



Œuvre d'Alex Taaz



## Practical information :

19, rue Léopold Palustre  
Saint-Hilaire Saint-Florent  
49400 Saumur  
+ 33 2 41 53 03 21

### Opening hours :

June – September: everyday from 9.30 am – 6.30 pm  
October/March/April/May: everyday from 9.30 am – 12.30 am / 2pm – 6.30 pm  
November – February: from 9.30 am – 12.30 am / 2pm – 6.30 pm  
(closed on Sundays)  
Last visit – at 5.30 pm  
Open on Sundays in December before Christmas and New Year's Eve.

### Prices :

Guided tour and audio commentated tour: 4€  
Self-guided tour: 3€  
Free entrance for children under the age of 16 years old.  
Groups: guided visit – 3€ (upon prior request)  
Professionals (bus tours, travel agencies, tour operators)  
– prices for Groups upon request.  
> Accessible to disabled visitors.  
> The cellar stays at a constant temperature of 12°C.



[www.voyagecentrebulle.fr](http://www.voyagecentrebulle.fr)

## About the House of Ackerman, The leading producer of Loire Valley fine sparkling wines

The House of Ackerman is the leading producer of Loire Valley wines, within the 2nd largest region producing French sparkling wines\*. The company boasts a long history dating back to 1811 and is currently breathing new life into the wines of the Loire Valley (sparkling wines – 65% and still wines – 35%)\*\*. With a staff of **155 employees**, Ackerman represents a turnover of **50.5 million €**.

**66% of Ackerman's sales** on the domestic market are **generated by the supermarket** trade whereas **34%** of sales are generated by **traditional outlets**.

Since 1999, the company is in compliance with the requirements of the British Retailer Consortium (BRC) and since 2005, is in compliance with the requirements of the International Food Standard (IFS). **33% of its turnover is achieved overseas** (United Kingdom, the Netherlands, Belgium, Germany, Japan, United States, Scandinavia, Eastern Europe...).

Ackerman is committed to **a brand building strategy** (Ackerman, Rémy Pannier, De Neuville, and more recently Donatien Bahuaud and Monmousseau), founded upon quality products and innovation. The House's ambitious development strategy includes all distribution channels.

\* after the region of Champagne  
\*\* sparkling wines (effervescent wines)  
still wines (non-sparkling wines - red, white and rosés)

Press Release  
Saumur (Fr) - May 2014



# Journey to the Center of the Bubble, A majestic, artistic exhibition in the troglodyte cellars of the House of Ackerman in Saumur (Loire Valley) From May 2014 to April 2015

## “Cellar” ARTS

Since the Middle Ages, **epicurean values and the art of living** have been an essential part of the Loire's civilization. As a result, the House of Ackerman promotes art or rather the arts, as they are a source of inspiration, emotion and sharing. This is not surprising as the entity is **the forerunner in Loire Valley fine sparkling wines** and its expertise is an art in itself.

The famous House of Ackerman has therefore decided to open the doors of its cellars, so as to make way for **“Journey to the Center of the Bubble”** a magical and majestic exhibition combining **experimental and immersive art, wine and troglodyte cellars**.

Two artists – **Alex Taaz and Yorga** - exhibit their talent in the region's tallest caves. They have also created **a monumental magic work of art**, propelling you into a **fascinating dream world**. It is a genuine interaction between artistic creations and the vertiginous walls of this special heritage, both of which add value to one another.

**Whether you be an art fan, an epicurean or merely an inquisitive visitor** come and feel the emotion created by “l'eXplosion” and “the world of Taazmanie” and contemplate the various **temporary expositions** dedicated to art wine tourism. Enjoy without moderation!

Photo: Œuvre d'Alex Taaz





**« L'eXplosion » by Yorga,  
an airy and magical work of art !**

Artist-performer Yorga is recognized for his creations of enchanting sculptures fitted into their place of exhibition, as well as for his second skins.

With "l'eXplosion", he explores the world of bubbles in an artistic and airy way, thereby decorating this 20-m high location with an original, chromatic and majestic creation. Within this mysterious and spellbinding setting, cellophane sheets and adhesive tape play with transparency and the projections of shadows and light on the stone. The plastic surfaces transform into a threedimensional stained glass window. This fragile architecture changes the site's perspectives and the way of looking at things.

