



'European Dimension' Event Summary

Event title:

European Wine Museum Map

Initiator of the project:

The Shabo Wine Cultural Centre in collaboration with ACTE - Association for Culture and Tourism Exchange

Partner countries so far designated:

Spain, Switzerland, Ukraine, France, Moldova

Event background:

Wine routes link the greater part of the European continent and trace out the history of the development of European civilization. They are the seat of heritage sites, artisan and craftwork, cultural events and festivals, as well as many thousands of wine communities.

Wine and the process of its creation is deeply cultural and wine making can well be considered a facet of cultural heritage. Wine museums and wine cultural centres focus our attention on wine culture as a common European heritage.

Origins of the event proposal:

The European wine museum map emerged during a European Heritage Days event in Odessa Region in Ukraine. In September 2011, the Shabo winery inaugurated a wine cultural centre by opening its doors to the public in the context of the EHDs. During the opening the Director of Shabo, Mr Ikuridze, initiated a joint activity calling on wine museums across Europe to participate in building an interactive wine museum map. This idea was received very positively with speeches and congratulations being received from the President of the Parliamentary Assembly of the Council of Europe, UNESCO, the CoE and the EC as well as high level governmental officials from Ukraine.

The presence of four wine museums at the meeting supporting the idea was symbolic of the European dimension of the initiative: the L'Aigle museum in Switzerland, representing the north or Europe; the Dinastia Vivanco museum from Spain, representing the south of Europe; Beaune Museum in France, representing the west of Europe and Shabo Museum from Ukraine, representing the east of Europe.

Short description of the event:

The European wine museum map will link all wine museums across Europe in a collaborative venture. A map interface will be designed for these museums to enable them to individually upload their museum onto the common platform. The museums/ wine cultural centres will be given all the tools they need to properly showcase their institutions and to enable them to cooperate in developing shared resources and information and training.

The map will function as an exchange platform for: network building; European wine route destination identity for tourism; promotion of exhibitions of the year; lectures and videos developed around specific exhibitions; international promotion and marketing of local wine and wine products; development of a European image bank of wine museums and wine routes across Europe; collaborative promotion of events and festivals associated with the museums; cooperation with schools and research institutes across Europe. The European map will provide the opportunity for the museums /wine cultural centres to work together as a family with a shared interest and heritage to protect and sustain.

European dimension of European Wine Museum Map:

There is an important dimension of tangible and intangible heritage in European wine culture. Originating in the Caucasus region thousands of years ago, wine culture spread throughout almost the whole of Europe, linking its history and development with that of European culture and civilization as a whole.

The European Wine Museum Map will engage the greater part Europe through bringing together the different national wine museums and cultural centres onto a common European map. European culture, which is associated with the agricultural development of the vine, will be seen as both common and highly valuable to the whole European community.

European wine museums will be invited to participate and put themselves on a common map. They will engage in a collaborative activity where they will support each other's work and, at the same time, promote a common European wine museum identity, which they can collectively market as a tourism destination.