant. Toutefois, globalement, la comparaison avec les photographies historiques confirme l'authenticité de l'environnement et de la conception urbaine et architecturale. À l'intérieur, l'adaptation des espaces de représentation au goût du jour montre que davantage de changements ont été apportés à la décoration d'intérieur.

Les villages, en revanche, ont subi des modifications inopportunes, portant sur des détails architecturaux (par exemple la forme des fenêtres ou des détails sur les façades) ou sur les espaces urbains pour faciliter la circulation automobile, mais ces altérations sont en train d'être corrigées. La cité-jardin du Chemin Vert est bien

préservée, mais le programme de réhabilitation doit être renforcé en adoptant une approche patrimoniale.

Les caves sont en bon état de conservation et utilisées intensivement pour la production des champagnes, en particulier ceux de qualité supérieure qui sont toujours travaillés manuellement selon la tradition.

L'ICOMOS considère que l'authenticité de l'ensemble de la série a été justifiée ; et que l'authenticité des sites individuels qui composent la série a été démontrée.

En conclusion, l'ICOMOS considère que les conditions d'intégrité et d'authenticité pour la série dans son ensemble et les sites individuels ont été justifiées.

Critères selon lesquels l'inscription est proposée

Le bien est proposé pour inscription sur la base des critères culturels (iii), (iv) et (vi).

Critère (iii) : *apporter un témoignage unique ou du moins exceptionnel sur une tradition culturelle ou une civilisation vivante ou disparue ;*

Ce critère est justifié par l'État partie au motif que le bien proposé pour inscription, à travers ses éléments, témoigne du développement de la connaissance et du savoir-faire traditionnels grâce auxquels les Champenois ont su dépasser et exploiter les limites imposées par l'environnement à la viticulture et maîtriser l'art de la vinification, développant la technique des vins effervescents grâce à la seconde fermentation en bouteille. L'innovation technologique a toujours été au cœur de la production de champagne qui a su tirer parti des investissements extérieurs. Les Britanniques ont joué un rôle important dans l'évolution du goût et les premières expériences pour obtenir des vins effervescents, et contribuèrent au développement avec leur expertise technologique (industrie du verre, chemin de fer). Les marchands et les banquiers allemands, mais aussi lorrains et alsaciens, se lancèrent dans la production et le commerce du champagne et y apportèrent leur esprit d'entreprise, des réseaux commerciaux et du capital, rendant possible la transition rapide d'une activité artisanale bien organisée à un vaste système agro-industriel basé sur le terroir. Les maisons de Champagne et les vigneron ont su s'adapter à leurs contraintes respectives et une structuration précoce des professions viti-vinicoles a pu se développer.

L'ICOMOS est d'accord avec cette justification, bien qu'il note que le rôle des organisations interprofessionnelles n'apparaît pas limité à la région vinicole de Champagne, pas plus que l'industrie du verre ou les chemins de fer ne peuvent être considérés comme des avancées technologiques britanniques propres à cette aire spécifique, car elles se sont étendues à toute l'Europe.

L'ICOMOS considère que ce critère a été justifié pour la série dans son ensemble.

Critère (iv) : *offrir un exemple éminent d'un type de construction ou d'ensemble architectural ou technologique ou de paysage illustrant une période ou des périodes significative(s) de l'histoire humaine ;*

Ce critère est justifié par l'État partie au motif que le bien en série représente un exemple exceptionnel de système de production qui possède son bassin d'approvisionnement dans les vignobles, ses unités de production dans les caves et ses lieux de commercialisation dans les maisons de Champagne. Ce système agro-industriel a donné naissance à des organisations territoriales et urbaines spécifiques ainsi qu'à une architecture fonctionnelle et représentative. De même, le système agro-industriel a su exploiter d'anciennes infrastructures – un réseau étendu d'anciennes carrières – pour l'élaboration et la maturation du vin. La notoriété précoce du produit poussa à l'innovation technologique et à la commercialisation qui s'incarnent dans un développement urbain original, des installations de production et de commercialisation (maisons de Champagne, réseau de caves) et l'infrastructure de transport qui fut développée au fil des siècles (le canal, le chemin de fer) afin de permettre la distribution rapide du produit.

L'ICOMOS considère que ce critère a été justifié : les trois ensembles d'éléments témoignent de différentes manières des facteurs essentiels qui ont rendu possible le développement du champagne et illustrent les dimensions fonctionnelles et représentatives de ce paysage de production agro-industriel précoce.

L'ICOMOS considère que ce critère a été justifié pour la série dans son ensemble.

Critère (vi) : *être directement ou matériellement associé à des événements ou des traditions vivantes, des idées, des croyances ou des œuvres artistiques et littéraires ayant une signification universelle exceptionnelle ;*

Ce critère est justifié par l'État partie au motif que le champagne véhicule une image symbolique unique au monde. Il bénéficia d'une notoriété auprès des élites et des cours européennes dès le XVIII^e siècle et était déjà associé à l'idée de l'art de bien vivre au XIX^e siècle, devenant un symbole de la célébration et de la réconciliation.

L'ICOMOS considère que, tout en étant bien fondés, les arguments avancés par l'État partie se réfèrent au produit qui est le résultat du système agro-industriel dont le bien en série proposé pour inscription représente la matérialisation tangible qui rend compréhensible et appréciable ce système et son organisation territoriale et urbaine associée.

L'ICOMOS rappelle que la Convention du patrimoine mondial est basée sur des biens et donc ce sont des biens qui sont évalués et inscrits en tant qu'exemples uniques, exceptionnels ou représentatifs illustrant des entreprises, des réalisations et des valeurs humaines, et non des

produits résultant de processus manufacturiers ou agricoles, bien que leur reconnaissance et leur qualité puissent contribuer à la compréhension du champ de certains aspects du développement humain et par conséquent renforcer d'autres critères.

L'ICOMOS considère toutefois que le bien en série proposé pour inscription, en particulier la colline Saint-Nicaise, avec ses caves-carrières monumentales et les premières maisons de Champagne, et l'avenue de Champagne, avec ses espaces de représentation des maisons de négoce, transmettent l'image du champagne en tant que symbole de l'art de vivre et de la célébration.

L'ICOMOS considère que ce critère a été justifié pour la série dans son ensemble.

L'ICOMOS considère que l'approche en série est justifiée et l'ICOMOS considère que la sélection des éléments de la série est appropriée.

En conclusion, l'ICOMOS considère que le bien proposé pour inscription remplit les conditions d'intégrité et d'authenticité et répond aux critères (iii), (iv) et (vi).

Description des attributs de la valeur universelle exceptionnelle

Le dossier de proposition d'inscription fournit un compte rendu détaillé des attributs du bien en série proposé pour inscription. Il représente par conséquent une référence pour un inventaire complet des caractéristiques et traits importants qui rendent explicite et compréhensible la valeur universelle exceptionnelle. Ici, une synthèse seulement de ce compte rendu est présentée.

L'amphithéâtre naturel des coteaux crayeux historiques d'Hautvillers, surmonté par le village, son paysage et son patrimoine vernaculaire, l'abbaye d'Hautvillers et les caves souterraines creusées à mi-coteau (la cave Thomas et les caves coopératives) illustrent l'exploitation de la géomorphologie de la région pour l'élaboration du vin, le système d'approvisionnement en raisins et la production de vin, et témoignent du patrimoine historique de la viticulture et de l'élaboration du vin.

Les coteaux d'Aÿ, face à la vallée de la Marne, portent une quasi-monoculture de la vigne depuis plus de quatre siècles. Au pied du coteau se trouve la ville d'Aÿ, avec ses maisons serrées et un réseau de rues principales, autrefois entourée d'un mur d'enceinte qui a laissé place à une ceinture de boulevards. Le boulevard du Nord relie la ville aux vignobles et a été investi par plusieurs maisons de Champagne, avec leurs caves souterraines qui ont été creusées dans les coteaux et relient les zones construites aux vignobles.

