

Wine and Art

Wine Viscosity = Weight as in Line

Wine Color = Emotion of Color

Wine Aroma = Brightness of Art

Wine Taste = Complexity of Art

Wine Body = Weight of Color/Theme

Wine Texture = Media Type

Wine Finish = Lasting Impression

Viscosity



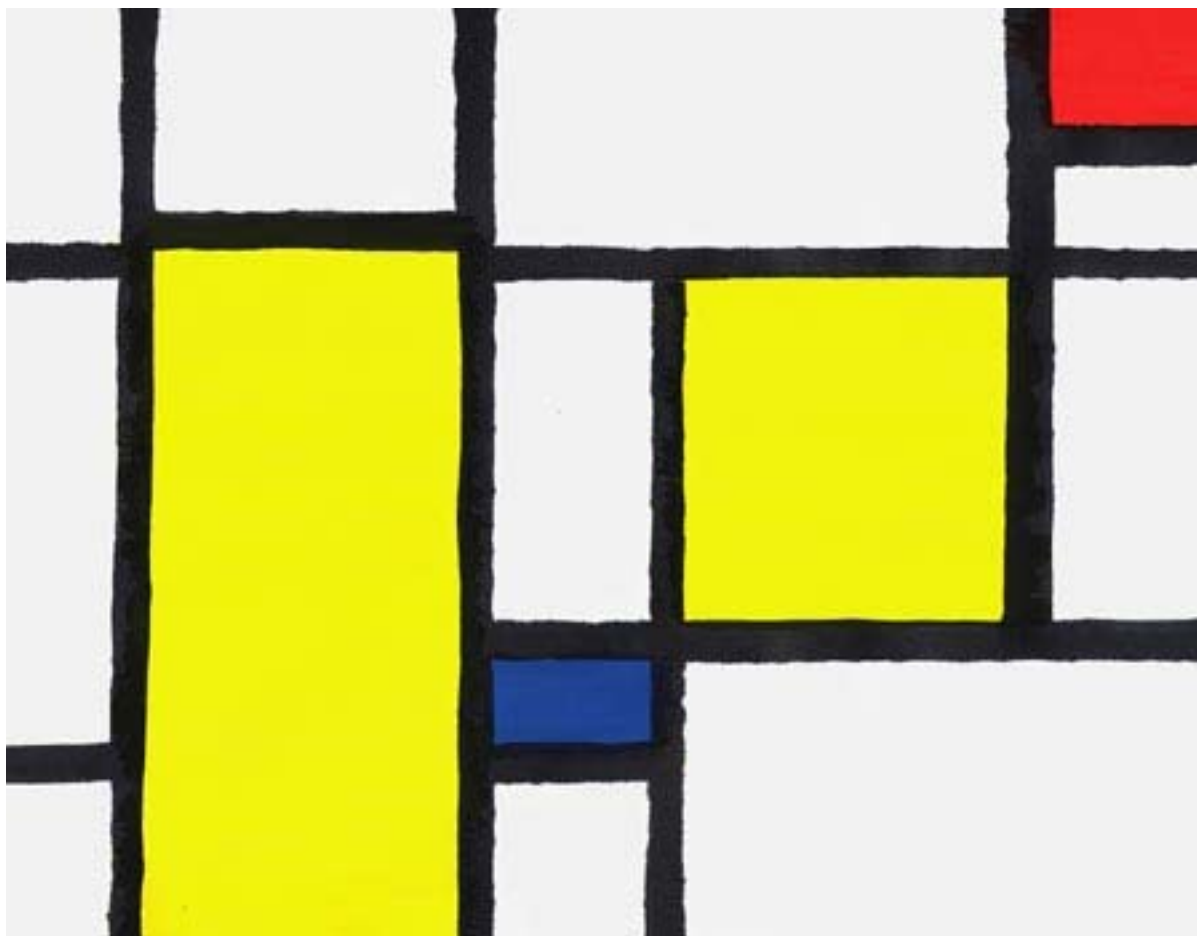
**Viscosity in wine
shows
alcohol or
sugar content.
This leaves tears in
the glass as the
viscosity increases.**

**Viscosity in art is the
weight of a line.
With stroke
the artist creates a
sense of
fluidity or
expression.**



**Kandinsky and
heavy
pronounced strokes.
Similar to a
Zinfandel**

**Viscosity
can
determine
the weight,
body,
alcohol level
and
intensity of
a wine**



**Piet Mondrian
uses very basic lines
a minimalistic
approach.
Similar to
Chenin Blanc**

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Color in Wine



**Light Colored
Wines feel light and
whimsical**

**Dark colored wines
feel heavier and
more serious**

**Color tells us age of a wine
Is it young or old:**

**As Whites age they become more
gold/brown**

**As Reds age they become more
garnet/orange**

Color in Art

Color in art is Symbolism.
Certain colors carry
specific emotions.

Green = nature/ecological

Red = love/rage,
strong emotion



Jackson Pollock used
color to give an emotion

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Aroma in Wine creates depth and complexity

Grape

Primary Aroma: Fruit



Oak

**Secondary Aroma:
Seasoning of wine**



Bottle

**Tricerary Aroma:
Depth and
complexity**

Aroma in Art is Brightness or Liveliness



**Primary Colors
Bright and Lively**



**Secondary colors
Add more depth, more
complexity**



**As Color gets darker, the
work becomes more serious,
heavier**

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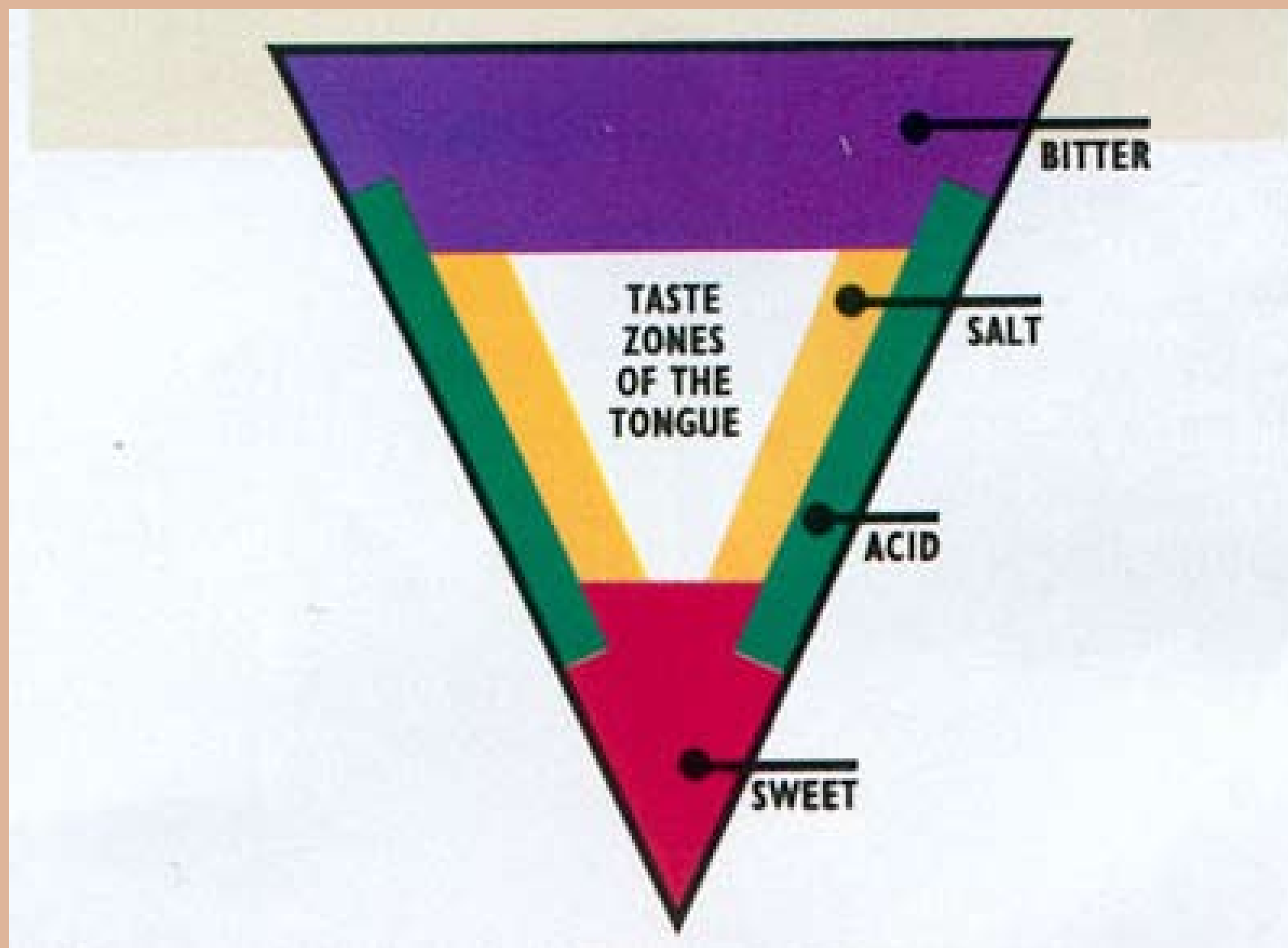
Wine Texture = Media type

Wine Finish = Lasting Impression

Taste of Wine

Bitter (Tannins or Oak)
adds complexity

Tart (Acidity)
gives detail and style



Sweet (Fruit)
gives life

Umami (Savory)
The overall impression

Taste = Art Complexity



Complex art:
wines with oak



Art
detail:
wines
with
bright
acidity



Lively art:
wines with frutiness



Works of Art:
wines with Fruit,
Oak & Acidity
Umami!

