International Conference

« Heritage and development of Vine and Wine territories »
5, 6, 7 November 2015 – Thira (Santorin, Greece)

First circular

- Chaire UNESCO « Culture et Traditions du Vin « University of Burgundy
- Agricultural University of Athens
- Municipality of Thyra (Santorin)
- Hellenic Federation of Wines (SEO)
- Interprofessional Organization of Greek Vines and Wines (EDOAO)
Presentation

Heritage and cultural aspects of vine and wine are now integrated into the valuation of vineyards around the world. The classification of wine regions, all European, in UNESCO world heritage over the past fifteen years has shown how the Vine and Wine heritage, tangible and intangible, consists a significant lever for economic and tourism development. In that respect, currently several regions prepare or submit applications to UNESCO. Moreover, this approach focuses attention of many members of the world viticultural and enological community from traditional and newly developed wine regions.

Beyond this aspect related to the preservation of heritage and wine cultures, critical studies also analyze the vineyards in their diversity, through the necessary sets of actors, the forces and the scales that attempt to structure these territories. It is about to better understand and measure the various historical, scientific, technical or political forces producing these spaces and their characteristics.

This prism of wine heritage and culture provokes also researches in many specialties, for example, in the historical process of the vineyards construction or in the methods and the tools of their exposure for touristic, economical or environmental scopes.

From the economic point of view, the interaction between wine production and tourism industries generates a model of "cross-fertilization" well illustrated in Santorini and also, in french or other foreign clusters of wine tourism. There is also the question about of past or current consciousness of public policies (regulations, cultural activities, territorial adjustments ...) on the valuation of terroirs.

The international conference "Heritage and development of Vine and Wine territories", will take place on November 5-7, 2015, at Santorini island (Greece) and aims to present and compare the recent studies of all disciplines related on this broad field. It will focus on the actors, the practices and the process of valorisation of natural or erected landscapes in the world heritage. It will also evoke by the exposition of specific examples, the importance of technical advances especially in viticulture and enology in the socio-economic, cultural and touristic valorisation of vine and wine territories.

This multidisciplinary conference is organized by the UNESCO Chair "Culture and Traditions of Wine " of the University of Burgundy, by the Agricultural University of Athens, by the Municipality of Thira, the Greek Wine Federation (SEO), and by the Interprofessional Organization of Greek Vines and Wines (EDOAO).

TOPICS

- Enhancement modes of the heritage and the vine and wine related cultures
- The actors of the construction of Vine and Wine territories
- The vine-wine regulations (AOC, IG, wine markets...): what is the impact on the development of wine regions?
- Touristic valorization and heritage of wine traditions ; study of wine folklore (rediscovered or “made up”)
- Tourism and wine tourism, similarities and relations.
- Scientific and technical advances as a lever of the valorization of vine and wine territories

Inspired of several examples, it will attempt to confront the heritage strategy of "old wine regions” with these of the newly developed wine regions

Keywords : Vine, Wine, Vineyards, Heritage , Culture, Territories , wine tourism , vine and wine science.
Call for abstracts

Researchers, academics, actors, experts, professionals can submit a proposal by mail to:

- For proposals in French or English, to Olivier Jacquet: chaire.vin-culture@u-bourgogne.fr
- For proposals in Greek, to Katerina Biniari: kbiniari@aua.gr

All Abstracts should meet the following guidelines:

- Title
- Maximum 1000 words excluding the title and references
- Corresponding author in bold (Name, Institution, e-mail, address)

Abstracts must be submitted by 10th May 2015

Authors will receive notification of abstract decision on or before 10th July 2015

Authors should also indicate whether they prefer Oral or Poster presentation. The Scientific Committee will make the final decision regarding the selection of abstracts for oral presentation.

The international conference will include two days of scientific discussion followed by a technical day excursion in Santorini, illustrating positive interaction between a natural and historic heritage of exceptional richness and unique local viticulture, present since Antiquity. The details of the wine tour program will be specified in the second circular.

Important deadlines

- 15th May, 2015: deadline of abstracts submission
- 10th July, 2015: abstract decision
- September 2015: publication of the conference program
- 5, 6, 7 November, 2015: International Conference
- The inscription dates will be specified in the second circular

Registration

Registration fees: 150 €
It includes lunches, coffee breaks and the cocktail opening, travels from/to Ia city center to/from the conference venue, the winery tour, the abstract book and the proceedings.

Gala dinner (optional): 30 €

The details of the wine tour program will be specified in the second circular.

The information about registration and payment conditions will be transmitted in the second circular.
The organizing committee is not in charged of the accommodation. However, a list of Hotels will be proposed by Heliotopos agency in the second circular.

### Organizing partners

- Katerina Biniari, Agricultural University of Athens, Greece
- Olivier Jacquet, University of Burgundy, Chaire UNESCO « Culture et Tradition du Vin », France
- Maria Nikolantaniki, University of Burgundy, IUVV, France
- Jocelyne Pérand, University of Burgundy, Chaire UNESCO « Culture et Tradition du Vin », France
- Ioanna Vamvakouri, municipality of Thira, Greece

### Scientific committee

- Marielle Adrian, Université de Bourgogne, France
- Françoise Ardillier Carras, Université d’Orléans, France
- Katarina Biniari, Université Agronomique d’Athènes, Grèce
- Luca Bonardi, Université de Milan, Italie.
- Theodoros Georgopoulos, Université de Reims Champagne-Ardenne, Fédération Hellénique des Vins, Grèce
- Sophie Lignon Darmaillac, Université de Paris IV Sorbonne, France
- Maria Nikolantanikis, Université de Bourgogne – IUVV, France
- Eugen Rusu, Université A.I. Cuza de Iasi, Roumanie
- Ivanira Falcade, Université de Caxias do Sul, Brésil OK
- Eric Vincent, INAO, France
- Serge Wolikow, Université de Bourgogne, France

### CONTACTS

#### Contact person for abstracts in French or English

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The contact person for registration will be specified in the second circular