

VINEYARD LANDSCAPES: A COMMON DENOMINATOR IN ITALIAN AND BRAZILIAN LANDSCAPES

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Abstract: This paper addresses the theme of 'Landscape and Wine' through two experiences that are widely separated geographically (one in Italy, one in Brazil) but similar due to a common framework that makes the landscape a flywheel in promoting the harmonious development of the territories. In the case in Italy, the project to enhance the vineyard landscape in the Piceno area is implemented within a project to enhance and promote the rural hill landscape in Monteprandone. It proposes the reorganization of agrarian landscapes in the Piceno area by enhancing agricultural and food resources in general and the winemaking sector in particular, along with the promotion of integrated territorial development starting with the landscape, testing new methods and tools for territorial government and enhancement. For Brazil, the paper focuses on the experience of the so-called Italian colony of Rio Grande do Sul. This is a territory to which Italians have emigrated and where, in recent history, the local agricultural economy of winemaking has transformed the territory, creating a landscape that is unique in all of Brazil. It has triggered a process of inland-area development and tourism enhancement (Vale dos Vinhedos, Rua das Pedras, etc.), integrating the different, widespread historical/cultural values present, starting from small rural buildings. Today this territory is being preserved, consolidated, and managed in its transformations in order not to risk losing the characteristics that have determined its cultural and economic richness.

1. Introduction

In recent years, food traditions and typical production have increasingly become a favoured object of study through which the territory can be read and understood. Every society in every historical context tends to invest food with "extra-nutritional value and meaning, at the heart of which operate complex, contradictory social, cultural, and economic processes" (Seppilli 1994). In particular, the link between landscape, food, and territorial history assume special meaning in the case of quality winemaking. According to Antonioli Corigliano (1999), wine constitutes one of the most powerful territorial markers in that it acts as a carrier of rural identity. Gergaud and Livat (2007) maintain that consumers always need to connect the wine with something that guarantees its quality. Other scholars (Skuras and Vakrou 2002, Angulo et al. 2000, Barreiro-Hurle 2008) are convinced that the territory of origin is fundamental in choosing a wine. The choice of a wine would in fact result from cultural development and the perception of quality based on personal opinion and only in part on the chemical and physical characteristics of the product (Zeithaml, 1988, Lockshin 2006, Holleebeek 2007). The connection between wine and landscape was argued by Tomasi et al. (2010), who explain that appreciation for wine is highest where appreciation for the landscape is also high.

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This last argument holds particular meaning for the promotion of territorial economic development. Businesses should define focused marketing actions, creating in the collective imagination a harmonious continuum between wine and the landscape (Agnoli et al., 2011).

All of this leads to the conclusion that to confirm a quality product on the global market, in the case of wine (but it might also be extended to other agricultural and food products), it is necessary to begin with the landscape that produces said product. From this consideration, the need to conserve, protect, and enhance the uniqueness and typicality of the landscape should arise. Along with territorial marketing actions, to promote these policies it is necessary for public and local administrations to develop plans and projects that deal in an integrated way with actions to protect the landscape, as well as actions for its promotion and development.

This contribution reflects on two experiences that are widely separated geographically (one in Italy, one in Brazil) but similar due to a common framework that makes the landscape—i.e., the visible connection between place, quality production, the recognisability of local communities, traditions, and culture—a new fly-wheel in promoting the harmonious development of the territories.

2. The experience in Italy: the vineyard landscape of the Piceno area

In his book "Vino al Vino", writer, screenwriter, and director Mario Soldati presented an incredible snapshot of Italy at the end of the 1960s. It is a country in which it was still possible to understand the change from a town to a city: the difference in smells, flavours, and humanity. This book was a desperate call to save an immense heritage that was about to be lost. It saw in the wine culture the wonderful diversity to be found in Italy. It was only at the end of the 1980s, after two decades of territorial and food homogenisation, that the profound relationship between landscape, quality wine and food production, identity, and place recognisability was rediscovered.

This rediscovery was the work of several non-profit associations and some legislative intuition. Slow Food Italy was created in 1986. A worldwide non-profit organisation, it is dedicated to promoting the value of food while respecting the people and territories that produce it. A year later in Siena, 39 Italian communities established an association to help relaunch the image and quality of Italian wine: the National Association of Wine Cities. This followed the wine-methanol scandal of 1987, taking a decided stance against the mass introduction of foreign vines.

