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UNESCO Creates Chair for Wine and Culture

by Rachel Nichols

Proposed by the University of Burgundy with support from CCOVI-Brock University, the United Nations Educational, Scientific and Cultural Organization (UNESCO) has approved the creation of a Chair for Wine and Culture. Jocelyne Pérard, former president of the University of Burgundy, will be the professor for the post.

The UNESCO Chair will be the center of a network of high-level international partners involved in vine and wine culture. "The Chair is a central organizing body allowing for better communication, as well as raising the entire grape and wine production standard for the world," said David Hulley, grape and wine industry liaison at Brock University.

According Hulley, the University of Burgundy began the process by proposing to protect the Cote d'Or as a world heritage site (the great and studied vineyards for centuries), and the European cradle of modern winemaking. "Along the way, the idea of the Chair emerged where the initial proposal could grow to a global umbrella under which major grape and wine studies institutions could co-operate on many levels and have students and scholars receive the benefits of the combined knowledge and research. So it started with heritage vineyard land preservation and grew to much more." Hulley said.

The program, which is based on an international network of higher educational institutions along with private enterprise partners have general long-term objectives, including the development of common courses, developing multidisciplinary research, promoting scientific cooperation and exchange on an international scale, and fostering scientific and technological awareness. Short-term objectives include the University of Brock helping other establishments set up a wine and culture diploma as well as other modules for a Master's degree.

The Chair will also endorse the third annual Bacchus at Brock, an interdisciplinary wine conference, on June 7 through 9. For more information on the new Chair for Wine and Culture, visit <http://www.u-bourgogne.fr/chaireunesco-vinetculture/english/index.htm>.