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OIV to Have New Home in Dijon

Dijon's Wine Community Welcomes OIV with Centennial Stamp

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John Barker, on the left, CEO of the OIV and Luigi Moio, President of the OIV

In a gesture that bridges history, science, and culture, Burgundy's postal service has unveiled a limited-edition stamp to commemorate the centennial of the International Organisation of Vine and Wine (OIV). This stamp, released just weeks before the OIV's official celebration, symbolizes the deepening connection between the city of Dijon and the global wine community, as Dijon prepares to become the new home of the OIV's headquarters.

The stamp, featuring a classic rendering of the Hôtel Bouchut d'Esterno, the future headquarters of the OIV, will be available starting October 11, with 600,000 copies produced. The Hôtel, located on Monge Street in Dijon, will soon house the prestigious institution dedicated to viticulture and oenology, further solidifying the city's status as a nexus for the wine industry.

During the unveiling ceremony at the sprawling complex of the "International City of Gastronomy and Wine" in Dijon, Mayor François Rebsamen highlighted the symbolic importance of this new development. "Dijon is set to become the world's wine epicenter," Rebsamen declared, as the city prepares to host the OIV's 45th World Congress of Vine and Wine later this month. The mayor's vision speaks to Dijon's growing prominence, not just in French culinary circles but on the global stage, particularly within the wine sector.

The design of the stamp is a carefully balanced homage to the city and the organization. Rendered in a traditional black-and-white style, the Hôtel Bouchut d'Esterno is juxtaposed with a modern element, referencing the upcoming World Congress. Blandine Alglave, regional delegate for La Poste, explained that the idea to create the stamp came from the OIV itself. Seeking to commemorate both its centennial and its relocation to Dijon, the OIV's proposal was accepted into France's national philatelic program. The design, brought to life by a team of artists, aims to capture the rich legacy of the OIV and its deep roots in the world of viticulture.



John Barker, the OIV's director general, expressed his gratitude during the event, emphasizing the symbolic importance of this stamp and the organization's new headquarters. "We're looking to the future without forgetting our past," Barker stated, referencing the blend of traditional and modern architectural features at the Hôtel, which overlooks the renowned vineyards of Burgundy. The building, a marriage of history and modernity, reflects the OIV's mission of staying firmly rooted in its legacy while fostering innovation in the wine sector.

The OIV, originally established in 1924, plays a critical role in coordinating international research and standards for viticulture, winemaking, and wine marketing. For nearly a century, it has helped shape the way the world understands and consumes wine. With its move from Paris to Dijon, the organization steps into a new chapter, one that better aligns with its scientific mission, given Burgundy's status as one of the most prestigious wine-producing regions in the world.

The OIV's president, Luigi Moio, echoed these sentiments. "This new headquarters gives the OIV a true identity, something we were lacking when based in Paris," Moio explained. As a long-time advocate for blending wine culture with rigorous scientific study, Moio expressed enthusiasm for the organization's new setting, particularly given Dijon's proximity to world-class vineyards and research institutions. He also shared a personal connection to the city, having conducted his doctoral research in Dijon during the early 1990s, focusing on the biochemical processes behind wine aromas, specifically in emblematic varietals like pinot noir and chardonnay.

The timing of the OIV's relocation to Dijon couldn't be more significant. As the organization celebrates its centennial, a special pinot noir wine has been produced to mark the occasion. This wine comes from a vineyard in Arbois, located in the Jura region, and was chosen as a nod to Louis Pasteur, the pioneering scientist and father of modern microbiology, whose research on wine fermentation laid the groundwork for contemporary enology. By selecting a wine from Jura, the OIV sought to honor Pasteur's contributions rather than focusing on a specific wine region, further underscoring the organization's scientific and global perspective.

The move to Dijon places the OIV at the heart of one of the world's most storied wine regions, but it also speaks to the organization's desire to engage with the future of winemaking. As Burgundy's vineyards stretch out before the new headquarters, there is a clear message: the future of wine will continue to be informed by its past, but it will also be shaped by science, sustainability, and global cooperation. This centennial celebration, marked by the release of a simple yet powerful stamp, is a testament to that enduring mission.