





RESEARCH AIM

- Analysing the mutualistic symbiosis between food/landscape values
- MANAGEMENT PLAN "Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato" (Cultural Heritage, UNESCO 2014)









Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato

STRATEGIES

DEFINITION OF PRODUCTION PROTOCOLS AND ZONES

- HISTORICAL GRAPE VARIETIES:



Dolcetto and Moscato are cultivated for producing different traditional wines: Asti sparkling, Barolo and Barbaresco.





PROTOCOLS FOR WINEMAKING PROCESS

(Denomination of Controlled Origin, DOC and Denomination of Controlled and Guaranteed Origin, DOCG).



MARKETING: LANDSCAPE IN THE WINE LABELS

Laber represent several identifying features as well as the municipality, or the historic landscape and cellan, or the municipality toads.

All these elements have contributed to characterize a unique sector that has been preserved and maintained over time.

Creation of specific LABELS



Barbaresco Village (Langhe - Cuneo Province)







MARKETING: LANDSCAPE IN THE WINE LABELS



I colori del nostro villaggio.



I colori delle nostre etichette.

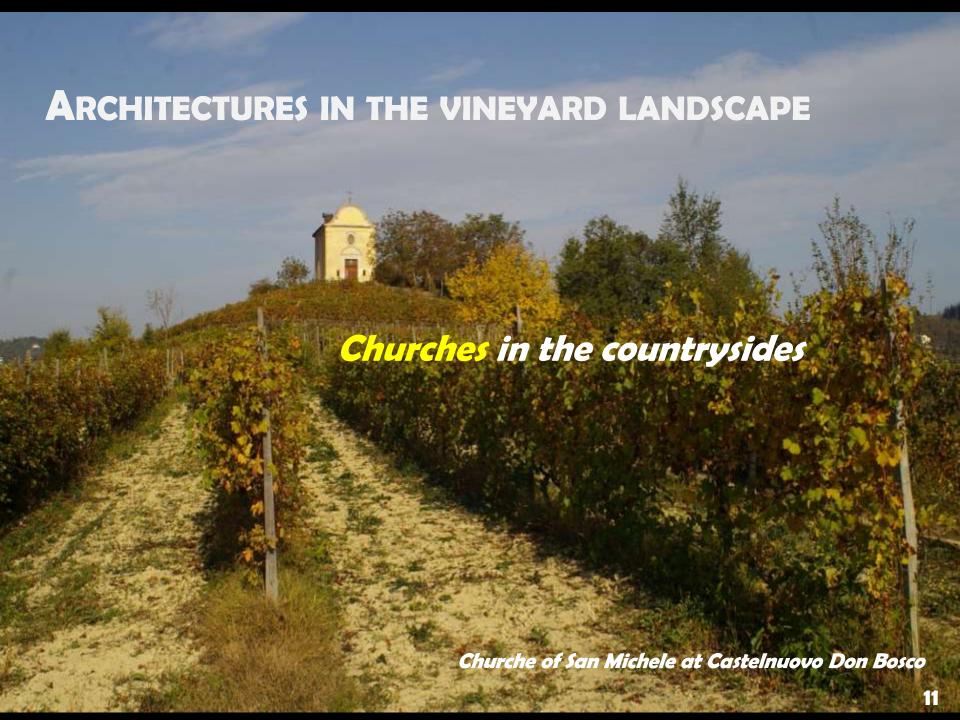


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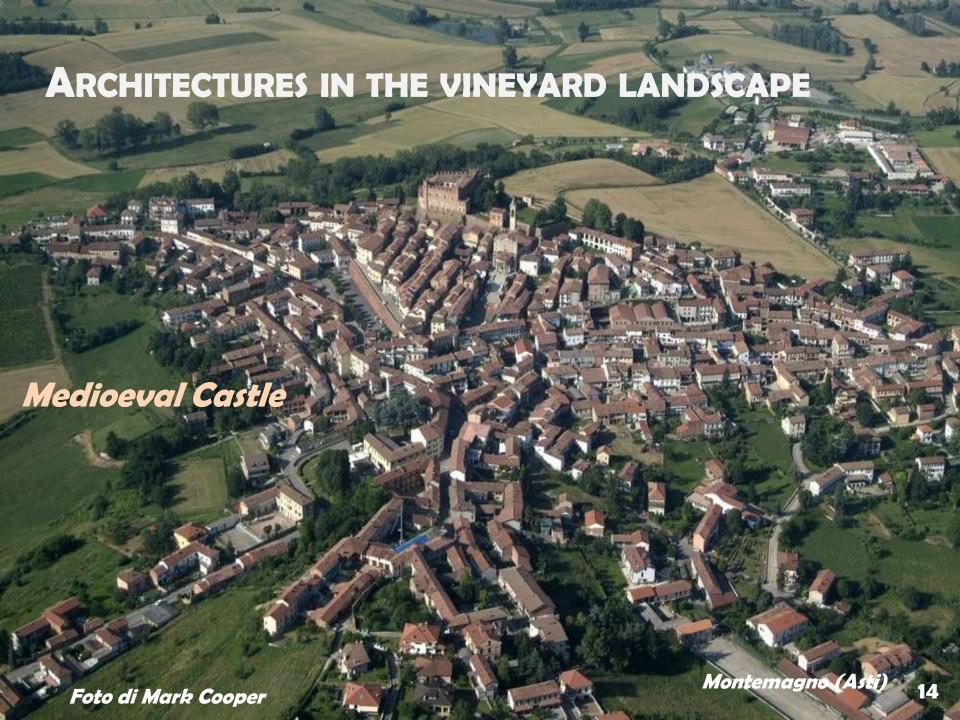
ARCHITECTURES IN THE VINI Romanesque Churches Romanesque Churche of Santa Maria di Cornareto at Castelnuovo Don Bosco

ARCHITECTURES IN THE VINEYARD LANDSCAPE

Romanesque Churches

Photo Mark Cooper

Romanesque Churche of San Nazario at Montechiaro d'Asti



ARCHITECTURES IN THE VINEYARD LANDSCAPE

"Underground cathedrals"

Cellars of the oldest companies of Canelli (Gancia, Canelli and Contratto)

"Infernotti". Tufa rock structures



Olivola - Piedmont Region (Italy)



Bosca, Contratto companies. Canelli Municipality

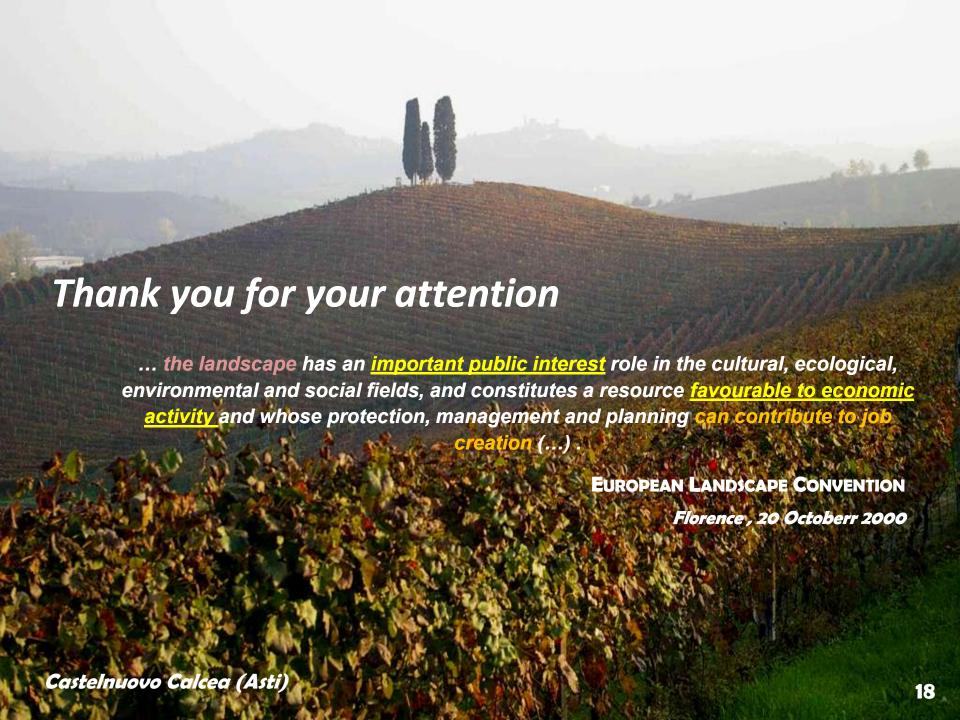


MULTIFUNCTIONAL FARMS



FUTURE PROSPECTIVE AND VALUES







Landscape Values: Place and Praxis

Galway, 29 th June - 2 nd July Galway

LANDSCAPE AND FOOD: A MUTUALISTIC SYMBIOSIS TO BE VALUED



Marco Devecchi, Paola Gullino, Federica Larcher

Department of Agricultural, Forest and Food Sciences,

University of Turin (ITLAY)

