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**THE HISTORICAL DIMENSION AS A GUIDE - TOOL  
IDENTIFICATION AND READING WINE LANDSCAPE  
CHARACTER OF MENDOZA, ARGENTINA**

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### **ABSTRACT**

The wine landscape of the province of Mendoza is characterized by an integrating heterogeneity and active, own agricultural production activity dynamism. This is considered as a cultural heritage and a provincial collective redress. This has elements that clarify its nature, understood as the formal manifestation of identity, but others contribute to the trivialization of it. In this context, the research carried out, raised the reflection on how the historical dimension to identify and take a reading of the character of the landscape wine. The historical dimension allows detecting the elements of the character of the landscape and those which are trivializing in a dynamic landscape framework and heterogeneity. In response, resulting from the framework of cultural conservation, it was proposed that the historical dimension of landscape can be used as a guide - tool for analysis.

**Keywords:** wine landscape; landscape character; historical dimension; banalization of the landscape; guide - tool identification and reading landscape character

### **INTRODUCTION**

#### **The problem of wine landscape of Greater Mendoza from under heritage conservation**

The wine landscape today is regarded as the result of the combination of (or aesthetic) natural, cultural, historical, functional and visual aspects and in turn is conceived as a dynamic entity, and inclusive, whose character is tote ecosystem formed as a result of the action and interaction between natural features and human action applied in time, linked directly with the territorial

perception of the population. However, some features of the landscape can act as clarifiers elements of his character, but others confused and blurred. The point which successive and specific interventions in the landscape generate the trivialization of it. We understand the trivialization of the landscape wine, according to the conceptual framework shaped by Nogué (2007); Cruz Pérez and Spanish Echaniz (2009) and the Landscape Observatory of Catalonia (2014), as the process through which the landscape loses its originality or natural, cultural or symbolic interest. Thus the identity is at risk character of the landscape and its ecological, historical and cultural values, so therefore also its potential as a collective resource, important to improve the quality of life of populations.

By observing the wine landscape of Greater Mendoza and its integrating heterogeneity and constant dynamism, it was inevitable question on how to identify and take a reading of the character of the landscape wine when it is adapted to the productive and social needs of the different eras; how also about what is the boundary between the new modifications and elements in the product landscape of the evolutionary process of adaptation and the trivialization of the landscape, and how to detect the elements that are transforming the character of the landscape to the point of banality in a frame dynamic landscape and heterogeneity. The search for answers to these questions became the target of research and reflection on how the historical dimension understood, according to Spanish Echaniz (2007) as the historical interpretation of the landscape emerged, to identify and take a reading of the character of the landscape wine. Since it possible to detect the elements of the character of the landscape, as well as those who are transforming the point of banality in a dynamic landscape heterogeneity and framework.

To do this, we select the geographic area of the vineyard landscape of the Province of Mendoza By focusing on the Metropolitan Area of Mendoza for its historical relevance - production coupled with the presence of cultural heritage tied around their wine character, which currently has threatened his identity character.

The risk of loss of its character is due to a number of factors, including urban sprawl; the inclusion of private residential neighborhoods built in the limited area of crop irrigation possibility, in a desert natural environment. To this is added, the repair of road infrastructure networks and irrigation with the decline of woodland in the margins of the streets, among other factors. The rapid urban growth and housing, which is affecting the wine landscape is dynamic and spontaneous, without a pre-planning by the state, and is derived from the supply and demand for real estate speculation.

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<sup>1</sup> This work is the result of the work done as a research assistant belonging to INCIHUSA Institute of Human, Social, Environmental Sciences. CONICET National Council of Scientific and Technical Research. CCT Scientific Technological Center, CONICET, Mendoza, Argentina.

This phenomenon is observed especially in suburban and rural areas whose characteristics are deteriorating confusing, diluting, trivializing the character of the wine cultural landscape.

Following these issues, on the defined geographical framework was developed from the framework of landscape conservation wine architectural, diachronic and synchronic historical analysis, seeking to respond to the initial questions.

The analysis on wine landscape of Greater Mendoza is revealed to us that the superposition of temporary -layers periods where certain features of the assets linked to the agricultural landscape are integrated and functional system of structural relationships, giving in four recognizable temporal layers in the territory, allowing the reading and understanding of his character, namely periods - layers viticultural landscape are detected: a - proto-industrial wine landscape (1850 - 1885); B - Wine landscape industrialization (1885 - 1930); C - The landscape of industrial expansion (1930 - 1990); D - The wine landscape metropolisation (1990 to present); E - The wine landscape of the 2nd modernization wine (from 1990 to present).

