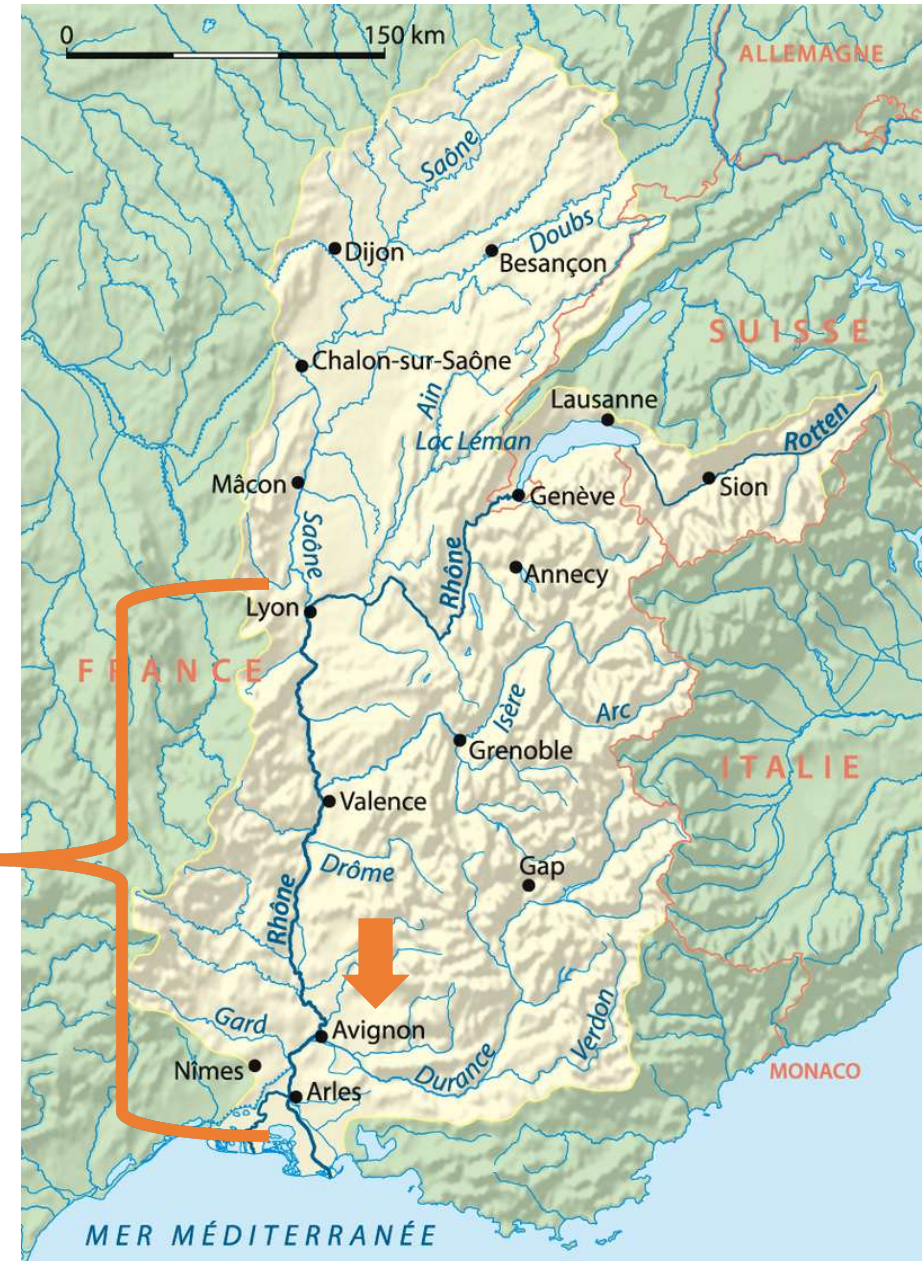


Avignon in the Rhône Valley

| | |
|---|----------------------------|
| Municipal Population | 91 921 inhabitants |
| Intercommunality | 197 102 inhabitants |
| Urban area (Municipality + 97 suburban municipality) | 530 267 inhabitants |

Middle Rhône valley

Between 1999 and 2010: strongest urban growth
Population grows by **76%**
Area grows by **136%**







A vineyard linked to the presence of the papal court



What can we learn from this initial example?

- Complex relationships between the city and its surroundings: vineyards can be found both in the heart of the city and at a greater distance (Châteauneuf-du-Pape is 20 km from Avignon).
- The city's spatial identity is based on a stratification of heritages: the vineyard plot in the city center is a geo-element indicating the ancient link between the vineyard and Avignon.
- Wine-growing areas are defined not only by geophysical conditions, but also by forms of appropriation and a projection of values handed down by men. La périurbanisation de la ville d'Avignon repose sur un système d'intégration des communes périphériques: le vignoble est-il alors repoussé ou intégré ?
- By studying a non-exhaustive sample of maps produced over time, we can not only gather the representations developed over time of the vineyard and its relationship with the city, but also understand how these representations have been performative for the label that protects wine-growing areas.