Les coteaux de Mareuil-sur-Aÿ offrent une large vue sur Épernay, la vallée de la Marne et, loin vers l'est, sur la plaine. Ils présentent une grande diversité d'aspects, grâce à des expositions variées. Situé au pied du coteau, le village de Mareuil est associé au château de Montebello,

qui est une belle construction néo-classique et un domaine de production avec ses communs abritant le pressoir et la cuverie et une tourelle de bureaux ainsi qu'un réseau de larges galeries voûtées.

La colline Saint-Nicaise à Reims illustre parfaitement l'intégration du processus de production dans le paysage et l'intervention des maisons de Champagne dans la structuration urbaine. La partie aérienne de la colline Saint-Nicaise est située en bordure de la ville et comprend des clos de vignes urbaines, de grands espaces publics et plusieurs belles résidences, propriétés des dirigeants des maisons de Champagne. La colline est aussi marquée par les témoignages du mécénat et des actions sociales d'entreprise, avec le parc de Champagne, la cité-jardin du Chemin Vert et sa remarquable église Saint-Nicaise.

La partie souterraine de la colline Saint-Nicaise comprend un important réseau de crayères ainsi que les galeries qui les unissent. Elles illustrent le génie champenois : d'anciennes crayères longtemps abandonnées furent réutilisées comme espaces de vinification et de stockage.

L'avenue de Champagne à Épernay est un exemple particulièrement marquant de la création d'un site de production. Elle regroupe des vignes, des bâtiments industriels, des caves, des bâtiments d'accueil et de prestige, et est associée à des jardins et des parcs. Ces éléments illustrent l'histoire de la naissance, de l'essor et de l'actualité des maisons de Champagne, tant pour le développement des outils de production et des infrastructures de transport – vers Paris puis les capitales européennes et enfin le monde entier – que pour la construction d'immeubles de représentation. À proximité immédiate de l'avenue de Champagne est implanté le dernier élément constitutif, le Fort Chabrol, centre de recherche viticole qui occupe une place particulière dans l'histoire du vignoble champenois.

4 Facteurs affectant le bien

Sur les coteaux historiques, aucun développement urbain n'est autorisé, que ce soit dans les forêts, les vignes ou les plaines inondables. Les seules constructions possibles ne peuvent intervenir que dans les zones déjà construites, ce qui induit une certaine pression sur la structure historique de l'environnement bâti.

Actuellement, il est très difficile d'envisager des scénarios en mesure de provoquer le déclin sans équivoque du champagne et d'affecter la base économique de la région. Le changement climatique peut certainement influencer les prix ou la qualité de la production ; à ce jour, ces changements n'ont eu qu'un impact positif, réduisant par exemple le gel hivernal. Des recherches ont cependant été initiées à ce sujet par le Comité interprofessionnel du vin de Champagne.

Le déplacement d'activités agricoles pourrait aussi avoir un impact néfaste, mais cela ne s'est pas produit dans le bien proposé pour inscription : des aires de services ont été

créées en dehors de la zone proposée pour inscription mais cela n'a pas entraîné l'abandon des équipements situés sur les coteaux historiques.

En revanche, l'ICOMOS constate que les pratiques agricoles ont déjà provoqué la pollution des eaux et une réduction importante de la biodiversité en raison de l'utilisation des pesticides. Certaines mesures sont envisagées, par exemple des couloirs verts ou écologiques, pour promouvoir la sauvegarde d'importants éléments du paysage ; toutefois, aucun programme de protection des espèces menacées n'est en place.

En raison de la stratigraphie géologique spécifique, les glissements de terrain menacent la partie haute des coteaux historiques, en particulier les villes d'Hautvillers et d'Aÿ. L'érosion et le ruissellement constituent une menace constante combattue par l'enherbement dans les vignobles, une mesure efficace qui doit être étendue. Les risques d'inondation concernent les plaines de la Marne (dans la zone tampon).

L'avenue de Champagne pourrait connaître une certaine pression due au développement liée la recherche de nouveaux modes de représentation par les maisons de Champagne. De fait, certains nouveaux bâtiments, qui ne sont pas entièrement conformes au caractère global de l'avenue, ont été construits du côté est. L'ICOMOS note qu'il n'existe pas de réglementations suffisantes pour contrecarrer ces tendances, qui doivent pourtant être réglementées afin d'éviter d'autres éléments dissonants sur l'avenue.

Le sous-sol de l'avenue est fragile en raison du vaste réseau de caves. Toutefois, le dernier effondrement important remonte à une centaine d'années.

Le tourisme pourrait aussi devenir une menace : actuellement, l'avenue est visitée chaque année par environ 450 000 personnes et de gros efforts sont requis pour gérer ces flux.

L'utilisation, la modernisation et les besoins de développement des grandes maisons de Champagne pourraient affecter en particulier les éléments proposés pour inscription concentrés sur la colline Saint-Nicaise : un certain nombre d'activités sont transférées à d'autres sites pour des raisons de rentabilité et de rationalisation, entraînant la vente de biens immobiliers. Apparemment, toutefois, cette tendance n'a pas encore affecté le bien proposé pour inscription.

Du fait de la présence de caves et de galeries souterraines, certaines aires de la colline Saint-Nicaise sont exposées au risque d'effondrement et certaines caves ont dû être abandonnées à cause de leur instabilité. Ces menaces réduisent par ailleurs la pression urbaine, car les possibilités de nouvelles constructions sont très limitées.

Dans sa première lettre à l'État partie, l'ICOMOS demandait des informations complémentaires à ce sujet.

Le schéma régional éolien prévoit le développement de fermes éoliennes dans la région de manière à atteindre l'objectif de puissance installée de 3 000 MW à l'horizon 2020. L'environnement immédiat du bien en série proposé pour inscription n'est pas classé comme une aire favorable à l'implantation de fermes éoliennes, mais selon les informations complémentaires fournies par l'État partie à la demande de l'ICOMOS, une nouvelle ferme éolienne est déjà approuvée par la municipalité de Thibie, à une vingtaine de kilomètres de l'élément des coteaux historiques, comptant neuf turbines qui s'ajouteront aux trente existantes, et une autre ferme, qui n'a pas encore reçu d'autorisation, comptant probablement treize turbines dans un lieu beaucoup plus proche du bien proposé pour inscription, entre Pocancy et Champigneul.

L'ICOMOS considère que la haute concentration de fermes éoliennes dans la même zone, et dans la même ligne de vision, pourrait avoir un impact visuel négatif sur le bien proposé pour inscription. Une attention particulière devrait être accordée à la seconde proposition, car elle est beaucoup plus proche du bien proposé pour inscription et par conséquent beaucoup plus visible depuis le site.

En décembre 2014, l'ICOMOS a envoyé une deuxième lettre à l'État partie lui demandant des informations complémentaires sur la nécessité d'élaborer une étude d'impact sur le patrimoine pour le projet de fermes éoliennes avant que les travaux de construction commencent.

L'État partie a répondu que son intention est de préserver la valeur universelle exceptionnelle proposée du bien, en particulier par des procédures d'examen officielles, et de tenir le Comité de patrimoine mondial informé, via le Centre du patrimoine mondial, de tout autre projet pouvant porter atteinte à sa valeur.

En outre l'État partie a expliqué davantage la législation et les procédures auxquelles les projets d'éoliennes sont soumis, précisant qu'ils peuvent être refusés par le préfet si les travaux sont considérés comme portant préjudice au caractère du paysage ou à la perspective des monuments.

