In 2003, wind power arrived massively in La Beauce (outskirts of the Parisian basin, 100 kilometres south of Paris). La Beauce has historically confirmed its vocation as a major agricultural area through land consolidations and mechanisation. It is nowadays a place often considered of low landscape quality, especially by non-natives. Industrial cultures have replaced sheep grazing. They shape an open, almost abstract space, punctuated by church steeples and villages, and by small valleys in the west. The northern part is dominated by the imposing and symbolic presence of the Cathedral Notre Dame de Chartres. While the Cathedral had always been the main focus of French heritage protection in the area, the emergence of wind power turned La Beauce into a central issue for the landscape administration. This paper is interested in how wind power made La Beauce emerge as a landscape for the French State. It is about re-inventing a visual landscape. We follow the administration at work and analyse the way in which wind power has forced civil servants to quit a perspective centered on the Cathedral, to experience in situ the presence of wind power and bring it into visual existence in planning through the language of sensation and experience. In doing so, we analyze the processes through which new forms and aesthetic codes emerge in landscape planning. The paper explores these issues by applying concepts drawn from STS to the process and the role of visualisation in planning. While addressing issues which are at the core of wind power planning, the paper is about the role of visualisation in planning and how landscape can be experienced and being made part of planning.