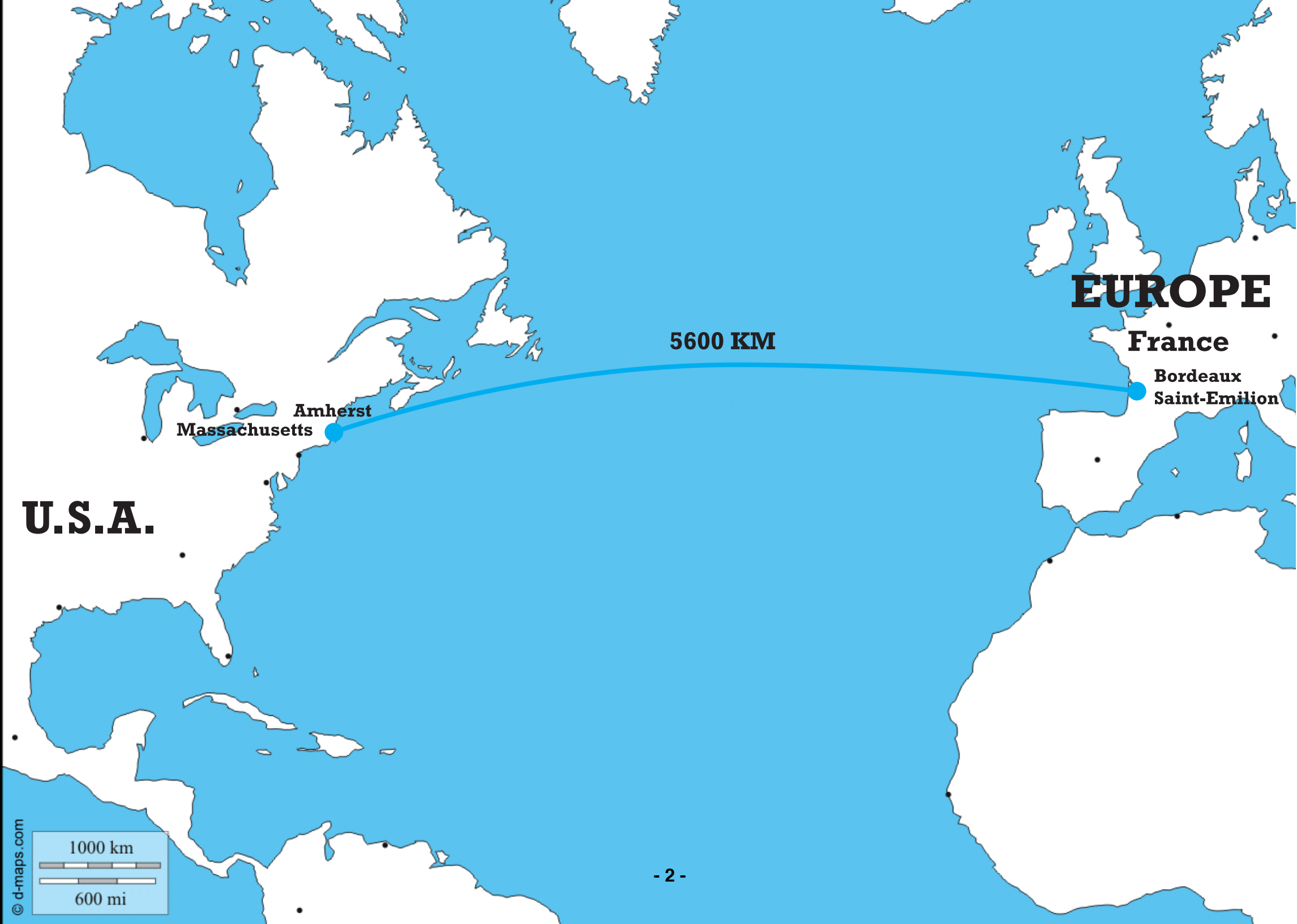




## **Jurisdiction of Saint-Emilion Cultural Landscapes (UNESCO 1999)**

What Role can the UNESCO  
Cultural Landscape Label play in  
a vineyard landscape ?