Definition of geophysical terroir only

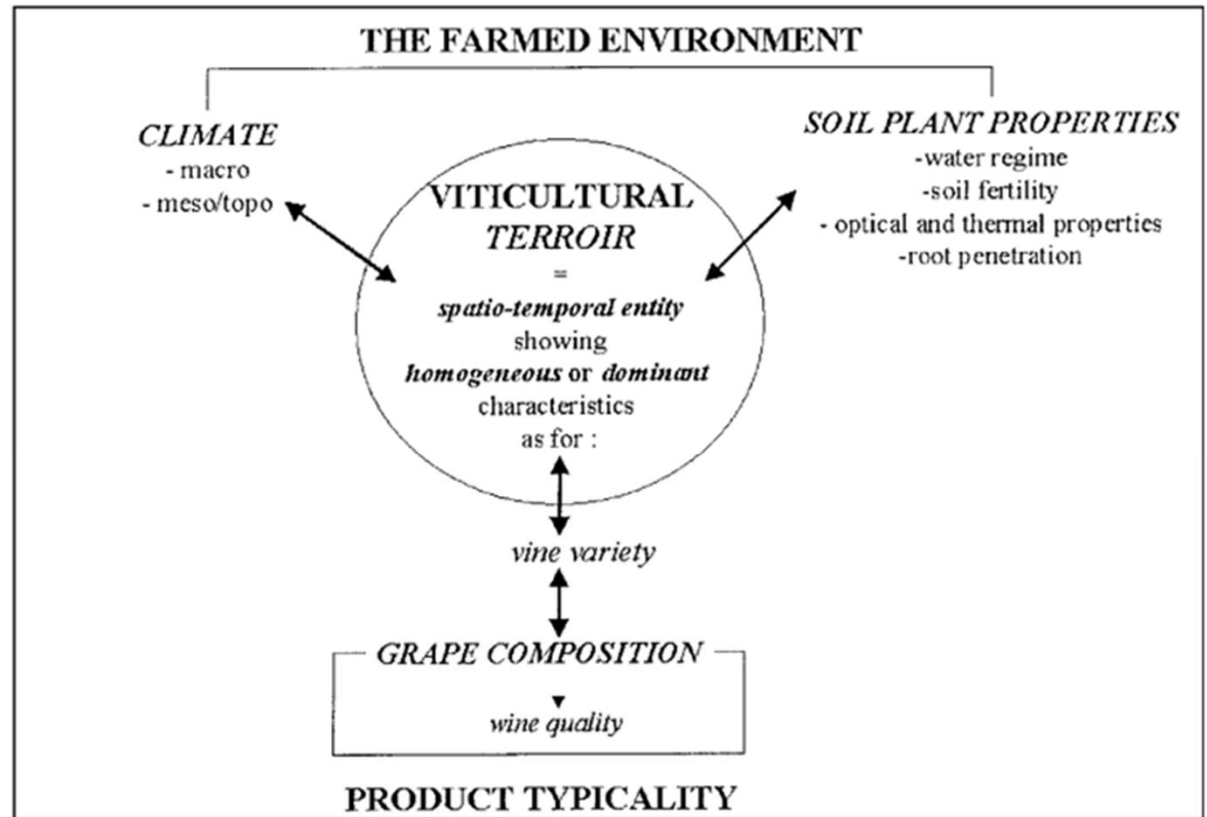


Figure 3. Concept of viticultural *terroir*, by Vaudour (2001).