L'étude du projet de la ferme de Thibie effectuée dans le cadre des procédures obligatoires mises en place par l'État partie a fait ressortir que le projet ne remet pas en question la valeur universelle exceptionnelle du bien proposé pour inscription : l'implantation des 9 turbines qui seront ajoutées aux 30 existantes est prévue à la même distance, selon la même géométrie et sur le même alignement, de sorte qu'elles n'augmenteront que très légèrement l'impact visuel de la ferme éolienne existante qui est lui-même considéré comme peu significatif en raison de la distance et de la position de la ferme dans le panorama des plaines de Champagne. Pour ces raisons, l'autorisation du projet d'extension a été accordée en octobre 2014. Les travaux de construction démarreront en 2015 et la ferme éolienne sera opérationnelle en 2016.

Concernant la ferme éolienne de Champigneul-Pocancy l'État partie signale que son emplacement prévu est à une

distance de 10 km du bien proposé pour inscription et de sa zone tampon et ne devrait être perceptible que des mêmes points de vue que ceux de la ferme éolienne de Thibie. Des informations complémentaires sont demandées à l'entreprise chargée des travaux et devraient être disponibles d'ici mai 2015, une décision devant intervenir avant la fin 2015.

Concernant l'extension de la ferme éolienne de Thibie, l'ICOMOS considère que les informations complémentaires fournies par l'État partie peuvent être considérées comme acceptables. Par ailleurs, l'ICOMOS considère que les résultats des études effectuées actuellement dans le cadre des procédures obligatoires définies par l'État partie pour les projets de ferme éolienne de Champigneul-Pocancy devraient être soumis au Centre du patrimoine mondial d'ici le 1er décembre 2015 et avant que tout engagement de construction ne soit pris.

L'ICOMOS accueille favorablement les informations selon lesquelles l'intention de l'État partie de lancer une étude d'impact sur des aspects de visibilité des fermes éoliennes et des biens du patrimoine mondial ou de ceux qui sont éligibles à ce statut. Cette étude pourrait entraîner la révision des plans des fermes éoliennes en identifiant des zones d'exclusion et de vigilance. L'ICOMOS considère qu'il serait utile que l'État partie soumette les résultats de cette étude lorsqu'elle sera achevée.

Enfin, l'ICOMOS considère qu'il conviendrait de rechercher et de mettre en œuvre des mesures de protection ou de réintroduction de la biodiversité dans le bien proposé pour inscription.

L'ICOMOS considère que les principales menaces pesant sur le bien sont la pression due au développement dans les zones urbaines et les plus grands villages, les glissements de terrain et l'instabilité du sol sur les coteaux, et l'instabilité structurelle des caves souterraines et des zones qui leur correspondent en surface. Dans l'ensemble, les projets pour augmenter la production d'énergie renouvelable pourraient avoir un impact négatif sur le bien, par conséquent, les résultats de l'étude d'impact étant préparés pour la ferme éolienne de Champigneul-Pocancy devraient être soumis au Centre du patrimoine mondial d'ici le 1er décembre 2015 avant que tout engagement ne soit pris.

5 Protection, conservation et gestion

Délimitations du bien proposé pour inscription et de la zone tampon

Les délimitations des éléments sont clairement définies et compréhensibles sur le terrain. Dans les vignobles historiques, la distinction entre les vignes qui sont incluses dans le bien proposé pour inscription et celles qui font partie de la zone tampon n'est pas discernable visuellement mais compréhensible sur la base de l'analyse historique. Tous les éléments nécessaires pour permettre de comprendre la cohérence de la chaîne de production agro-industrielle

ainsi que son industrialisation et son orientation vers un marché de plus en plus mondialisé sont inclus.

À Reims et Épernay, une grande partie du bien proposé pour inscription est couverte par les zones de protection qui encerclent les monuments historiques protégés : dans l'élément des vignobles, cela concerne la majeure partie de chaque zone bâtie, tandis que les vignobles ne sont qu'en petite partie inclus dans le site inscrit d'Hautvillers – berceau du champagne. Toutefois, l'ensemble de l'élément des coteaux et de leur zone tampon est compris dans le parc naturel régional de la montagne de Reims. À Épernay, les périmètres du bien proposé pour inscription et de la zone tampon coïncident avec la zone de protection du patrimoine architectural, urbain et paysager (ZPPAUP) existante.

L'ICOMOS a demandé des informations complémentaires à l'État partie concernant la logique adoptée pour délimiter les éléments proposés pour inscription et leurs zones tampons. L'État partie a fourni une explication approfondie du tracé des délimitations pour tous les éléments constitutifs qui justifie globalement la proposition avancée par l'État partie.

Les zones tampons ont été définies pour tous les éléments, mais aucune n'a été spécifiquement prévue pour les caves souterraines, malgré les problèmes d'instabilité qu'elles connaissent.

L'ICOMOS considère que les problèmes d'instabilité des caves ne sauraient être sous-estimés et devraient être traités par des études spécifiques qui permettent de comprendre le champ possible d'une zone tampon efficace pour ce type particulier de patrimoine. Les informations complémentaires fournies par l'État partie sur le patrimoine souterrain se concentrent sur les exigences de sécurité ; les problèmes structurels semblent avoir été traités au cas par cas.

Conformément au paragraphe 104 des *Orientations*, le rôle de la zone tampon est d'assurer un surcroît de protection au bien proposé pour inscription, ce qui devrait être opéré par des mécanismes appropriés.

Les zones tampons devraient par conséquent être établies en tenant compte des caractéristiques et des faiblesses spécifiques du bien à protéger.

Dans sa deuxième lettre datée du 22 décembre 2014, l'ICOMOS a demandé des informations complémentaires sur la possibilité d'étendre la zone tampon des éléments d'Épernay afin de couvrir aussi les zones en surface correspondant aux caves et de leur affecter des mesures de protection dans le cadre de la transformation de la ZPPAUP en AVAP.

L'État partie a répondu le 24 février 2015, indiquant que la modification du périmètre de la ZPPAUP dans le cadre du processus d'établissement d'une AVAP est l'occasion de renforcer la protection du patrimoine souterrain en incluant des mesures appropriées qui réglementent les travaux

effectués en surface. En outre, l'État partie a indiqué que les délimitations de la zone tampon à Épernay ont été étendues afin d'inclure le patrimoine souterrain. Cette modification a été reportée sur les cartes officielles et dans le dossier de proposition d'inscription. La superficie incluse dans la zone tampon a aussi été recalculée.

À la suite des informations complémentaires reçues de l'État partie, l'ICOMOS considère que les délimitations du bien proposé pour inscription et de sa zone tampon sont appropriées. L'ICOMOS recommande que les informations actualisées sur l'avancement de la finalisation d'une protection renforcée soient soumises au Centre du patrimoine mondial d'ici le 1er décembre 2015.

L'ICOMOS considère toutefois qu'il serait utile que l'État partie entreprenne une étude complète du comportement structurel des carrières de la colline Saint-Nicaise par rapport à leur géomorphologie et aux problèmes d'instabilité signalés antérieurement, et qu'il en soumette les premiers résultats au Centre du patrimoine mondial d'ici le 1er décembre 2016 afin de définir des mesures de protection spécifiques.

En conclusion, l'ICOMOS considère que les délimitations de tous les éléments du bien en série proposé pour inscription et de leurs zones tampons sont appropriées. L'ICOMOS considère aussi qu'il conviendrait que l'État partie entreprenne une étude du comportement structurel des carrières, en particulier celles de la colline Saint-Nicaise, en fonction de leur géomorphologie, et qu'il en soumette les premiers résultats au Centre du patrimoine mondial d'ici le 1er décembre 2016 afin de définir des mesures de protection spécifiques.

Droit de propriété

Le profil de propriété du bien proposé pour inscription est complexe et comprend des parcelles et des bâtiments détenus par des propriétaires privés ainsi que de grandes aires appartenant au domaine public.