## **MATERIALS AND METHODS**

The documentary primary sources of this research are made up of: the territory and the different elements that are integrated in departmental districts of the Metropolitan Area of Mendoza. As a result of the 12 journeys made in the work of exploratory field by the 6 departments of the Metropolitan Area of Mendoza (City, Las Heras, Godoy Cruz, Guaymallén, Lujan de Cuyo and Maipú) a universe of 440 buildings and sites of heritage value are selected directly to wine landscape of Greater Mendoza. This consists of warehouses, homes linked to the wine industry, mills and railway stations.

Exploratory field work conducted in the Metropolitan Área of Mendoza and subsequent data analysis allowed us to confirm that the methodology preliminarily adapted and applied in projects PICT 13-14022 "Cultural heritage and local development" and PICT 2008 - 0484 "Routes, itineraries and cultural heritage" both developed in the INCIHUSA CONICET, led by Dr. Silvia Cirvini were suitable for analyzing the landscape of wine as a cultural heritage<sup>2</sup>.

Its strength lies in the combination of make a diachronic analysis and its synchronous by (structural, functional, formal and social) landscape layers came from a look of heritage conservation time.

## **Results:**

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<sup>2</sup> Partial results of PICT 13-14022 project were published in Cirvini, Silvia Augusta and others. (2009). Architectural Heritage of Greater Mendoza. - 1st ed, Technical Scientific Research National Council -. CONICET. Buenos Aires. CD ROM. ISBN 978-950-692-082-1-1. Architecture. I. Title - CDD 720: "Cultural Heritage and Local Development, bases of an environmental management plan cultural heritage of Mendoza - PICT 13-14022". In charge of Dra. Silvia Cirvini.

This effectively allowed one hand to combine the dimensions of analysis (temporal or historical and spatial) define the variables of analysis, the landscape units, elements and meaningful relationships that integrate and understand its evolution in shaping the landscape of wine in the weather.

The diachronic and synchronic study allows read out the various layers and elements and their changes over time. The road made is iterative, ie, the historical knowledge of the wine industry can hypothesize about what we can find in the territory, and once in the territory this knowledge alerts us to the search for clues, signs and marks possible landscapes different times. In a two-way movement, we go to the territory and, in turn, seek to date and explain significant elements of the current landscape to make your contextual reading possible. We could say that the historical knowledge operates as an indispensable tool for understanding the various layers that overlap in what we see today as landscape.

The architectural and geographical historical study of the landscape wine from the framework of cultural conservation, allowed us to validate the general hypothesis that the historical dimension of the landscape can be used as a guide - tool for identifying and reading the character of the landscape wine, allowing us to define landscape units and address and make contributions to avoid trivializing it. Resulting in the production of scientific and technical knowledge necessary for the management of the landscape wine and the assets that comprise in connection with cultural tourism - Local wine, to contribute to the definition of uses related to sustainable land management.

## **DISCUSSION**

### **About the historical dimension vs trivialization of the landscape and layers of Reading**

The material form of the landscape is the product of cultural processes - concrete systems transformation of territorial organization. According to Navarro Bello (2004) conception of the subject as a system allows the analysis and understanding of patterns and structures in the landscape materialize the ideals of each cultural stage. The formal statement of identity, that is, the character of the landscape, as the authors Mata Olmos (2008) argue; Cruz Pérez and Spanish Echaniz (2009) is a diachronic value that incorporates the current organization with the landscape as all those he has had. All of them are a transcendent value of their identity. Martinez de Pison (1997) argues that in rural landscapes forms are shaped by a historic accumulator process on the ecological potential, so functionally set the legacy of the past.

The wine landscape in its cumulative morphology is in itself a cultural value of integration, organization of space. It is for this reason that the diagnosis of his character, must consider the

current situation of the organization and other elements that remain of previous organizations, establishing their relevance and spatial and historical relationship that exists between them.