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Wine Body = Alcohol

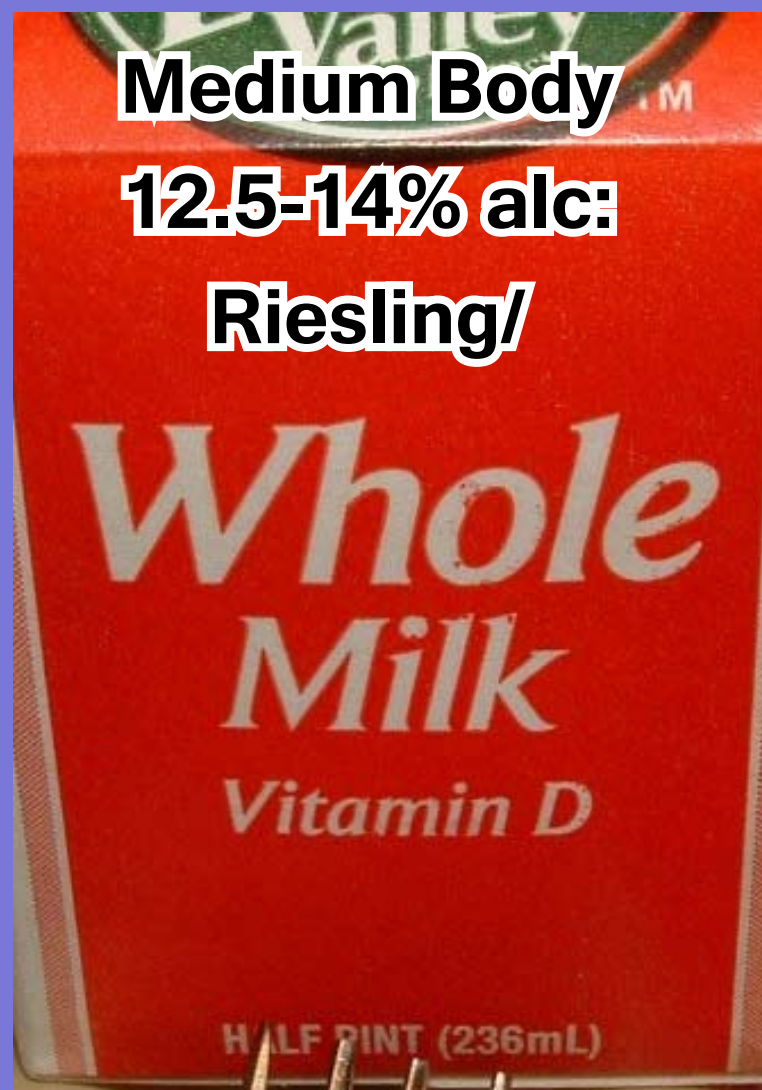
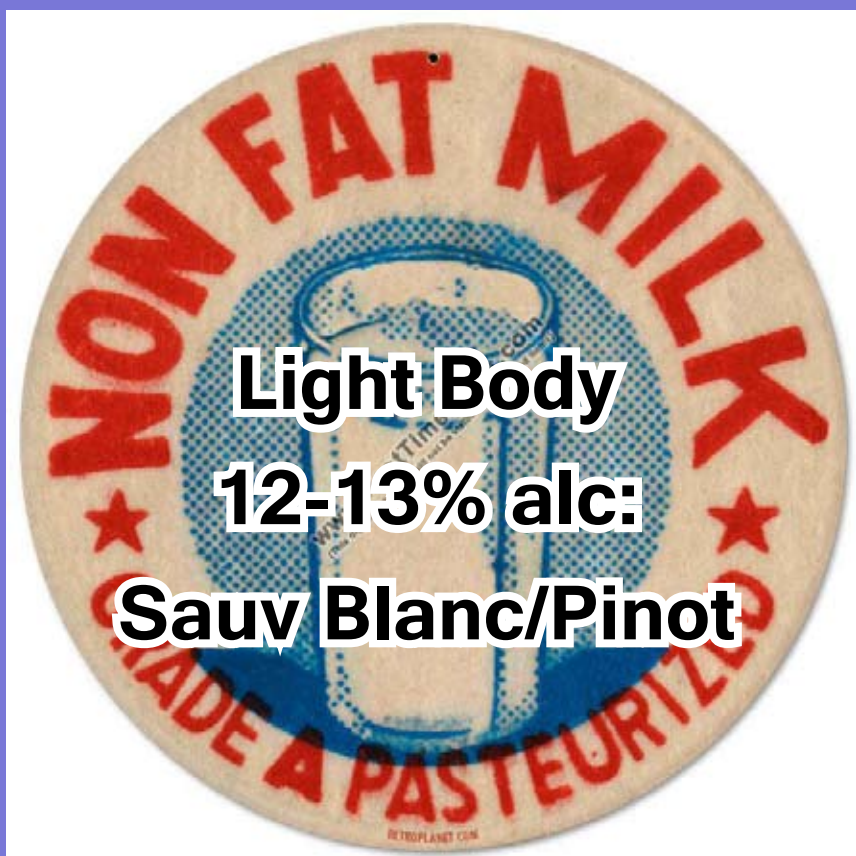
Body of wine is the weight of wine in your palate

A direct result of sugar and alcohol levels

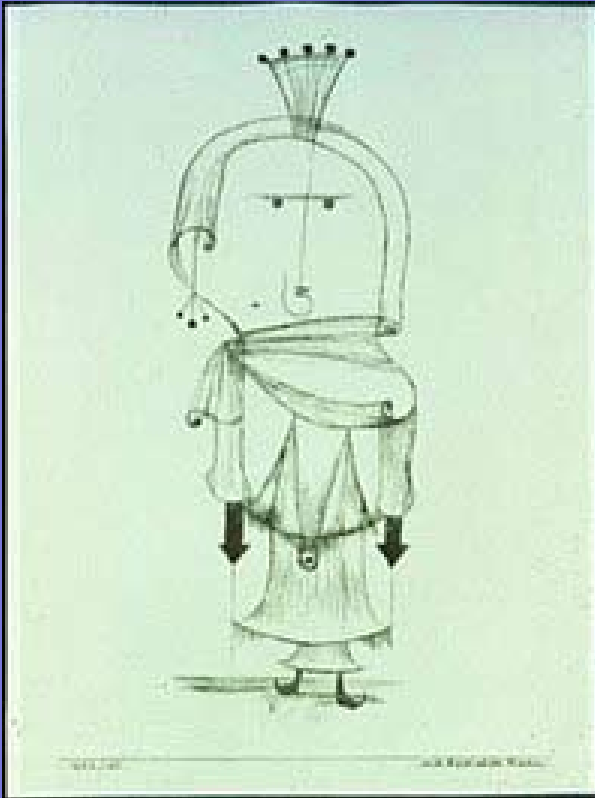
Sometimes grapes the thickness of the grape skin can determine body.

Thin = Light=cool climate=less sugar/alcohol

Thick=Dark=hot climate=more sugar/alcohol



Weight of art is based on Themes and Thickness of Line



**Drawings of Paul Klee
or Light and whimsical
like a lightbodied wine**

**Paintings of Gauguin tend
to have more body, deeper
theme and thicker lines**



**William Blake's Pieces are
heavier and darker themes.
More like a full bodied wine**

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Wine Texture

Texture of wine is related to the mouthfeel

Silky or **Prickly** a direct effect of tannins

Tannins
are influenced by
seeds and skins

Thick skin have **higher**
Tannins
and thin skins have
lower Tannins

Lower alcohol
silkier texture/
cooler

High alcohol
more abressive
texture/burning

Oak imparts
Wood tannin
which is felt on cheeks
and tongue

French Oak less
wood tannin

American Oak more
wood tannin

Young wines are rougher and have
an aggressive texture

Aged wines tend to become softer
loose tannin

Understanding Tannin

Tannin gets confused with acidity

Acidity is sensed in your Glands, and makes your Mouthwater

Tannins are felt on your Cheeks and Lips and feel dry and prickly



**Black Coffee has tannin,
your mouth feels dry**

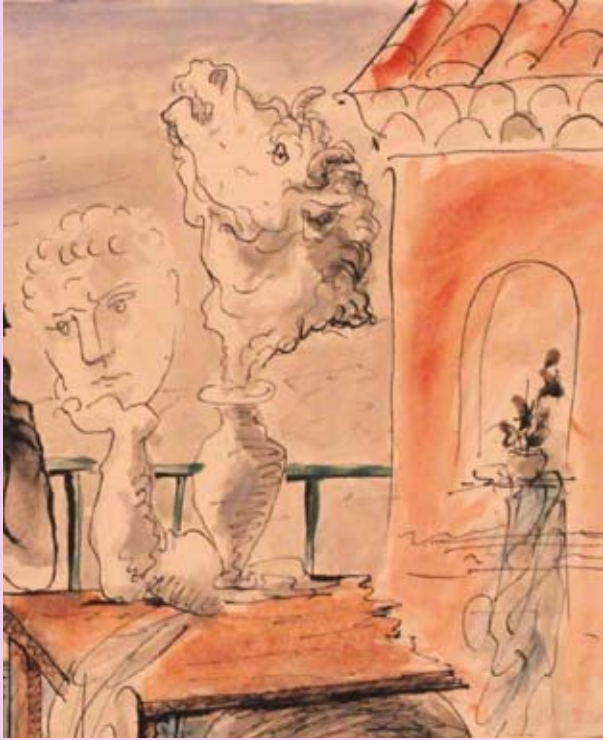
**Add milk and it becomes
less dry, med tannin**



**A Latte is a lot softer and
silkier, virtually zero tannin**

Art Texture = Choice of Media

Texture in Art is a direct result of the media the artist has chosen to work with.



**Picasso
Watercolors
vs
Oils**



**Sculpture can
have texture**



**Black & White
Light in texture**



**depending on
media used**



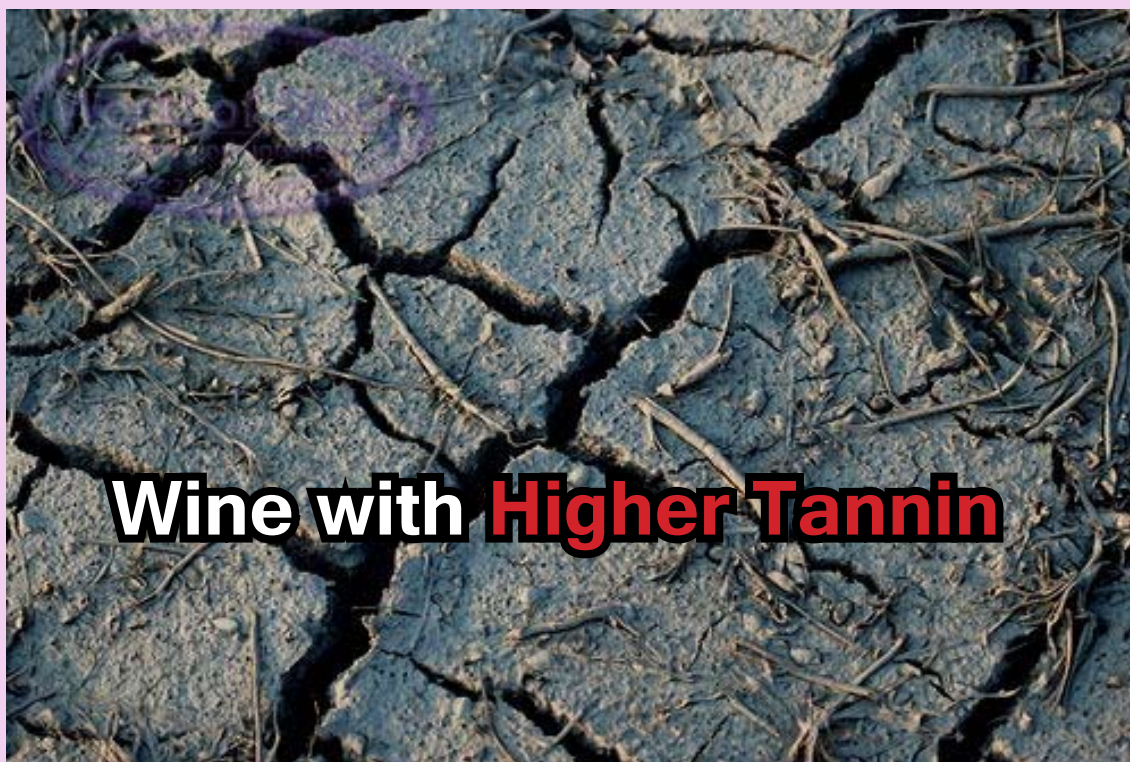
**Mixed Media
A lot of texture**



**Another result of texture
is the way the artist has
chosen to use the media**



The subject can determine texture



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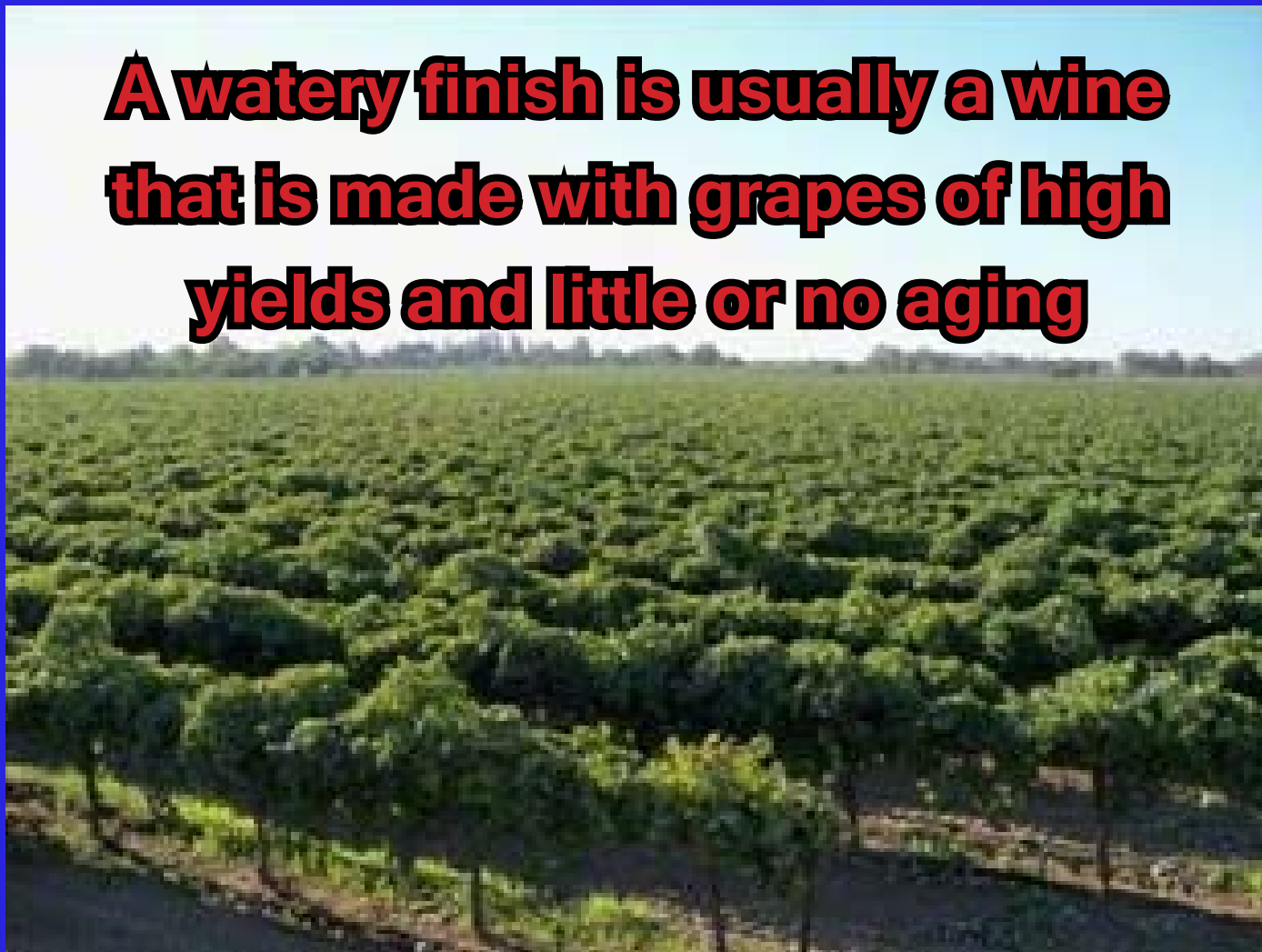
Wine Finish = Lasting Impression