"When it comes to l'eXplosion, I was inspired by this monumental 20-meter high location, that I brought to life, by creating a fresco, hanging like a second skin and made of bubbles, circles and volutes. I have played with the organic aspect of the tuffeau and the architecture's rough patches throughout the entire grotto, thanks to the use of shade and light. Original dance or shamanist music accompany the cellar's metamorphosis and travelers penetrate the sculpture in both a real and an imaginary way."

[www.yorga.org](http://www.yorga.org)



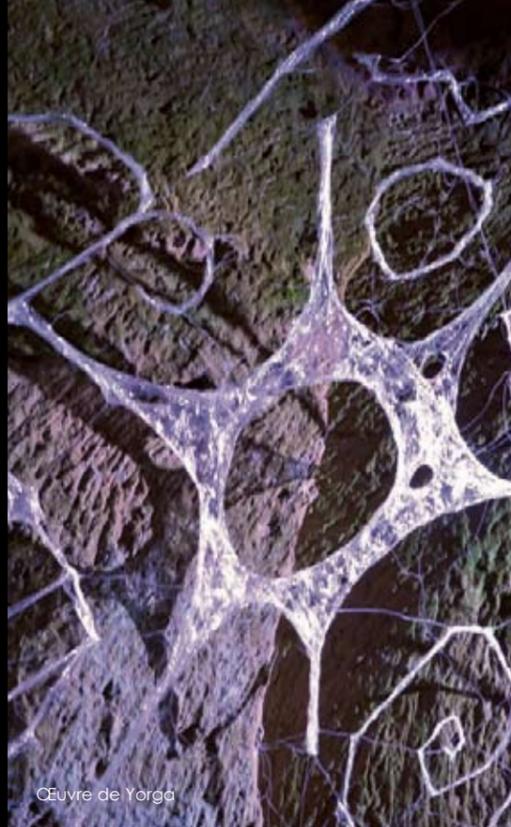
**« La Taazmanie » by Alex Taaz,  
a fantastic underwater world**

Alex Taaz is a free and an entirely self-taught artist. He expresses himself through different disciplines (painting, photography, collage, sculpture, installation art), with creations forming a homogenous ensemble.

Alex Taaz lives in a world, inhabited by strange and moving creatures, and made up of a dense and magic vegetation. These exhibitions are an immersion within his universe, an experience that is rarely neutral for visitors, and which is often joyful and sometimes overwhelming. Alex lives his art like a journey to the center of the soul. With Taazmanie, he transports us to a universe where alcoves are covered with underwater creatures, right out of the world of Jules Verne and takes us on a great journey, offering emotions and magic.

"I was immediately drawn to the theme of Journey to the Center of the Bubble as I am originally from the region of Nantes and I was brought up on Jules Vernes. My work consisted in the transformation of the space from the floor to the ceiling. The objective was that of creating an imaginary and fantastic place, in view of cutting visitors off from the outside world and of filling them with poetry and joy. My heart, my spirit and my sensibility guided my choices. I want to offer everybody the possibility of dreaming."

[www.alextaaz.livegalerie.com](http://www.alextaaz.livegalerie.com)



CŒuvre de Yorga

CŒuvre d'Alex Taaz



**“Fragile Architecture  
changing your  
Outlook”**

**Temporary exhibitions  
« Cellar Arts » :**

**Display about glass**  
by Jean-Michel DALUZEAU  
as of April 2014  
[www.lacompagniedesfontaines.fr](http://www.lacompagniedesfontaines.fr)

**“Les Voiles photographiques”**  
Photo exhibition  
of the vine's growing seasons  
as of April 2014

**Exhibitions in the gardens**  
Monumental sculptures  
by artist Jacques TEMPEREAU  
as of June 2014

**“Horse in the Cellar”**  
An exceptional equestrian show  
by  
Maud BOUSIGNAC-DUMONT  
Vaulting Champion of France  
from 1999 to 2004  
July and August 2014



CŒuvre de Yorga