To this is added, that the identity of a landscape also rests on the presence of the unique concrete elements - landmarks that are relevant to the structure and processes of the landscape. The landmark that is integrated into the landscape, and that may belong to different eras, has value in itself, but its presence in a particular place which gives it its true meaning, in relation to the organization and landscape patterns. The analysis of all these landmarks in the territory adds a diachronic reading of the landscape and the interpretation of its cultural values sense. We note that the loss of a specific landscape element directly affects the possibility of reading the meaning and the loss of a set of landmarks capacity of interpretation of their structural relationships. Positioning, the historical interpretation of the landscape as a fundamental tool reading of his character.<sup>3</sup>

Cruz Perez and Spanish Echániz argue that the primary societies to depend directly on environmental resources had a connection with the most sensitive processes means. Instead, technologically developed modern society, built on a habitat artificialised still depending on their resources has distanced itself from the connection with the environment and progress on the issue saying that:

*«... The means that society has built for itself, is increasingly standardized and detached from the dynamics of the landscape in which it is inserted whose viability remains inevitably dependent. As a result, the view that the modern citizen has the shape of the landscape is becoming more superficial day as it unfolds in an aseptic everyday environment, usually devoid of references regarding the essential quality of the landscape.»* (Cruz Pérez y Español Echániz, 2009: 136-137)

We could say that the trivialization of the landscape begins with the shortcomings of the look of the current citizen towards understanding the landscape, which has the consequence that the transformations that this inflicts on the same respond largely to an attitude of indifference to the environment and their values. As a result, rapid changes in the materiality of the landscape wine powered by own dynamics of the real estate capitalism and devoid tourist exploitation of historical knowledge of the meanings of the landscape and its constituent elements carry as Nogué (2007) mentions generate (2009)territories without speech and landscapes not imaginary, that is an obvious degradation and trivialization, due to the loss of their pasts heritage and

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<sup>3</sup> To extend the theme of the historical dimension of landscape recommend reading Tello (1999); Ortega Cantero (2002); Wise Alcutén and Iriarte Goñi (2003); Nogué (2007); Maderuelo (2009); Perez (2009) and finally Urtijo Torres and Barrera Bassols

symbolic values. In response, we agree with the view of the aforementioned Spanish Echániz that:

*« The attitude towards the landscape is left dazzled today by the spectacular and anecdotal, interpreting its forms themselves, decontextualized of their space and time, and not as the result are of the natural and cultural dynamics that forms the basis of the differentiating characteristic specific to the community and its space. Hence the importance of understanding the forms of the landscape, the ability to provide meaning to the observer and the relevance of their semantic quality.»* (Cruz Pérez y Español Echániz, 2009: 137)

From this framework, we hypothesize that the historical dimension of the landscape is essential to define landscape units, as well, to detect and analyze the trivialization of it. The historical dimension acts as a reading tool landscape character because it allows understanding the process of landscape changes through layers that overlap in time. What transforms this knowledge of the territory and its components, in a guide tool identification and reading of the elements - traces identity of those bygone stages of the landscape that have been hidden or concealed in the current landscape heterogeneity; as new interventions and their feasibility to the character of the landscape.

That is, the historical interpretation of the landscape, its historical dimension, on the one hand allows us to understand the dynamics shaping the territory given its close relationship of the elements that compose it with natural and cultural resources; and on the other, the historical knowledge of the landscape allows us to detect the changes that tend to trivialize the landscape since they are decontextualized from their space-time outside the natural and cultural dynamics that forms the basis of the differentiating characteristic specific to the community and its territory, jeopardizing the ability of the landscape as a collective, ecological, historical and cultural resource, whose protection is essential as a legacy on landscape for future generations.

### **Periods - layered reading of the landscape wine**

To make this work are analyzed from a collision, historical, heritage and geographical sources primary documentaries such as the territory and the different related to wine landscape elements such as infrastructure networks and heritage assets, including warehouses, homes linked to the wine industry, mills and railway stations, integrated into the departments of the north of the Mendoza River Mendoza Metropolitan area. As a result 12 circuits were defined to carry out exploratory field work and a universe of 440 selected heritage buildings and sites.

Its analysis can be defined as a layer (5) periods wine landscape. While the wine landscape integrates all periods - Temporary observable layers as a whole. There are areas of Greater Mendoza with greater preponderance of features and elements and constitutive relations that

correspond to a period more than another, which makes possible the application of the temporary layers for defining units of wine heritage landscape.

Periods - layers viticultural landscape are detected: A - proto-industrial wine Landscape (1850 - 1885); B - Wine landscape industrialization (1885 - 1930); C - The landscape of industrial expansion (1930 - 1990); D - The wine landscape metropolisation (1990 to present); E - The wine landscape of the 2nd modernization wine (from 1990 to present).