Protection

Les ensembles d'éléments à Reims et Épernay sont couverts par les zones de protection du patrimoine classé (sur un rayon de 500 m) aux abords des monuments historiques. À Épernay, il existe aussi une zone de protection du patrimoine architectural, urbain et paysager (ZPPAUP). Toutefois, des amendements au Code de l'environnement ont introduit un mécanisme révisé pour protéger les aires construites – Aires de mise en valeur de l'architecture et du patrimoine (AVAP). La législation prévoit que toutes les ZPPAUP devront être transformées en AVAP d'ici la fin 2015, car le régime de la ZPPAUP prendra fin et les zones ainsi protégées retomberont sous le régime de protection prévu pour l'environnement des monuments protégés.

Les coteaux historiques sont inclus dans le parc naturel de la montagne de Reims, mais seule une partie des vignobles est protégée en tant que site inscrit, bien qu'une étude chargée d'établir une liste selon le Code de l'environnement ait été approuvée par les municipalités

concernées et qu'elle soit à un stade avancé de développement ; l'État partie n'a toutefois fait mention d'aucune échéance. Les villages viticoles sont presque totalement couverts par la protection accordée aux abords des monuments historiques protégés ; toutefois, une AVAP intercommunale est en préparation pour les zones urbaines construites des villages viticoles. Seules deux des maisons de Champagne sont protégées au titre des monuments historiques ; pour les autres maisons, une protection formelle a été demandée, mais la requête a été rejetée en raison de l'existence de la ZPPAUP. L'inscription de Fort Chabrol au titre des monuments historiques est actée, mais les mesures de protection sont en cours de finalisation.

Dans les informations complémentaires fournies en octobre 2014 à la demande de l'ICOMOS, l'État partie a indiqué qu'une AVAP pour la colline Saint-Nicaise est en cours d'établissement en coordination avec le Plan local d'urbanisme (PLU) de Reims (sa finalisation est attendue en juin 2015), la création de l'AVAP d'Épernay est prévue pour la fin 2015, l'AVAP d'Hautvillers, Aÿ et Mareuil-sur-Aÿ est attendue dans les premiers mois de 2015, tandis que la mise en application du classement des vignobles historiques est prévue pour le début de 2016.

L'ICOMOS considère que globalement le régime de protection du bien proposé pour inscription et de sa zone tampon est établi, même s'il ne prendra pleinement effet que lorsque toutes les désignations de protection actuellement développées auront été finalisées, approuvées et appliquées.

Dans sa deuxième lettre envoyée en décembre 2014, l'ICOMOS a demandé des informations actualisées sur les progrès réalisés concernant l'établissement des mesures de protection.

L'État partie a répondu que l'AVAP de la colline Saint-Nicaise est programmée pour 2015 – un secteur protégé est en cours de développement et sa finalisation est attendue dans le courant du 1er trimestre 2017 ; à Épernay, l'AVAP sera constituée en juillet 2016 conjointement à la révision du PLU.

L'ICOMOS observe que, par comparaison avec le programme soumis en octobre 2014, la finalisation du renforcement de la protection est légèrement retardée : bien que cela s'explique par la complexité des instruments développés, l'ICOMOS considère qu'il conviendrait que l'État partie soumette des informations actualisées au Centre du patrimoine mondial sur la finalisation progressive des instruments de protection, à compter du 1er décembre 2016.

L'ICOMOS note que seules les anciennes carrières annexées aux caves de la maison Ruinart sont protégées en tant que site classé (1931), tandis que les autres caves ne semblent bénéficier d'aucun mécanisme ou statut de protection. Bien que leur utilisation même représente une forme efficace de protection, l'ICOMOS considère qu'il serait souhaitable que des mesures *ad hoc* soient prises

pour assurer la protection des caves et leur adaptation raisonnable à l'évolution des exigences de production.

Dans les informations complémentaires, l'État partie précise que certains bâtiments individuels ou ensembles de bâtiments ne bénéficient pas d'une protection spécifique parce que la ZPPAUP ou l'AVAP étaient considérés comme suffisants ; dans d'autres cas, toutefois, des procédures de classement patrimonial spécifique ont été finalisées ou initiées.

Les informations complémentaires fournies par l'État partie sur la modification de la zone tampon à Épernay afin d'inclure les caves souterraines, et le processus pour établir ou étendre l'AVAP afin de coïncider avec la totalité de la zone tampon, indiquent que le processus pour renforcer la protection est bien établi.

L'ICOMOS considère également que des mécanismes de protection spécifiques qui prennent en compte l'instabilité détectée des réseaux de caves souterraines devraient être établis sur la base d'une étude scientifique dédiée à la question et inclus dans l'AVAP ou dans des dispositions de planification.

En conclusion, l'ICOMOS considère que le cadre de protection légal est approprié et que son processus de renforcement est bien établi et sa mise en œuvre progressive. L'ICOMOS recommande que les informations actualisées concernant la mise en œuvre progressive des mesures de protection soient périodiquement soumises par l'État partie au Centre du patrimoine mondial à dater du 1er décembre 2016, complétées par un rapport final lorsque le processus de protection aura été finalisé pour examen par l'ICOMOS.

Conservation

Le dossier de proposition d'inscription fournit un compte rendu détaillé de l'état de conservation des différents éléments compris dans la proposition d'inscription en série ainsi que dans leurs zones tampons respectives, accompagné d'un bref résumé des projets planifiés ou déjà réalisés pour surmonter les problèmes rencontrés.

Il existe des inventaires complets et cohérents d'un point de vue méthodologique des paysages, bâtiments et caves, pour le bien en série et les zones tampons, qui sont recueillis dans différents rapports et documentent également l'état de conservation de ces éléments.

Les petits éléments de paysage sont reconnus comme vulnérables aux processus de modernisation de l'agriculture. Les villages des coteaux sont beaucoup mieux préservés que ceux installés au fond des vallées et le long du fleuve, qui ont connu des évolutions opposées qui ont affecté leur caractère. Ces tendances sont inversées grâce à des programmes de réhabilitation spécifiques pour les espaces publics ou pour soutenir les propriétaires privés.

Des interventions dans les espaces publics et les maisons de Champagne ont été réalisées en employant des

méthodes appropriées. Les municipalités et les maisons de Champagne se sont engagées à garantir que le patrimoine bâti soit conservé de manière appropriée. Des programmes municipaux de soutien financier ont contribué à améliorer l'état du patrimoine bâti urbain. Les travaux d'entretien les plus importants concernent les maisons de Champagne ; effectués dans le sillage de la proposition d'inscription, ils ont relancé les études historiques ainsi que la conservation de leur patrimoine bâti et culturel.

En conclusion, l'ICOMOS considère que la conservation du bien proposé pour inscription est globalement appropriée, compte tenu du fait qu'un certain nombre de bâtiments ont un usage essentiellement fonctionnel. La conservation du patrimoine bâti rural devrait être soutenue. Des interventions de conservation structurelle appropriées et efficaces sur les caves/carrières devraient être étudiées et des essais devraient être effectués. Des mesures pour protéger ou restaurer la biodiversité du paysage devraient être définies et mises en œuvre.

Gestion

Structures et processus de gestion, y compris les processus de gestion traditionnels

Au niveau national, pour assurer la coordination entre les entités étatiques et locales, l'État partie a conçu une Charte d'engagement sur la gestion des biens inscrits sur la Liste du patrimoine mondial, qui a été signée par les ministères de la Culture et de l'Environnement et par l'Association des biens français du patrimoine mondial. Cette charte envisage des formes de gestion partagée et implique le contrôle d'une commission locale présidée par le préfet de Région et incluant les services de l'État, les représentants des communautés et les gestionnaires du bien. Elle entrera en vigueur aussitôt que le bien aura obtenu le statut de patrimoine mondial.

L'association Paysages du champagne a été créée pour prendre en charge la proposition d'inscription et il est prévu qu'elle devienne la structure de gestion du bien. La première conférence territoriale a eu lieu en octobre 2014.