A variety of cartographic forms

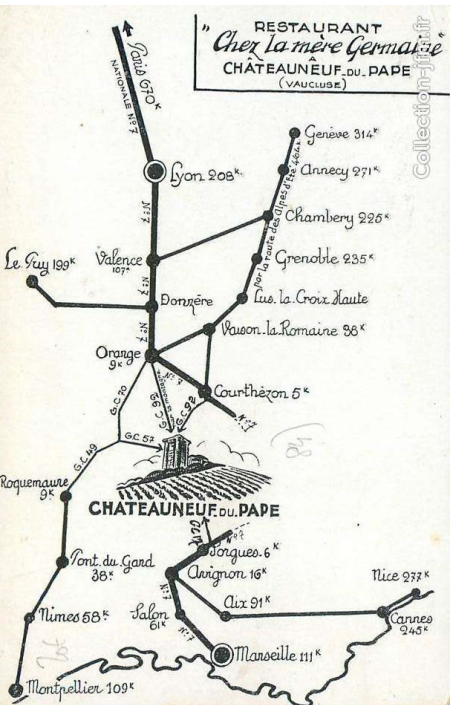
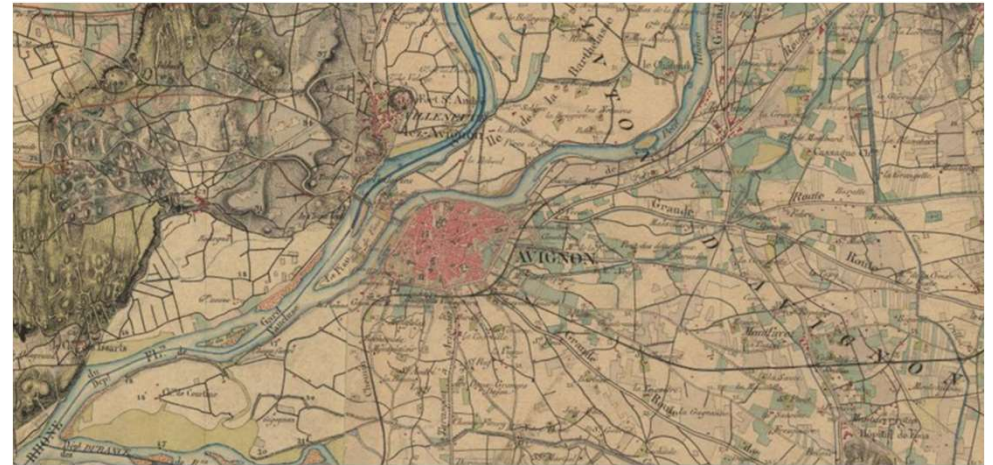
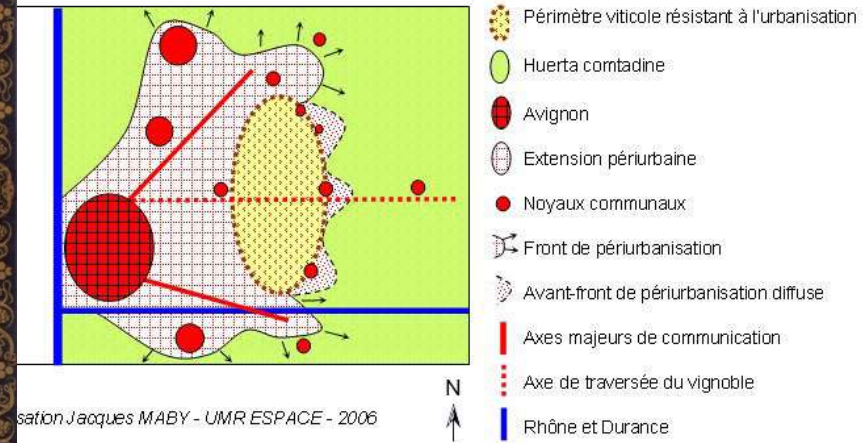
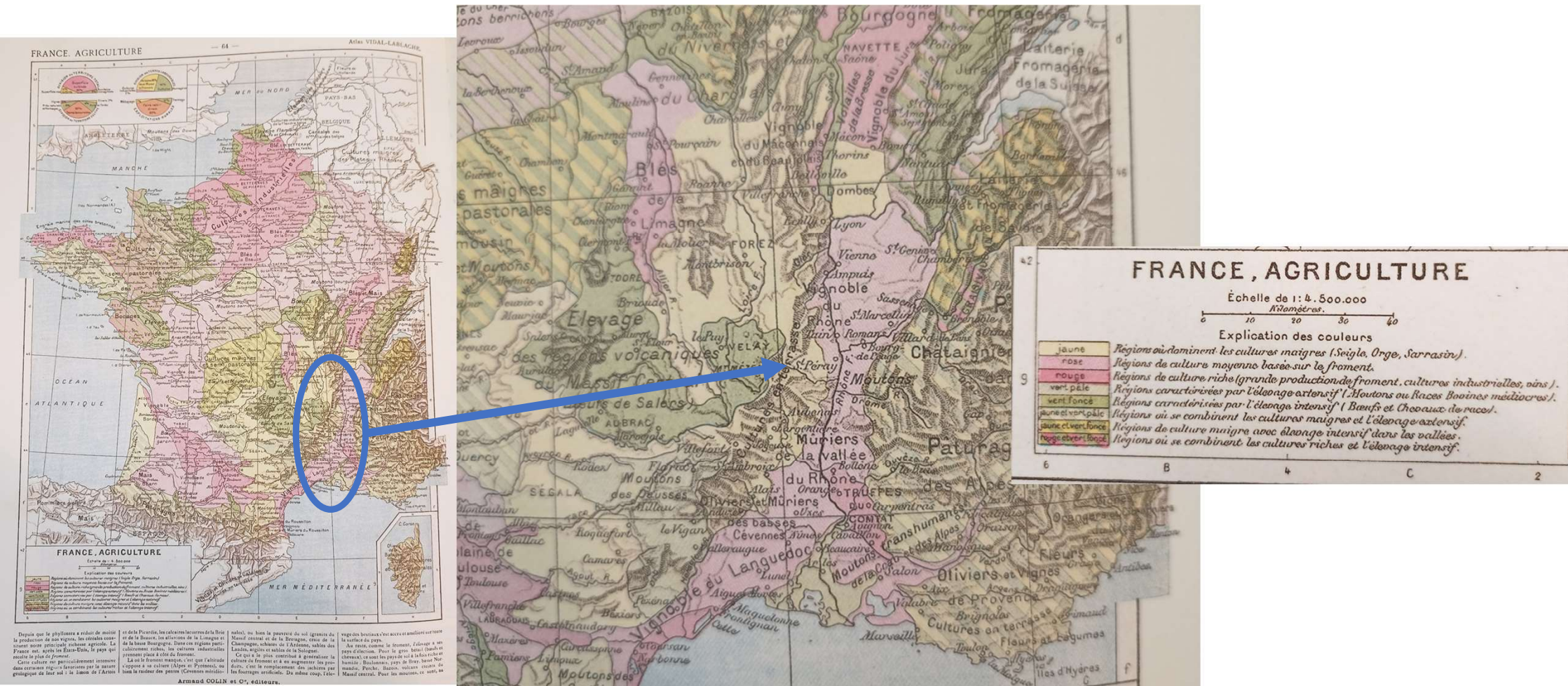