The Finish of a Wine

A wine's finish is the amount of time it lasts in your palate.

**Is that finish long and complex
or
Is the finish short and watery**

A watery finish is usually a wine that is made with grapes of high yields and little or no aging



**A good finish is
balanced with fruit,
acidity & tannin**

**An 2005 Bordeaux
This vintage had plenty
of fruit, the acidity was
perfect for aging and
tannins were firm**

Factors that may effect the finish

ACIDITY

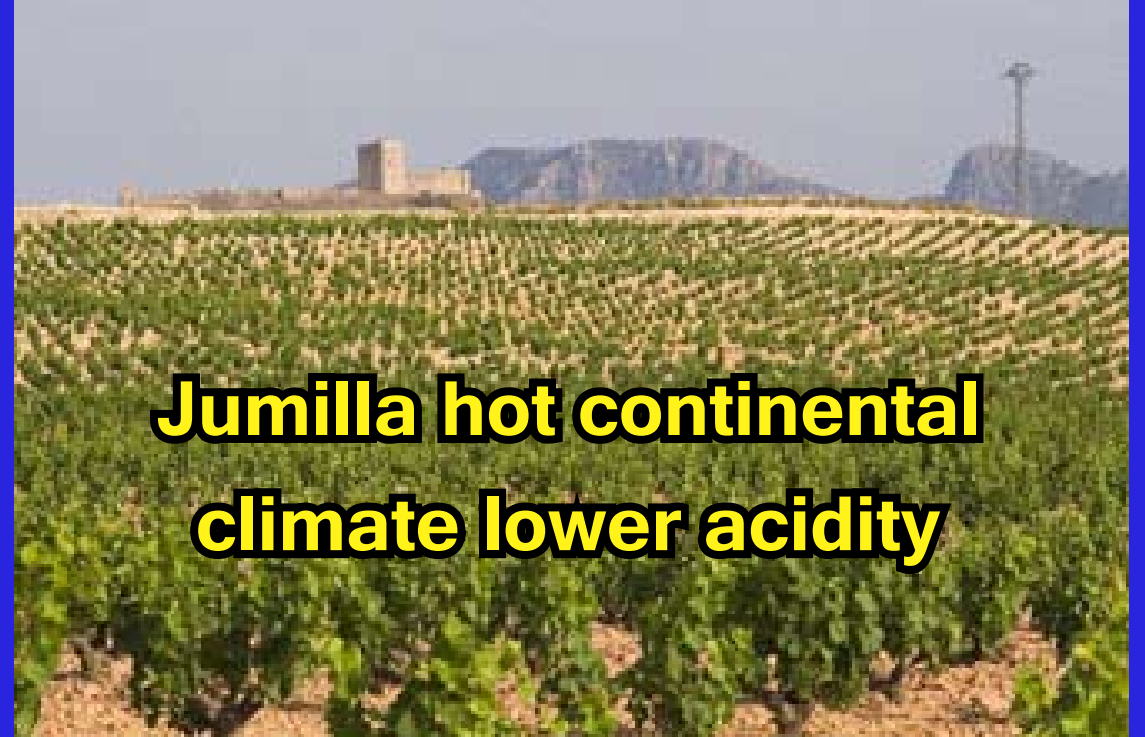
TANNIN

FRUIT

AGING



**Chablis Cool Climate
Higher Acidity**



**Jumilla hot continental
climate lower acidity**

Acidity a result of Climate
Cool climate higher acidity



**Pinot Noir Light Skin
less tannin**



**Cabernet Thicker skin
more tannin**

Tannin a result of skin thickness

Fruit is a result of Grape Variety and Alcohol Level

Cool Climate Grapes

Red Fruit

Tart and under ripe

Citrus

Cranberry

Lighter in Alcohol

Warm Climate Grapes

Dark Fruits

Very ripe

Tropical

Raisined fruit

Higher Alcohol

Aging is a result of time spent in stainless, oak and bottle



**Stainless wines are fruitier
finish is not as long**



**Oak embarks season-
ing on wine and
increases finish**

**As wine ages in bottle
increase in complex flavors
and can influence finish**



Art's Lasting Impression

Art's lasting impression is subjective

Based on all aspects of art

Theme

Color Choices

Composition

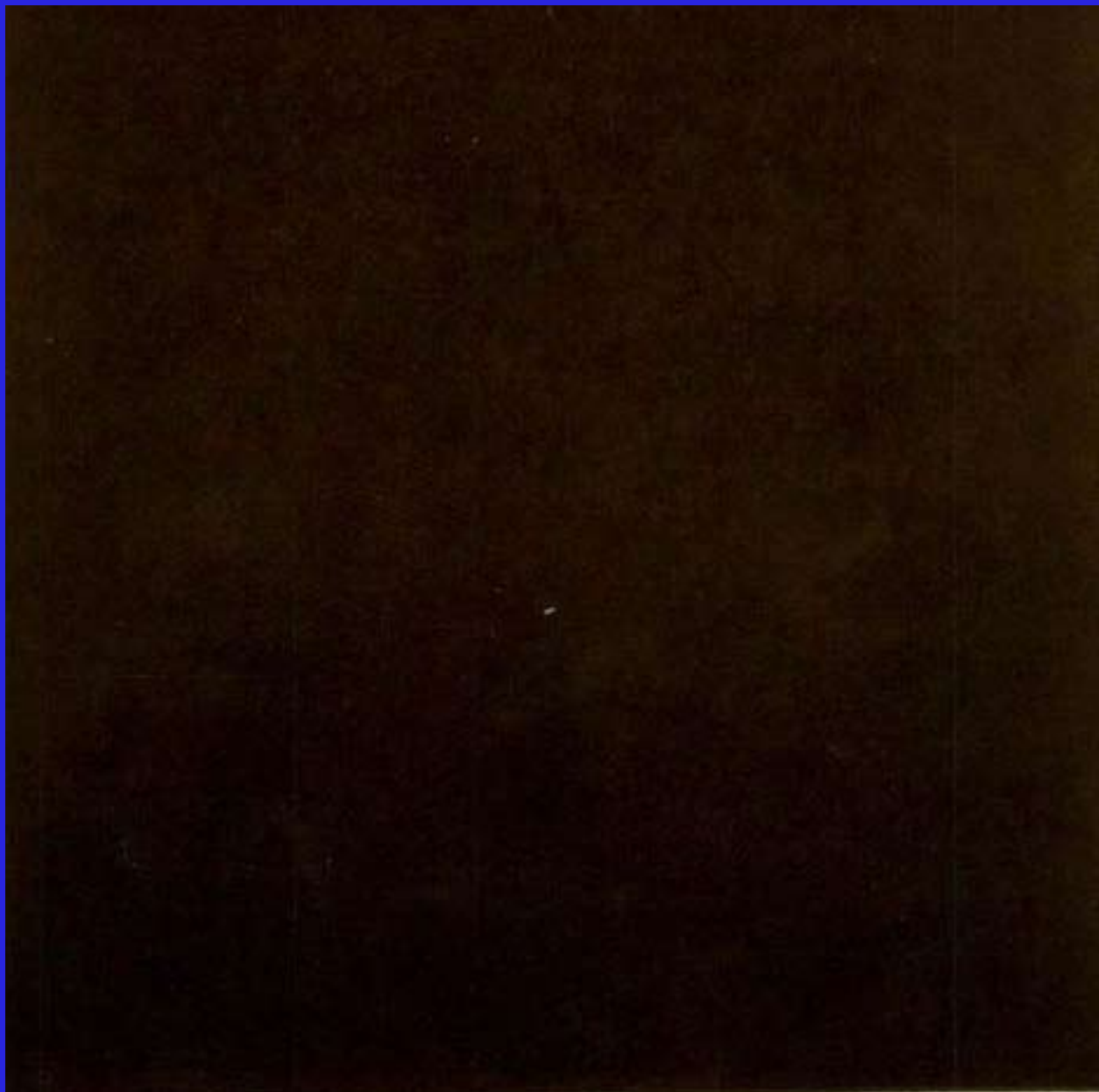
Media Choice

Complexity of Piece

Emotion

However, there are some pieces that we can all agree that they have a greater lasting impression

Take the following two Master Pieces:



**Kazimir Malevich Black
Square 1913**

**an important work of art in
the minimalistic movement**

**But for general public...Just
a black Square
Little Lasting Impression**

**Like a Zinfandel from Lodi
High Alcohol little finish**



**Pablo Picasso's Guernica...Considered one of the world's treasures
A work with Complex theme, Compositon, Choice of Color and for
many very Emotional. Like and 1982 Haut Brion Bordeaux**

Wine and Art

Have many Similarities

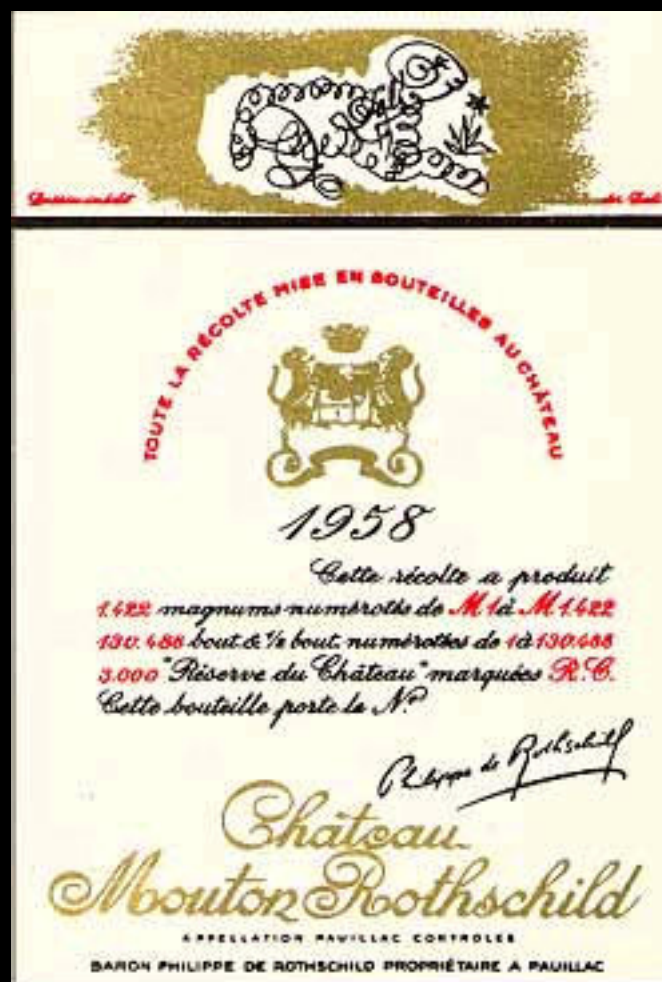
Throughout the
centuries they have
gone hand in hand.