In 1992, the Italian Government effectively responded to this emergency with Law 164/92, the Designation of Origin law (*Denominazione di Origine*) for the winemaking sector. This law clearly sanctioned the deep connection between wine and territory, marking a change in understanding the relationship between territory, landscape, and quality agricultural production. In 1993, the Wine Tourism Movement was born. It is a non-profit association that today includes around 1000 of the most prestigious Italian wineries selected on the basis of specific requirements, the first of which is the quality of wine tourism centres. In 1999, Law 268 gave rise to the Wine Routes, which constitute a tool through which the winemaking territories and related production can be publicized, marketed, and used as a tourism goal. With this aim, they become tools in promoting local development centred on networks created around the winemaking sector, but which also extend to other sectors and production, attracting public and private players (Pavolini and Alessandrelli 2006). In Italy, successful experiences dealing with the link between landscape, winemaking, and integrated economic development of the territory are not lacking. This paper deals with the experience of one territory that in recent years is working hard in this direction: the Piceno area.

2.1 Territorial characteristics, winemaking production, and criticalities in the development model

The Piceno area in the Marche Region deals with a significant part of three hydrogeographic basins that converge on the Adriatic: the Tronto, Menocchia, and Aso, limited in the west by the Monti Sibillini chain and in the east by the Adriatic Sea. In the Piceno area, different forms of settlements co-exist (historical hill settlements, more recent valley settlements), seminatural rural environments, and sometimes forest/pastoral zones. The weaving together of the different components determines the great variety of landscapes that are both urban and agricultural, industrial and natural, historical and contemporary.

Winemaking in the Piceno area has deep historical roots. Over the centuries, winemaking techniques have changed according to need and the progress of knowledge, but according to tradition, grape cultivation in this area has always been connected to local varieties or at least varieties from central Italy. An important reorganization phenomenon in the sector has distinguished winemaking in recent decades. Based on data from the ISTAT 6th General Census of Agriculture in 2010, it is clear how the number of businesses related to vine cultivation has undergone a dramatic drop, from 8,845 units in 1982 to 2,440 in 2010, and how from 2000–2010 the number of businesses involved in vine cultivation has decreased by almost 50%. It is also true, however, that production has greatly affected the quality of the product and the restructuring of businesses. Attention to quality production has been developing since the end of the 1970s.

Founded in 1979, Vinea is an association of producers that today encompasses 600 businesses representing about 50% of wine production in the area and 90% of the bottled product. The activities carried out by Vinea deal with a series of services guaranteed for members, both technical (favouring above all the qualitative development of small producers in the winemaking sector) and commercial/marketing of territorial typicality both nationally and internationally. The association is equipped with an analysis laboratory and bottling centre, and it manages the Offida section of the Marche Regional Enoteca. Among the projects realized by Vinea is the 'Vinea Qualità Picena' mark, which aims to enhance typical products from the territory and guarantee their traceability.

In addition, the Consorzio Vini Piceni (Piceno Wine Consortium), which is currently composed of 34 ordinary members, was formed in 2002. These are business people directly involved in one or more phases of DOC (Controlled Designation of Origin) and DOCG (Controlled and Guaranteed Designation of Origin) production protected by the Consortium. The Consortium deals with vine cultivation, winemaking, and bottling, but also informs and involves consumers. In fact, quality production works completely only in the presence of knowledgeable consumers.

Today winemaking in the Piceno area relies on one DOCG—Offida—characterized by three types: pecorino, passerina, and Offida Rosso, and three DOCs: Rosso Piceno (also Superiore), Falerio, and Terre di Offida (including passerina passito, Vin Santo, and sparkling wine).

These recent successes would, however, seem to be more connected to the business capabilities and mediation carried out by producer associations rather than to institutional factors (Pavolini and Alessandrelli, 2006). Public actors, in fact, have played a secondary role. Today a vision of territorial development for the Piceno area is lacking, which, by playing upon the uniqueness of the landscape, history/culture, food, and wine, would be able to connect private and public players in order to initiate a new model of development.

