



Erasmus Mundus
MASTER ON WINE
TOURISM INNOVATION



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WINTOUR Summer School 2018

“Wine & Music”

July 2-8, 2018

Girona/Empordà & Vilafranca del Penedès



DRAFT PROGRAM

Monday 2nd of July – Trip to Figueras / DO Empordà

8:00 Bus departure from Tarragona (Pl.Imperial Tarraco)

8:45 Bus departure from Vilafranca (Hotel Air Penedès)

11:30h GIRONA – Check-in at GIROROOMS

12:30 Arrival in Figueres. Visit and **FREE TIME FOR LUNCH**

16:00 Visit Castell de Peralada. *How Castell de Peralada adapts and organizes “Festival Castell de Peralada”*

Website: <http://www.festivalperalada.com/en/>

18:00 Visit to Celler Martin Faixò (Perafita)

Website: <http://www.cellermartinfaixo.com/index2.asp?ENG>

Trip to Girona (stay at Girorooms apartments located in the old town **C/Bellaire, 9-11**).

FREE TIME FOR DINNER

Tuesday 3rd of July – Girona

Venue: University of Girona, Faculty of Tourism, Edifici Sant Domènec (Plaça Ferraté i Mora, 1). Capella del Roser

9:00 Social, cultural and economic development of the region related to Wine-Tourism & Music Activities:

- Xavier Albertí (President CRDO Empordà)
- Marta Cases (Ruta del Vi de l’Empordà, Patronat de Turisme Costa Brava)

Music & Wine festivals at Girona and Costa Brava:

- Xavi Pascual (Director Promo Arts Music)
- Alexandre Nunes de Oliveira (journalist, Orella Activa): “Music and Wine in Festivals: Synesthetic interactions”

12:00 Paula Blanco and Guillem Genover. RETECORK (European Network of Cork-Producing territories)

FREE TIME FOR LUNCH

19:00. Guided visit Girona (starting point: C/Berenguer Carnicer, 3)

FREE TIME FOR DINNER

Wednesday 4th of July – Palafrugell

8:00 Bus departure from Girona (Apartments GIROROOMS, **C/Bellaire, 9-11**)

9:00 Tour of Cork Forest. Joan Botey (Finca Fitor).

11:30 Visit of Cork Factory Trefinos

Website: <http://www.trefinos.es/>

FREE TIME FOR LUNCH

15:30 Visit of Cork Museum and Catalan Cork Insitute.

Websites: <http://www.palafrugell.cat/serveis-ciutadania/museu-del-suro>
<http://www.icsuro.com/es/>

Return trip to Vilafranca del Penedès (Hotel Air Penedès) **and Tarragona** (Pl.Imperial Tarraco)

Thursday 5th of July – Vilafranca del Penedès

Venue: VINSEUM (Plaça Jaume I, 5)

9:00 Wine is Culture: how we can make wine easier for consumers by making it easier to understand. **Paul Wagner** (Balzac Communications, WINTOUR Associated Partner)

Website: <http://balzac.com/>

11:30 Organization of Wine & Music festivals: ViJazz (Nuria Ruiz, Tastavins)
Round table:

- Paul Wagner (Balzac Communications, USA)
- Carme Ribes (Responsible International relations Ajuntament Vilafranca Penedés)
- Nuria Ruiz (Sommelier and oenologist, Tastavins)
- Jaume Gené (Professor Faculty Tourism, WINTOUR, URV)
- Maria Elena Jimenez (winemaker of Parés Baltà Winery, Penedès).

End of activities by 13:30

Friday 6th of July – Vilafranca del Penedès

Venue: VINSEUM (Plaça Jaume I, 5)

9:00 Why wine should listen to music-what we can learn from Beethoven and the Beatles. Paul Wagner (Balzac Communications, WINTOUR Associated Partner)

11:30 Wine and Music: accord et desaccords. Florence Gétreau, (Institut de Recherche en Musicologie CNRS, France)

12:30 Wine and Piano by Núria Ruiz (Sommelier) and Judit Camproví (Piano). Tasting activity.

End of activities by 13:30

Beginning of the ViJazz event: <http://vijazzpenedes.com/>

Saturday 7th and Sunday 8th of July – Vilafranca del Penedès

ViJazz event: <http://vijazzpenedes.com/>