



SIRAN  
MARGAUX

2020

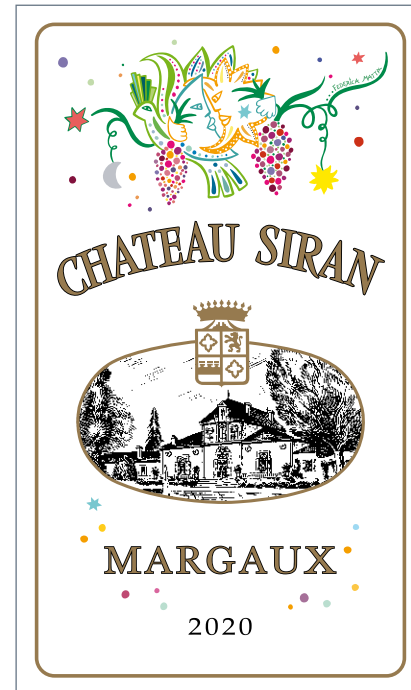


SIRAN  
MARGAUX

## SIRAN'S ILLUSTRATIONS

*40 years of illustrated labels*

2020 VINTAGE  
Siran X Federica Matta



*PRESS KIT*



## A REMARKABLE VINEYARD IN MARGAUX

The vineyard of Château Siran, which is made up of 25 hectares under a sole proprietorship in the heart of the Margaux appellation, is located on a hillside of fine siliceous gravel and benefits from the gentle topography of the Labarde plateau. On the terroirs sloping towards the Gironde and oriented east-west, the Merlot slightly dominates the grape variety (46%); complemented by the Cabernet Sauvignon (44%), Petit Verdot (9%) and Cabernet Franc (1%).

Edouard Miaillhe represents the sixth generation of the Miaillhe family since 1859 and has led this property with its pink facade since 2007. He is passionate and determined, striving to produce wines that reflect the terroir and to prepare the vineyard for its future transmission to the next generations.

Siran promptly opened the doors of its elegant chateau built by the Toulouse-Lautrec family at the end of the 18<sup>th</sup> century. Wine amateurs can also visit the remarkable collection of art objects put together by Edouard Miaillhe's parents in the 1970s.

## 160 YEARS OF FAMILY HISTORY

The name Siran appeared for the first time in the Médoc in 1428.

In the 19<sup>th</sup> century, it was this complete, harmonious, biodiversity-rich estate with undeniable charm that seduced Léo Barbier, a Bordeaux wine merchant. In 1859, he acquired it from Jeanne-Adèle, the Countess of Toulouse-Lautrec, also great-grandmother of the painter Henri de Toulouse-Lautrec. In 1885 the Barbier family asked one of their nephews, Frédéric Miaillhe, to take over Siran. As a wine broker, he fell in love with the property and devoted himself entirely to it.

Louis and Édouard, the sons of Frédéric Miaillhe succeeded him. After the death of Édouard Miaillhe in 1959, the properties (Siran, Palmer and Pichon-Longueville Comtesse de Lalande) were divided between his three children.

William-Alain and Brigitte Miaillhe ran Château Siran from 1978 to 2007. As great art lovers, we owe them the series of illustrated labels of *Siran's Grand Vin*.





## A FAMILY OF COLLECTORS

Tireless art collectors, it was the parents of Édouard Miailhe, current owner of Siran, who launched the series of illustrated labels of Château Siran in 1980. Their rich and diverse art collection is notably composed of wine objects and tableware from the 3<sup>rd</sup> century BC to the 19<sup>th</sup> century. There are also the amphoras which are displayed in the Chai des collections alongside the Vieillard plates, the Jacquots pots, the barrels, and the bacchus.

### 1980-2005: 26 illustrated vintages

Each year and for the past 26 years, William-Alain and Brigitte Miailhe have been asking a contemporary artist they know to create an illustration that would commemorate a significant event of the vintage.

Many themes have thus been celebrated throughout these 26 vintages: the arts, science, sport, history and politics have all been featured on the Château Siran label.

## RENOWNED CONTEMPORARY ARTISTS JOIN FORCES WITH CHÂTEAU SIRAN

Albert Decaris, a French master engraver, signed the first illustrated bottle of Siran. For the 1980 vintage he honoured Poland and the creation of the Union *Solidarnosc* led by Lesh Walesa.

It was then Jean-Michel Folon who evoked *Columbia*, the first space shuttle that went into space in 1981. In the following year, 1982, the football world cup was held, a major international event. And it is a drawing of Juan Miró that illustrates the vintage label, as a posthumous tribute to the artist.

Great names in contemporary art then followed: A.R Penck, a German painter and sculptor, who was invited in 1989 to celebrate the fall of the Berlin Wall; Zao Wou-Ki, a Chinese painter from the New School of Paris, Ben, a French performance artist, Mark Alsterlind, an American painter, Paco Rabanne, or even Mitsuyuki Tanaka, a Japanese artist, who illustrated a photographed desert for the 2005 vintage as a warning of global warming.





## 2020 VINTAGE: 40 YEARS AFTER THE FIRST ILLUSTRATED LABEL, CARTE BLANCHE IS GIVEN TO FEDERICA MATTA

Édouard Mialhe took over the vineyard between 2007 and 2019, seeking to lead the wines of Siran to the highest quality level. Having accomplished his objective, even though it is yet to be finished, Edouard is exploring other creative projects. To celebrate the 160<sup>th</sup> harvest of his family at Siran, Edouard and his wife Sevrine made a majestic engraved anniversary bottle. The spark is reignited: they now both want to reconnect with the family tradition and offer each vintage a label that will recall a highlight of the year of its production.