Researching this model was the goal of the research project "The need for innovation in regional food and agriculture". The project, financed by the Marche Region with the participation of the Universities of Macerata and Camerino, aimed to weigh in on CIPE (Italian Interministry Committee for Economic Planning) resolution no. 17/2003. This research, completed in 2006, started from a confirmed centrality in the agriculture and food sector and the winemaking sector in particular. It hypothesized the involvement of other material and non-material territorial resources in order to

enhance the entire Piceno territory as a fundamental factor in global competition. As of several years later, the research has progressed into the project "Enhancement and promotion of the landscape in the rural hill territory of Montepiccolo" carried out by the School of Architecture and Design at the University of Camerino within a consultancy agreement to revise the new PRG (General Regulatory Plan) for the City of Montepiccolo (AP).

2.2 The incentive for new development and the construction of a strategic framework for the Piceno area starting from wine

From research made on behalf of the Marche Region as reported in the introduction to 'Sviluppo Integrato e Risorse del Territorio' (*Integrated Development and Territorial Resources*), edited by Francesco Adornato and published by Franco Angeli in 2006, some reflections emerged that serve as a basis for a new model of integrated development for the rural Piceno territory.

- The need to initiate a process of innovation based on agricultural multi-functionality, the environmental compatibility of development, economic sustainability, and food safety.
- The need to promote a planning process that is conscious of territorial values and landscapes in order to guarantee a reduction in land use, a decrease in pollutants, and the protection of non-renewable resources and biodiversity.
- The need to promote the creation of tools to enhance the network of agricultural, tourist, environmental, landscape, cultural, and archaeological resources.
- The need to foresee the necessary infrastructure and services to promote these activities, but with constant attention for the surrounding landscape.

In each of these areas, one can see the main objective of agrarian landscape reorganization by enhancing the agricultural and food resources in general and the winemaking sector in particular. In this project, wine production is investigated from the point of view of both the final quality product and as a landscape builder. With the latter, it is considered a structural reference for large-scale land planning.

Therefore, the strategic framework proposed by the research provides guidelines for a series of actions to investigate through regional and local land planning. First of all, the project identifies the structural framework of resources and historical, natural, and landscape goods that can interact with the Piceno wine landscape system. It identifies the means to recover and protect specific components of traditional agrarian landscapes, with particular attention to vineyards, the relationships between vineyards and other agrarian production, and between vineyards and the rural building heritage. Particular attention is reserved for the most interesting points of view, maintaining inter-visibility, preserving hidden landscapes, and removing or mitigating visual detractors. Finally, the project dedicates particular attention to identifying point-of-sale centres, fairs, and markets, with infrastructure and services appropriate for supporting the commercialization of food and wine products.

In particular, the strategic lines defined in accordance with existing planning deal with (Sargolini 2006):

- managing the natural heritage;
- enhancing the rural territory;
- recovering and enhancing the cultural heritage (settlement, architectural, and infrastructural);
- enhancing tourism and social use;
- enhancing the landscape and local identities.

For each of these different lines, the study identifies a series of strategic actions.

The research therefore provides some planning references for the Piceno territorial project. In particular, it identifies a system of landscape use—'quick and slow paths'—that foresees different ways of using the Piceno territory (on foot or by car, bicycle, or horse); it also identifies frequent rest areas and the observation of landscapes near important views and essential services. Finally, the study provides indications and orientation for the system of large- and local-scale planning.

- On the regional scale: define areas, points, poles, and references to insert the goods and resources within a national and international network. This is essential in combating the risk of isolation in which the Piceno territory could find itself.
- On the municipal scale: define relationships between the different goods and resources, and especially favour the rooting and close connection between the agricultural/food sector and the natural/cultural heritage of the Piceno area.

2.3 Landscape enhancement and promotion of the rural hill area of Montepandone

A few years ago, in 2013, a research group from the School of Architecture and Design at the University of Camerino dealt again with the theme of landscape enhancement and local production of the Piceno area. The group contributed with expert advice to enhance and promote the landscape of the rural hill territory of Montepandone (AP) within the revision of the PRG.

On this occasion, a Hill Agricultural Park was proposed with the aim of protecting and promoting the identifying values of the municipal territory, especially those linked to quality agriculture and food production (wine and oil) by maintaining or reinserting agricultural activities in the landscape.

The Agricultural Park is a model of territorial planning aimed at integrating territorial governance and rural development plans, and it is proposed as a factor of integrated territorial requalification, focusing on a model of multi-functional and multi-productive agriculture. It acts on two levels: an institutional level of territorial government, and a voluntary level, aggregating local actors, putting local societies to work, and creating relationships through a network.