We end this presentation
with a few examples

Mouton Rothschild uses a famous artist each year



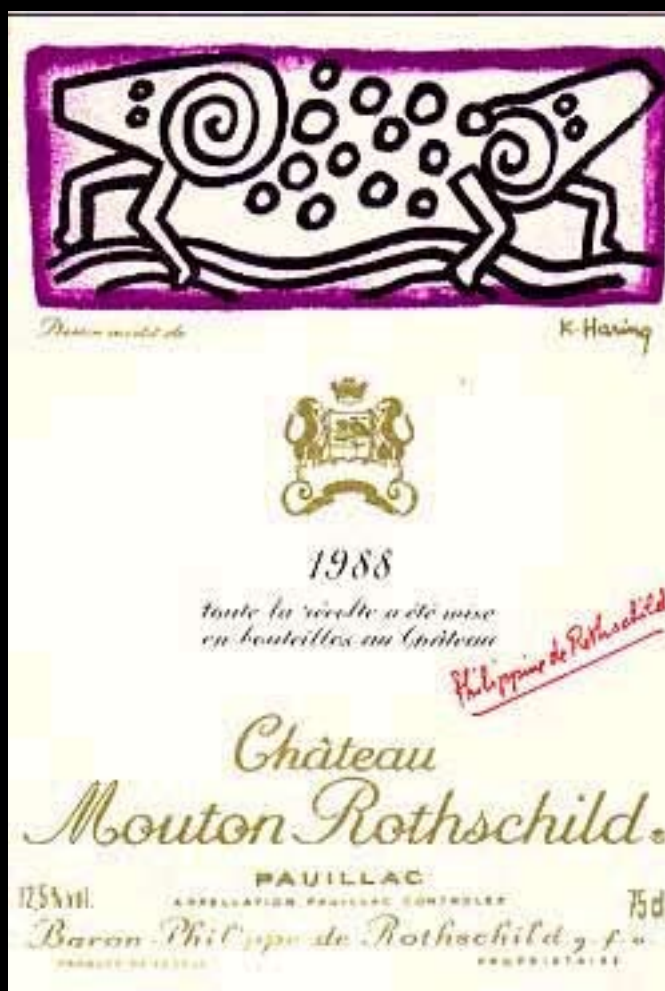
Hugo



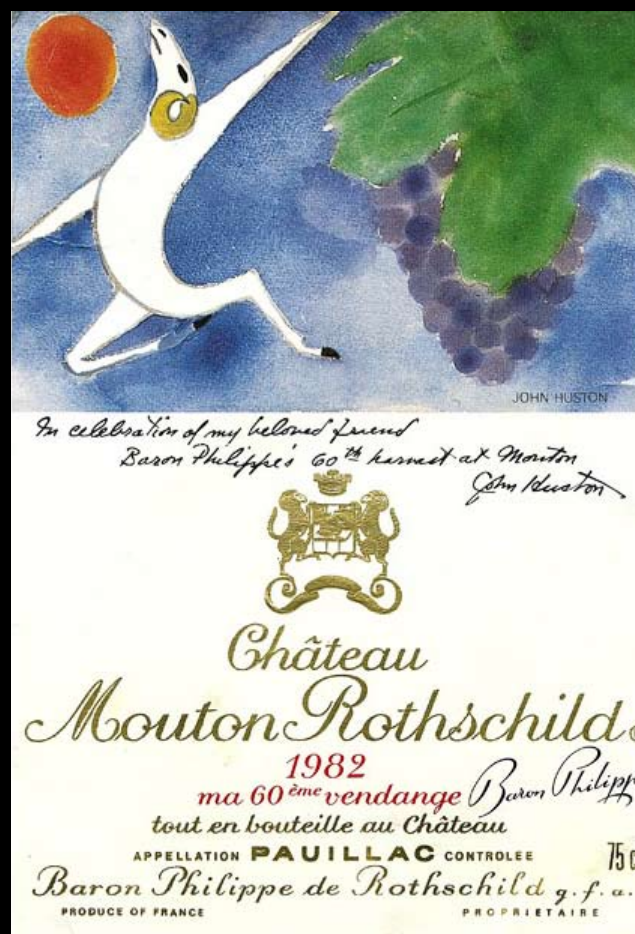
Dali



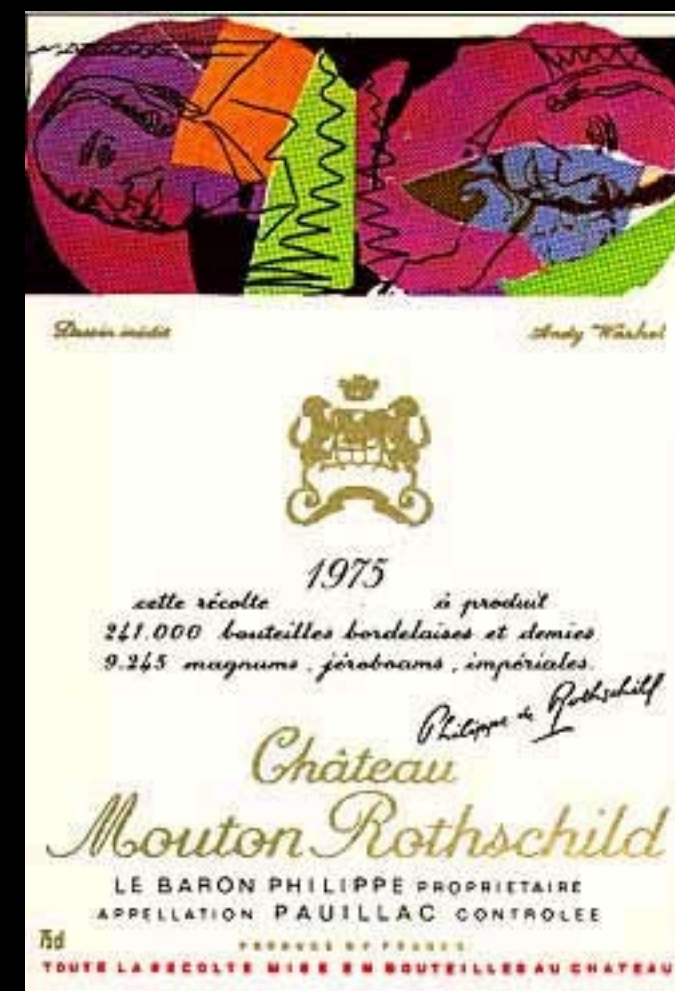
Matta



Haring



Huston



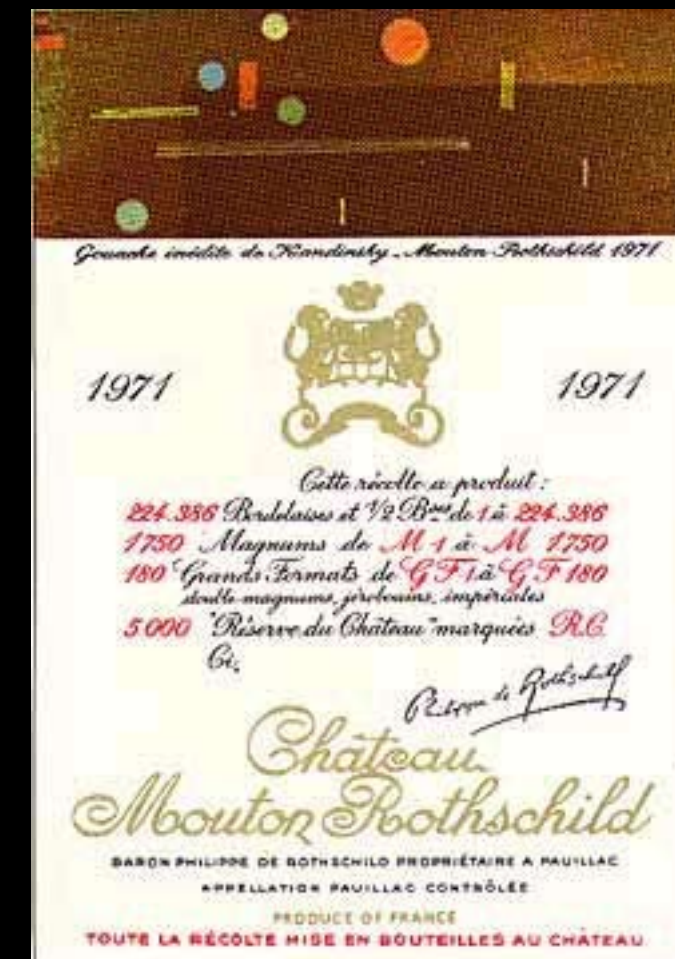
Warhol



Chagall



Miro



Kadinsky



FOR PHILIPPINE

ROBERT WILSON



2001

toute la récolte a été mise
en bouteilles au Château

CHATEAU

MOUTON ROTHSCHILD

PAUILLAC

APPELLATION PAUILLAC CONTRÔLÉE

12.5% Vol.

75cl

Baronne Philippine de Rothschild & Fils

PRODUCE OF FRANCE

PROPRIETAIRES

SPÉCIMEN



Grand vin

de Jean-Martin

1969



1969

Spécial

Cette récolte a produit :

