Winescape – Value creation beyond taste

Tokyo, Suiyosha Publishing Inc., 2018

TORIUMI Motoki

Winescape means not only vineyards or wineries but also modest and vernacular structures like farmers’ huts or agricultural roads. Additionally included are the urban environment like wine region villages or its distribution infrastructures.

Taking into account recent changes such as expansion of wine tourism, it refers even to avant-garde wineries that accept rich and discerning visitors. The winescape goes thus beyond a simple landscape.

Similarly its conservation concept changes. The birth of the world heritage like Saint-Emilion has extended it to industrial heritage or railway heritage. Furthermore, women's social advancement, international cooperation, corporate mecena or environmental sustainability were discussed around these sites in the Unesco. So we learn that inheritance of intangible know-hows on the tangible built environment is indispensable as our commons.

These points of view make the urban planning realistic; blind faith on the dogma of compact city or smart shrinking can be denied for the winescape, where smart sprawl is more adaptable and productive. For that, interventions of national administrative bodies can be necessary; il denies also the dogma of decentralization.

As a result our book believes that the winescape creates values beyond taste and even it will be a momentum to enhance the food sovereignty of every country and region.