



First announcement and Call for papers

International Wine Symposium of Toulouse'15

“Vines, Wines, and Winemakers: Voyages, Messages and *Métissages*”

June 3-6, 2015, Université Toulouse - Jean Jaurès, France

The university research group “In Vino Varietas” was created in 2012 to build a scientific space devoted to pluridisciplinary research in the field of wine. It unites researchers in various disciplines, geology, chemistry, oenology, agronomy, biology, computer science, archeology, architecture, sociology, anthropology, geography, history, economics, law, literature, languages, and arts.

Its mission is first to implement cross-fertilization between various scientific research areas and second to build a common culture federating disciplines that traditionally have had very little interaction.

The I2V research team assembles scholars from several universities, the University of Toulouse and its partners: Université Toulouse - Jean Jaurès, Université de Toulouse III-Paul Sabatier, Université Toulouse I-Capitole, Ecole Nationale d'Architecture Toulouse, Institut National Polytechnique (ENSIACET, ENSAT, Centre d'Œnologie), and Université de Limoges.

In Vino Varietas achievements:

- A national conference organized in Albi on April 19-22, 2013 on the theme “The Arts and Crafts of Viticulture, Winemaking and Wine: Revolution of Knowledge and Know-How”, with 36 papers and 80 attendees. <http://blogsunistlse2.fr/colloquevinalbi2013/>
- A workshop at the Université Toulouse - Jean Jaurès on June 19-20, 2014, on “Wine, Innovation and Globalization”: 12 papers were discussed by 30 participants. A study-visit was also organized in the vineyard of Gaillac.
- A regular “In Vino Varietas” seminar on the concept of *métissage* during the academic year 2014-2015. The concept of *métissage* will be explored and discussed through lectures given by keynote speakers such as Pr. Alma Amalia Gonzalez, National University of Mexico, Pr. Shamsul A.B., Chair of Ethnic Studies, University of Kebangsaan, Malaysia, Dr. Laurence Tibère, CERTOP, Université Toulouse - Jean Jaurès & Taylor's University, Malaysia, Dr.



Christophe Serra-Mallol, CERTOP, Université Toulouse - Jean Jaurès, Olivier Yobregat, Institut Français de la Vigne et du Vin du Sud-Ouest.

- A new project entitled “In Vino Varietas” in partnership with the Presses Universitaires du Mirail (University Press) and the Nouvelles Editions Loubatières. This new collection will enhance a pluridisciplinary approach with a renewed perspective on the world of wine. It will notably publish selected articles presented during the 2013 Albi conference and the 2015 Toulouse conference.
- The International Wine Symposium of Toulouse’15. Organized by two laboratories of the Université Toulouse - Jean Jaurès, with the support of the Scientific Council of the University, and managed by the Center for the Promotion of Scientific Research, the international conference will welcome researchers from about 15 countries: Armenia, Australia, Chile, China, France, Greece, Italy, Lebanon, Malaysia, Mexico, Poland, Portugal, South Korea, Spain, United States ... About 50 papers will be presented.

Goals of the Symposium:

The international conference aims to qualify the processes of cultural diffusion of wine in a globalized environment. The mobility and *métissages* of vine, wine, winemakers and more generally the wine world will be addressed. These themes will be investigated in many directions such as the voyage of vine and wine from the Near East and the Mediterranean basin to Asia via the Americas, and major changes in the arts and crafts of wine. This reflection will also be nourished by the study of the evolution of production, commercialization and communication which echoes technological progress and social mutations in the era of globalization.

The force line of this pluridisciplinary conference will be the study of the concept of *métissage*, its outgrowths, and impacts. This concept will be explored considering environmental, societal, symbolic and artistic aspects.

Thus the concept of *métissage* will be explored by analyzing the great diversity of *terroirs* associated with many different cultural and oenological practices, together with the richness of the palette of grape varieties in the world and the wide range of taste and mental images. The symbolic and artistic aspects will be studied by analyzing both interactions between cultures and representations of vine, wine and the wine world since time immemorial and in different places conquered by ‘the desire for wine’.

At each stage of this voyage, two main dimensions will be taken into consideration: the agents and the changes in both spatial and temporal scale. We will investigate the mechanisms of *métissage*, the nature of the agents, the transmitters and leaders, the go-between, and the exchange networks.



Research and innovative work from both academics and professionals will be welcome. Authors are invited to submit manuscripts that present original research in all areas of the following keyword list.

Non exhaustive keyword list:

Terroirs, grape varieties, blending, *assemblage*

Transfer of technology and know-how, transmission of knowledge, innovations, cultural and individual resistance

Spatialization, globalization, new markets, vine and wine legislation

Cultural and territorial pulsations, restructuration, requalification, revalorization

Inter-culturality, messages, mental images

Voyages, mobilities, wine roads, professional career paths, mutations, translation, processes of *métissage*

Dynamics of heritage, identity, wine tourism

Organization of the conference:

The program comprises five half-days. Each one will start with a plenary session followed by parallel sessions.

Papers will be presented in English or French, and the slides will be in English. Each communication will last 30mn, questions included.

A poster session will also be organized. Posters should be in English only. At the discussion of the poster session, authors should be prepared for 3-5mn presentations.

Half a day will be devoted to a study-trip in a typical vineyard of the Midi-Pyrénées region. During the last day, attendees will have the opportunity to visit the Episcopal city of Albi and meet winemakers from various vineyards of the Midi-Pyrénées region.

Important dates:

Abstract submission deadline: December 1st, 2014

- Abstracts due: December 1st, 2014
- Author notification: February 9, 2015
- Final versions due: April 7, 2015
- Symposium dates: June 3-6, 2015

We wish to remind you that research and innovative work from both academics and professionals will be most welcome.



Instructions for abstract/poster submission:

- **Abstracts:**

Each abstract written in English or French should include:

- First names and last names of the authors (the presenting author's name should be in bold type face), title, main affiliation, laboratory, and mail address, telephone number, postal address.
- 6 keywords
- Title of the paper and text. The body of the abstract will have a maximum of 3,000 characters, spaces included (Times New Roman font, size 12, single spacing).

All submitted manuscripts will be reviewed. The selected papers will be posted on line before the conference with access reserved to the regular registered attendees who will also be given a numerical version.

- **Posters:**

Dimensions of the poster should not exceed 120 cm height, 90 cm width.

- **Email addresses:**

We thank you for sending your abstracts/posters simultaneously to the two following email addresses:

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Toulouse, October 1st, 2014

