



CHÂTEAU CANTENAC BROWN

GRAND CRU CLASSÉ 1855

MARGAUX

Château Cantenac Brown celebrates the power of the earth with a monumental raw earth ephemeral fresco on the vines of the famous Cantenac plateau.

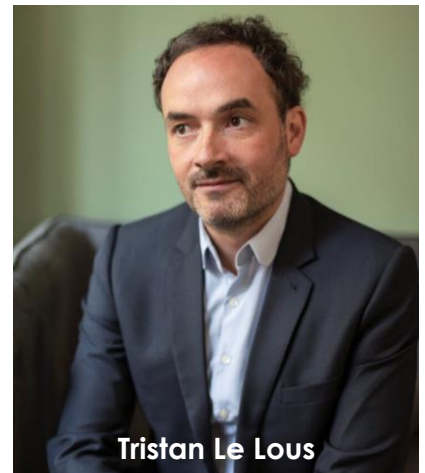
Tristan Le Lous, owner of Château Cantenac Brown with his family, gives artist David Popa carte blanche to create this unique work of art in spring 2022. Biodegradable, it will disappear with the first rains and will be saved by an NFT.

THE POWER OF THE EARTH

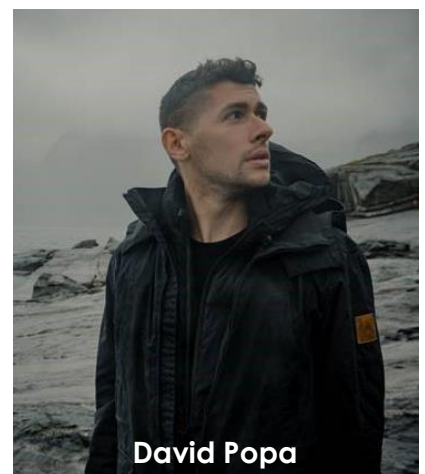
Château Cantenac Brown, an 1855 Third growth estate in the heart of the Margaux appellation, unveiled last year an ambitious plan for the future with the construction of a unique raw earth winery. Its vaulted roof, also built in raw earth, has been inspired by the ancient palace of Ctesiphon, built for a Persian king in the 3rd century AD.

Finnish artist David Popa is best known for his monumental biodegradable land frescoes, which he creates using a unique mixture of earth and natural pigments, coming as close as possible to cave paintings dating back thousands of years. His works are ephemeral and always refer to his relationship to life, love and the earth itself.

Inspired by the artist's commitment, Tristan Le Lous invited David Popa to create a biodegradable fresco in raw earth in spring 2022 on the Cantenac plateau in front of the castle, when the first leaves arrive on the vines. It will disappear on its own at the first rains. "Everyone knows that the secret of an exceptional wine is above all the soil. Explains David Popa. And it is this earth that I take as a medium, with as much the respect as we one it".



Tristan Le Lous



David Popa

David Popa's ephemeral work, entitled "The Power of the Earth", will be preserved through an NFT, a unique digital artwork, which will be sold in cryptocurrency. The proceeds from the sale accruing to Château Cantenac Brown will be donated to the Conservatoire du Littoral, a French national trust which buys virgin lands and save it from urbanization.



[Link to discover the video](#)

ABOUT CHÂTEAU CANTENAC BROWN

The emblem of Cantenac Brown is its spectacular Tudor-style château that bears witness to the Scottish origins of its founder John Lewis Brown and makes it one of the most remarkable Médoc estates. The 60 hectares of vines surrounding the château are spread over the prestigious Margaux and Cantenac plateaux, making them some of the best-situated in the Margaux appellation. Château Cantenac Brown is a precise and fleshy wine which associates density and length in the mouth with a tension in the finish. Cantenac Brown's signature can thus be summed up in two words : flesh and tension.

Last year, Tristan Le Lous has unveiled his new project for a carbon neutral new cellar entirely in raw earth, whose inauguration is scheduled for the 2023 harvest. This raw earth cellar is designed to ensure that the grapes follow a gravity flow, to fully preserve their essence. The vat room will be composed of a large number of small vats to allow for separate vinification for each parcel and high precision blending. The cellar thermal inertia provided by the raw earth will avoid the need for air conditioning and will offer the perfect atmosphere in terms of temperature and humidity levels for the stability and the ageing of the wines in barrels without requiring energy consumption.

ABOUT DAVID POPA

David Popa is an artist born and raised in New York, currently based in Finland. His father, Albert Popa, one of New York's first graffiti artists, taught him traditional painting at an early age. However, what ultimately drove Popa to pursue art full time were the adventures he could have in the great outdoors exploring nature. He paints his artworks using natural pigments mixed solely with spring water to create ephemeral site-specific works that can be captured by the eye of a drone. The large-scale works Popa paints, mainly on islands and islets in the Nordic region, are documented and presented through photographs, short films and, more recently, unique digital artworks (NFT). Popa's work seeks to enter the realm of anthropology with regard to the origin, nature and fate of human beings. Using natural pigments such as charcoal, earth pigments and ground shells, he uses the same raw materials that would have been used in the first cave paintings 40,000 years ago.



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