Schéma des dynamiques spatiales

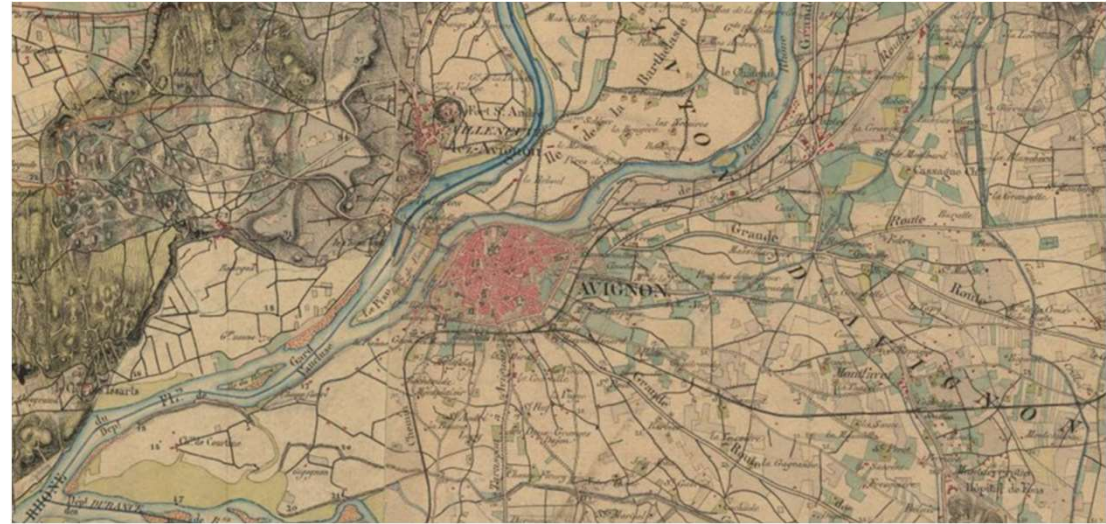


Cartographie Jacques MABY - UMR ESPACE - 2006

A river valley marked by an ancient wine-growing identity : national scale



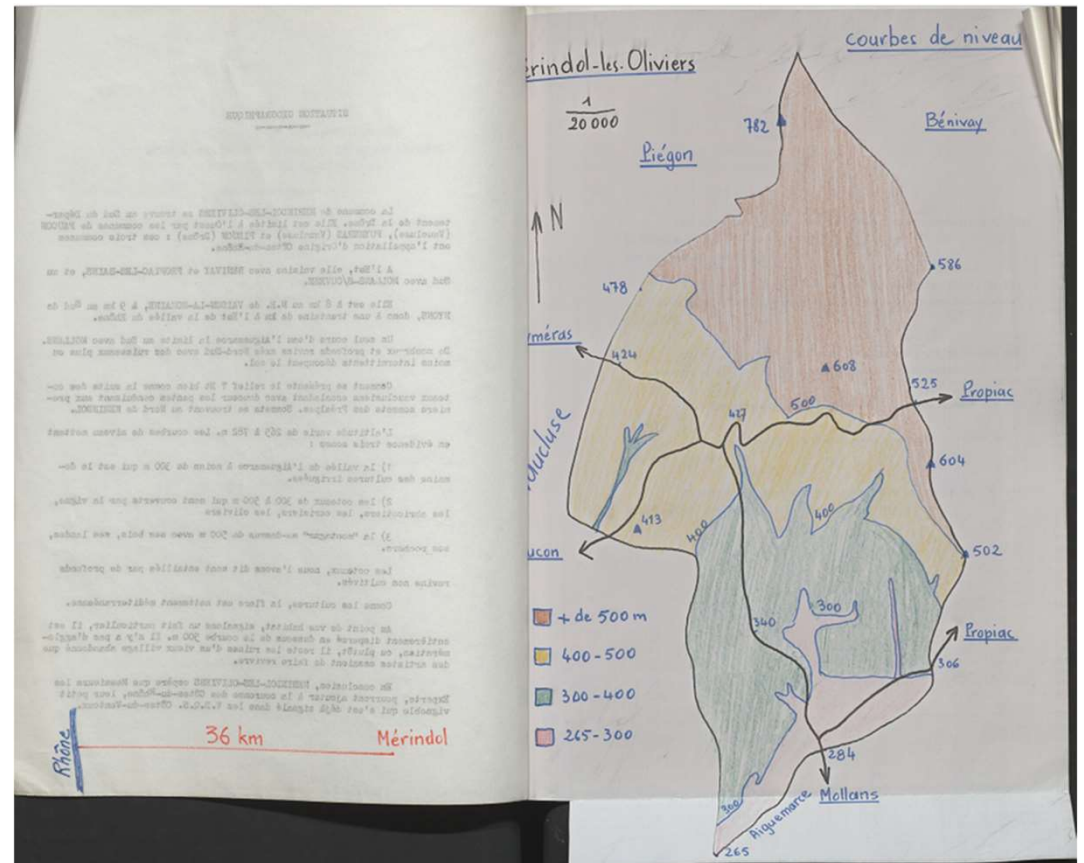
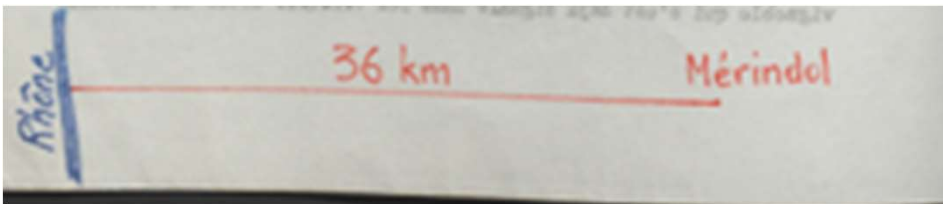
A river valley marked by an ancient wine-growing identity : local scale



The Rhône River and the Côtes-du-Rhône wine identity

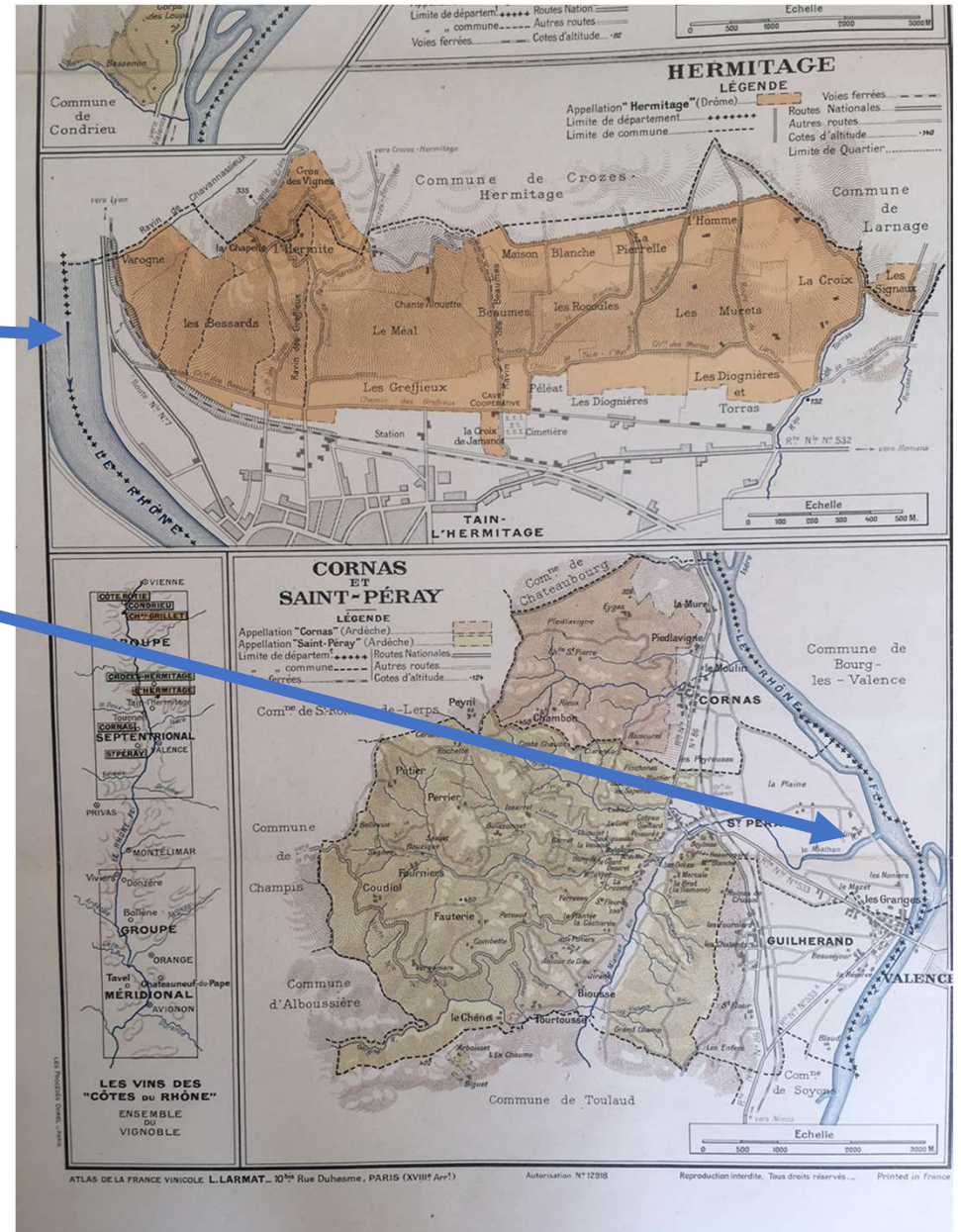
Application for recognition of the Côtes-du-Rhône appellation for the commune of Mérindol-les-Oliviers in 1972.