***A - Period - layer of wine proto-industrial landscape (1850 - 1885):***

In this wine period it saw the transition from the nineteenth-century miller wine rancher capitalist production model. The main features and elements that are found in the landscape are primarily agricultural area that is not only wine. As (Cirvini and Manzini, 2011) argues we can find there the testimonies of various productive activities that took place while the wine, as forage production, mills, cattle. The agricultural space is structured around the former functions of the hacienda, not around the wineries. Wine production occupies a complementary role. The whole farm is organized as an introverted way around a central space. Senior elements are the family house and the oratory. The wineries are simple buildings, non-hierarchical, or its location, style and scale. The heart of the property is separated from traffic lanes, surrounded by crops. On the central area of the farm, there is a convergence of the roads that structure the property and link the various buildings where productive activities were developed.



Photo 1: Winery and Vineyards Panquehua in Las Heras. Source: Personal Archive - INCIHUSA - CONICET. Photographer Lorena Manzini

***B - Period - wine landscape layer industrialization (1885 - 1930):***

The wine landscape of this period includes a time of intense growth of the wine industry that develops between 1885 and 1930 in a strong positivist industrial footprint. We could say that the landscape took on a rational and efficient organization inspired by an idea of own innovative, determined and transformative progress of modernity at the service of industrial production and transportation. Railway lines, mostly now in disuse, mapped itineraries with the application of geometric criteria singles that were reflected on the relief with efficiency, functionality and standardization are on the basis of the aesthetics of this landscape industrialization of a known compound and very articulate aesthetic character as the prevailing organization in homes.

The characteristics and main elements of this period are: Infrastructure networks are composed of the irrigation network that acts as a matrix covering the territory and which is linked to the roads, and the internal fabric of cloths vines. The roads and streets have large trees that form tunnels and give a particular character to the landscape. As for the relationship road - agricultural land - buildings: the boundaries and borders of the domains cultivated (vines, olive and fruit) have groves, mostly poplars that form protective barriers of the wind and make gridlines properties. The buildings are close to the road, you can be seen from the street. The wine establishments became centers of small towns generators in their environment. In the buildings of the wineries there is a noticeable change of scale, wineries became monumental buildings that cover a wide range of styles, types and materials: Italian facades, brick and classic proportions, modernists, picturesque styles , neocolonial and finally the rationalists. The materials cover a wide spectrum: adobe with roofs of wooden beams, brick, concrete and metal roofs.

***C - Period - landscape layer of industrial expansion (1930 - 1990):***

The landscape of industrialization (1885 - 1930) laid the foundations on which the characteristics of the wine industrial expansion period (1930 - 1990) were developed. The difference in the expansion stage to the already described industrialization, fundamentally was that the general characteristics of this period are manifested in the growth of already founded establishments; the incorporation of large external to productive bodies consolidated mass production tanks; in changing styles on the facades of the warehouses; in incorporating administration buildings in establishments; in the absence of supervisory houses in new wineries; in the consolidation of the workers of establishments nearby villages, and rural housing for workers in charge of the vineyards.





Photo 2: Bodega Di Tomaso and Casa Guevara rail Urquiza - Coquimbito District. Source: file documentary Ahter - INCIHUSA - CONICET. Photographer Lorena Manzini

***D - Period - wine landscape layer of metropolisation (1990 to present):***

We understand the metropolization wine landscape, the landscape product growth headers cities they move on agricultural land along roads and railways. This causes towns or villages or by docking end approaching each other in the plot. This phenomenon is what happened between the departments of the Metropolitan Area of Mendoza. According to fieldwork we observed that the growth of the departmental capitals cities AMM have made a transition from a traditional compact morphology to a spatial structure discontinuous leading to changes in the territory of an urban sprawl causing changes in the location of activities and land uses and changing the organization of traffic flows. To this is added, the influence from the productive sector, the local wine industry said sustained critical situation between 1970 and 1990 as a result of the overproduction of low quality wines, the narrowness of markets and the collapse of large establishments family business traditional. This caused disused agricultural land and the lack of profitability of the same against supply and demand for housing were divided and sold for new uses such as housing. Or in the case of private condominium or private neighborhoods were abandoned private land used for clandestine self-construct villas or installed in urban edges.

The characteristics and main elements of this period are that live primarily features of previous periods with the introduction of private neighborhoods between vineyards. In addition to the presence of old wineries, as new types of wineries built in old soils for cultivation.



Photo 3: Private condominium Aráoz. Araoz Street in the department of Lujan de Cuyo. Source records. INCIHUSA CONICET. Photographer Andrés Bari



Photo 4: Private condominium Front Vieytes Route 60 in the department of Maipú. Source records. INCIHUSA CONICET. Photographer Andres Bari

***E - Period - landscape layer 2nd modernization wine wine (from 1990 to present):***

In parallel, from the last decade of the twentieth century, a new stage of modernization of wine production (which still continues) characterized by a strong orientation towards quality wines, aimed at domestic and international market develops and extol territorial identity and varietal production, for it were sought land at higher altitudes in search of a better quality wine.