Pendant la préparation de la proposition d'inscription, une charte territoriale pour les paysages de Champagne, engageant tous les signataires à respecter les objectifs du développement durable, la protection du patrimoine et la prise en compte de la valeur du bien proposé pour inscription dans le cadre des outils de planification, a été partagée par 320 municipalités comprises dans le territoire de l'AOC, le Conseil régional de Champagne-Ardenne et les Conseils généraux de l'Aube, de l'Aisne et de la Marne ainsi que d'autres institutions. La charte comptait déjà quelques adhésions de municipalités et autres institutions.

La structure de gestion implique une conférence territoriale qui fonctionne comme une plateforme de dialogue : elle intègre les parties prenantes du tourisme et de l'économie ainsi que des représentants du système d'aménagement territorial, de la protection du patrimoine culturel et de

l'environnement, ouverte au territoire couvert par l'appellation AOC.

L'organe décisionnaire de la structure de gestion est le Comité exécutif, où les professionnels viticoles – au travers de leur organisation, le Comité interprofessionnel du vin de Champagne (CIVC) – et les collectivités sont représentés. Un Comité consultatif et un Comité scientifique assistent le Comité exécutif dans ses décisions.

Lors de la première demande de l'ICOMOS, l'État partie a soumis des informations actualisées sur les progrès réalisés concernant le système de gestion et des clarifications supplémentaires sur le fonctionnement de la structure de gestion globale ; plusieurs activités ont été menées depuis que le dossier de proposition d'inscription a été soumis et celles-ci sont clairement illustrées. Il est prévu que le statut juridique de la structure de gestion soit approuvé d'ici la fin 2015 et l'organe opérationnel Mission coteaux, maisons et caves sera composé d'un personnel rémunéré (trois postes seront créés).

Le soutien financier de la structure de gestion repose sur les municipalités et les collectivités ainsi que sur les organisations professionnelles. Les municipalités contribueront proportionnellement au nombre d'habitants. Des actions pour encourager le mécénat ont aussi été entreprises.

L'ICOMOS considère que cette étape est très importante pour la gestion efficace et la coordination des activités et des dispositions dans le domaine concerné.

L'ICOMOS confirme aussi que le cadre de gestion envisagé est unique pour le bien en série, sa zone tampon ainsi que son territoire de référence plus large, celui de l'appellation AOC. La conférence territoriale et le comité exécutif semblent être des organes appropriés qui permettent de vérifier la coordination ou la promotion de l'harmonisation entre les instruments de planification existants de manière à s'assurer que leurs prévisions respectent la valeur du bien proposé pour inscription.

À la demande de l'ICOMOS, l'État partie a soumis des informations complémentaires sur les outils de gestion des risques existants : différents plans ont été développés pour traiter les menaces spécifiques, par exemple le plan des surfaces submersibles le long de la Marne entre Aÿ et Courthiézy (PSS 1976), le plan des risques d'inondation pour Épernay (Plan R111-3, 1992) qui concerne huit municipalités, le plan de prévention des risques d'inondation du secteur Marne-Épernay (PPRI, en cours d'élaboration, finalisation prévue fin 2015 - début 2016, approbation en 2017-2018), le plan de prévention des risques de glissements de terrain de la vallée de la Marne (PPRn GT, 2014). Les plans de prévention comprennent des limitations de l'occupation des sols dans les zones vulnérables.

Cadre de référence : plans et mesures de gestion, y compris la gestion des visiteurs et la présentation

Le cadre de référence global pour le bien proposé pour inscription, sa zone tampon et son territoire plus vaste repose sur le système de planification, en particulier sur le Schéma de cohérence territoriale (SCOT) qui définit les lignes de développement et les objectifs à poursuivre au moyen des autres instruments de planification au niveau municipal. Le bien en série est couvert par deux SCOT différents : celui de la région de Reims (SCOT2R) et celui d'Épernay et sa région (SCOTER). Le premier inclut parmi ses objectifs la valorisation de la diversité urbaine et la protection du patrimoine architectural. Le SCOTER est en revanche centré sur la gestion des zones construites et sur la préservation des paysages et de la nature.

Les municipalités doivent adapter leurs dispositions de planification aux objectifs définis par les SCOT dans leurs PLU (plans locaux d'urbanisme). Toutes les municipalités incluses dans le bien proposé pour inscription sont couvertes par des PLU qui garantissent une planification et des projets d'urbanisme fondés sur des objectifs.

Les informations complémentaires fournies par l'État partie en octobre 2014 à la demande de l'ICOMOS clarifiaient le plan de gestion qui est suffisamment détaillé et sert aussi de plan d'action. Il contient des objectifs détaillés à atteindre pour chaque zone ; il identifie les responsabilités et établit les priorités ainsi qu'un calendrier de mise en œuvre.

Le plan de gestion est le volet opérationnel de la charte territoriale qui a été signée par tous les participants. Il est articulé en trois parties : la première comprend le document d'orientation définissant le cadre des orientations à long terme pour le bien, résultant d'ateliers participatifs et lié à la phase de diagnostic qui documente l'état de conservation et les facteurs affectant le bien ; la deuxième partie définit en détail le plan d'action à court terme, qui contient des actions détaillées et programmées, des partenaires identifiés, des indicateurs d'évaluation et des ressources financières définies ; la troisième partie concerne l'engagement volontaire des acteurs de la région AOC, dans le cadre de leurs compétences, à préserver et mettre en valeur le paysage agro-industriel de Champagne.

Implication des communautés locales

L'Association a fait des efforts importants et couronnés de succès en faveur de la participation de la société au processus de proposition d'inscription. La charte territoriale est le résultat d'un processus de participation et de dialogue entre différentes parties prenantes.

Plusieurs activités ont déjà été menées pour présenter et communiquer les valeurs du bien proposé pour inscription ; en particulier, des publications et des brochures en plusieurs langues concernant le bien ont été préparées pour faire connaître ses valeurs. Des concours de photographies ont été organisés ainsi que des activités didactiques avec les écoles.

L'ICOMOS considère que le système global qui a été établi au niveau local et national, bien que complexe et à plusieurs niveaux, semble approprié car il est fondé sur l'expérience de plusieurs années mûrie par le processus de proposition d'inscription. Le seul motif d'inquiétude concerne le personnel réduit (3 postes) envisagé pour la mission opérationnelle : à moins qu'il repose aussi sur le personnel de structures administratives existantes, il semble très peu probable que cet effectif réduit puisse accomplir les tâches assignées.

En conclusion, l'ICOMOS considère que le système de gestion du bien en série dans son ensemble semble approprié bien qu'il existe un besoin de renforcer l'effectif envisagé de la mission, au moins par la coopération avec les administrations concernées et des formules de partage de personnel.

6 Suivi

Le système de suivi comprend deux types différents d'indicateurs : ceux qui sont nécessaires pour évaluer l'état de conservation du bien et ceux qui permettent d'évaluer l'exécution et les résultats de la gestion. Le premier ensemble énumère plusieurs indicateurs déjà utilisés sous la responsabilité d'agences identifiées, tandis que le second type de suivi concerne la réalisation des objectifs de gestion aux trois niveaux différents selon lesquels le plan de gestion a été organisé : orientation de la gestion centrée sur le cadre de gestion ; plan d'action centré sur des activités spécifiques à mener ; suivi de l'adhésion à la charte territoriale.

L'ICOMOS a demandé des informations complémentaires sur la périodicité du suivi et l'État partie a répondu que le suivi des objectifs de gestion était effectué sur une base annuelle ; cependant, un bilan à mi-parcours du cycle de 5 ans est prévu pour chaque aire de gestion.

En conclusion, l'ICOMOS considère que le système de suivi est bien conçu et structuré, bien qu'il soit nécessaire d'identifier les indicateurs les plus pertinents pour l'évaluation de l'état de conservation, de les relier aux problèmes actuels du bien et de définir une périodicité des mesures appropriées.

