Wine, art, and music
An exploration of culture and communion.

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What is Art?

Creation?
Expression of Emotion?
Exploration?
What is the difference between art and craft?

- Replication?
- Lack of exploration?
Is wine art, or craft?

How do you know?
Let’s about talk wine and music

- Why they matter
- What we can learn from music
We love music

- We love it
- We embrace it
- We share it
We love wine

- We are intimidated by it
- We worry about it
- We fear sharing it
Wine is an expression of Culture: Not of Geology

- Winemakers spend endless hours talking about soils and rainfall, but that does not recognize the seminal role that culture plays in winemaking.

- Winemakers are trained, they learn from their elders, they study, they learn from each other---they learn by osmosis. They adopt the vision for wine that their culture has created.

- Just like artists and musicians
Wine is an expression of Culture Not of Geology

- Why do the cathedrals of Sevilla and Barcelona look so different?
- It’s not the stones, it’s the culture of the people.
- Cathedrals, music and wine are expressions of community and culture. We create them together.
Music and Wine are both part of us. Literally!

- We make music with our voices, with our bodies.
- By drinking, we make wine part of our bodies
- And the wine then helps us make music.
There are three basic elements to music:

- Rhythm
- Melody
- Harmony

And these same elements correlate directly to wine.
There are three basic elements to music

- **Rhythm**
- **Melody**
- **Harmony**

So let’s start by talking about rhythm...
Rhythm:

- Rhythm is the connection to the natural world. It is the passage of time.

- Wine is the only beverage that conveys not only a sense of place but also of time. We drink bottles from memorable years.
Rhythm:

- At its most basic, rhythm is the **beat of the human heart**. It is the proof that we are alive. And everything comes from that foundation.
- Day and night
- Winter, spring, summer and fall
- Rhythm is budbreak and veraison and harvest.
- To everything, there is a season:
  - A time to sow and a time to reap.
  - This is the rhythm of wine.

- Music: Beethoven’s 7th, 2nd movement.
Rhythm dictates the pace of life or the steps we dance, whether that be a waltz, a march or a tango. It brings us a sense of romance—

But it also demands that we obey it.

Rhythm is the natural world. We dance to nature’s tune.

Music: Tango
There are three basic elements to music

- Rhythm
- **Melody**
- Harmony
Melody

- Melody is the human voice. It expresses our vision, our dreams...and our ego.

- There are so many decisions---all to be made with respect to nature—but made by the human hand:
  - What to plant
  - When to pick
  - How to ferment
  - How to age.

- Melody is how the winemaker sings. It allows winemakers a vision and a sense of style.
Melody

- Some melodies are classically Old World.

- Melody captures our dreams and shares them with the world.

- Melody is the hand of the winemaker

- Music: Nessum Dorma
Melody

- Some expressions are typical of the New World.

- Music: Elvis, “I can’t help falling in love with you”
Jean-Paul-Égide Martini

The only man who wrote music for Napoleon’s wedding and Elvis Presley!
There are three basic elements to music

- Rhythm
- Melody
- Harmony
Harmony

- The tapestry of voices that gives our songs depth and context.
- It shows us **our place in the world**, and our relationship to one another.
- Harmony is balance and complexity. It is context and wisdom. Most of all, it is **community**—the relationships between man and nature, and between people.
Harmony

- The music of the spheres, a community of voices that brings us together.
- In wine, harmony is the ideal: perfection

- A perfect wine is a harmonious wine
- Music: Ave Maria by Biebl
Harmony

- But wine plays a more important role in society. Wine **brings us together**. We become a chorus. And we are greater than the sum of our parts.
- We raise our glasses, and we raise our voices in song.

- Because of wine, we sing in **joy**.
- We become a community.
- We share a communion.
- We become harmonious, too.
Rhythm/Melody/Harmony—And Spirituality

- Rhythm is the natural world and the passage of time
- Melody is the expression of human creativity
- Harmony is the tapestry of context and community.

And communion.
Spirituality

- To the elements of rhythm, melody and harmony we also have to add spirituality. The sense of something larger than ourselves.
- It brings us together.
- We harvest together
- We drink together
- We sing together
A triumph of the spirit

- Both wine and music speak to a higher power
- They make us one with the natural world, and with what is beyond the world.

Music: Saint Saens
Organ Symphony
Wine and Music

- They are the purest expressions of human culture.

- “But you are more than love, the fiery kiss, the heart of fire, more than the wine of life; you are the community of man,...”

- Drink wine like music. Lose the fear. Share the joy.

Music: Amen chorus from Handel’s Messiah
Amen. And Cheers.