128 960 Bouteilles et 1/2 Bouteille à 128 960

1864 Magnans de A 1 à A 1864

34 Grands Formats de G F 1 à G F 34

double magnans, jérébians, impériaux

*8000 "Réserve du Château" marquée R.C.
C.*

Baron de Rothschild

*Château
Mouton Rothschild*

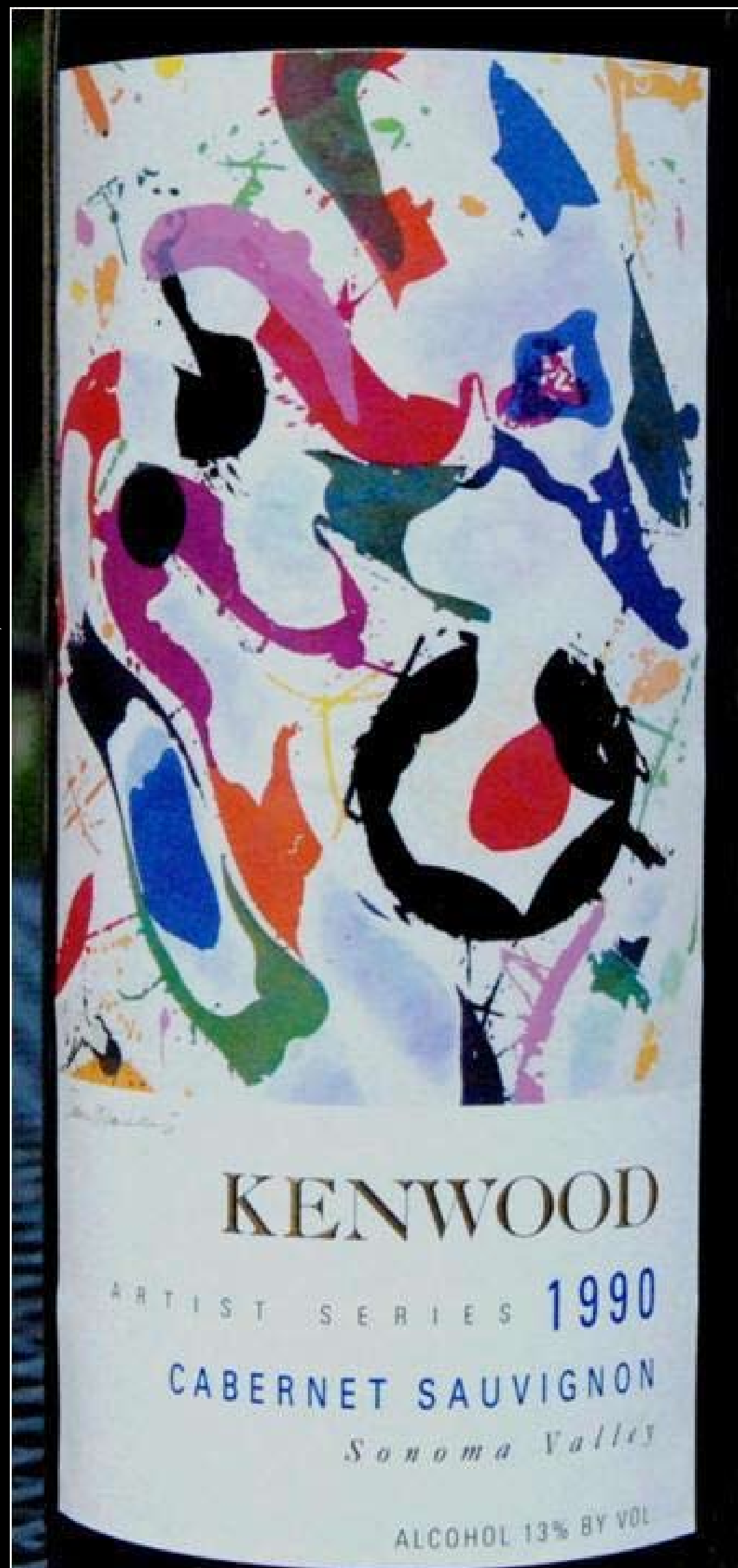
BARON PHILIPPE DE ROTHSCHILD PROPRIÉTAIRE À PAUILLAC

APPELLATION PAUILLAC CONTRÔLÉE

PRODUCE OF FRANCE

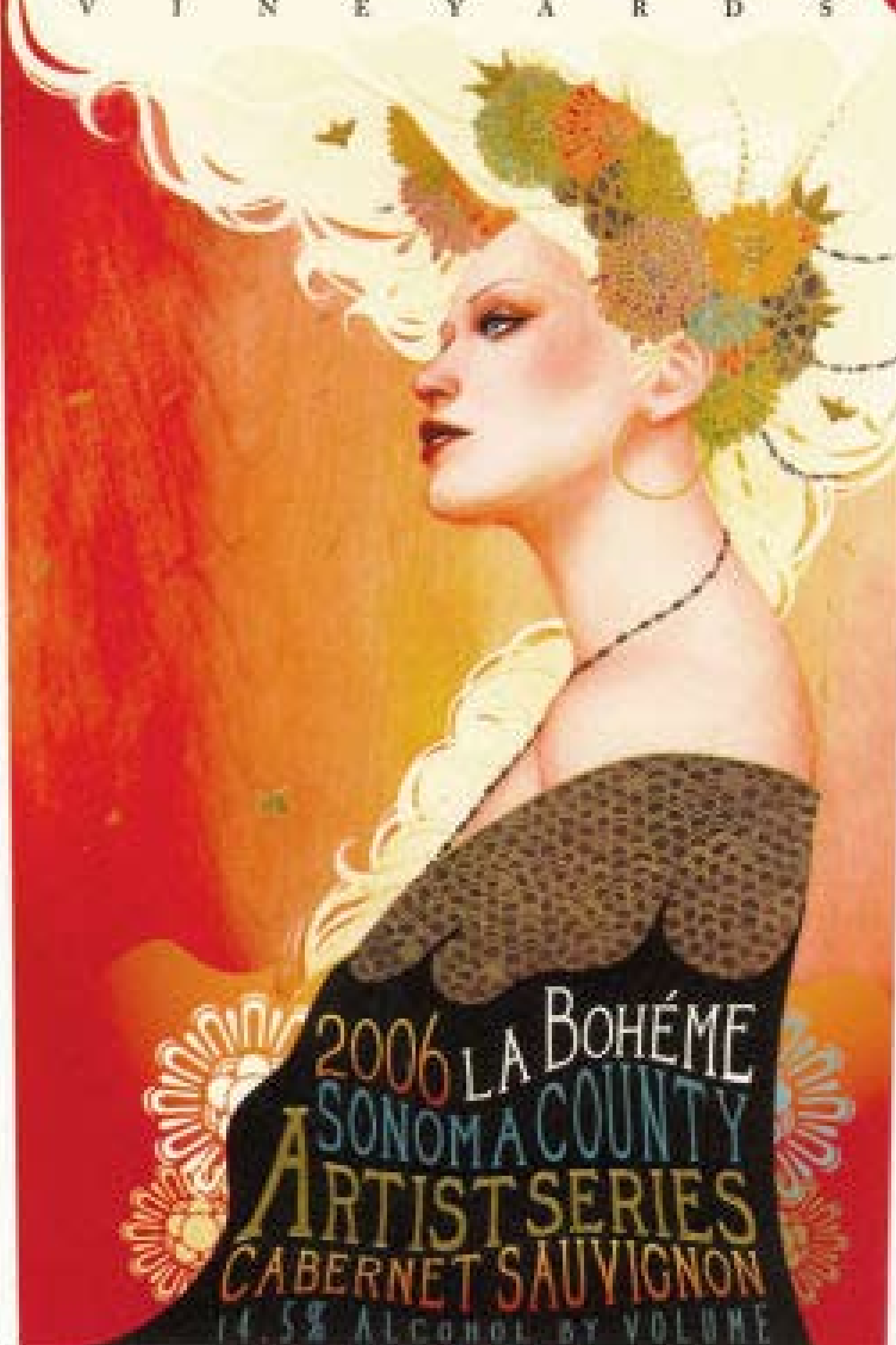
TOUTE LA RÉCOLTE MISE EN BOUTEILLES AU CHÂTEAU

**In the US,
Kenwood
carried on
the tradition
with the
Artist
Series**



KENWOOD.

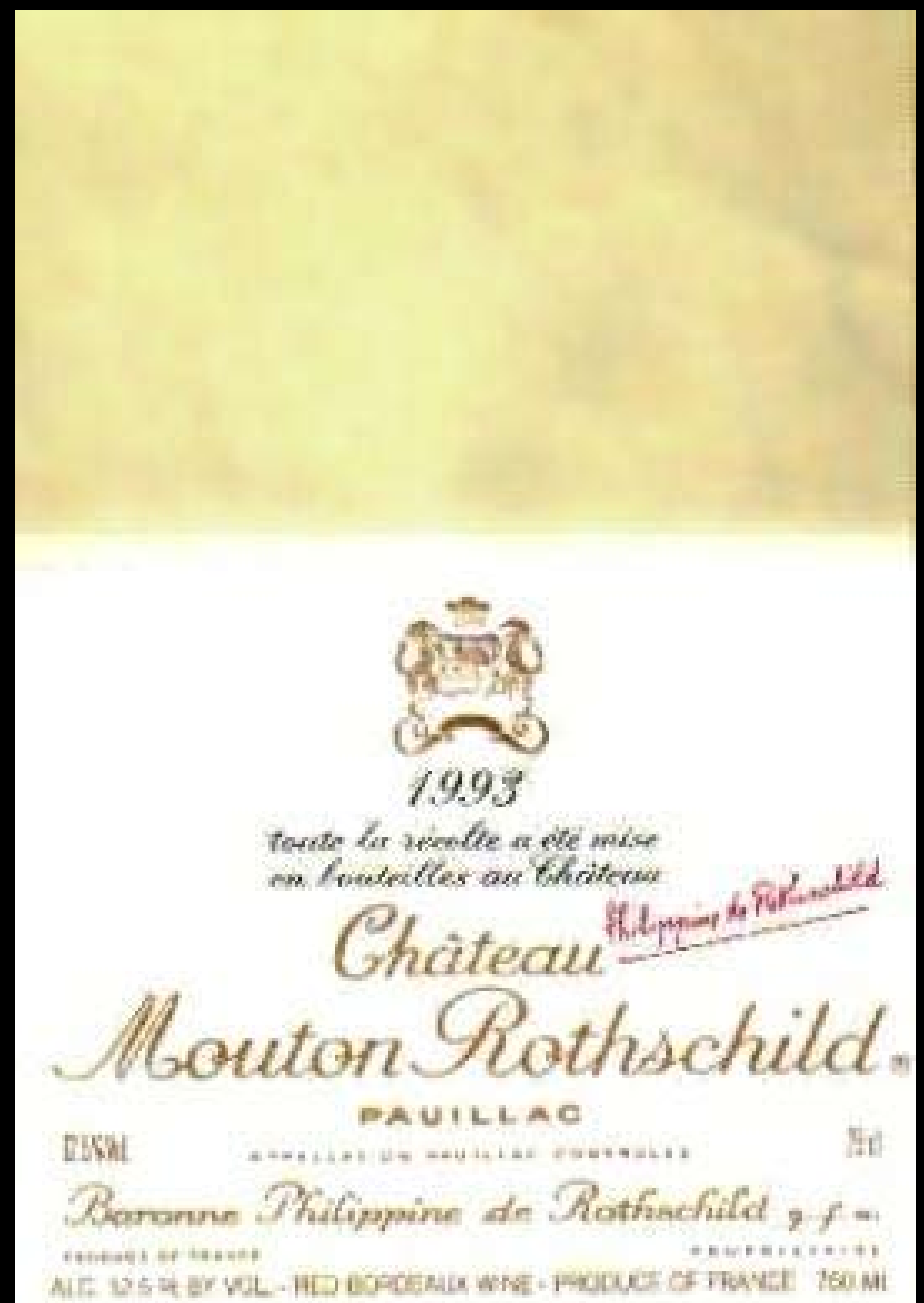
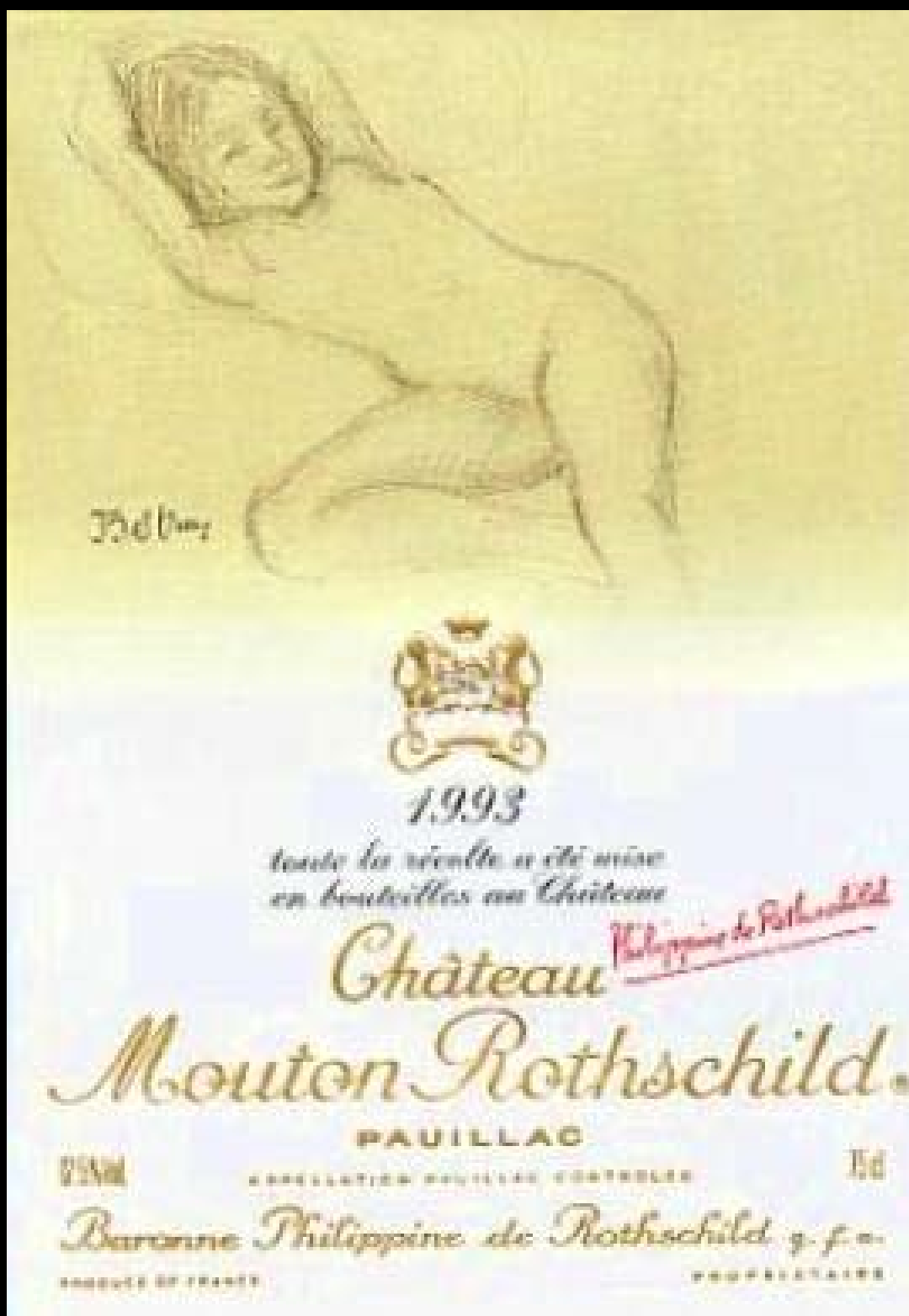
V I N E Y A R D S



