



## Film: Winemaker in Bourgogne, an artisanal craft

### Discover the unique bond between people and the land

*Bourgogne, November 2018*

After one year of filming, resulting in 40 hours of footage and some 30,000 photos, the Bourgogne Wine Board (BIVB) is proud to present its latest short film in the series “Winemaker in Bourgogne, an artisanal craft”. This 13-minute film, entitled “The People and the Vines”, focuses on the growth cycle of the vine up until the harvest. Available in French and English, it is the first part of a diptych in which the main characters are the winegrower and the plant. A third protagonist, the grape, will make its appearance in the second part, “The People and the Wine”, which is currently being filmed, with delivery scheduled for spring 2019.

The film is essentially instructive, but with an emotional and poetic side to accompany each season. The viewer sees that Bourgogne wines are the fruit of a “hand-stitched” approach to reveal the characteristics of each *terroir*.

You can watch the full version on the BIVB’s website and on the YouTube channel “Vins de Bourgogne BIVB”.

### Understanding what is involved in the job of winegrower

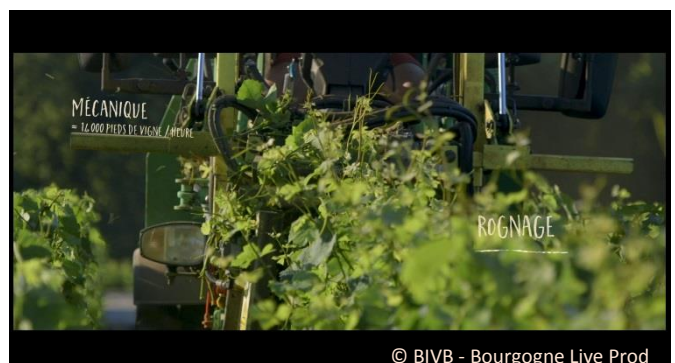
Produced by the BIVB, Bourgogne Live Production, and animation specialist Ludovic Caillot, this short film offers a unique insight into the job of the winegrower. It is a companion piece to the booklet “Understanding the World of the Winegrower”, published in June 2018, of which 21,000 copies have been distributed.

The first installment illustrates the know-how and techniques of the winemaker as they work in harmony with nature through the four seasons. Pruning, plowing, planting, debudding, tying-up: **14 key steps are presented**.

Instead of a classic narration, the film uses “motion design”, with educational information displayed via fixed or moving animations that help with reading the image.

One can read:

- ▶ The name of the task performed
- ▶ The purpose of each action
- ▶ The time of year, of day, and the temperature when each step was filmed
- ▶ The important elements to take away



## A captivating film of discovery and learning



*Far from the romantic ideal, discover the true work of the winemaker throughout the seasons. This unique bond between people and the land is what lies behind the wines of Bourgogne.*

If you walk through the vineyards, you may well encounter men and women pruning, planting, or harvesting, and you will realize how much passionate they are about their work, and how much attention it requires throughout the year.

Here, the vineyards are the theater of meticulous care which has resulted in this patchwork landscape in which each plot expresses its character and its history. The film uses real-life winegrowers, not actors, who agreed to be filmed at work over the seasons as testimony to their unique know-how.

## New techniques to follow the growth cycle of the vines

The first part, “The People and the Vines”, was filmed between September 2017 and August 2018, on around 10 estates in the Bourgogne region.

The film uses the time-lapse technique to speed up movements like the passing of clouds by taking photos at regular intervals over a long period (almost 28,000 photos and 80 video segments).

This technique has been employed in the film to show the growth cycle of a single vine, from winter pruning through to fall. This vine was photographed daily in spring, and at least once a week for the rest of the year.



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Watch the film on the BIVB's site: [www.bourgogne-wines.com](http://www.bourgogne-wines.com)

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