The territory affected by the Agricultural Park was identified by investigating the landscape and agronomy and mapping the agricultural businesses present. It covers an overall area of 1635 Ha.

The perimeter of the park intentionally encompasses the current settled areas as well as some of the areas of expansion in the new PRG. This endows the new tool with a strong innovative character that goes beyond enhancement of the territory and local production to establish new relationships between the country and the city.

The Agricultural Park pursues the following goals.

- Protecting biodiversity, prestigious natural elements, and the overall environmental balance of the territory, consolidating the ecological function of the agricultural territory in relation to the settlement system of the City of Montepandone.
- Protecting the morphological structures and geomorphological peculiarities, with particular regard for the system of hilltops.
- Protecting and enhancing the landscape/cultural importance of the territory, the historical evidence of anthropization, buildings, and rural settlement systems.
- Promoting quality agricultural and winemaking activities connected to the sustainable, compatible use of natural resources.
- Promoting agricultural activities as an element to enhance and qualify the territory, even for tourism.
- Incentivizing cultural, educational, and recreational activities connected to environmental fruition and tourism promotion in the territory.

The main actions in creating the Park relate to:

- use and accessibility;
- requalifying the existing building heritage;
- enhancing the agrarian landscape;
- agricultural forestation and environmental requalification;
- promoting a free-trade group.

One of the actions deals with promoting sustainable mobility within the Park, with two types of paths:

- landscape paths, which connect the park by car with the hill territory, the centre of Centobuchi, and the Tronto River;
- agrotourism paths, which use different means of travel (horse, bicycle, walking), that allow the park territory to be discovered and which reach the different territorial agricultural companies.

3. The Brazilian experience: the wine landscape in the Italian colony of Rio Grande do Sul among enhancement processes and the risk of losing local identity

The present contribution is the partial result of critical/comparative international research⁵ regarding the origin and destination of the first Italian immigrants in Brazil, with particular reference to territories in the State of Rio Grande do Sul. Research into the landscape/territorial aspects around the city of Bento Gonçalves in the Serra Gaucha and in some areas of the Province of Belluno in Italy forms the background to the main research topic. The project focused on the critical comparison of lesser rural buildings according to criteria of spatial syntax. The large number of Italian immigrants originating from the current area of Belluno constitutes the space/time anchor with the City of Bento Gonçalves.

3.1 Historical references

European emigration to Brazil began around 1820, but really expanded in the middle of the last century. In about 100 years, Brazil welcomed about 1,500,000 Italians, representing about a third of all immigrants and making them the second largest ethnic community in the country. Most immigration occurred between 1887 and 1902, when about 900,000 Italians entered Brazil headed for the inland areas of São Paulo to work in the coffee *fazendas* and the interior areas of the State of Rio Grande do Sul. The flux decreased afterwards both due to the decision by the Italian government to prohibit subsidized emigration and due to the crisis of coffee overproduction. The *fazendas* and the State of São Paulo remained in any case the primary goal of immigrants. Until 1915 there was a net predominance of small families and agricultural manpower. In this group, people from the Veneto Region represent the largest contingent, counting about 35% of the arrivals in Brazil between

⁵ "Colonizzazione italiana nel Rio Grande do Sul: memoria e struttura dello spazio. Studio critico comparativo tra Bento Gonçalves/RS e le terre di origine (Colonização Italiana no Rio Grande do Sul: Memória e Estruturação do Espaço. Estudo crítico-comparativo entre Bento Gonçalves/RS e as terras de origem)"; principal investigator E. Trusiani (Sapienza University of Rome/UNICAM), Livia Piccinini (UFRGS/Porto Alegre), Decio Rigatti (Uniritter/Porto Alegre). The research was financed by the Sapienza International Sector under a bilateral agreement with UFRGS in Porto Alegre.

1878 and 1902. As of 1950, of more than a million Italian emigrants, about three-fifths originated in the Triveneto region and two-thirds of this total settled in São Paulo.