2006 LA BOHÉME
SONOMA COUNTY
ARTIST SERIES
CABERNET SAUVIGNON
14.5% ALCOHOL BY VOLUME

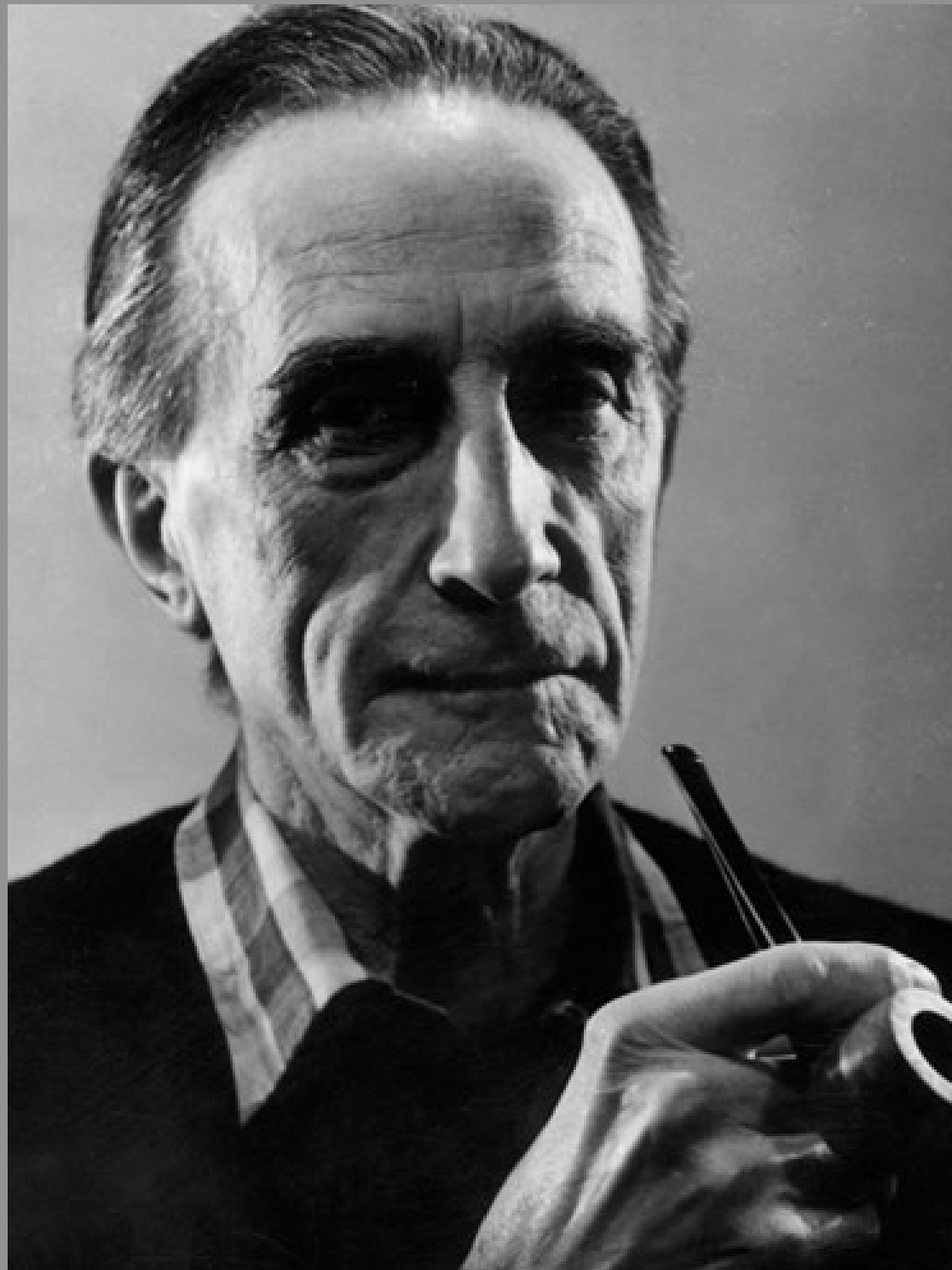
ART HAS ALWAYS
TESTED THE BOUNDARIES
AND IS KNOWN TO BE
CONTROVERSAL.

A REFLECTION
OF THE
ZIETGUEST



Balthus

THE 1993 LABEL WAS
BANNED IN THE US



Marcel Duchamp

The idea that life is art.

Introduced the

“Ready Made”