**U.S.A.**

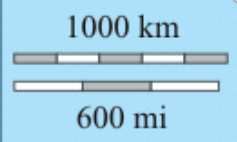
**Amherst  
Massachusetts**

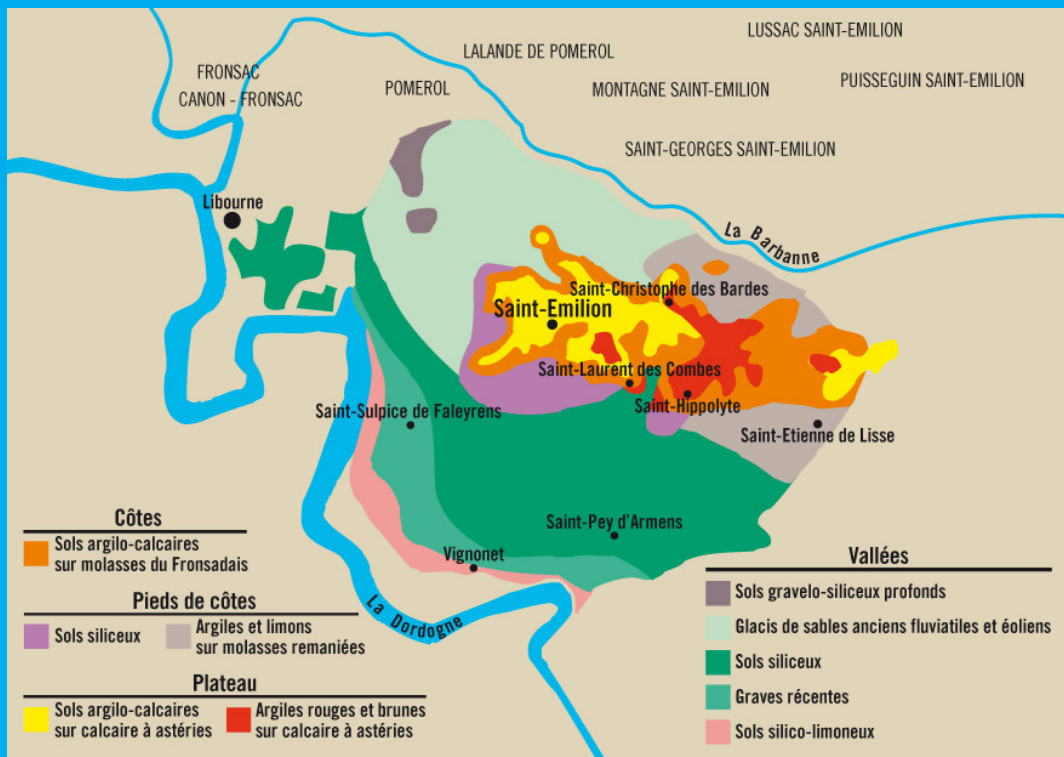
**5600 KM**

**EUROPE**

**France**

**Bordeaux  
Saint-Emilion**





# The Territory

Country : France

Department of the Gironde (Bordeaux),  
Region of Aquitaine

Jurisdiction of Saint-Emilion (8 rural villages)

UNESCO - Date of Inscription: 1999

Criteria: (iii)(iv)

Property : 7,800 ha - Vineyards : 5,400 ha

6,000 inhabitants - 800 farmers (winemakers)

*Conseil des vins de Saint-Émilion*



## What is the issue ?

- This is also a Territory experiencing today unprecedented change. This is linked to a change of paradigm particularly due to the globalisation era. The Territory, in economical and sociological transition, is potentially questioning its cultural identity
- What is the Saint-Emilion Jurisdiction Storytelling ? Why this story is original and unrepeatable ? What are the keys, but also the taboos, of this history to address this change of paradigm ?





## **A cultural Landscape (1)**

### **An organically evolved landscape.**

This results from an initial social, economic, administrative imperative and has developed its present form by association with and in response to its natural environment.

Such landscape reflects that process of evolution in their form and component features.

(Source UNESCO)





## **A cultural Landscape (2)**

### **A continuing landscape**

which retains an active social role in contemporary society closely associated with the traditional way of life, and in which the evolutionary process is still in progress. At the same time it exhibits significant material evidence of its evolution over time.