A matter of proximity



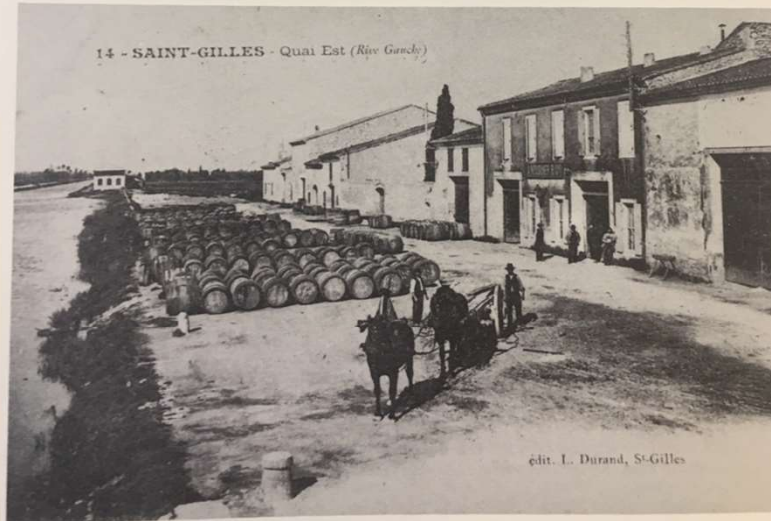
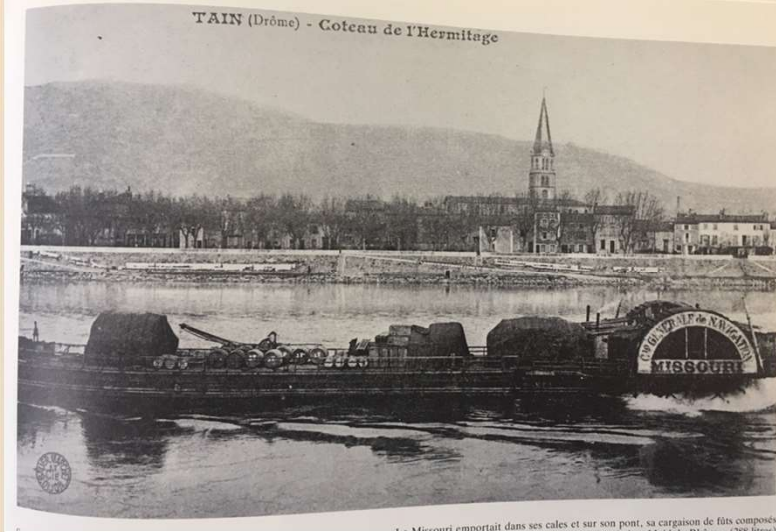


In L. LARMAT *Atlas de la France viticole*, published in 1943, the Rhône appears as a **central structure**, and the vineyards are depicted with a drawing of the nearby river.



