

# International Conference

## « Heritage and development of Vine and Wine territories »

5, 6, 7 November 2015 – Thira (Santorin, Greece)



### Second circular / Program

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



**ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ**  
**AGRICULTURAL UNIVERSITY OF ATHENS**



NEW WINES  
OF GREECE



GREEK WINE  
FEDERATION



# Program

Wednesday 5<sup>th</sup> November

08.00 Registration at Petros M. Nomikos Conference Centre (Thira)

08.30 Opening conference

**09.30 – 09.50 Opening plenary lecture:** Sophie LIGNON DARMAILLAC (University of Paris IV Sorbonne): «The big orientations of enotourism, European and new world models »

## **Session I - Tourism and enotourism, similarities and relations**

09.50 Marie-Claude PICHERY (University of Burgundy, France) - « Patrimonialization and strategy of enotourism»

10.05 François LEGOUY, Sébastien DALLOT (University of Orléans, France) & Sylvaine BOULANGER (University Paris IV Sorbonne, France) – « Landscapes and vine and wine landscape staging along the great river valleys: french and german examples »

10.20 Laurent JALABERT (University of Pau – Pays de l'Adour, France) – « The navarra wine region (Spain), the heritage and its touristification as a development tool (1990-2015)? »

*10.35 – 10.50 Questions*

10.50 Maria ALEBAKI and Alexandros KOUTSOURIS (Agricultural University of Thessaloniki & Agricultural University of Athens, Greece) – « The development and viability of enotourism in Greece of crisis. A systemic approach »

11.05 Philippe MOUSTIER (UMR TELEMME, University of Aix-Marseille, France), Laurent RIEUTORT, (University of Clermont-Ferrand II, CERAMAC) – « The enotourism in Provence wine region: a promising first phase »

11.20 Charles RIGAUX (University of Burgundy, France) – « the enotourism in Burgundy: from the heritage valorization to the elaboration of skills »

*11.35 Questions*

**11.50 – 12.10– Presentation of the new book of Stavroula KOURAKOU-DRAGONA (President Hemeritus of OIV): "*Santorin, an historical wineland*"**

**12.30 – 14.00 Lunch break**

## **Session II - Touristic valorization and heritage of wine traditions; study of wine folklore (rediscovered or “made up”)**

14.00 Eric ROUVELLAC (University of Limoges, France) – « Beat the imaginary by inventing, reinventing the history of wine regions »

14.15 Maryvonne PERROT (University of Burgundy, France) – « The barrel: an historical and symbolic heritage of wine civilizations »

14.30 Mireille ISRAËL-LANG (University of Paris IV Sorbonne, France) – « The biblical vines and the today's wines of Israel »

14.45 Paraskeui BOZINEKI-DIDONI (Architect, Athens, Greece) – « Kannaes traditional wineries from Santorini. Protection maintenance and reuse »

*15.00 – 15.15 Questions*

15.15 Christophe CAILLAUD (Museum of Saint-Romain-en-Gal, France) – « *Vinalia*, antic celebration of wine and cuisine: an event for historical reconstitution and experimental archeology »

15.30 Didier MARTIN (Deputy-Mayor of Dijon, delegated for the tourism; Vice-president of the *Grand Dijon*, Regional advisor of the council of Burgundy) - «The role of a representative to the valorization of the wine heritage: the example of Dijon »

*15.45 – 16.00 Questions*

**16.00 – 16.15 Coffee break & Poster session**

## **Session III - Scientific and technical advances as a lever of the valorization of vine and wine territories**

16.15 Manolis STAURAKAKIS (Agricultural University of Athens, Laboratory of Viticulture): « Contribution of the grapevine to the aesthetics of the Aegean landscape »

16.30 Georgios MERKOUROPOULOS et Photini MILONA (Institute of Plant Breeding & Genetic Resources, HAO-DEMETER, Themi, Grèce) - « Assessment of genetic diversity in *Vitis vinifera* local cultivars of Northern Greece as a means for valorization of vine and wine territories »

16.45 Sandrine ROUSSEAU and Michèle GUILLOUX-BENATIER (University of Burgundy, France) – « The origin of “*terroir*” yeasts: vineyard and/or winery? »

