

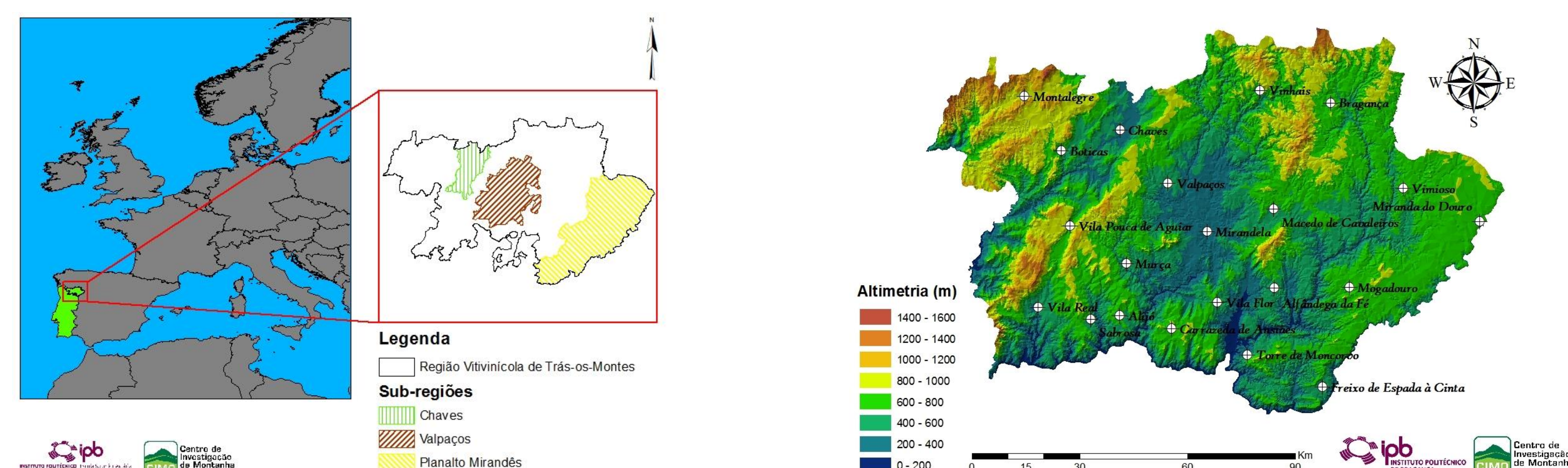
DESIGN AND IMPLEMENTATION OF THE "VALPAÇOS WINE HOUSE" AS A WAY TO ENHANCE THE WINE GROWING REGION OF TRÁS-OS-MONTES, NE OF PORTUGAL

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Introduction

The Trás-os-Montes region is a large territory located in the extreme NE of Portugal. It is a mountainous area with a dense river network that creates deep valleys where the water flows bound for the Douro river. The orographic barrier of the Marão, Alvão, Padrela and Larouco mountains protect the region from the Atlantic Ocean influencing the Mediterranean climate with continental characteristics such as long, cold and rainy winters and short, very hot and dry summers. Granite and schist with small calcareous areas is the dominant lithology. These materials associated with the climate of the region, the relief, exposure and human activity, originated various types soil. These natural conditions promote greater adaptability of indigenous varieties and produce high quality wines, with a marked differentiation.



Objectives

- ✓ To understand the wine, we must understand its history, its evolution, the history of the region, its uses and customs. It is also important to address informational, educational and didactic way, processes and technologies associated with vines, management practices and wine making.
- ✓ The main goal of the “Valpaços Wine House” project is to develop different content forms (text, images, audio and videos) for various multimedia devices of the museum (blacklight panels; showcase table, interactive timeline, multitouch table, etc.), with the aim to generate the visitors a desire of knowledge about the world of wine, and a broad look to capture the magnitude of its importance for the region.
- ✓ The project also aims to promote and disseminate a diachronic perspective of the vine and wine in this region, supported by resources and modern and sophisticated technologies that have the purpose to mobilize the public to participate interactively in the presentation of various contents.

Acknowledgements

This project was funded by the Municipality of Valpaços (Portugal).

The Project

The project includes the musealization of all activities related to the vineyard and wine production tasks in the cellar. On the basis of this concept is the combination of the variables space and time, with support on text and images.

This work presents the conception of contents of the museum and its role in dissemination and revelation of the history, characteristics and specificities of the wines of the region, highlighting also the archaeological and landscape heritage.

Timeline

Interactive device which articulate the variables time and space. First in a long time perspective and the entire regional area, then in a short time view of the annual cycle of work in the vineyard and in the cellar and in the continuities and discontinuities of space (macro / micro).



Rock-cut wine presses

Multifunctional and interactive equipment portraying a long time in the history of the vineyard and wine based on rocks and matching the natural conditions, the evolution of techniques and human genius



Wine making, gastronomy and arts

Set of three multifunction and interactive devices that show the wine making processes, the association of wine and regional gastronomy and the images that elect the wine in the culture and in the arts.



Regional wine geography, varieties and wines

This device, which includes an interactive map of the region, will enable the visitor to see the production areas of each type of wine, the main varieties and their characteristics.