7 Conclusions

Le bien proposé pour inscription des coteaux, maisons et caves de Champagne est le centre originel de la région française de Champagne-Ardenne, où la méthode d'élaboration de vins effervescents fut mise au point à partir du XVIIe siècle jusqu'à ce que sa rapide industrialisation se produise au XIXe siècle.

Les quatorze éléments de la série représentent un exemple remarquable et cohérent de matérialisation territoriale, urbaine et technologique d'un système agro-industriel basé sur un terroir et contiennent les éléments

représentatifs essentiels de la production du champagne et de l'histoire de cette production, qui jouit quasiment depuis le début d'une reconnaissance internationale. Les trois ensembles d'éléments constitutifs comprennent le bassin d'approvisionnement que forment les coteaux historiques, les unités de production, à savoir les caves souterraines, et les espaces de commercialisation, c'est-à-dire les maisons de Champagne.

Le dossier de proposition d'inscription illustre de manière exhaustive les aspects pertinents du système entier d'un point de vue historique, géographique et technologique. Le rôle de chaque élément est expliqué par rapport à l'ensemble du processus de production et de son développement historique, en soulignant les phases les plus importantes et l'impact que la production du champagne a eu sur ce territoire.

Les éléments de la série présentent des délimitations appropriées qui englobent les éléments nécessaires pour exprimer l'importance du bien. Il en est de même pour les zones tampons en ce qui concerne les éléments de surface ; les informations complémentaires fournies par l'État partie en février 2015 sur l'extension de la zone tampon afin d'inclure les caves souterraines prouvent l'engagement de l'État partie en faveur de la protection du bien proposé pour inscription et confirment que tous les attributs pertinents du bien proposé pour inscription sont protégés de manière appropriée.

Les éléments présentent un bon état de conservation et des programmes pour améliorer les situations plus faibles sont mis en œuvre.

Étant donné la complexité, la diversité et la taille des éléments proposés pour inscription, la protection légale reste inégale, certains éléments n'étant pas encore spécifiquement protégés par des classements ou des mesures de protection. Toutefois, cet aspect est en cours de traitement, comme l'attestent les informations complémentaires fournies par l'État partie en février 2015, et la protection des éléments proposés pour inscription et de leur zone tampon devrait être finalisée en 2015, 2016 et au début de 2017 (Reims secteur sauvegardé).

Le système de gestion imaginé semble bien développé et réaliste, car il intègre différentes actions dans une vision unique. La charte territoriale engageant la totalité de l'aire AOC semble aussi être une solution intéressante pour parvenir à une coopération territoriale dans le but de partager les avantages d'une reconnaissance au titre du patrimoine mondial sur le territoire plus vaste du champagne, et de renforcer la solidarité et la résilience.

8 Recommandations

Recommandations concernant l'inscription

L'ICOMOS recommande que les coteaux, maisons et caves de Champagne, France, soit inscrits sur la Liste du patrimoine mondial sur la base des **critères (iii), (iv) et (vi)**.

Déclaration de valeur universelle exceptionnelle recommandée

Brève synthèse

Dans le nord-est de la France, sur une terre tendre et crayeuse, les coteaux, maisons et caves de Champagne forment un paysage agro-industriel spécifique, avec les vignobles comme bassin d'approvisionnement et les villages et espaces urbains concentrant les fonctions de production et commerciales. Les impératifs du processus d'élaboration du vin de champagne ont entraîné une organisation en trois volets, basée sur un urbanisme fonctionnel, une architecture de prestige et un patrimoine souterrain. Ce système agro-industriel, qui a structuré non seulement le paysage, mais aussi l'économie locale et la vie quotidienne, est le résultat d'un long processus de développement, d'innovations techniques et sociales et de transformations industrielles et commerciales, qui ont accéléré la transition d'une culture artisanale à une production de masse d'un produit vendu dans le monde entier.

Les femmes et les héritiers franco-allemands des anciennes foires de Champagne ont joué un rôle particulier dans l'évolution, qui plonge ses racines à Hautvillers, dans les collines d'Aÿ, le cœur du vignoble. Aux XVIIIe et XIXe siècles, le mouvement s'est étendu aux villes voisines, à la colline Saint-Nicaise de Reims et à l'avenue de Champagne à Épernay, qui ont été entièrement bâties sur l'activité viticole du champagne. Les trois ensembles qui composent le bien représentent le terroir du champagne et servent d'environnement de vie et de travail et de vitrine du savoir-faire traditionnel. Le mécénat a également été une source d'innovation sociale, dont le premier emblème est la cité-jardin du Chemin Vert à Reims. C'est le lieu où fut mise au point la méthode de production du vin effervescent, une méthode qui se propagerait et serait copiée dans le monde entier depuis le XIXe siècle jusqu'à aujourd'hui. Le champagne est un produit d'excellence, connu pour être le symbole universel de la festivité, de la célébration et de la réconciliation.

Critère (iii) : Les coteaux, maisons et caves de Champagne sont le résultat d'une expertise perfectionnée, génération après génération, d'une organisation interprofessionnelle exemplaire et de la protection de l'appellation, ainsi que du développement des relations interculturelles et d'innovations sociales sur une longue période de temps, auxquels les femmes ont aussi pris part. Grâce au développement de savoir-faire traditionnels, les Champenois ont surmonté de nombreux obstacles, autant dans les vignes (climat rude et sols crayeux plutôt infertiles), que dans le processus de vinification, grâce à leur maîtrise des techniques de production du vin effervescent, de l'assemblage et de la mise en bouteille. L'entreprise du champagne a également profité des contributions entrepreneuriales et technologiques des Britanniques et des Allemands. L'équilibre entre les vignerons et les maisons de Champagne a permis de développer une structure interprofessionnelle pionnière qui est toujours active.

Critère (iv) : Comme l'héritage des pratiques viti-vinicoles perfectionnées au fil des siècles, la production en Champagne est basée sur le bassin d'alimentation (les vignobles), les sites de production (les vendangeoirs, où les raisins étaient pressés, et les caves) et les centres de vente et de distribution (le siège social des maisons de Champagne). Ces éléments sont fonctionnellement imbriqués et intrinsèquement liés au substrat crayeux sur lequel pousse la vigne, qui est facile à creuser et que l'on retrouve dans l'architecture. Le processus de production spécifique du champagne, basé sur la deuxième fermentation en bouteille, requiert un vaste réseau de caves. À Reims, l'utilisation des carrières de craie gallo-romaines et médiévales et le creusement de caves à Épernay ou sur les coteaux ont conduit à la formation de paysages souterrains exceptionnels – le côté caché du champagne. Le champagne étant exporté dans le monde entier depuis le XVIII^e siècle, le développement commercial a entraîné un urbanisme particulier qui intègre des objectifs fonctionnels et de représentation : les nouveaux quartiers ont été construits autour des centres de production et de vente, reliés aux vignobles et aux voies de transport.

Critère (vi) Les coteaux, maisons et caves de Champagne, en particulier la colline Saint-Nicaise, avec ses carrières-caves monumentales et ses anciennes maisons de Champagne, et l'avenue de Champagne, avec les espaces de représentation des maisons de commerce, traduisent d'une manière exceptionnelle l'image symbolique unique au monde du champagne en tant que symbole de l'art de vivre à la française, de la célébration, de la réconciliation et de la victoire, en particulier dans le sport. La littérature, la peinture, les caricatures, les posters, la musique, le cinéma, la photographie et même les bandes dessinées témoignent tous de l'influence et de la constance de cette image d'un vin unique.