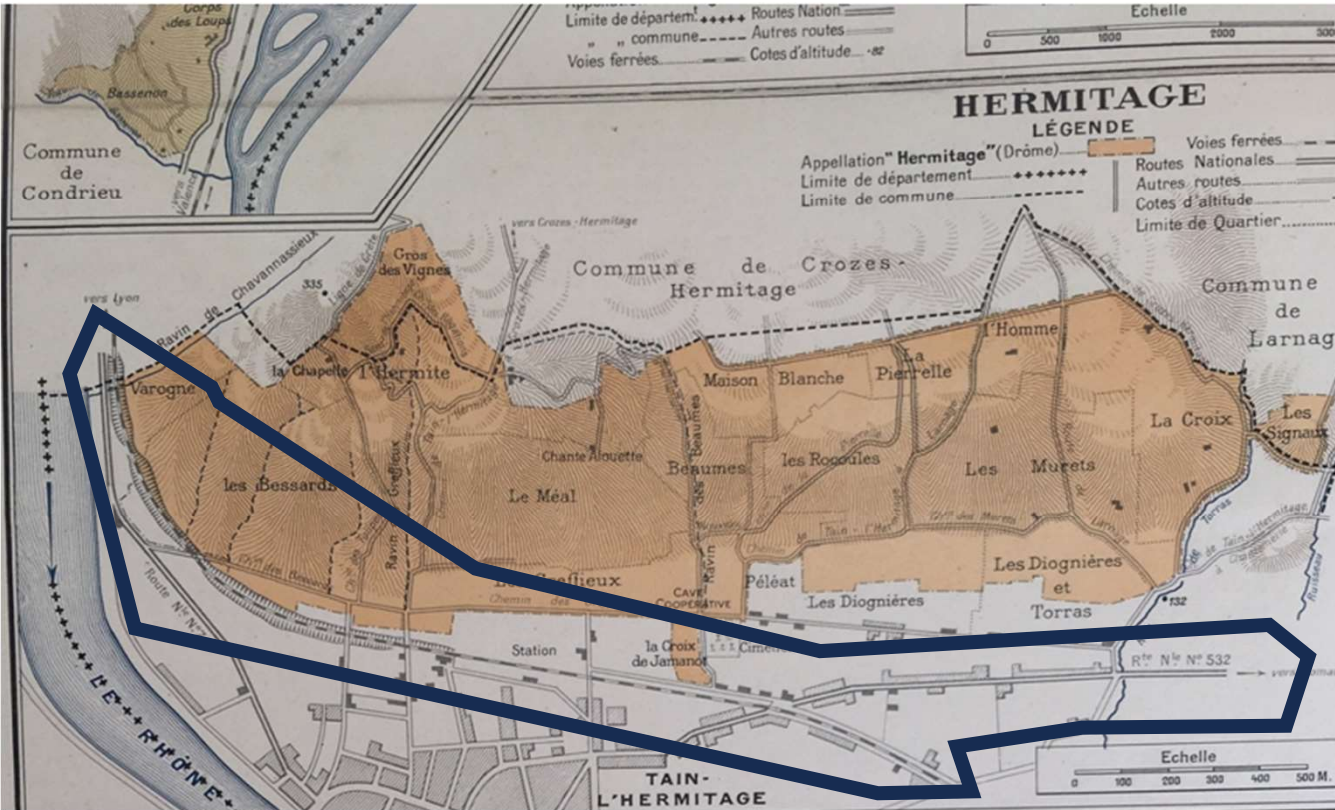


A navigable route in the 19th and early 20th centuries (postcards)

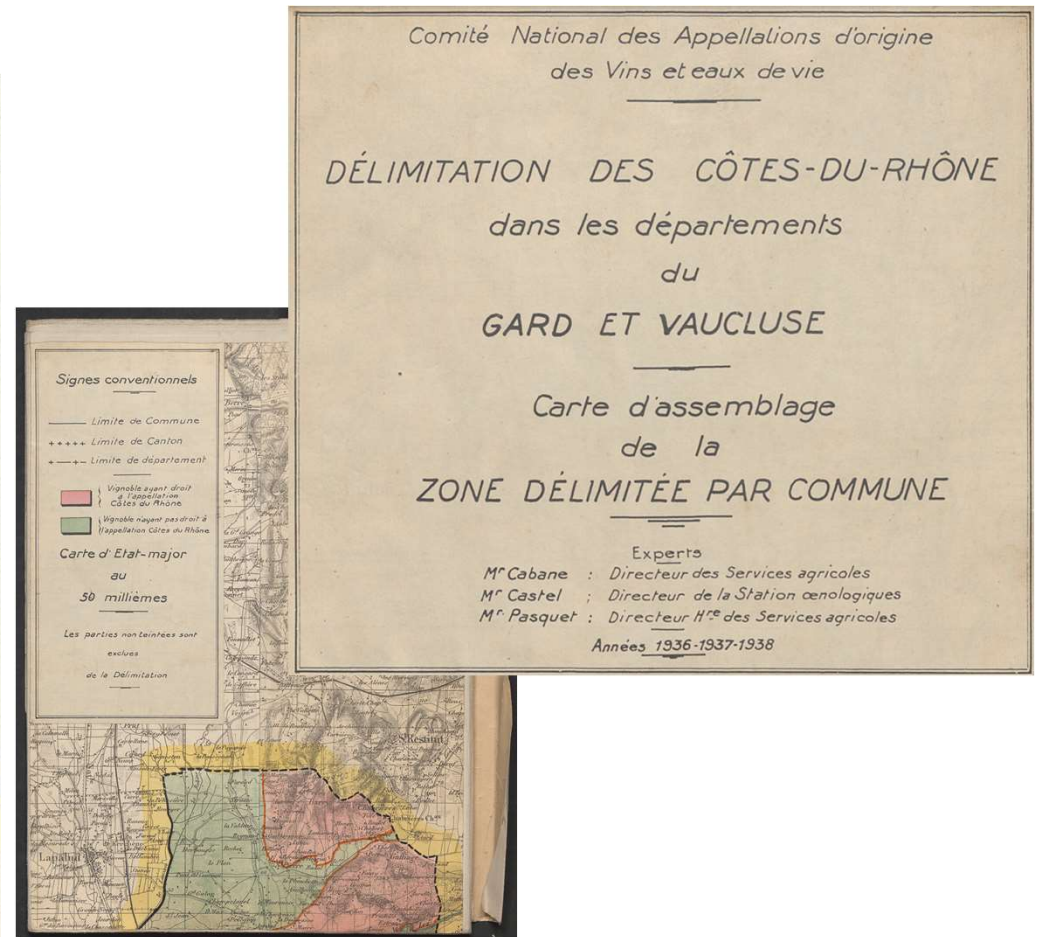


Port de Tournon. Vers 1895. Chargement d'un bateau anguille, le Phénix, de fûts d'Hermitage. Destination Beaucaire.

Rail transport in the valley in the 19th and early 20th centuries



Avignon, extensive vine-growing in the early 20th century



Urban spaces in France: what definition(s)?