The characteristics and main elements of this period are the cultivation of vines is done in new areas, generally uncultured or another time for grazing, located in the foothills to greater heights in search of better climatic conditions for producing wines of high-end. Besides the wineries are far from the paths of movement and are surrounded by vineyards cloths perfect geometry. This central situation on the ground gives a special feature to the landscape that cannot be perceived only from the roads. You need to enter controlled crossing points to see how valuable that exists within. The view of the mountain range is a much more important element, the altitude, and the absence of buildings. To this is added the technology applied to production both in the vineyards and buildings respond to new demands for quality wine production and sustainability in environmental conservation. The drip irrigation is done or spray. The wineries have material properties that give it an identity and image is resolved in a thoroughly modern aesthetic, remote historical models. Traditional materials with other materials and construction technologies are combined.



Photo 5: Bodega Salentein - Department of Tupungato. Source: file documentary Ahter - INCIHUSA - CONICET. Photographer Silvia Cirvini

We emphasize that observation to perform fieldwork on the characteristics of the stages of wine landscape in the metropolitan area of Mendoza, we confirmed that the proto-industrial landscape in the territory is absorbed and transformed by the next stage. Only you can see an area - site of its kind in the Department of Las Heras, as it is protected in the form of a National Historic Landmark, which is the property of Gonzalez in Panquehua. This is a reality that clearly presents the characteristic and problematic from the patrimonial vision of own assets productive landscapes of heritage value in permanent changes and dynamics of adaptation to production requirements, technological, commercial and housing the contextual framework political partner of each period . This problem - feature already changed the character of the landscape wine department of Godoy Cruz, Guaymallén and Las Heras and is transforming precipitously landscape character corresponding to industrialization (1885 - 1930) came and the next (1930 - 1990) whose consequence is generating a new type of wine landscape of the metropolis, in the departments of Maipú and Lujan de Cuyo, which clearly sees the issue of the trivialization of the landscape wine versus adapting it to the new requirements.

## **CONCLUSION**

Therefore, as part of the investigation we conclude that through a study of the historical evolution (historical dimension) landscape wine we understand the structuring logic of territory which occurred over time strongly imbued with the production requirements, economic, social, technical and political of the wine ages.

The analysis of the historical dimension of landscape wine departments acted as a guide tool identification and reading elements - identity traces of past stages of the landscape; as well as new interventions and their feasibility to the character of the landscape. Therefore, the historical knowledge of the landscape allowed us to detect current changes that tend to trivialize the wine landscape decontextualized found their space-time outside the natural and cultural landscape dynamics wine Mendoza Metropolitan Area. As is the case of private neighborhoods built in the cultivated area and the possibility of irrigation. This component of the wine current landscape and booming and development not only affect the visual appearance and social perception, including the aggravating factor is the implementation in irrigated area and agricultural land are scarce in a desert oasis area, and the difficulties surrounding the provision of basic services and conflicts with areas that irrigation water had forced redirection service. Changing land use from agricultural to housing, ie the urban encroachment on rural areas in a disorderly manner and without control, now exceeds the entire rural plots. This situation shows that progress in changing land use is deteriorating balance of land use and water in a province with a mere 3% of the territory with the possibility of irrigation according to the General Direction of Irrigation

DGI. The most serious is that the risk to lose large areas of arable land endangers essential to ensure the quality of life of present and future society "green lung".

This makes such interventions put at risk not only the identity character of the place also the ecological resource of the landscape. In contrast, other changes underway in the wine landscape as deforestation in the margins of the streets according to enlarge the roadway, as well as waterproofing network of irrigation infrastructure to optimize water flow and arrives irrigation as far as possible in the territory, although by the material characteristics of the work that visually affects the character of the landscape wine, is not opposed to the structuring logic of it (system of vine and wine), it motivates us to consider that are specific changes in the productive development of the territory, since we are talking about active landscapes fully functioning and productive and economic integration today. This reality confronts us try to optimize their aesthetic works not sweep the image of the place and find a balance between tradition and progress without stopping. It is therefore essential interdisciplinary work of the various factors involved in the landscape.

In summary and according to the investigation carried out from the context of the conservation of the wine landscape of Greater Mendoza, it is that we argue that the historical dimension of the landscape, allows us to detect, define guidelines to avoid trivializing it. Thus it is clear that the historical dimension can be used as a guide tool identification and reading landscape character wine of Mendoza, Argentina.

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