Intégrité

Le bien comprend les éléments les plus représentatifs et les mieux préservés, témoignant de la naissance, la production et la diffusion du champagne par une organisation fonctionnelle et territoriale symbiotique. Le bien s'est relevé des guerres, de la crise du phylloxéra et des révoltes de vigneronns. Les villages des coteaux, limités par la topographie et la grande valeur des vignobles, demeurent bien préservés dans leurs limites d'origine. Le paysage et les parcelles ont très peu changé et le patrimoine bâti est toujours en bon état. Bien qu'elle ait subi des bombardements pendant la Première Guerre mondiale, la colline Saint-Nicaise a été restaurée et a conservé sa fonction. Les carrières de craie sont toujours utilisées pour la production de champagne et le réseau des caves est bien préservé et toujours parfaitement opérationnel. La sauvegarde à long terme de l'intégrité visuelle du bien requiert le suivi de grandes installations de production d'énergie ; l'intégrité fonctionnelle pourrait bénéficier d'un programme de restauration de la biodiversité qui pourrait aussi contribuer à la spécificité du champagne.

Authenticité

Les documents d'archives écrits et iconographiques témoignent des racines et du développement de l'histoire du champagne dans ce territoire et des changements mineurs apportés aux qualités visuelles du paysage. Comme ce fut le cas dans toute l'Europe, le phylloxéra décima les vignes : la plantation de cépages greffés, de vignes palissées, en remplacement des vignes non greffées plantées en foule, n'a pas engendré beaucoup de changements visibles, bien que cela témoigne de cette crise majeure dans l'histoire du vin. Les collines d'Hautvillers, Ay et Mareuil sur-Ay exportent leur vin en permanence depuis au moins quatre siècles et témoignent de la monoculture de la vigne basée sur les formes les plus anciennes de commerce extérieur de Champagne. Les maisons de Champagne ont assuré la sauvegarde de leur patrimoine architectural, y compris le décor et le mobilier d'origine, dans une large mesure, et elles sont toujours au service des activités liées à l'entreprise du champagne.

Mesures de gestion et de protection

Le bien bénéficie d'un programme de protection complet, appliquant les outils fournis par les réglementations, les contrats, la gestion des sols et le classement patrimonial, soutenu par les législations françaises et européennes.

D'autres outils renforcent ce programme ; par exemple les Aires de mise en valeur de l'architecture et du patrimoine (AVAP), ou les zones protégées en tant que secteur sauvegardé. Les délimitations de l'appellation Champagne, comprenant plus de 300 villes et villages, a été définie en tant que « zone d'engagement » dans le système de gestion. Les communautés locales, la profession vinicole et d'autres parties prenantes s'engagent, sur une base volontaire, à conserver et mettre en valeur leur paysage et leur patrimoine. Cette zone d'engagement constitue l'environnement du bien, c'est aussi un ensemble géographique et historique cohérent, représenté par le bien et sans lequel sa valeur ne peut être comprise. Elle permet la mise en place d'une gestion étendue et assure que des mesures prises pour mettre en valeur le paysage, le patrimoine et l'environnement soient cohérentes entre elles.

Pour assurer la conservation efficace de la valeur universelle exceptionnelle, une structure de gestion a été définie, rassemblant les parties prenantes publiques et privées, les chefs de projet et les organisations représentatives. Le plan de gestion des coteaux, maisons et caves de Champagne est un outil de développement régional autant que de protection. Il comprend le cadre général associé à l'histoire du bien et à son territoire tel qu'il est conçu et expérimenté.

Recommandations complémentaires

L'ICOMOS recommande que l'État partie prenne en considération les points suivants :

- fournir un calendrier actualisé pour la finalisation des désignations de protection qui sont en train d'être établies ;
- développer une étude d'impact sur le patrimoine pour les projets de ferme éolienne de Pocancy-Champigneul ;
- entreprendre une étude complète du comportement structurel des carrières de la colline Saint-Nicaise dans le but de définir des mesures de protection/préservation spécifiques, dont une zone tampon appropriée liée à leur spécificité, une stratégie adaptée et efficace de conservation des structures et des interventions appropriées ;
- sélectionner les indicateurs les plus pertinents pour évaluer l'état de conservation du bien et de sa valeur, et définir une périodicité appropriée des mesures pour chacun des indicateurs ;
- définir et mettre en œuvre des mesures pour protéger ou restaurer la biodiversité du paysage ;
- soumettre au Centre du patrimoine mondial avant le 1er décembre 2015 et le 1er décembre 2016 un rapport d'étape sur la mise en œuvre des recommandations susmentionnées ;
- soumettre au Centre du patrimoine mondial d'ici le 1er décembre 2017 un rapport sur la mise en œuvre des recommandations susmentionnées pour examen par le Comité du patrimoine mondial lors de sa 42e session en 2018.
- soumettre tout nouveau projet situé dans le domaine de la maison Mercier au sud de la place de la République au Comité du patrimoine mondial pour examen, conformément au paragraphe 172 des *Orientations devant guider la mise en œuvre de la Convention du patrimoine mondial*.

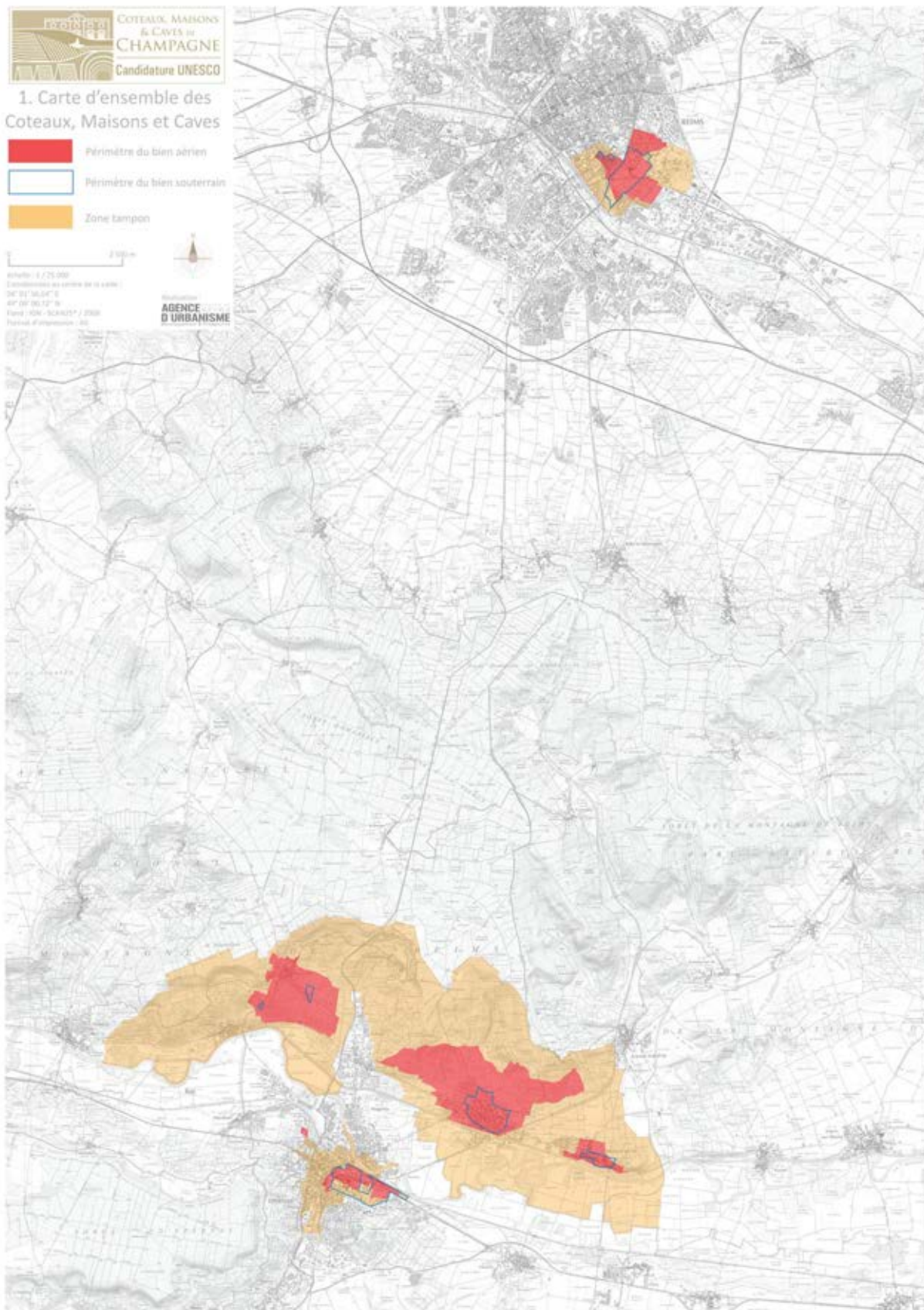
1. Carte d'ensemble des Coteaux, Maisons et Caves