(Source UNESCO)





## Justification for Inscription UNESCO

**Criterion (iii):** The Jurisdiction of Saint-Emilion is an outstanding example of an historic vineyard landscape that has survived intact and in activity to the present day. (Source UNESCO)

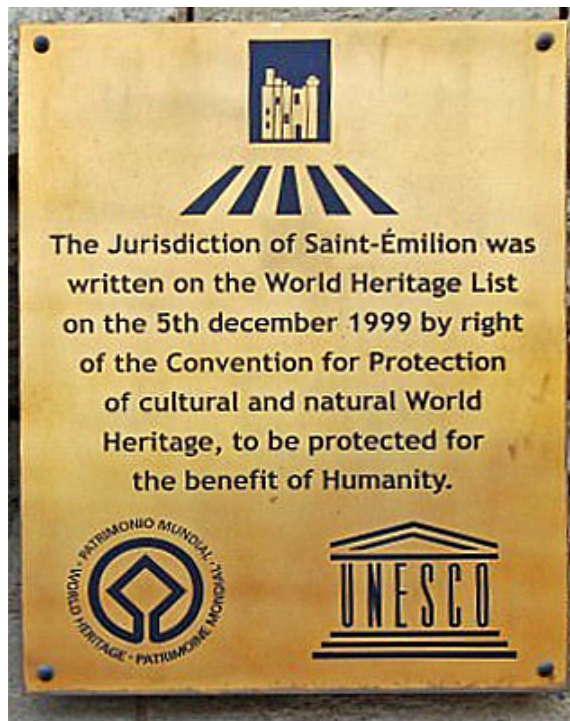




## Justification for Inscription UNESCO

**Criterion (iv):** The intensive cultivation of grapes for wine production in a precisely defined region and the resulting landscape is illustrated in an exceptional way by the historic Jurisdiction of Saint-Emilion. (Source UNESCO)





# UNESCO

## first generation (1999)

### Current situation for Saint-Emilion(1)

**Current situation for Saint-Emilion is the following :**

- 1.000.000 tourists not distributed evenly within the World Heritage area (medieval city versus vineyards)
- UNESCO inscription had little or no effect on the tourist attendance and on wine sector (brand identity notoriety was before and is above the UNESCO recognition)
- The attractiveness of the Jurisdiction of Saint-Emilion is not related to the social situation of the territory (population decline, convenience stores decrease, tourist and leisure shops are progressing, 'museumification' of the medieval city is a reality !)



## **UNESCO first generation (1999) Current situation for Saint-Emilion(2)**

**What about relationship with the landscape ?**

- Landscape is still now a minor matter and opinions are still divided to take it into account as a key parameter
- Cultural landscape is still today used only as a brand image (mainly for its aesthetic character and not yet for its structural and sustainable dimension)



# Le Barde *du label*

## A way out

- The Bard (Le Barde du Label) is a non-profit association created in 2013 to demonstrate to the territorial authorities the indispensable World Heritage Role to face Change.
- The Bard has stated a basic postulate : to question the meaning of the UNESCO inscription, to share it in a democratic way with all World Heritage stakeholders (politicians, winemakers, inhabitants, visitors), making an opportunity of it for re-examining this Heritage Values and thus feeding the future Territory Project
- How ? Embracing Landscape in the Management of Place





## Embracing Landscape in the Management of Place (1)

- **Why ?** To consolidate cultural identity facing a changing World by starting first :
  - to embody World Heritage « for » and « with » the community
  - to live daily our historic heritage
- **Why now ?** Due to a considerable mutation over the last 15 years within the Jurisdiction which puts emphasis on understanding World Heritage History





## Embracing Landscape in the Management of Place (2)

**How ?** Including World Heritage Values in  
the political project of the Place (a combined  
expression of tangible and intangible Heritage)

*Photo :Horses on the pictures (1)(2) symbolise the link  
between tradition and modernity  
(Horses are coming back in the vineyards to respect the terroir (the soil))*





# Planning for Change : World Heritage Values Integration (1)

**2013-2016 Three years**

**An experiment** to call on Landscapes and reinforce  
Management of Place :

- A collective quest to our understanding of who and what we are and what can be done about it...
- A true strategy of sharing the value created in this collective quest
- An implementation of 3 cultural programs to experiment and guarantee this goal (collective quest) and re-invents Heritage as a process of everyday life !!!

