

# UNESCO CHAIR «Culture and Traditions of Wine»

Founded in October 2006 at the University of Burgundy, France

A UNESCO Chair is constituted of an international partners' network (higher education and research establishments, private and public institutions) offering a common project around a topic able to support the priority programs of the UNESCO, such as the dissemination of education and research, culture, equal opportunity, environment and long lasting development, also peace and governmental leadership as well as the preservation of homeland heritage.

## A strong anchorage on terroirs and culture.

The vines and the wine were previously not represented in these UNESCO programs. It is particularly important that this CHAIR -Culture and Traditions of Wine- unique in the world, is established in Burgundy, land where the diversity of the "terroirs" and the richness of the patrimonial heritage are universally recognized.

The integration of the CHAIR into the University of Burgundy is totally justified. In fact it is one of the few universities in the world to have its own AOC vineyard operated in the Côte de Nuits district.

Very early it developed its own enology department and through the years strongly diversified and enriched its structures of education and research on vine, wine and their cultural heritage.

It offers nowadays a large scale of multi disciplinary diplomas related to vine and wine topics.

More than 12 years ago, the university has gathered its various disciplines of education and several of its research groups in vine and wine research under the Institute of Vine and Wine (IUVV - Institut «Jules Guyot») and under the Institute of Human Science of Dijon.

The IUVV also harbors, the coordination and research on the Chardonnay and Pinot: (CRECEP) which assembles the regional partners (higher education and research establishments, inter-professional structures of viticulture industry as well as the Chambers of Agriculture) working together on the research and development programs regarding vineyards especially those of northern countries.

[www.u-bourgogne.fr/chaireunesco-vinetculture](http://www.u-bourgogne.fr/chaireunesco-vinetculture)



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## Some of the targeted objectives

To investigate the part of cultural inheritance in the geography, the cultural and oenological practices, the organization, the development and the production of the old world vineyards.

To analyze the development motivations of the new world vineyards and also those of the emerging “extreme limit” world vineyards in regions where *a priori* the natural environment does not appeal to wine culture.

To understand the evolution of the consumption of wine in the world .

To decipher the mutations in the cultural behaviors and the production techniques in view of the global economical stakes and the new climatic deal situation.



To propose ways for a viticulture and a wine culture integrated in a (long-lasting) development of the planet.

Such a Chair would allow the public to better apprehend the wine as cultural product, vector of civilization, whose enlightened consumption is reminiscent of a real “Art de Vivre” connected to conviviality, sharing and human values if ever.

## **An opening towards the world in the spirit of a long lasting development.**

The CHAIR is backed up by international partners of the academic world, the professional world of viticulture and wine, the cultural and institutional world.

**The international network encloses several dozens of countries, of old or new vineyards from all continents.**

The partners offer the structuring of shared Diplomas either in attendance or in e-learning mode, both as initial or continuing education.

They develop multidisciplinary and comparative research on vine, wine and their culture.

The partners encourage PhD thesis in partnership development, the mobility of students and research lecturers, stimulate the North South exchange (between the northern and southern hemispheres).

They organize and sponsor international conferences, publications and seminars around the CHAIR federating topics.

They offer transfer and expertise activities.

They secure the cultural heritage values towards the professional world and the widespread audience by means of conferences, cultural manifestations, large diffusion publishing's especially on the site of the UNESCO CHAIR «Culture and Traditions of Wine».