*“I grew up alongside art-loving parents who always wanted to combine their pleasure and build bridges between art and wine. It seems that this passion has also been transmitted to me!”*

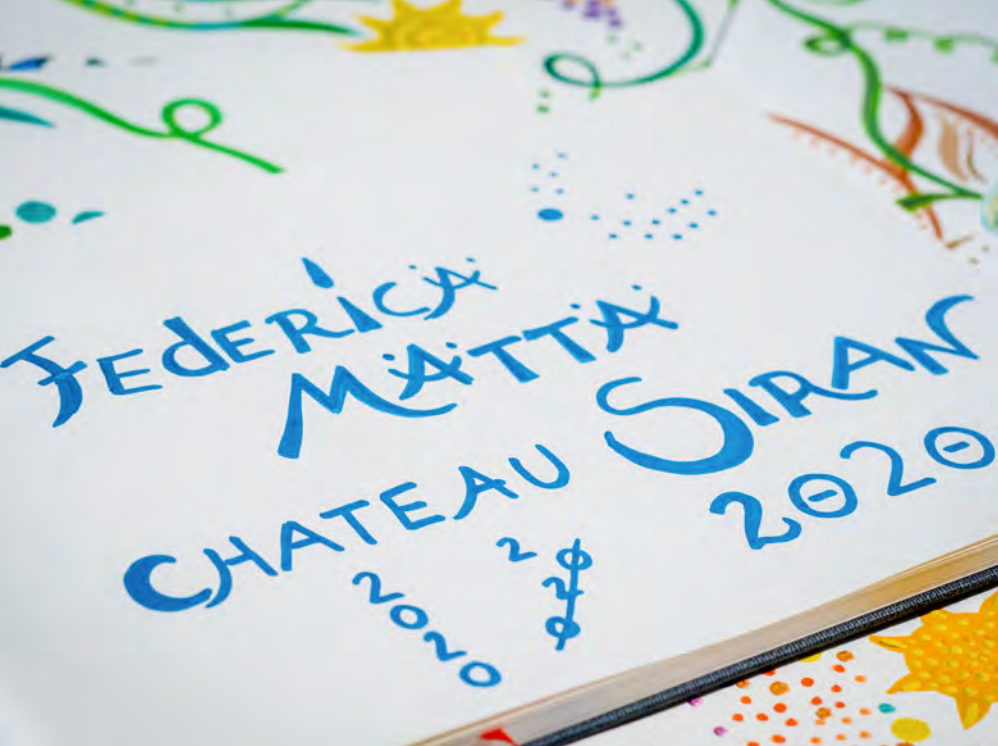
*Édouard Mialhe*











## 2020: WINE, AN ANTIDOTE TO COVID

For Sevrine and Edouard Miaillhe, it was impossible not to evoke the pandemic which paralysed the world in 2020. Several studies suggested that the wine polyphenols could help prevent the virus from attaching to the cells. And many wine amateurs were delighted to make it a pleasant way to regularly test their ability to smell and taste!

Therefore, for the label of this very specific vintage, they wanted to celebrate the joy of living and the happiness of sharing. The encounter with the artist Federica Matta, sensitive to the culture of wine, was decisive.

### Carte blanche to Federica Matta

*“We came across the work of the Franco-Chilean artist Federica Matta while reading her confinement diary. A grand and luminous notebook, full of hope and bright colours, which draws what we wanted for the world afterwards. We were touched by her sensitivity to the natural elements and by her delicate poetry. From thereon, it was decided, we were going to continue, thanks to Federica Matta, and for the 2020 vintage, with the illustration of the labels of our wines. Château Siran was thus her source of inspiration: the earth and the vines being her colour palette.”*





## FEDERICA MATTA PAINTS THE LANGUAGES OF THE WORLD

Federica Matta, a visual artist, painter, poet and sculptor, was born in Paris in 1955 into a family of cosmopolitan artists. She soon discovered a taste for travel and encounters. At the age of 15, she went to study at the IME in Martinique, a school founded by the writer Edouard Glissant.

As a nomadic artist, she is one of those creators whose expressive force disregards fashions and trends. Her work is prolific, colourful and equally divided between paintings, drawings and sculptures. She also creates jewellery, shaman objects and monumental sculptures. In Chile, Portugal, Japan, or more recently in Bordeaux, Federica Matta revives and transforms public spaces to allow residents to develop another way of meeting and living together.

A work of art that definitely invites you to enter her imaginary poetic world.

*“Art is a marvellous link with others, from the moment we learn to listen to our imagination; and a wonderful vector of civilisation.”*

*Federica Matta*

*“Federica Matta paints, draws, sculpts in all the languages of the world.”*

*Édouard Glissant*

## SIRAN, SOURCE OF INSPIRATION

As sensitive readers of Federica Matta's illustrated confinement diary, Sevrine and Edouard Mialhe sparked an encounter with the artist. Inspired by the locations, the earth and the vines of Siran, Federica Matta composed an allegory of wine, in an almost Dionysian celebration. Throughout the visits and conversations, she was touched by the peace, the serenity, and the joy of being together that reigns over the estate. She freed Siran's "speech of landscapes", whilst creating a telluric and powerful piece.

*"In the waves of the vineyards of Château Siran, we travel together the emotions of these times of transition. We are at the heart of the meeting between the moon and the sun, in the poetry of wine, here and now."*

*Federica Matta*





## 2020 AND AFTER?

With the luminous creation of the artist Federica Matta, Siran reconnects with its rich past of artistic collaborations. This is how from now on, and for each vintage, Sevrine and Edouard Mialhe will seek an artist capable of transcribing the chosen theme into his or her work. An exciting exercise that will allow us to pursue the precious link between art and wine.





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