

## **Educational program for teenagers: acquaintance with the world of vine and wine (high school students)**

- Number of students: up to 25
- Monday to Friday: 9.30-11.30
- It is required to contact the Museum by phone and fill in the relevant registration form

The educational program, which has been designed for these specific ages, focuses on the cultural dimension of wine, through the values and the way of living that intertwine with viticulture, production and also consumption of wine and its position to everyday life. Also, it attempts to introduce the teenagers to the world of vine and wine through a range of activities and professions that are connected to it.

The quality, the balance and the respect of the environment are only some of the basic concepts that will arise as conversation subjects during the visit, which starts with the vineyard, passes through the production area and ends up at the museum.

The program is based on the active participation of the students through the exchange of information and opinions, as well as the transaction of games and activities.

### **Proposed classroom activities prior to the visit**

- Ask from the children to surf on the net in order to look for images and information from contemporary or more traditional wineries in Greece and abroad.
- Discover with your students countries with large tradition in viticulture and wine production and the equivalent areas in Greece.
- Talk about the issue of excessive versus balanced consumption of wine.

### **Proposed classroom activities after the visit**

#### **Design labels for a wine bottle and send them to our museum!**

Good taste, careful design and quality are concepts that are usually related with everything that involves wine and its enjoyment. Glasses, bottles, corkscrews can be items of high design, as it is shown from the exhibits in the Gerovassiliou Wine Museum. Particularly, the bottle is an element of identity of a wine. The label offers specific and important information about the wine, not only through its short texts but also through its graphic design. Depending on the winery's general identity and

each wine's character, a label can be thrifty, rich, impressive, humoristic or bizarre, with prestige and quality. Also, it can project more the wine's place of origin or the winery's brand or attempt to create free associations with more emphasis on the image rather than the text.

**Design a label of your own inspiration and imagination.** However, take into consideration the following:

- The size of the label. Its dimensions should be: 20cm high and 12cm wide.
- Obligatory information on the label. In agreement with the Greek and European legislation all wineries are obliged to offer information with specific requirements. For your label just write the name of the wine and the winery, the country and place of origin and the vintage.

**The Gerovassiliou Wine Museum wishes to organize an exhibition with the students' creations that will depend on the number of participations.**

As an indication, you can be further informed from the following sites:

- <http://www.winelabelworld.com>
- <http://www.winelabels.org>

### **A few words about Gerovassiliou Winery and Wine Museum**

Gerovassiliou Winery is a revival of Vangelis Gerovassiliou family vineyard. Vangelis Gerovassiliou, an experienced oenologist with studies in Agriculture, Oenology, Viticulture and Technology of Oenological Equipment, initiated this venture in 1981. The winery, which was built at the heart of the family vineyard in 1986, came to complete Vangelis Gerovassiliou's vision to cultivate and produce grapes that give high-quality wines, bearing the stamp of the land producing them. A key parameter in achieving this is the combination of traditional cultivation and production methods with the latest technological advances. In addition, respect for the environment, the employees and the consumer has always been a top priority of the winery.

However, the love of Vangelis Gerovassiliou and his family for the world of wines and viticulture is not limited to producing high-standard wines. Focusing on the importance of wine as a cultural and social good, he succeeded in creating a winery that is open to the wider public and to groups having a special interest in the vine and wines. He also created the Gerovassiliou Wine Museum to house his rich collection of wine-growing objects and 2600 rare corkscrews and made it available to the wider public.

All Gerovassiliou winery visitors, especially children, can have a wonderful experience through their contact not only with the beauty of the natural environment but also with an active production unit. The coexistence of the vineyard with the winery makes it easy to visualize the whole process of winemaking from the moment a vine is planted until a bottle of wine reaches our table. Since many stages in vine-growing continue to be based on traditional methods, revolving around manual labour, the winery enhances the importance of tradition and human labour. Finally, the unquestionable dependence of a product's quality on the producer's respect for the nature's wishes and time constitutes an excellent opportunity for visitors to study the environment and its relationship with man.

When visiting the Wine Museum, a trip in the world of wines becomes a trip in time. Objects related to vine growing and vinification, as well as to wine transportation and consumption, narrate and illustrate how everyday needs push humans not only to invent patents and trigger evolution but also to welcome creation and art in their lives.