

The Art de Vivre in Bordeaux's Bold and Beautiful Châteaux

BY LOW LAI CHOW | MAY 27, 2016



Château La Tour Carnet.

(Bernard Magrez Luxury Wine Experience)

Fine wine tasting on cellar tours? That's old hat. Wine connoisseurs thirsty for more are looking out for the perfect accompaniment to the 'nectar of the gods', from refined Michelin-starred meals to cultural delights in arts and music.

Which makes sense. Life, after all, is all about the art de vivre.

French wine magnate Bernard Magrez is certainly shrewd enough to quench that thirst, as can be seen from the Asian launch this week at Renaissance Hong Kong Harbour View Hotel of customized luxe vino experiences in his [Château Pape Clément](#) in Graves, [Château Fombrauge](#) in St Emilion and [Château La Tour Carnet](#) in Haut-Médoc, and [La Grande Maison de Bernard Magrez Hotel](#)—all in the iconic Bordeaux wine region.

Magrez promised to take wine tourism to an "emotional new level" with the offerings at the châteaux and at the relatively new La Grande Maison, a 18th-century Napoleonic mansion with six suites that made its debut in just December 2014.

From being chauffeured in a luxurious Rolls-Royce, a Harley Davidson motorbike, or hipster-style on a bicycle, guests can choose to arrive any way they like. The stays are experience-heavy too; guests can take their pick from anything from two-wheeled bicycle tours of vineyards alongside an oenologist, to pairing sessions of gourmet caviar with fine vino.

For that matter, opposite La Grande Maison is a cultural institute housed in a magnificent 18th century Labottière mansion that features art from Magrez's private collection, hosts two public exhibitions a year and has an artists' residence as well as studios for emerging artists. Three-Michelin starred French chef [Pierre Gagnaire](#) is set to open a new restaurant here this July.