

POLITECNICO DI TORINO
SECOND SCHOOL OF ARCHITECTURE
Master of Science in Architecture Heritage Preservation and Enhancement
Honors theses

Reading the wine landscapes in Europe of World Heritage List.

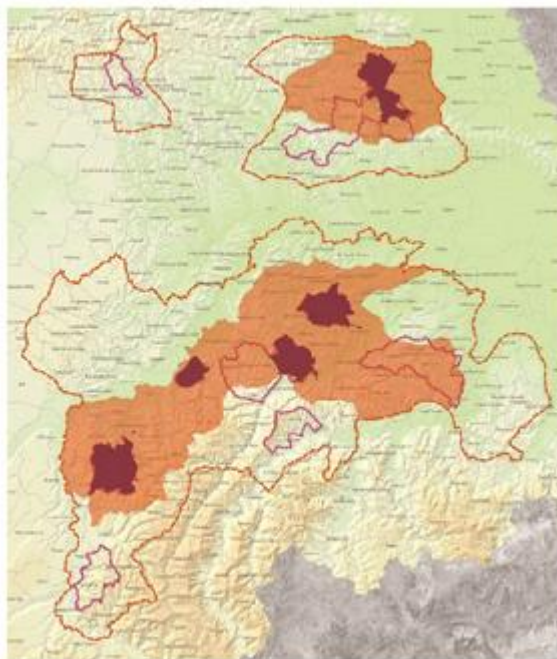
From Bordelais to Piedmont

by Alessandra Benevelli

Tutor: Carla Bartolozzi

Co-tutor: Cristina Coscia

Reading the landscape means trying to understand its materiality, and its immateriality too, thinking to it as result and synthesis of nature and human evolution. The main international documents about landscape are the European Landscape Convention (Council of Europe, 2000) and the World Heritage Convention (Unesco, 1972 and 1992). There emerges a contrast between everyday landscape and outstanding landscape (Briffaud, 2013). A peculiar landscape, applying to or inscribed on Unesco List, will turn from everyday into outstanding?