- **Quantitative** dimension: over 2,000 inhabitants
- **Morphological** dimension: built-up area (less than 200m)
- **Functional** dimension: commuting patterns of the working population (urban area / catchment area)
- **Geocultural approach** => territorial identities under construction

Châteauneuf-de-Gadagne: a wine-growing village and a commune on the outskirts of Avignon



Cassini map au
1/83 000^e
circa 1750



Figuré
« Vine »



Carte d'état-major / military map (1820-1866)

(Topographie)

TABLEAU DES TEINTES CONVENTIONNELLES, DES ROUTES ET DES DIVISIONS TERRITORIALES.

| 20,000: | | 40,000: | |
|---|--|---|--|
| Routes Impériales pavées, bordées d'arbres et sans arbres. | | <i>Suivant leur largeur réelle réduite à l'échelle.</i> | |
| <i>Suivant leur largeur réelle réduite à l'échelle.</i> | | <i>Largeur conventionnelle.</i> | |
| Routes Impériales empierrées, bordées d'arbres et sans arbres. | | | |
| Routes Départementales empierrées, bordées d'arbres et sans arbres. | | | |
| Routes en bois, bordées d'arbres et sans arbres. | | | |
| Chemins de Fer. | | | |
| Chemins vicinaux de grande communication. | | | |

| Bois | Bois terminés. | Prés. | Vergers. |
|---------|-------------------|-----------------|----------------|
| | | | |
| | | | |
| Vignes. | Haies et Jardins. | Marais et Eaux. | Marais Salans. |
| | | | |
| | | | |