**Why an experiment ?** This is a vineyards territory whose international fame precedes the UNESCO Labellisation. In 1999 for this community it was an inscription without a conscience

This experiment is to take the reverse course of the UNESCO inscription !

*Photo : Les Petits Ambassadeurs du Label. Culinary Heritage Experience at Château La Dominique/La Terrasse Rouge (Saint-Emilion)*





# **Planning for Change : World Heritage Values Integration (1)**

**2016**

**Organizing an Heritage Camp (2016)** to share the experimentation results (Camp, Outdoor Show and Culinary Experience)

**After 2016**

**Targeting a contemporary project  
for the Jurisdiction :**

Include the past in a present cultural identity  
(and not only in the memory), a new paradigm  
for management of Place

*Photo : Earthquake Meringue du désert project – Rodolfo Guzman – Santiago (Chili)*



## Experiment with Future Generations

To prepare with children a Book about « **la Valeur Universelle Exceptionnelle** » (V.U.E.), the outstanding universal value of our cultural property with - their views, their options towards world heritage actors (adults)





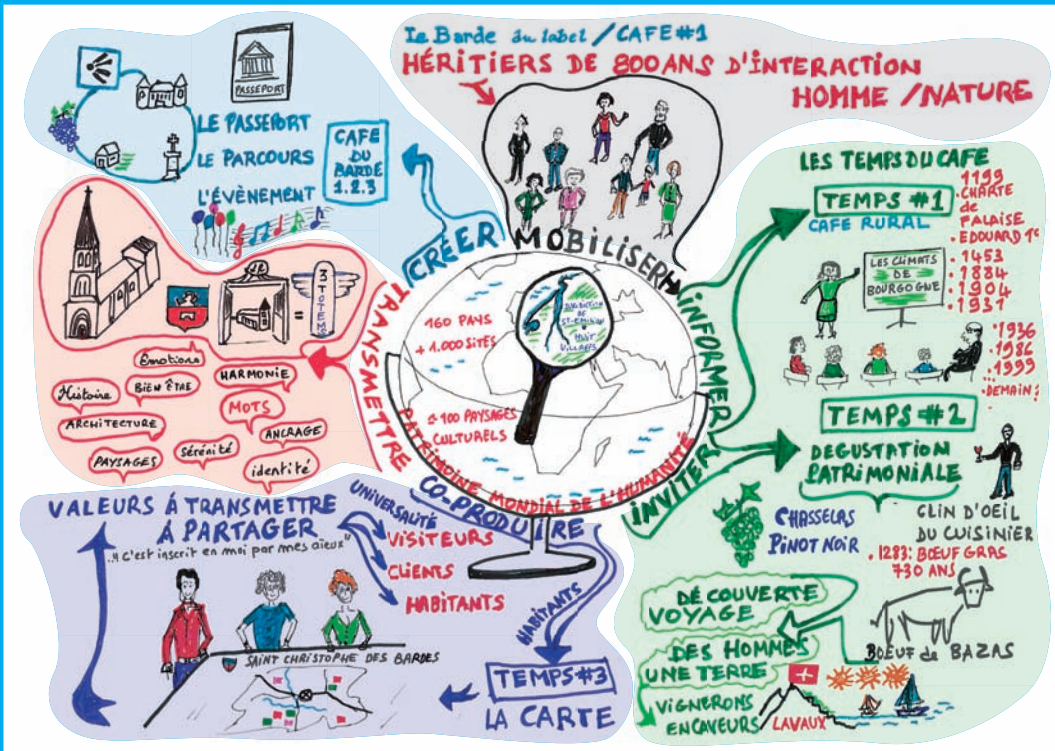


## Experiment on site (site visit)

- **Rides and slow tourisme...** to introduce you (visitor) to our rich heritage and to share with you our dreams and our day-to-day life
- **Creation of Saint-Christophe Greeters**



**#vivresonpatrimoinemondial**



# Experiment with World Heritage Actors

Bar Camp ('The Bard Cafe) to build together, a concerted space of re-appropriation of the environment

Photo : Mindmapping of the first Bard Café





# A collective quest of our history

**Because the UNESCO label is nearly  
800 years of history....**

Because Wine is not a fact. Wine is emphatically a story who began in Saint-Emilion at the end of the Hundred Years War in 1453 after the surrendering of England.