A. Wine Grape Landascape: Langhe, Roero, Monferrato and Valtellina

B. Paesaggi vitivinicoli di Langhe-Roero e Monferrato (2008-2011)

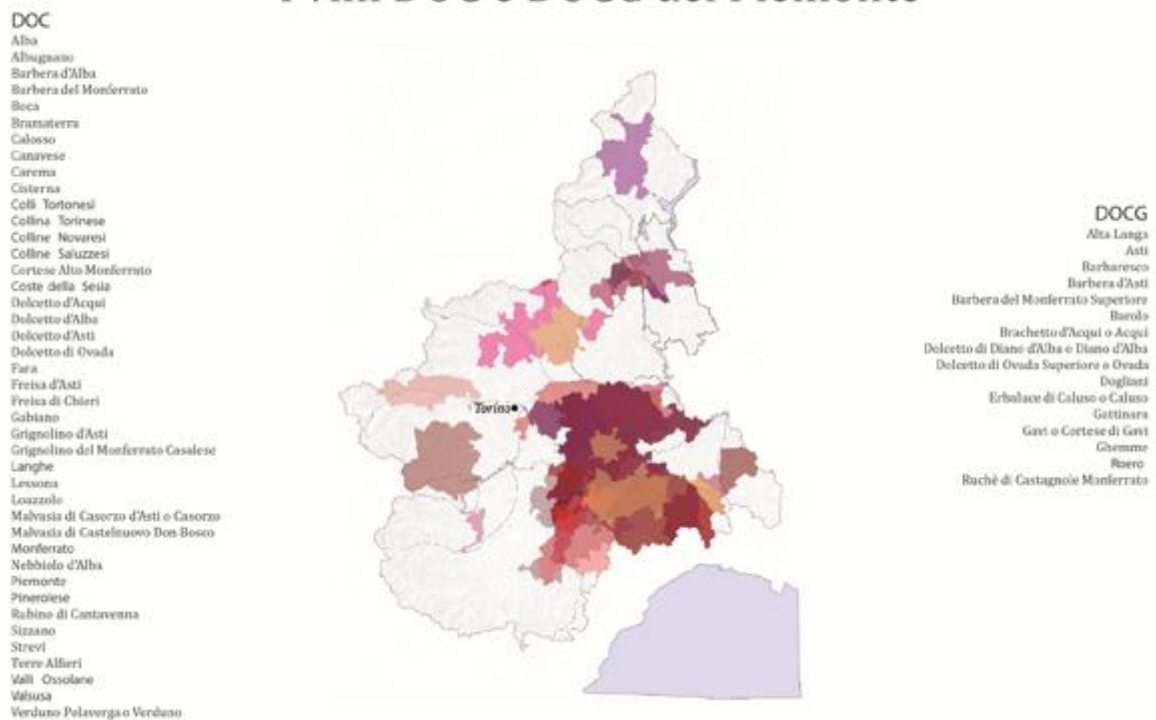
— core zone
- - - buffer zone

C. I Paesaggi vitivinicoli del Piemonte: Langhe-Roero e Monferrato (2012-2013)

■ core zone
■ buffer zone

In this study we have decided to handle the wine landscape, all its variations included. In particular, we will consider the Langhe-Roero and Monferrato's nomination for World Heritage status, strong vocation wine areas, situated in the south of Piedmont. The subject is hot and up-to-date: the inscription on World Heritage List, repeatedly postponed and refused, is now (February 2014) under review and the result will be known in June 2014. In the context of Unesco dynamics a comparison was made between this and other wine cultural landscapes cases in Europe, already inscribed on or applied to WHL.

I vini DOC e DOCG del Piemonte



“Wine Landscapes of Piedmont: Langhe-Roero and Monferrato” is the title of the nomination dossier submitted in 2013. Are these the only wine landscapes in Piedmont? Studying wine production in Piedmont, the prevalence of this large area emerges, but it turns out not to be the only one. We considered therefore the wine-producing areas and their limits: DOC (Controlled designation of origin, similar to PDO, Protected Designation of Origin) and DOCG (Controlled designation of origin guaranteed) wines of Piedmont. It was found out that certain designation are more important than others, only because they include the latters, being larger. By this selection, we have identified the so-called “Matrices designations”.

I vini DOC e DOCG del Piemonte

DOC

Colli Tortonesi
Collina Torinese
Colline Novaresi
Colline Saluzzesi
Coste della Sesia
Langhe
Monferrato
Piemonte
Pinerolese
Valli Ossolane
Valsusa



DOCG
Roero

After determining these areas, each characterized by a different landscape, we tried to outline a Region Piedmont System of wine landscapes. This is necessary to protect and increase not only the value of a specific territory, celebrating its exceptionality, but the regional context as a whole, considering everyday landscapes, perhaps more degraded or less known, which may anyway be unique, due to their identity features. Therefore we chose to consider not only the Paysage d'exception (Langhe, Roero and Monferrato), but also the Paysage au quotidien (Tortona Hills, Torino Hills, Novara Hills, Saluzzo Hills, Pinerolo, Ossola Valleys, Valsusa).

An economic and social reading of the wine landscapes in Piedmont was as well carried out, developing a questionnaire and synthesizing the result through statistical analysis. What emerged was a complex image: on one hand an overview of more or less known landscapes, on the other the willingness of the respondents to participate in valorisation actions, in the entire regional area.

The elaboration of the valorisation project regarding wine landscapes in Piedmont was based on the determination of some general goals: active inclusion of population and younger generation training; well-being and improving of life quality; environmental quality; research and international exchange. Looking at the European funding programs Horizon 2020 and PSR 2014-2020, it was possible to hypothesize future actions and project scenarios.

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New perspectives

Bibliography

For further information, e-mail:

Alessandra Benevelli: alessandra.benevelli@hotmail.it