From the mid 1800s, the Brazilian government began to promote the colonization of vast uninhabited areas in order to guarantee border safety and counteract the indigenous people in controlling the land. In 1848 the emperor had provided public lands and grants to those charged with bringing colonists to occupy and work those areas, thus creating a rural class. Governmental controls to assign the colonists to the states of Rio Grande do Sul, Santa Catarina, and Paraná began around 1850 when a law declared all lands without a legally recognized owner to be property of the State. Starting in 1867, Brazil had a policy of attracting farming manpower not only with intense publicity, but also by offering maritime transport and contracted recruitments. These consisted of an agreement in which the government conceded land to a businessman, who in turn worked to populate and cultivate those areas with European colonists, reassigning the lots and dividing the payments into instalments. The Triveneto region, in particular, became an inexhaustible supply of manpower in search of better conditions. The agrarian crisis, the ill-fated consequences of the pébrine that affected silkworm breeding, the arrival of European merchants of Chinese and Japanese silk and Indian rice at low prices had greatly impoverished the entire area. The need for Italians to find new outlets coincided with the need for Brazil to find a work force, especially for the coffee-cultivating regions and after 1850 when, pushed by London, the Brazilian government ended the slave trade, leading to the *Lei do Ventre Livre*⁶ in 1871. The migratory flux increased between 1885 and 1897, incentivized by travel subsidies, and, beginning in 1894, immigrants were directed in particular towards São Paulo.

Around 1875, farmers from the Veneto Region began to reach the states of southern Brazil, attracted by the realistic perspective of becoming landowners, with the possibility of adapting easily to a mild climate similar to their homeland, thus allowing the cultivation of familiar products. Plots of land in the colonies varied between 25 and 60 Ha and were conceded only to families. Land assignments were dictated by colony management, but were often made by extraction; the lot had to be released in 5–10 years starting from the second year. The families had to deforest and prepare the terrain for cultivation, build their own housing, and see to opening roads and marking the property borders. The impact with this reality, with the luxuriant, thriving vegetation was initially shocking. Schools and medical assistance were lacking. The scarcity of good streets made communication, and especially the commercialization of products, difficult. Finally, the relationship with the Indians was problematic, generated conflicts, and in some cases led to punitive expeditions. The most characteristic settlement is the region of Rio Grande. The government had in fact marked out a very wide, totally uncultivated, mountainous area where the conditions of life were very hard. Despite this, the rate of abandonment was low.

A strong spirit of adaptation, a great work capacity, a profound religiousness, and a solid family structure allowed the Italians to survive. In these isolated areas, the homogeneous provenance of the immigrants allowed for the attachment to and maintenance of uses, customs, traditions, and original language. In establishing themselves, the farmers even transplanted their own agriculture. These were grapevines first and foremost, whose cultivation would give rise to a territory and landscape that is unique in Brazil, and that, while with some transformations and modifications that endanger its most indigenous and structural cultural characteristics, today represents an economic, cultural, and tourist resource for Rio Grande do Sul.

⁶ The 'Free Womb Law' granted freedom to the children of slave mothers, but only upon reaching adulthood. Slavery was abolished in 1888.

3.2 The vineyard landscape of Bento Gonçalves: origin, evolution, and trends

The research identified some landscapes within the territory of Bento Gonçalves, a municipality established in 1890 by the fusion of the two Italian colonies: Dona Isabel and Conde D'Eu. In these areas, the industrial vineyard landscape and the rural family-vineyard landscape represent the areas that substantially mark the territory beyond the spatially dominant area of the Atlantic forest. These are two areas where grapevine cultivation strongly characterizes the territory. The traditional and original means of *latada* (pergola) are maintained and reproduced and are joined by the more recent *espaldeiras* (espalier) originating in a process to modernize production, operated by new generations in contact and cultural and educational exchange with Italy.

Vegetation in the Bento Gonçalves territory is characterized by heterogeneous, differentiated landscapes that range from a strong degree of territorial anthropization represented by the typical winemaking culture to structures with a very natural landscape character such as Mata Atlantica. Anthropogenic vegetation covers a greater surface area than natural vegetation, and is characterized mainly by large areas of *Vitis vinifera* cultivation that marks the hilly orography of the territory.