The Jurisdiction became at that time the referent (patrimonial entity and political unit). And this will remain during eight hundred years. In 1999 UNESCO confirmed this Heritage reference.

But today, because of a new administrative re-organisation of our territory, this is the first time since 1453 that there is a separation of powers between the patrimonial entity and the political unit

And now what about the Governance to-morrow ?

*Photo : Jurade de Saint-Émilion*





## A significant change over the last 15 years (1)

### The principle/The Challenge:

- Cultural Landscapes constitute a living heritage, reflecting Societies (human story,...)
- Landscapes and Societies, with each other, are continually evolving, thus, social and environmental also change

### The Jurisdiction of Saint-Emilion

- Today we are not far from the limits of the compatibility between World Heritage Values and what is realized politically and socially wise

*photo : Château de Pressac*





## **A significant change over the last 15 years (2)**

- This is true especially for the Jurisdiction's economic base and social structure :
- Foreign investors vs a territorial distribution of production across mainly family structures need rising production volumes of wine
- These investments have generated new uses (public relations, events, business tourism).
- Furthermore, these new owners, most often don't live on site (the same for the workers in the vineyard)
- All this modifies the traditional concept of « Château » which represents the traditional right balance, and subsequently the Sense of the Place

*photo : Château La Croizille – Château Tour Baladoz*



## **This is not something new... but in Napa Valley that's not a change**

Since 1972, an entirely new concept that receive the public at the place of wine-making (self-guided tour). Oenotourism was born !

**STERLING VINEYARDS, California**

Since 1985, a wine-making joint-venture between California and Bordeaux, between **Napa and Medoc : OPUS ONE**







## « Le château » A Cultural Landscape, a Cultural Identity

In Saint-Christophe des Bardes (The Bard Laboratory Village), Château Laroque is an illustration of our cultural identity and ultimate symbol of the V.U.E. (Valeur Universelle Exceptionnelle/the outstanding universal value), because this Château represents a balanced relation between man and nature. But in this relation there is no presence of tourism economy





## « Le château » As a metaphor for Change

Two images and an illustration of change showing you the balance of the man/nature relationship inverted. Château Ferrand, the right balance and Château Faugères who dominates the landscape with the considerable presence of the monumental architecture of the production tool (Mario Botta wine cellar /the Cathedral Wine Cellar) and not as before the living place





# Project overview

**Two fundamental principles :**  
preservation and evolution must coexist !

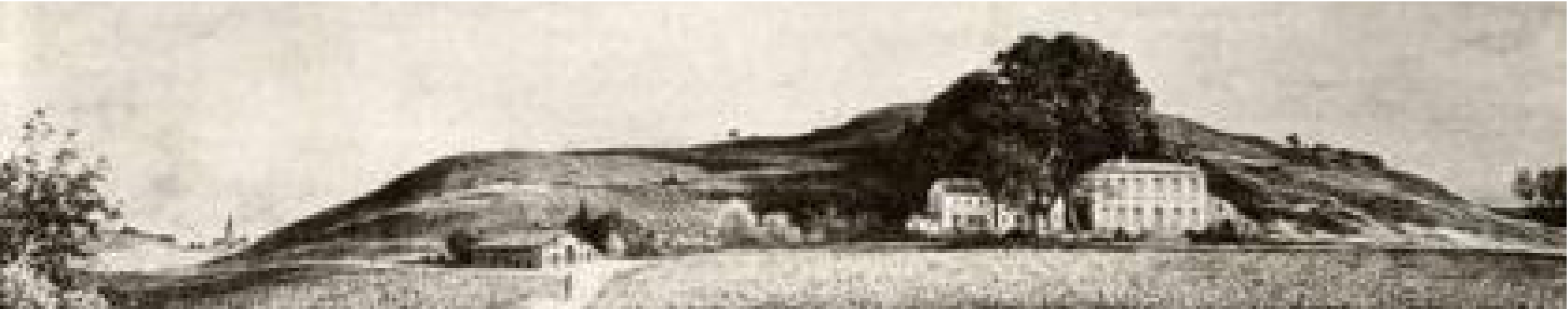
Preservation and evolution have to learn to live together and people have to live with Heritage integrating it in a modern way. This « Château Barde-Haut » is an example of « Haute Qualité Environnementale » wine cellar (environmental performance)





# How do we safeguard something that by definition change ?

By understanding what makes our identity. This picture shows that architecture takes over the downhill, key element of the structuration of the vineyard landscape



*Photo : Coteau du Château Pavie, 19ème et aujourd'hui*



# In the context of change, where does authenticity lie ?

By not opposing new and traditional society  
So, which sense for the place ? A question of values ?







