

# Wine and the global urbe

2-4 September 2022

WORKSHOP PROGRAMME – Short titles

Jointly organised by:

Adega Belém, UC Berkeley TSWG & EIREST - Université Paris 1 Panthéon-Sorbonne  
Trav Paulo Jorge 9 – 1300-444 Belém Lisboa, Portugal

## 2 September

17h00-19h00 Welcome reception at Adega Belém Urban Winery  
19h00-late Optional dinner at Marisqueira de Algès (not included in fee)

## 3 September

Part 1: Urban design and the cosmos of wine

09h00-09h15 Workshop opening, David Picard  
09h15-10h00 **The (urban) architecture of wineries.** Maria Gravari-Barbas, EIREST - Université Paris 1 Panthéon-Sorbonne  
10h00-10h45 **Bottles, labels and crates.** Fátima Rocha, Faculdade de Arquitetura da Universidade de Lisboa  
10h45-11h00 Coffee-break  
11h00-12h30 **Winemaking technology and wine styles.** David Picard, Adega Belém  
12h30-13h30 Lunch at the winery  
**Grilling the tour guide about the role of wine in premium travel,** with Eva Graburn, Terracotta Journeys  
13h30-14h15 **World heritage and wine.** Kerstin Manz, Consultant UNESCO WHC.  
14h15-15h00 **Between wine industry and terroir.** Soazig Darnay, EIREST - Université Paris 1 Panthéon-Sorbonne  
15h00-15h30 Coffee-break  
15h30-16h15 **Making taste, making place.** Colleen C. Myles, Texas State University.  
16h15-17h00 **Wine tourism in the global market place.** Nelson Graburn\* & Xiangchun Zheng\*\*,  
\*UC Berkeley TSWG \*\*Sociology, U. of Helsinki.  
17h00-17h30 Conclusion of Part 1  
19h00 Fortified wine fair, Casal Manteiga, Oeiras (various modes of transport)

## 4 September

Part 2: Wine lands in the global urbe

09h00-10h00 **Bio-ideology and viticulture,** David Picard & Catarina Moreira, Adega Belém, (meet at entrance of Tapada da Ajuda Vineyard, ISA-ULisboa, Lisbon, 9h00)  
10h00-10h30 Return to Adega Belém, 2km, by car  
10h30-11h00 Coffee-break  
11h00-11h45 **Vinho do Porto: a wine that is not from Porto representing Porto.** Paula Mota Santos, CAPP Univ. Lisboa & Universidade Fernando Pessoa.  
11h45-12h30 **Ennobling Chinese Winemaking Culture in Shangri-La.** Kunbing Xiao, Bordeaux Montaigne University, France.  
12h30-13h15 **Urban-rural relationships and the issue of terroir in the Champagne wine region.** Sylvie Jolly, EIREST - Université Paris 1 Panthéon-Sorbonne.  
13h15-14h30 Lunch at the winery  
14h30-15h15 **Grapes, Wildfires and Wine: A Look into the Effects of the 2020 Napa Wildfires.** Tristan Friet, University of California, Los Angeles.  
15h15-16h00 **Wine tasting in the global urbe.** Xiangchun Zheng\* & Nelson Graburn\*\*, \*Sociology, U. of Helsinki, \*\*UC Berkeley TSWG  
16h00-16h30 Coffee-break  
16h30-17h30 Conclusion and discussion