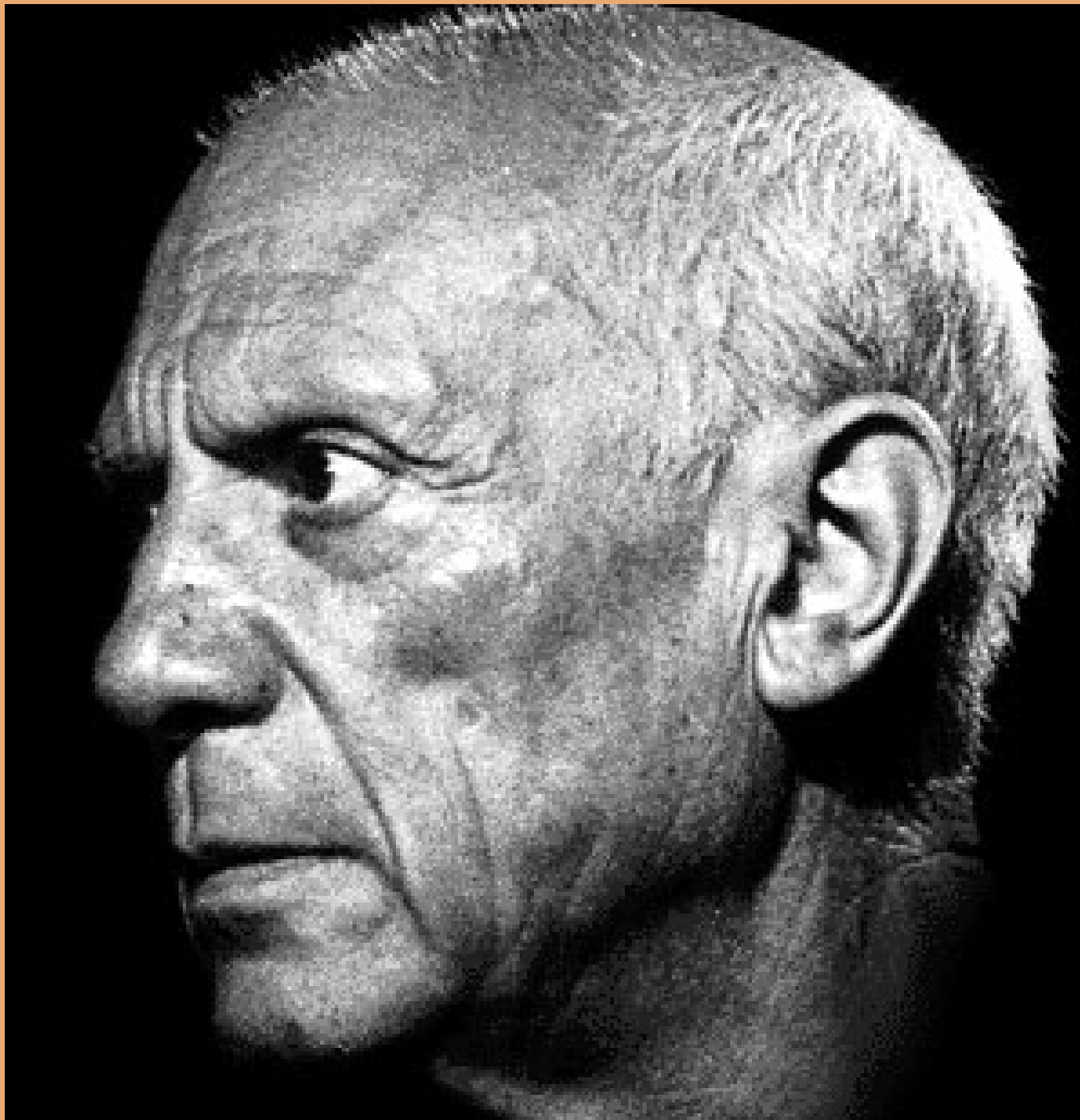
Ready mades



**Urinal signed R.
Mutt**

Bottle Dryer





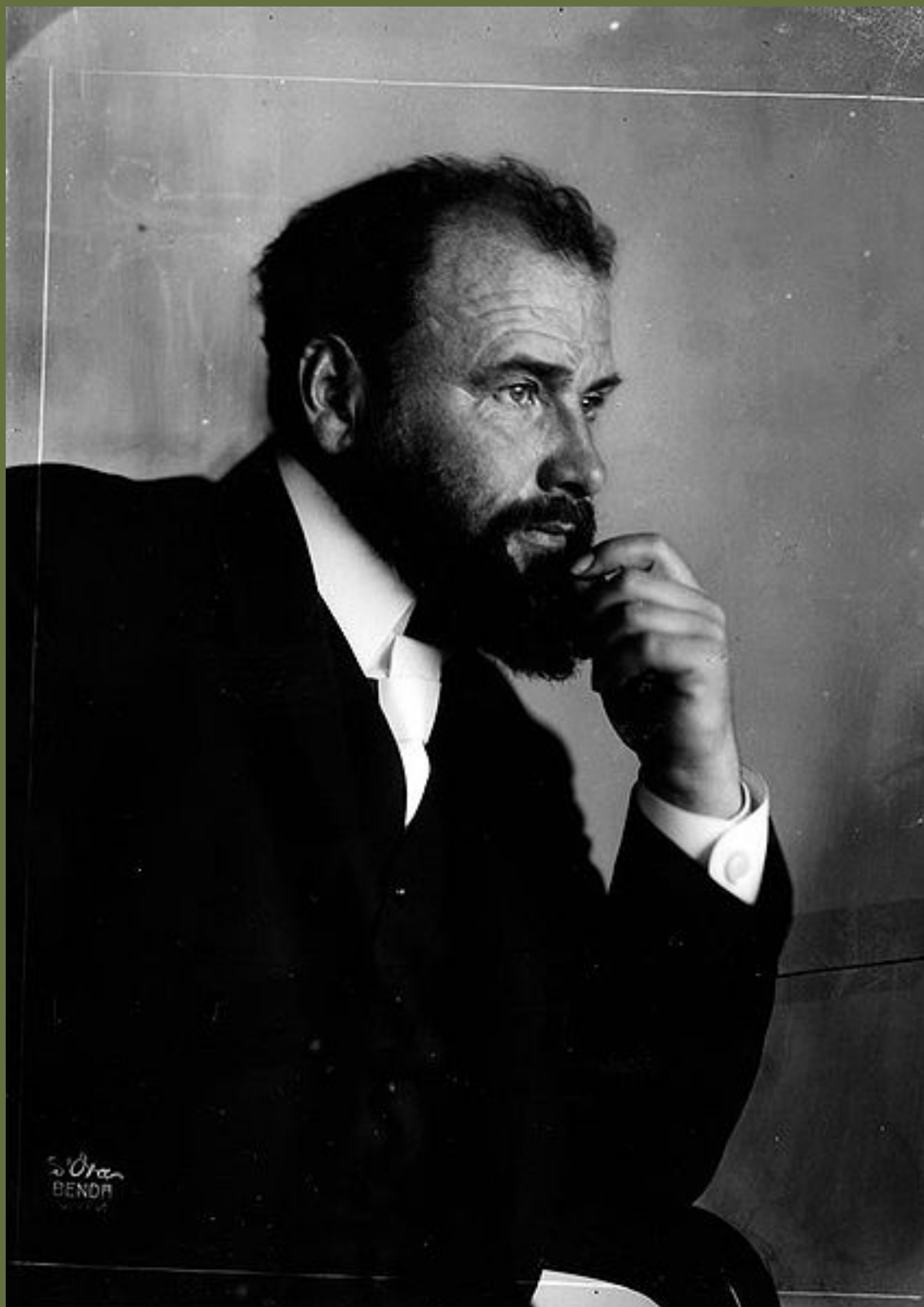
Pablo Picasso

Cubism



Le Damoiselle

**distortion of the female
figure was a cause
for controversy**

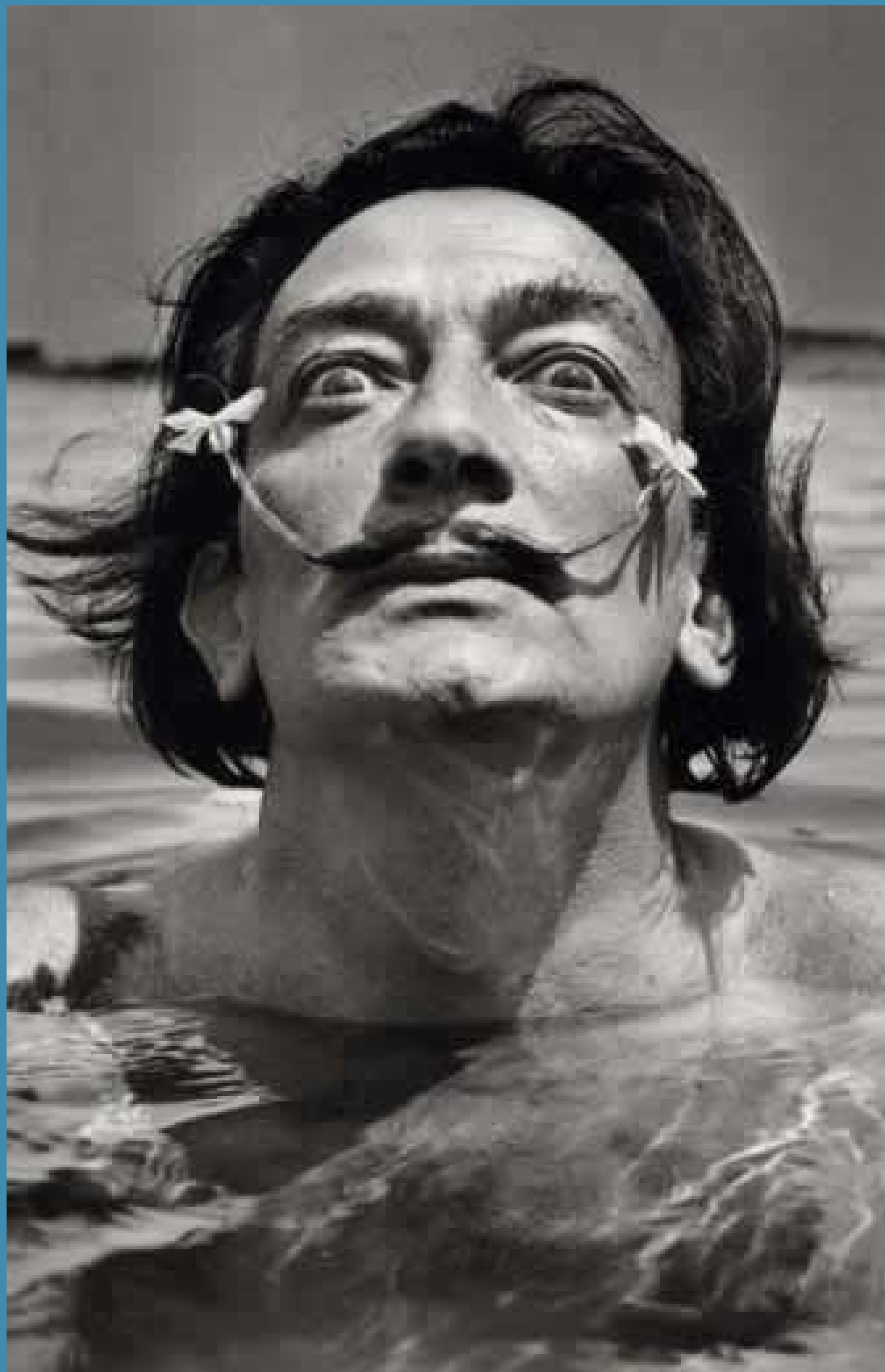


Portrait of Adel Boch- Bauer

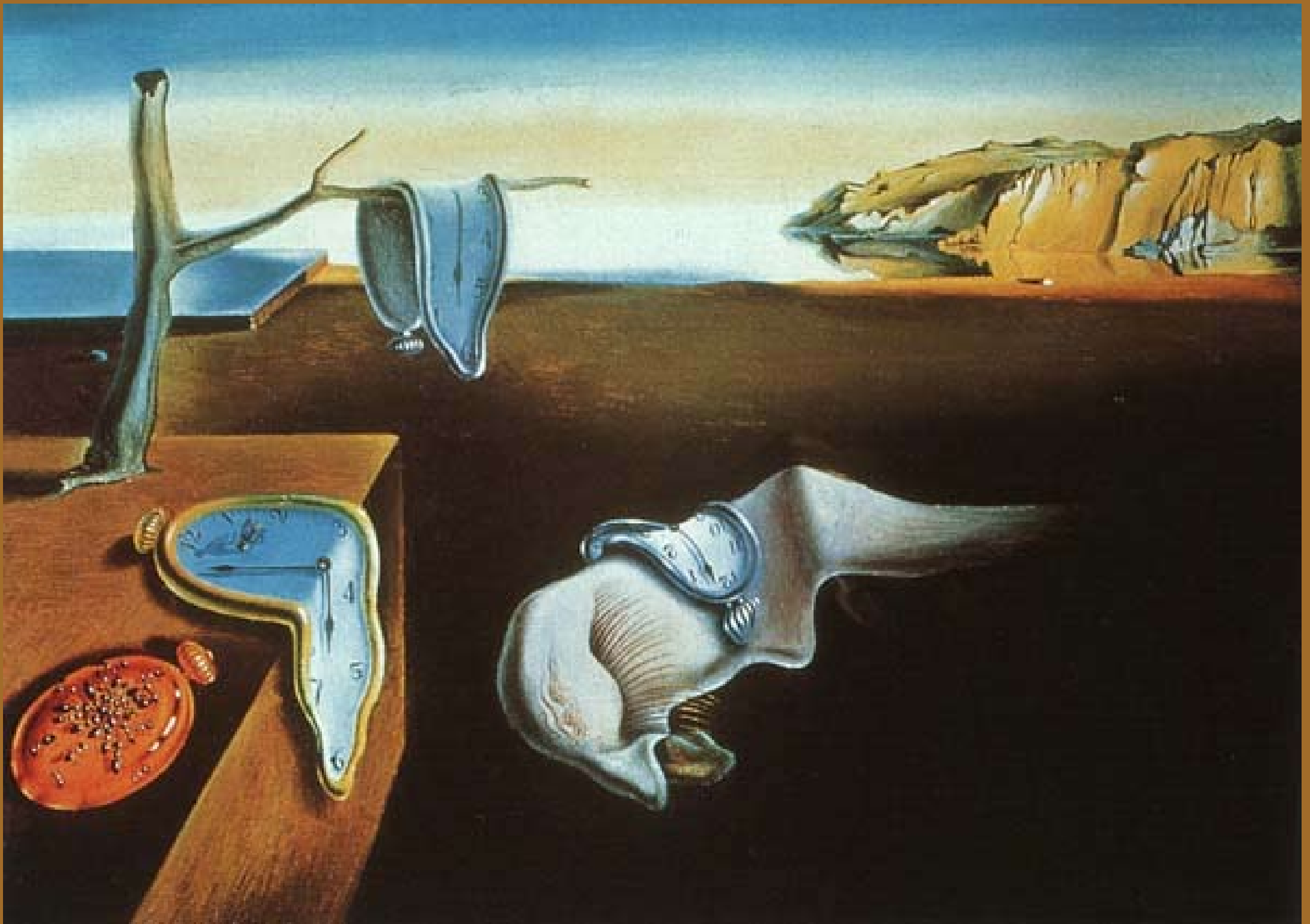
**Motif and
portrait
of a
Jewish
Lady in
Germany**