As mentioned previously, the vines were introduced at the end of the 1800s by emigrants from the Veneto Region. Today they constitute the main territorial landmark, with the historical/cultural value of the homeland. Within the vineyards, the tree species *Platanus occidentalis* (plane tree) is very common, along with shrub-like varieties of roses. Both are explicit representations of Italian country traditions from the beginning of the 1900s. Plane trees are used to support the planting layout of the vines and have a strong perceptual impact on the entire extent, characterizing and defining the structure and margins of each vineyard system. Roses are instead used at the end of each row of vines as a biological indicator and as a signal for treatment against eventual parasites and fungal diseases. This is because roses are more sensitive than the vines and are the first to detect parasitic attacks.

In the historical evolution of vine cultivation and the consequent creation of a unique landscape—and even in the economics—it is important to highlight some important moments⁷. Around ten years after the arrival of the Italians, the territory 'made available whatever was needed, and even better that there was ... wine, grain, cheese, salami, animals in large quantities.... Wine everywhere, made purely of grapes, without sulphites, sugar, or other added ingredients...' (Lorenzoni). Grapevine cultivation allowed for continuity between original knowledge and local practice, which transformed the territory into a social space and ensured that the inhabitants could recognize each other within winemaking, bringing them into healthy contact with each other.

Current winemaking in the Vale dos Vinhedos, located along the Leopoldina railway, moved quickly from subsistence cultivation to primary cultivation, becoming the main economic resource of the entire area. In 1907 the agricultural syndicate was founded with the aim of reinforcing technology and agricultural production in order to improve local products, especially wine, and to commercialize them beyond the confines of Rio Grande do Sul. Contact with the homeland was constant, and representatives from the Italian government visiting at the beginning of the 1900s suggested sending specialized people known today as oenologists and agronomists. This gave rise to the Porto Alegre School of Engineering, which shortly after welcomed German, Italian, French, and American professors as well as experts in oenology and agriculture. *Latada* was the original cultivation system, which is similar in some respects to the pergola used in Trentino, i.e., horizontal cultivation that guarantees greater productivity and an excellent grape yield. This system immediately conferred an unmistakable image on the Bento Gonçalves territory and the entire region of the Italian colony, a

⁷ Related to this, see the Master's thesis by Marilei Elisabete Piana Giordani, "Por tras das perreiras: embates da paisagem cultural vinícola e a urbanização- Vale dos Vinhedos, Bento Gonçalves, RS, UFRGS, School of Architecture, PROPUR.

visual success of the original knowledge and local practice/adaptation seen above. This landscape made of vines, roses, and plane trees allows change to be seen throughout the year, with its chromatic variations that mark the seasons. This is in contrast to the Atlantic forest, which instead tends to remain chromatically constant.

The American grape, however, did not necessarily lead to quality wine, and the idea began to spread among experts that a different, almost industrialized production was necessary, one that foresaw the use of *vitis vinifera* with an *espaldeiras* system. At the beginning of the 1930s, wine was the main product exported by the colony and the winemaking sector economically and spatially determined the structure of the territory. It became the distinctive sign of the Italian colony and a local richness calling for new structures, activities, businesses, and professions. Winemaking cooperatives and the winemaking syndicate of Rio Grande do Sul (1927) were created, followed by the main Rio Grande cooperatives. 'The exportation of wine and spumante began in 1938 with 46 litres. Ten years later it had reached 246,000 litres' (Gobatto). The increase in production continued throughout the 50s, 60s, and 70s. In 1967 the first National Wine Festival (Fenavinho) was organized. Starting in the 1990s, the process of recognizing the economic/cultural value of the territory began, along with what can be defined as the cultural landscape of the Italian colony limited to this area of study. In fact, the process that would lead to recognition of territorial certification began. This is a process that begins with the APROVALE association, a group of six winemaking cooperatives out of the ten that existed in 1995, with the aim of promoting and sustainably developing the Vale dos Vinhedos through wine tourism as an economic cultural flywheel for the entire region of the Italian colony.

This gave rise to the request for a wine Certificação de Indicação de Procedência (Certificate of Origin Indication) and the Vale dos Vinhedos Denominação de Origem (Designation of Origin). These recognize geographical origin and aim to promote and create added value around a single product, relying on the historical/cultural heritage of the homeland, a heritage that is unique and non-transferrable, expressed by the local landscape. The Indicação Geográfica de Território Vinícola was created in 2002, followed by the Denominação de Origem in 2012. These are important recognitions, but they contain different indications and criteria for protection that undermine the cultural identity of the territory itself. The first allows only cultivation of *Vitis vinifera*, banning American and hybrid cultivation, and recognizes the *latada* structure as an element of the cultural identity of the area, but does not ban other solutions that look to qualitatively or quantitatively improve the wine.

