

FRANCE ROMANIA

Local development

Location

Uzège-Pont du Gard, Cotes des Bar, Champagne and Tinutul Vinului

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local development

Measure

M19 – LEADER/CLLD

Funding (EUR)

Total budget 122 366
EAFRD 104 961
National/Regional 17 405

Project duration

2019 – 2021

Project promoter

Lead partner - PETR Uzège-Pont du Gard

Contact

Esmeralda.bertin@petr-uzege-pontdugard.fr

Website

n/a

Connecting local know-how and artistic creativity to promote wine production in three rural regions.

Summary

NECT'ARTS is a transnational cooperation project (TNC) between three wine-producing regions: Uzège-Pont du Gard (south of France), Cotes des Bar, Champagne (north east of France) and Tinutul Vinului (Romania). For the three partners, wine-growing is of major importance to their local economy.

This TNC project involved a series of actions to connect local know-how (savoir-faire) and engage artistic creativity in relation to wine production (using artist residencies). This was done by comparing and exchanging experiences, promoting wine production and organising study visits and exchanges between wine-producers.



Results

To date, four delegations have visited the two French areas.

Two artist residencies have been organised.

Two events were organised to promote the wine sector of the French regions in an innovative way (through artistic co-creation and exhibitions on the theme of wine).

Context

NECT'ARTS is a transnational cooperation project between three wine-producing regions: Uzège-Pont du Gard (south of France), Cotes des Bar, Champagne (north east of France) and Tinutul Vinului (Romania).

The NECT'ARTS project idea was born in France during the summer of 2018 when the territory was searching for a cooperation project to highlight their main 'savoir-faire'. In autumn 2018, the territory 'Côte des Bar en Champagne' expressed their interest in the project and started to work with Uzège-Pont du Gard. Finally, both were joined by a Romanian territory called 'Tinutul Vinului'. The partnership agreement was signed in February 2019 by the three territories.

For the three NECT'ARTS partners wine-growing is of major importance to their local economy; however, the expectations of each partner were both different and complementary.

For the Uzège-Pont du Gard, it was important to promote artistic work and the local wine-producers, especially those participating in the 'Duché d'Uzès' PDO (Protected Designation of Origin). The territory has an important architectural and historical heritage including a Roman aqueduct and a UNESCO listed heritage site. Farming activities such as wine, truffles and olive production along with tourism play a key role in the territory. Uzège-Pont du Gard is also known for the village Saint Quentin, a pottery-hub. The motive for this region to join the project was the development of the oenotourism, as well as the protection of its vineyards landscape. Oenotourism features tasting, consumption or purchase of wine, often at or near the production source.

Côte des Bar in Champagne is a rural territory well known for its wine production. Wine production is the main economic driver for the area. It is a prestigious territory that offers a high quality of life for its population.

Tinutul Vinului, aims to make its territory known as the most important Romanian wine producer.. It's a very rural territory with an historic tradition of wine production.

'Tinutul Vinului' means 'land of wine' and the territory also hosts the International Stone Sculpture Camp every year.

The project also helped the partners to promote their wine production in an innovative way - through artistic creation.

Objectives

Specific project objectives of this TNC project included:

- Connecting local know-how (savoir-faire), especially artistic creativity and wine production;
- Comparing and exchanging experiences;
- Promoting wine production in an innovative way; and
- Organising study visits and exchanges between wine-producers.

Activities

The project has two main working components to be developed in each territory:

- Exchanges on wine growing and producing experiences. Producers, experts and local Councillors came together to visit the local areas and products certified as PDO's. At different meetings and conferences, the partners exchanged on their difficulties, fears, experiences or innovative solutions on topics such as grape varieties, production issues, organic farming, global warming, etc.
- Artistic cooperation. Each partner organised an artistic residency with local and external artists, where they worked together to produce one or more artistic creation about vines and the wine theme.

To connect the two subjects, the artwork needed to engage with the theme of wine. Wine producers were able to exhibit or showcase the creative work on their land, or during public events. Finally, the three territories will be creating a 10 minute video and a photobook of all the artistic creations and the artists involved in the project.

Main axes	Uzège-Pont du Gard (May 2019)	Cote des Bar enChampagne (July 2020)	Tinutul Vinului (2021)
Viticulture cooperation	- Visits at local vineyards - Participation at the event «Vin Coté Cours 2019»	- Visits at local vineyards	- Visits at local vineyards
Artistic cooperation	- Artists residency - Art creation	- Artists residency - Art creation	- Artists residency - Art creation
Connecting the two subjects	- Organise the event «Savoir-faire Day»	- Participation at the event «La Route du Champagne 2019»	- Participation at the event (to be decided in 2021)

Main Results

- Wine producers from different territories could exchange about their agricultural practices.
- Artists from different regions could work together to make art in a collaborative way.

Activities carried out & achievements

Uzège-Pont du Gard (May 2019)	Cote des Bar en Champagne (July 2020)	Tinutul Vinului (2021)
A reception for a delegation of artist (4), vine producers (4), technicians (2) and a politician (1) from Champagne.	A reception for a delegation of artists (3), vine producers (3), a technician (1) and a politician (1) from Uzège-Pont du Gard.	Delegation of participants from Uzège-Pont du Gard and Côte de Bars to visit Romania. Program to come
A reception for a delegation of artists (2) and technicians (3) from Romania.	A reception for a delegation of artists (2), a vine producer (1), and technicians (2) from Romania.	
20 - 29/05/2019 - Artists residency.	22 - 28/07/2019 - Artists residency.	
30/05/2019 - Participation at the event 'Vin coté cours'.	27 - 28/07/2019 – Organisation of the 'La Route du Champagne en Fete 2019' event.	
31/05/2019 - Visit to local vineyards (AOP Duché d'uzès and Côtes-du-Rhône-Villages 'Signargues').	<ul style="list-style-type: none"> • Visit to main vineyards • Wine cellar open days • Inauguration and discussion on the pieces of art created during the artists residency. 	
01/06/2019 – Organisation of the 'Savoir-faire Day' event, including:	<ul style="list-style-type: none"> • Champagne tasting. 	
<ul style="list-style-type: none"> • Inauguration of the piece of art created during the artistic residence. • Conference on 'artistic careers'. • Conference on 'quality labels'. • Wine tasting. 		

Additional sources of information

www.midilibre.fr/2019/05/27/projet-nectarts-ou-lon-met-de-lart-dans-son-vin,8223055.php