-  Périmètre du bien aérien
-  Périmètre du bien souterrain
-  Zone tampon

2 000 m

échelle : 1/25 000
Coordonnées au centre de la carte :
49° 01' 36,54" N
04° 01' 06,12" E
Fonds : IGN - SCAN25 / 2008
Format d'impression : A0

AGENCE
D'URBANISME



Plan indiquant les délimitations du bien proposé pour inscription

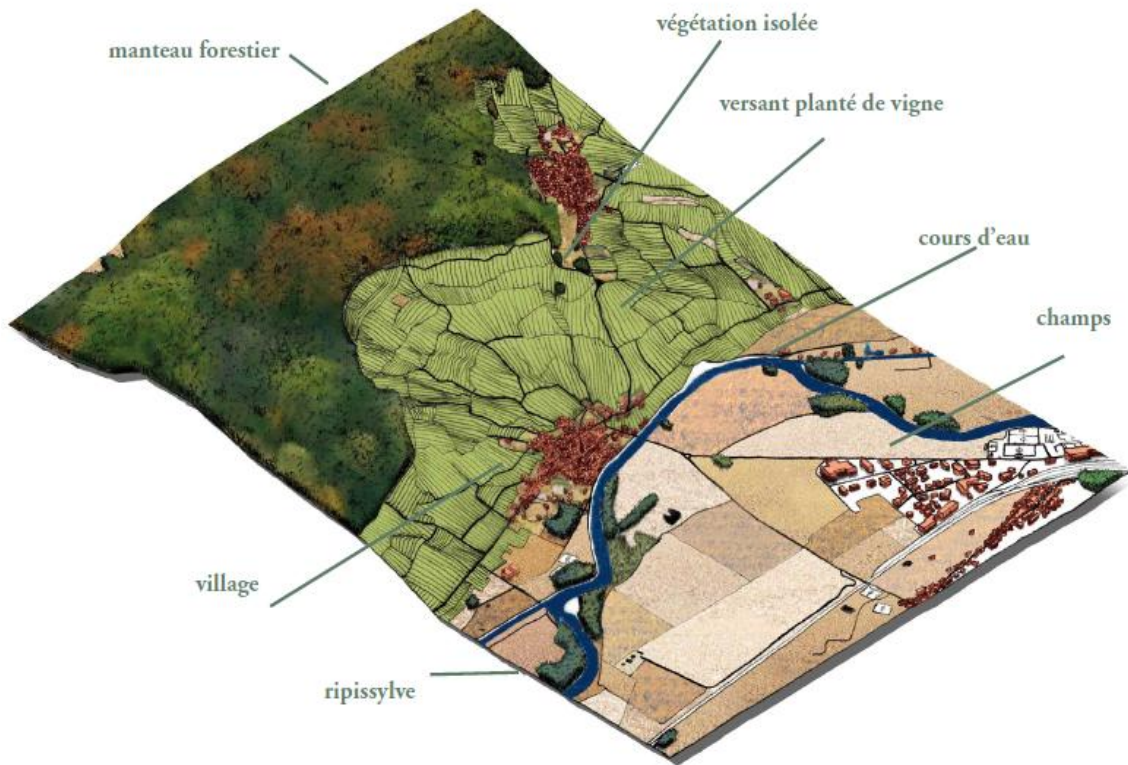


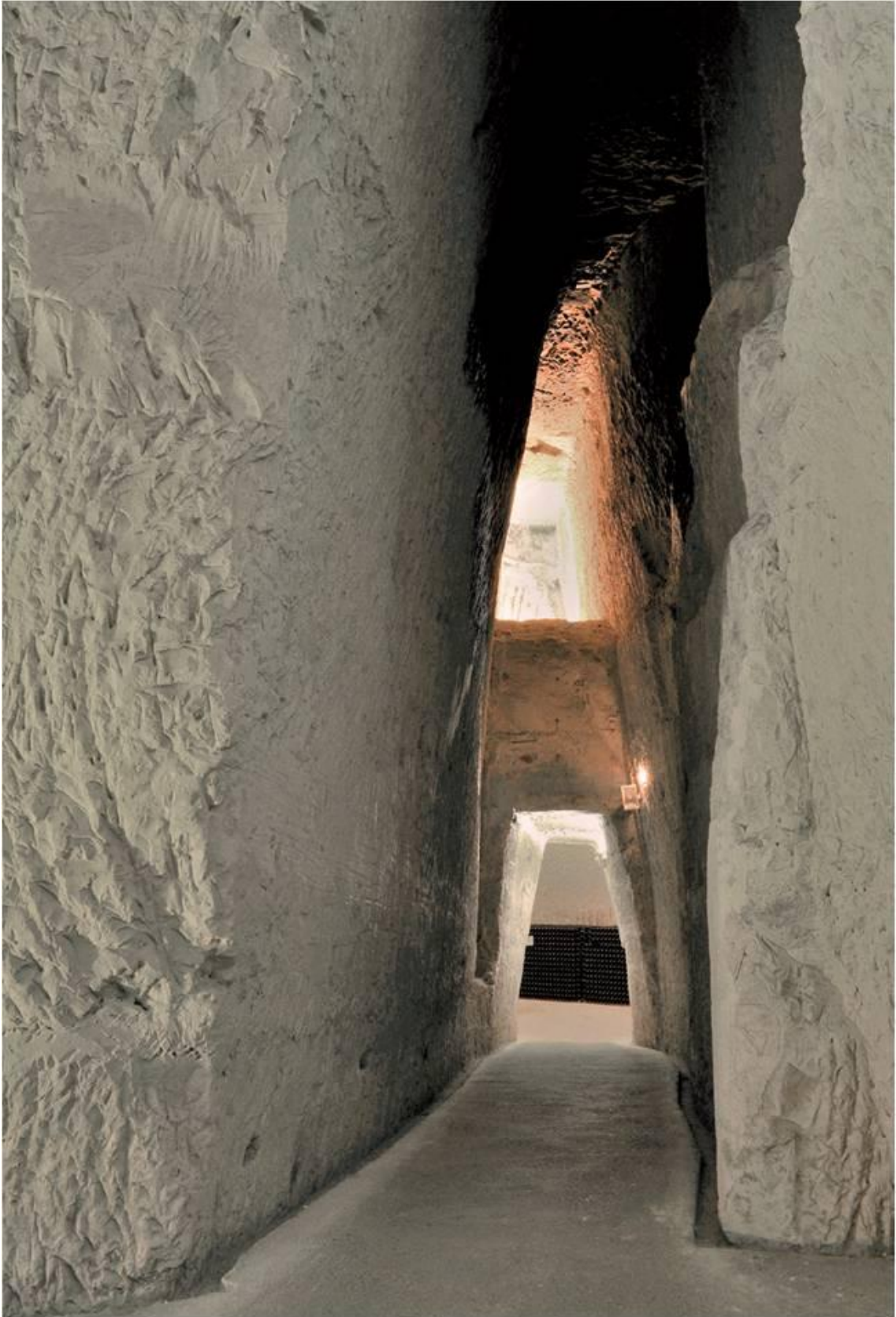
Schéma d'Hautvillers et de Cumières



Vue panoramique du vignoble sous la neige



Crayère, Maison Veuve-Clicquot



Crayère, Maison Ruinart