Thus began a slow substitution of and/or new *espalderias* cultivation that is slowly changing the Vale dos Vinhedos landscape because it was adopted by the large APROVALE winemaking companies. In addition, the Denominação de Origem, in effect because it was the last recognition to be obtained, forbids the *latada* use and promotes the *espaldeiras* system for the reasons mentioned above. It is clear that this is a unique Brazilian landscape, an area of national and international tourism undergoing a phase of advanced transition between a consolidated process of quality recognition and an intense process of territorial enhancement to modify the structural elements of the landscape. It is a landscape where protecting the identifying characteristics of a historical/cultural heritage would seem, even if only apparently, not to mesh with the most advanced production systems and requests for quality. While it remains a principally winemaking landscape, these changes, starting from the planting systems and production, incite some reflections on the management of cultural landscapes. The economic enhancement of an extra-urban territory has triggered a process of expanding some winemaking cooperatives, not always in ways that agree with the historical/cultural characteristics of the territory. It is here that management of the territory and its values and characteristics comes into play, thus forming a link with planning tools capable of governing the territory.

4. Conclusion

When we eat or drink a quality product, we also want to understand where and how it was produced and what the symbolism associated with it is. We want to know if the product comes from afar, what culture generated it, what producer made it, and what the production techniques were. An act of reciprocal concurrence therefore develops between agricultural production and the landscape. As a first step, the agriculture produces the landscape; the landscape then becomes added value for the food or wine product associated with it. A short circuit is therefore created that connects the quality of the landscape to the quality of the food ever more closely. Reinforcement of this link can favour new forms of economic development in Europe that is also more sustainable because it is more attentive to the quality and identity of places and the expectations of local communities. To promote this connection, actions aimed at territorial marketing are not enough; it is necessary for public administrations to commit themselves to integrated actions and regulatory tools to protect and enhance the landscape.

This is true in both the Italian and Brazilian cases. In the Piceno area, the indications and orientations for the large- and local-scale planning systems set out in 'The need for innovation in regional agriculture and food production' and the provisions of the Agricultural Park in the PRG of Monteprandone represent an attempt to make the landscape assume a strategic role in developing policies, actions, and measures for intervention aimed at landscape enhancement, territorial requalification, and quality agricultural production. To do this, the wine landscape should be considered a fundamental heritage of the history, culture, and competitiveness of the territory. It cannot depend on spontaneous economic choices, but becomes the object of land planning analogous to what occurs for settled urban areas.

In the case of Brazil, the process of tourism enhancement on a cultural basis presents some problems that require special attention. The optimal, fertile organization of wine production also does not correspond to the other tourism-related aspects of the region. This can be seen, for example, in the lack of a wider and more strategic view of planning and in the weakness in some cases of public power compared to the pressure of the construction market. One example is the large transformation underway along the main colonial roads such as the Caminho das Pedras and the Vale dos Vinhedos, where the intense, continuous annual flux of tourists has given rise to buildings and activities external to the vineyard circuit, posing a problem related to building density rather than to the sale of products, which is always the expression of the territorial culture.

The most evident, urgent question from the landscape perspective is the *condominios fechados*, that is, urban settlements (second houses) located in the middle of rural areas. These destroy the structural signs of the original colonies historically composed of long narrow lots, which is a completely unusual rural/urban landscape in the context. Growing awareness on behalf of the rural population has had the effect not only of blocking the construction of some condominiums, but also of prohibiting their introduction within the entire area pertaining to the Caminho das Pedras, despite the fact that the local plan permits it. These conflicts demonstrate how the economic value of the vineyard landscape can be a double-edged sword for the entire area, if managed in a sectorial way and only through the approach of territorial marketing.

An opportunity and a need not to separate rural and urban areas, protected landscapes and transformed landscapes also emerge from the two experiences presented. On the contrary, there exists a need to promote an overall territorial project that sees in the enhancement and (overall) landscape requalification the key to interpret and design each action and intervention aimed at development. In both experiences, local communities and agricultural businesses play a primary role. Collaboration is also required to ensure care for the territory, conservation of the landscape, and the promotion of territorial culture.

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