**Gustav
Klimpt**





**Salvatore
Dali**



**Reality and
intensity
of the
subconscious
mind**



**Takashi
Murakami**



High art

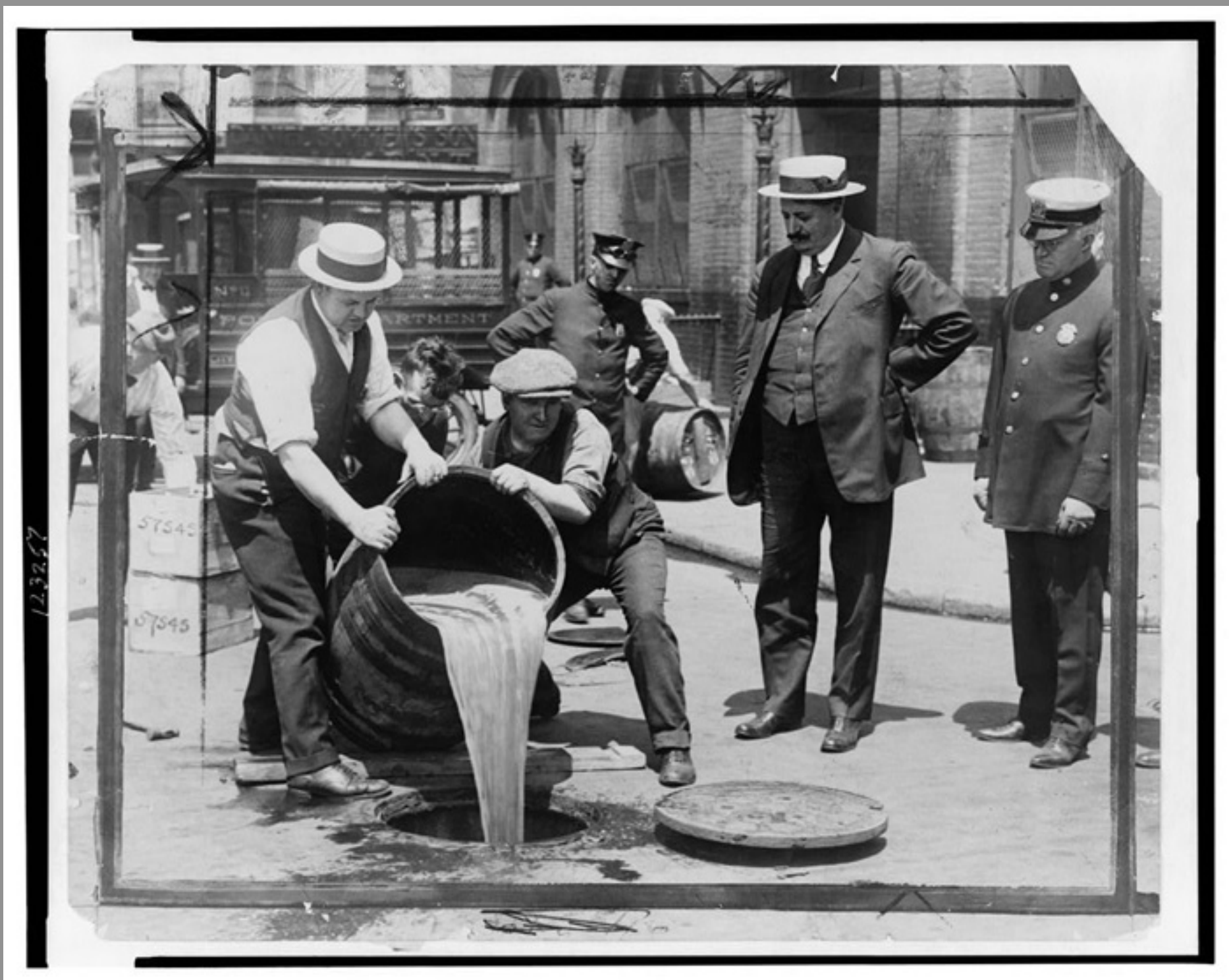
VS

Low art

**use of Marketing and
mass production**

Pop Art

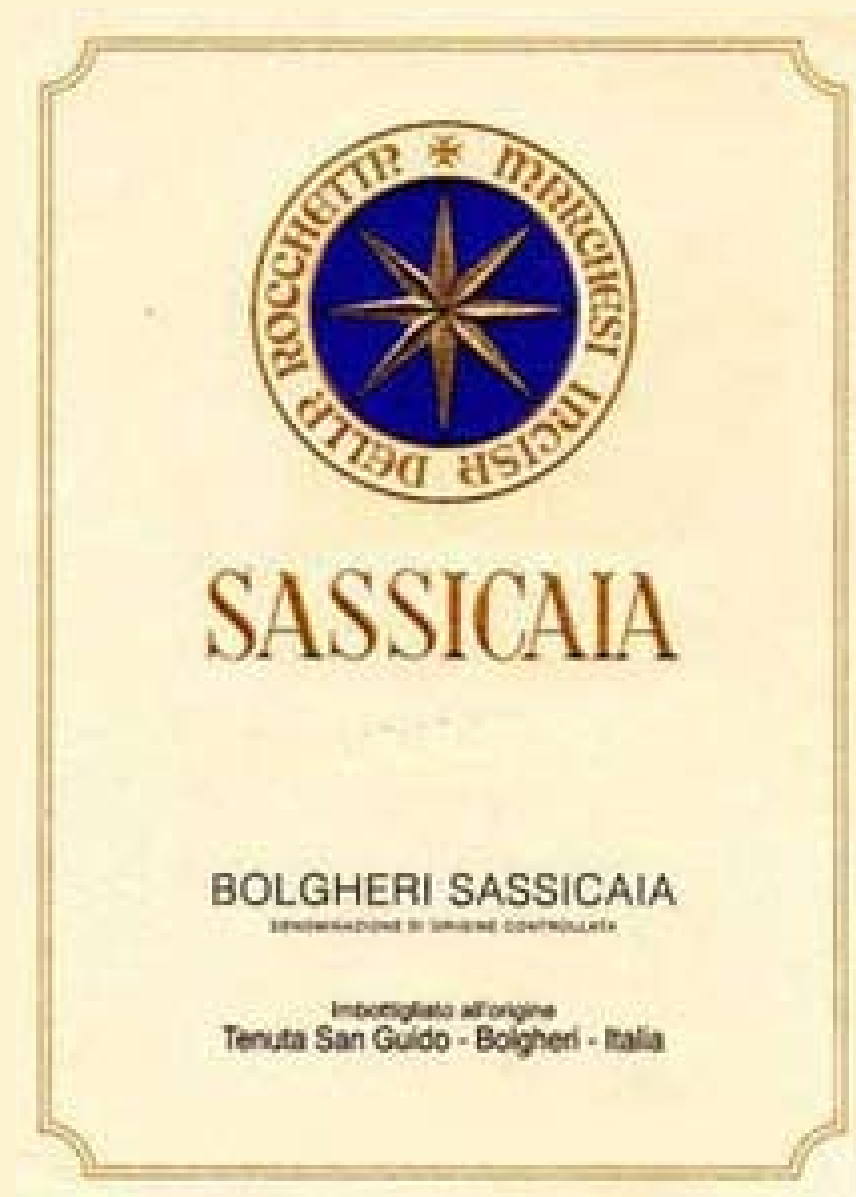
Wine has its share of controversy



Prohibition



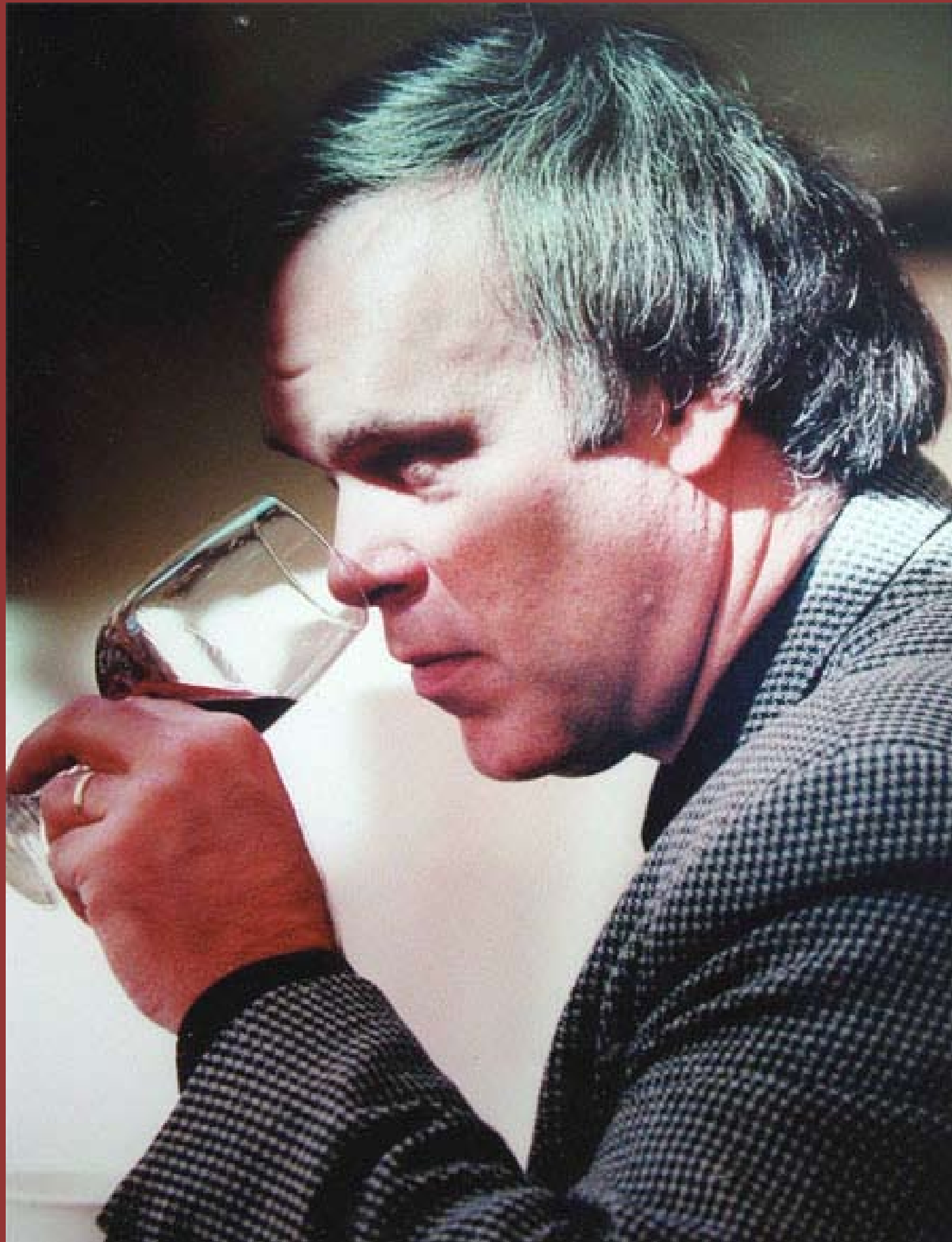
Fakes
there is more '82
Petrus in Vegas than
ever produced



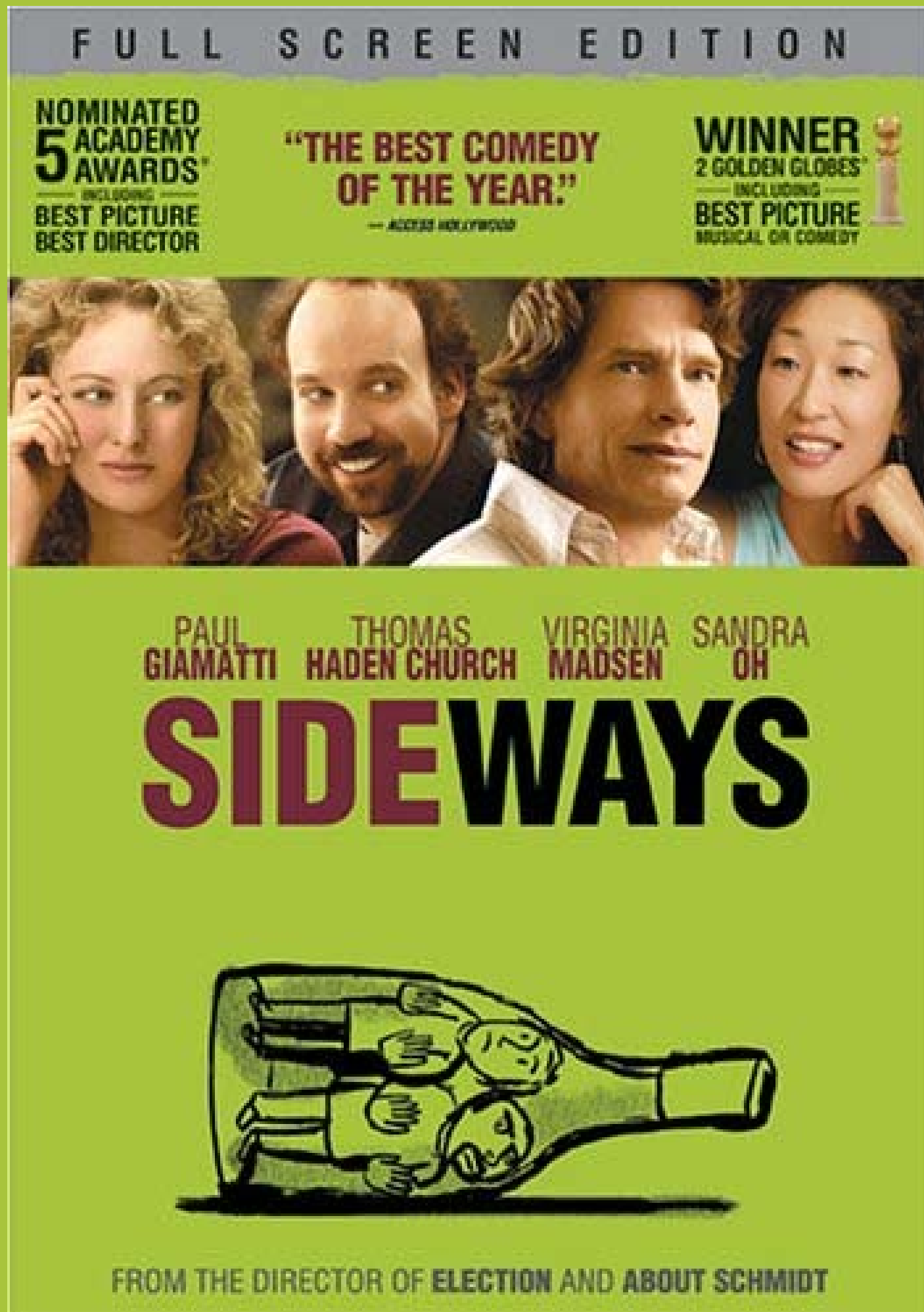
**The Super Tuscan
were renegades**

**Made wine that they
want to produce
regardless of
DOCG rules.**

Robert Parker and Scoring Wine Has had its share of controversy



Popularized Pinot Noir



Ruined Merlot



ART

&

WINE

**The
END**