## The question of values

Cultural Landscapes define the sense of « place » and are the embodiment of the inextricability of tangible and intangibles Heritage

So, what are the Values of our Cultural Landscape ?  
Is synergy possible between both systems ?

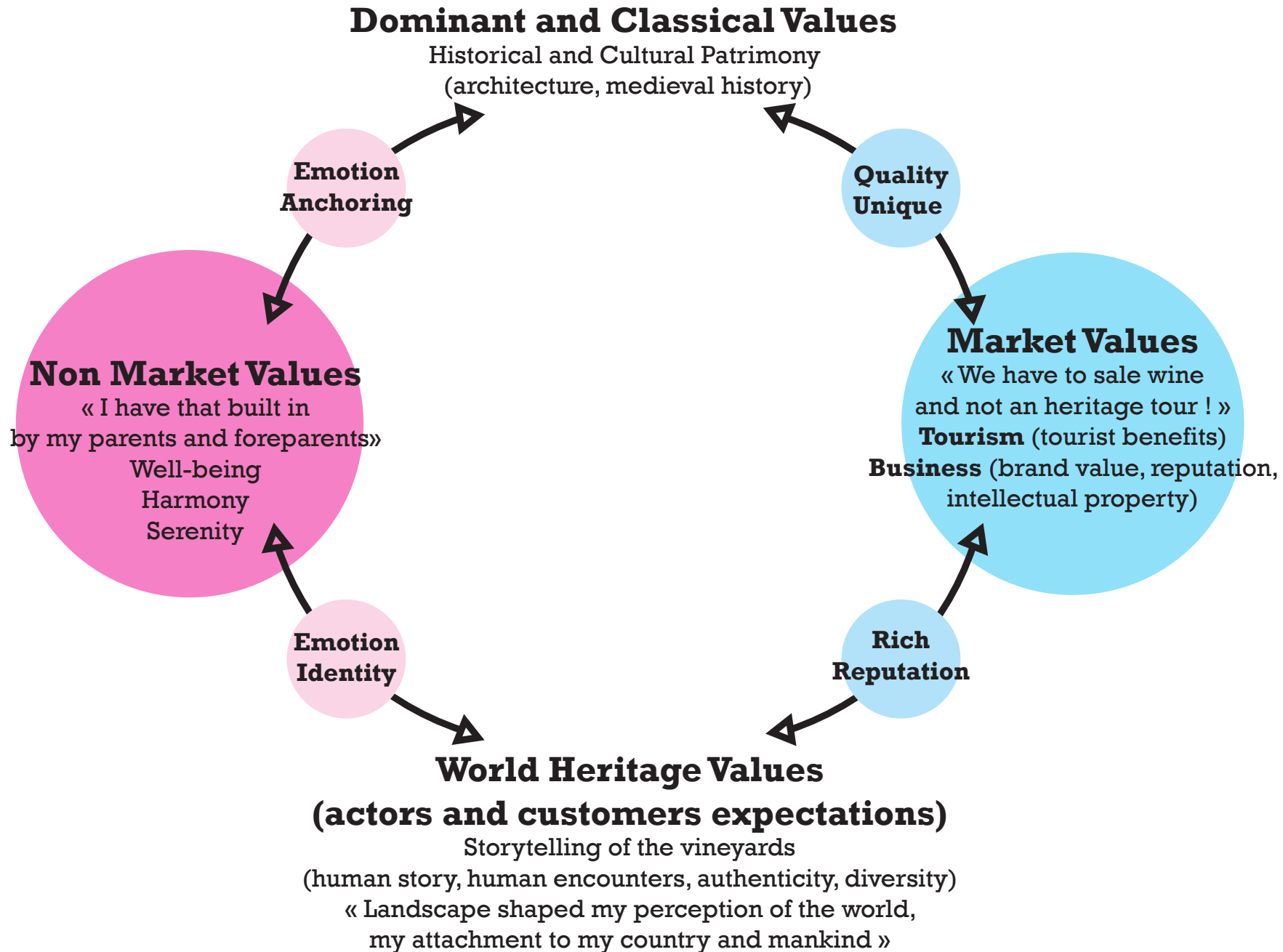
Fist step was achieved with the Barcamps where people made their own value scale. It is interesting because it shows two opposite worlds and but also a meeting point around the world heritage values (cf. next slide)