17.00 Panagiotis TATARIDIS, Christos KANNELAKOPOULOS, Lazaros GATSELOS, Anastasios KANELLIS, Stylianos LOGOTHETIS, Foteini DROSOU, Arhontoula CHATTZILAZAROU (Department of Oenology & Beverage Technology, School of Food Technology & Nutrition, Technological Educational Institute of Athens ; Pan-Hellinic Union of Registered Enologists , Grèce) – «Sensory Typicality of white dry wines from *Vitis vinifera* L. cv. Assyrtiko grapes from Santorini PDO other Greek vine-growing regions »

17.15 M. IAKOVIDOU, K. FOUSKI-FOUSKAKI, E. HATZIDIMITRIOU (Laboratory of Food Chemistry & Technology, school of Chemistry, Thessaloniki, Greece) - « Retsina Wine Aroma. A correlation between analytical and sensory characteristics »

*17.30 – 18.00 Questions*

**Open night**

## Friday 6<sup>th</sup> November

**09.00 – 09.45 Plenary conference of Maria NIKOLANTONAKI (University of Burgundy) – « the richness and the diversity of today's Greek wines »**

### **Session IV: The actors of the construction of Vine and Wine territories**

09.45 Hélène DOUENCE (University of Pau – Pays de l'Adour, France) – « The sensibility of landscape and the terrace cultivation of vines in south west hills of France »

10.00 João REBELO, Lina LOURENÇO-GOMES, Cristina RIBEIRO (University of Trás-os-Montes and Alto Douro, Portugal) – « Alto Douro Wine Region World Heritage Site. The residents' perception of the classification impacts »

10.15 Giorgio MASELLIS (Università degli Studi di Milano, Italy) – « Barolo and Brunello di Montalcino: symbols of the Italian viticultural and enological excellence »

10.30 Senia FEDOUL (University of Lyon II, France) – « The winemaker and the sommelier, ambassadors of wine quality: for an historical dialectic of “cold speech” and “warm speech” »

*10.45 – 11.00 Questions*

**11.00 – 11.15 Coffee break & Poster session**

11.15 Françoise ARDILLIER-CARRAS (University of Orleans, France) – « Vines and wines in frontiers: a high-risk renaissance in Armenia and Karabach »

11.30 Guillaume GIROIR (University of Orleans, France) – « The autonomous manchou district of Huanren (Liaoning, China), the new world capital of ice wines: conditions of emergence, strategy for the development of the enotourism and challenges »

11.45 Eugen RUSU (University of A.I. Cuza de Iasi, Romania) – « Decomposition and recomposition of vine and wine territories. The example of the south west region of Romania (Oltenia) »

*11.45 – 12.00 Questions*

**12.30 – 14.00 Lunch break**

## **Session V - The vine-wine regulations (AOC, IG, wine markets...): what are the impacts on the development of wine regions?**

14.00 Serge WOLIKOW (University of Burgundy, France) – « Formation of the territories and the legislation of vine and wine. A secular history »

14.15 Jocelyne PERARD and Olivier JACQUET (University of Burgundy, France) – «Vineyards and wines of Brazil: the steps of development »

14.30 Claudine WOLIKOW (University of Burgundy, France) – « The heritage dimension of appellations. The foundations of the french legislations concerning the geographical appellations - 1824-1927 »

14.45 Thoukis GEORGIU et Demetris VRONTIS (University of Gloucestershire, England & University of Nicosia, Cyprus) – « The winesuccess® framework: winery succession as a means for development in wine and rural regions »

15 00 Yves LE FUR (AgroSup Dijon, France) - « Sensory spaces and professional communities »

*15.00 – 15.15 Questions*

**15.15 – 15.30 Coffee break**

## **Session VI - Enhancement modes of the heritage and the vine and wine related cultures**

15.30 Jean-Pierre GARCIA (University of Burgundy, France) – «The ‘climats’ of Burgundy: the sustainability of *terroir* and heritage model for vine and wine »

