"Excellent" or "author's" wineries in landscapes of sustainability

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The rural landscape is the product of the interaction between cultural and environmental factors and, as such, is an unequivocal demonstration of human action exerted over the centuries by human societies, which have changed - up to shape - the environment.

If the term environment includes its own system of relationships that develop between the physical space and human space, well, the rural world in itself sums up a set of cultural values of great importance, linked to a variety of aspects related to cultivation techniques, traditional crafts, architectural styles, construction techniques, the agricultural food production (traditional and otherwise), forms of control and environmental management. The rediscovery of the countryside - and with it of its landscape - is a necessary step for the development of historical and cultural routes, but also the progress of civilization and the evolution of the economy towards growth patterns inspired by sustainable development, and this is what proponents say the most innovative marketing strategies and local wine.

The approach to the wine world and its increasingly reveals its cultural dimension. Generally, favorable economic conditions and increased per capita income are factors that have influenced the growing demand for quality wines. The phenomenon is most obvious innovation in the architecture of the wineries and the resulting innovation landscapes. This is a result of management policies and planning responsive to the needs of environmental sustainability. The investigation on the processes of fermentation of wine production is very functional in order to understand the extent to which technology has affected the production of man-made space and relevance, but is not returning a complete view of the realities of production. The quality products have never deviated too much from the traditional model of the cellar, improved through the introduction of innovative technologies and trying to organize the space according to changing requirements.

It was huge the surprise to realize that exceptional wines could be produced outside the restricted circle of favorable regions for tradition. The new sites of world enology are the result of a process of enhancing the product in close harmony with the land of origin. Undoubtedly, the benefits of the heritage area is not limited to sponsoring companies, having been extended to all producers in the regions involved and having triggered a general turn towards quality. Given that wine is the product of the earth, it is important that the architecture and landscapes copyright, facilities and advanced technologies will be integrated with the image quality and naturalness, in full respect of the territory.
In new projects, large reception and meeting space is reserved for: communication is key to spreading the culture of good wine, leading to appreciate the qualitative component, but also cultural.

It should be noted that, in viticulture, the architecture is, first, in the vineyard (which becomes the garden) and in the appearance of technology and know-how needed for the design of a good wine. For this reason, the architecture and landscapes of copyright royalties in addition to responding to specific aesthetic and sensory function should search the place of production, ensuring that the final cost of the wine to be burdened by high costs "incidental."

Here the author is associated inextricably cellar of the vineyard copyright: a new type of design in wine cellars and vineyards which are part of a unique, creating landscapes author with multiple functions, diversified, but not necessarily separate.

A new way to approach it in a conscious and responsible to the territory and innovative content in full respect of traditional vocations and, above all, the harmony of the landscape. Behind this, which aims to promote the production, safeguarding and enhancing the local identity and encourage economic and cultural processes broader, not least the wine tourism.

An exciting wine, produced in a cellar of the author and placed in a landscape page, can only be an advantage for the producer and for the entire territory, thus increasing the attractiveness and potential of tourism development.