The beginning of a new storytelling !

*Photo : La combe de la Barde – cabane de vigne*



# Heritage Values : situational analysis



# What and where is a possible synergy? (1)

## WHAT ?

- It is a real challenge, but we have decided to transform it into a collective performance.
- Step 1 : The Barcamps have been reflecting the inextricability of tangible and intangible Heritage and the underlying values inherent therein (mainly existence value, bequest value and symbolic value in front of Saint-Emilion brand value)
- Step 2 : We have started to put in place an original method close to the appreciative inquiry techniques with a clear objective : « we are working on the maintenance of cultural diversity which is an essential requirement for sustainable development for the benefit of present and future generations »



"I like you, Thompson. You're smart, a hard worker, and you're full of potassium."





## What and where is a possible synergy? (2)

### WHERE ?

- In the Saint-Emilion brand's **DNA** : the common core of Cultural Landscapes and AOC Wine standard (Controlled designation of Origin) and also a common ground for discussion :
  - Heritage (the patrimonialization) : both refers to the origin (geography, history, etc.)
  - Value (the quality of the Place) : use Values and non-use Values who benefits to everyone
- By breathing fresh life which generates a real break in the manner of reading the evolution of our wine society and building **Change**
- By considering that the world had changed since the creation of Saint-Emilion AOC and UNESCO label, de facto :
  - UNESCO has become a promotion tool and no more only a preservation label!
  - AOC is also a promotion tool and no more only a simple standard!

All this resulting in a convergent environment creating this synergy



## **Mid-term status of the Bard Project (1)**

### **What about experiments programs ?**

- Popular involvement in constant progression
- Development of Partnerships with local key players

### **What about extension of project area :**

- Today the project covers the entire Jurisdiction, eight rural villages and not only one (the village of Saint-Christophe des Bardes - the laboratory) as it was at the beginning.
- Consolidation of relationship with first day partners (UNESCO territories, Universities, etc.)





## **Mid-term status of the Bard Project (2)**

**What about the objective of embrace change in  
the Management of Place ?**

- Creation of The Bard dedicated scientific committee (action research) to promote this idea that Cultural Landscape should be a parameter of public policy and action ;
  - Development of a methodology to find ways and means to support the territory to reach this objective of embracing change in territorial project
- >>>The Bard will propose an Action Plan (June 2015)





## To go until 2016 Key issues(1) ?

### What remains to be done until 2016 ?

- A **Synergy** has to be found between **AOC Values** (Controlled designation of Origin) and Heritage Values to set up new territorial governance

=> implementation of a graduate (research) program with students of National School of Architecture and Landscape in Bordeaux  
1st half 2016

- A Camp (Heritage Camp) will take place with the objective to **share the Experiment results** (Camp- Outdoor Show and culinary experience)  
September 2016

*Photo 1 : Conseil des vins de Saint-Émilion - logo*





## To go until 2016 Key issues(2) ?

**An emerging paradigm for the Management of Place including Cultural Landscapes :**

- *including the past in present Cultural Identity (and not only in the Memory)*
- *including Cultural Identity for the Management of the Place (new area)*

**A Challenge of this international Conference  
The Bard experiment challenge**

*Photo : Château La Dominique – Jean Nouvel Wine Cellar*





**Thank You**

**See you next year  
in Saint-Emilion  
for our Heritage Camp! ...  
and for wine tasting**

**Le Barde du Label (The Bard)  
[www.lebardedulabel.fr](http://www.lebardedulabel.fr)**

*Photo : Château Laroque (voir également la couverture)*