15.45 Laure MENETRIER (Director of Beaune museum, France) – « Beaune and the heritage of viticultural Burgundy »

16.00 Philippe BAUMERT and Fernando BIANCHI DE AGUIAR (University of Rochelle, France and University of Trás-os-Montes e Alto Douro, Portugal) – « The process “patrimonialization” in Alto Douro vinhateiro (viticultural region of Haut-Douro, Portugal): actors and strategies, success and limits »

1615 Jean-Louis YENGUE (University of Tours, France) – « Viticultural landscape and heritage in Loire valley (France). Examples of Vouvray and Bourgueil appellations »

*16.30 – 16.45 Question*

16.45 Laura PAGANONI (University of degli Studi di Milano, Italy) – « Nero d’Avola as an element of Syracuse viticultural region valorization »

17.00 Jacky RIGAUX (University of Burgundy) – « From the *terroir* wines to the geo-sensorial analysis »

17.30 Kostas PAPAGEORGOPOULOS (Municipality of Thira) – «Could the traditional viticultural methods from Santorini be part of the list of intangible cultural heritage? »

17.45 – 18.00 Questions

20:00: Gala dinner at Pyrgos restaurant - <http://www.pyrgos-santorini.com>

## Saturday 7<sup>th</sup> November

Post congress tour at the archeological site of Akrotiri and two local wineries

09:30: Bus departure from Fira (Thira)

10:00 – 11:15: Visit of the archeological site of Akrotiri

11:30 – 12:00: Vineyards tour

12:15 – 13:15: Technical visit of Venetsanos Winery

13:30 – 15:30: Technical visit of Boutari Winery and lunch.

15:30: Bus departure back to hotels

### POSTERS

AIZPURUA Ana, O. Unamunzaga, U. Leibar, R. Perez-Parmo (NEIKER Tecnalia, Derio – Bizkaia, Espagne), « Capitalization of soil information in the AOC Arabako Txakolina »

CHIRA Kleopatra (University of Bordeaux II – ISVV, France) - « Ellagitannin behaviour during oak wood toasting »

DIMOPOULOU Maria (University of Bordeaux II – ISVV, France) - « Talking about the malolactic fermentation of wine »

ENIA Florin (University of A.I. Cuza de Iasi, Roumanie and University of Burgundy, France)- « The grapes varieties in the nord-east region of Romania during the post-communist period »

IAKOVIDOU M., KOUTIDOU M., BLEKAS G., HATZIDIMITRIOU E. (Laboratory of Food Chemistry & Technology; School of Chemistry, Thessaloniki, Greece) - « Retsina Wine: a traditional Greek wine reveals its aromatic profile »

JORDANOVA Maria (Union des Sommeliers de Bulgarie) – « Touristic valorization and heritage of wine traditions study of wine folklore »

LE FUR Eric (INSEEC Business School – Bordeaux, France) – « Performance evaluation of the wine sector with data envelopment analysis »

MEKOUROPOULOS Georgios and BATIANIS Efthimios (Institute of Plant Breeding & Genetic Resources, HAO-DEMETER / General Directorate of Regional Rural Economy and Veterinary, Prefecture of Western Macedonia, Greece) - « Pride without prejudice: the revival of the local grapevine landraces boost heritage continuum »

SOLOMOU Alexandra D., MICHPOULOS Panagiotis, MAMOLOS Andreas, KALBOURTZI Kiriaki (ELGO-DIMITRA Institute of Mediterranean Forest Ecosystems and Forest Products Technology,

Athens, Greece): « Energy efficiency assessment of conventional and organic vineyards at Corinthos region »

VANNIER Françoise and QUIQUEREZ Amélie (Société ADAMA et Université de Bourgogne, France) – «Role of soil and subsoil into the construction of burgundian *terroirs* »

VILLIER Serge (University Francois Rabelais of Tours, France) – « From Burdigala to Bordeaux: wine and heritage (tangible and/or intangible) »

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## RECALLS and SUPPLEMENTARY INFORMATION

- For your inscription please visit the website: <http://unesco-santorini.conferences.gr/registration/>.  
Inscriptions made before October 1<sup>st</sup> benefit a special price
- The conference will be during the low touristic season in the island of Santorin that's why many restaurants will be close. However, in order to facilitate your stay during the congress, you will find in our web site a list of restaurants that will stay open.

## CONTACTS

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