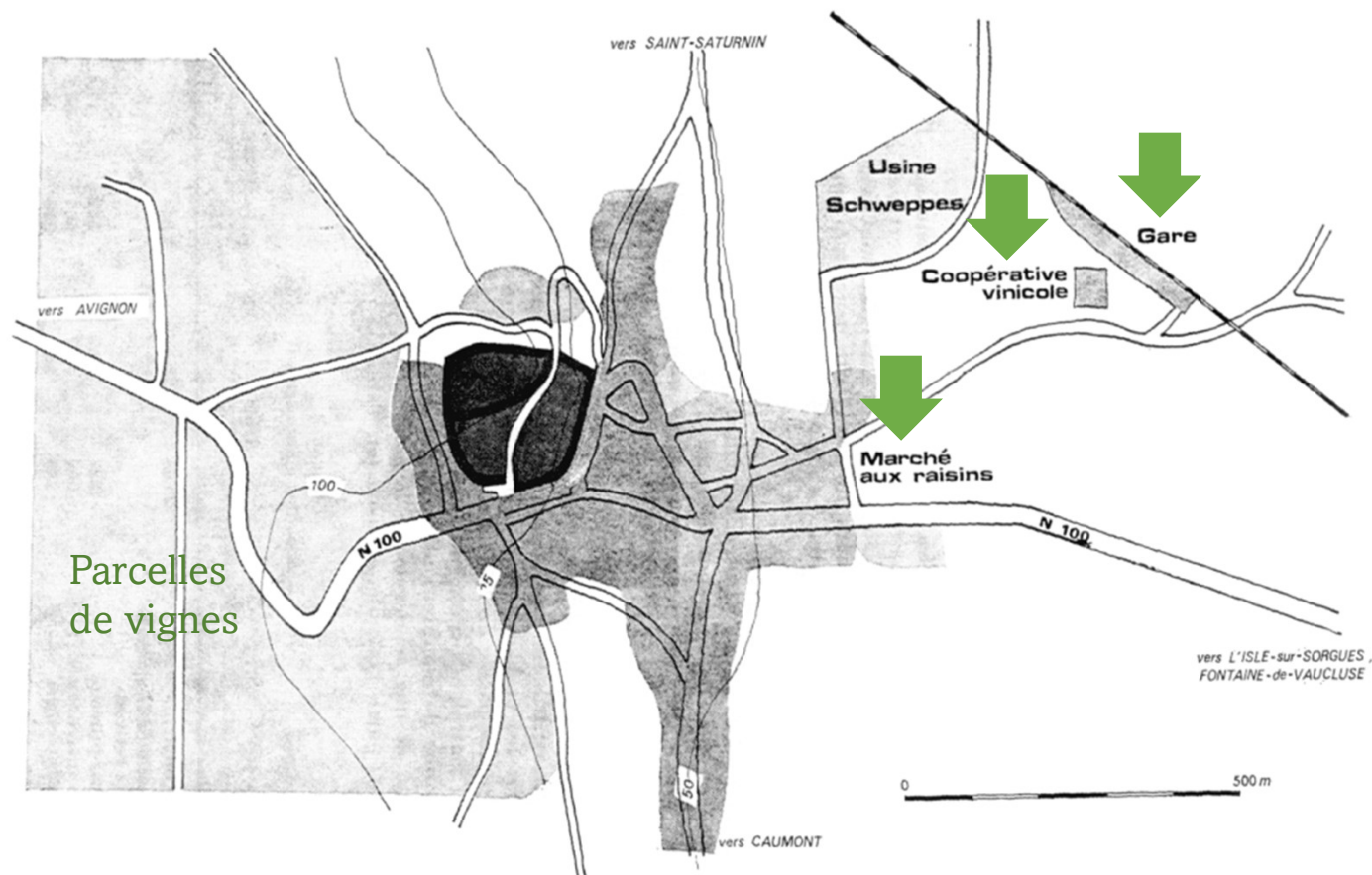


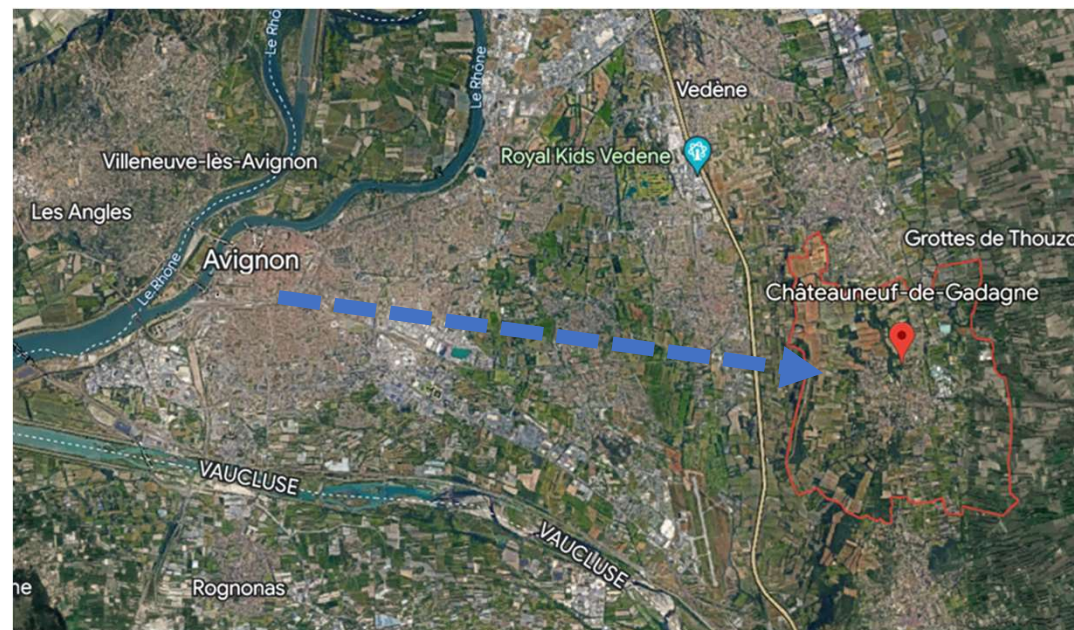
FIG. 2. — Un village de la banlieue avignonnaise : Châteauneuf-de-Gadagne (Vaucluse)

Cartographic
 representation in
 the 20th century
 (René Grosso,
 1973)

Terrain versus maps: a new perspective on the relationship of the suburbs with the *central city* and *rural wine-growing areas* : **Châteauneuf-de-Gadagne**



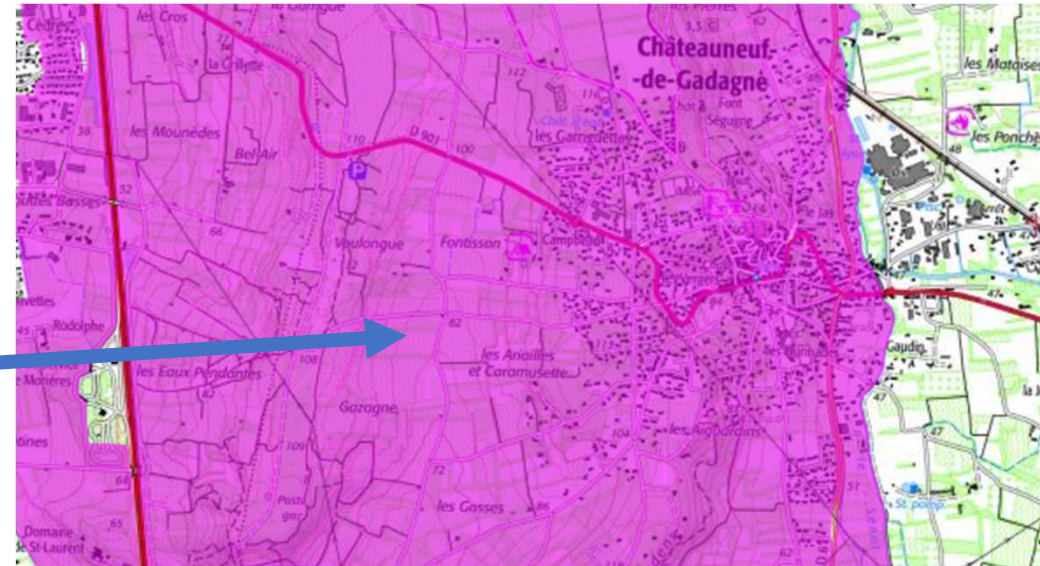
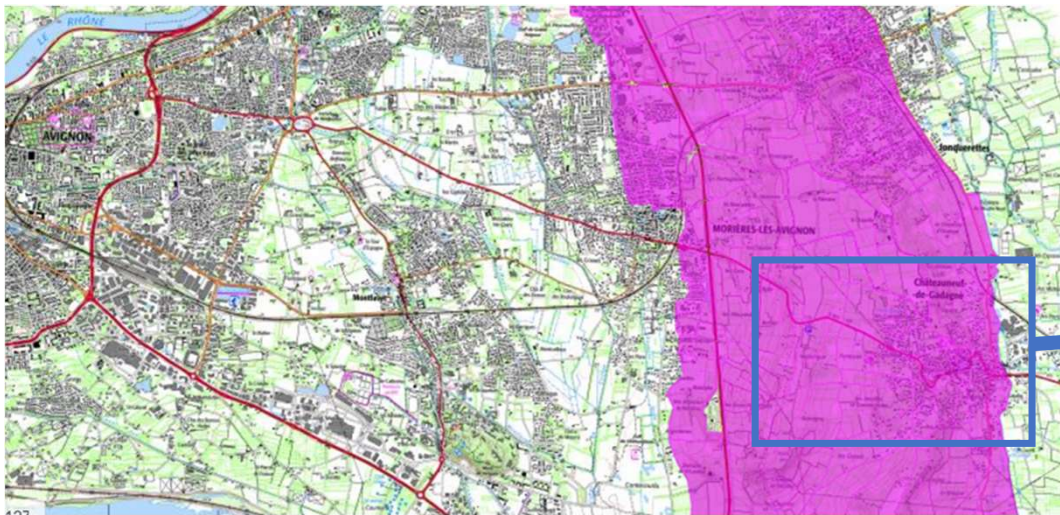
Wine-growing area



A discontinuous urban front

Label Appellation d'Origine Protégée (2012) (protected designation of origin label)

« Côtes-du-Rhône Villages Gadagne »

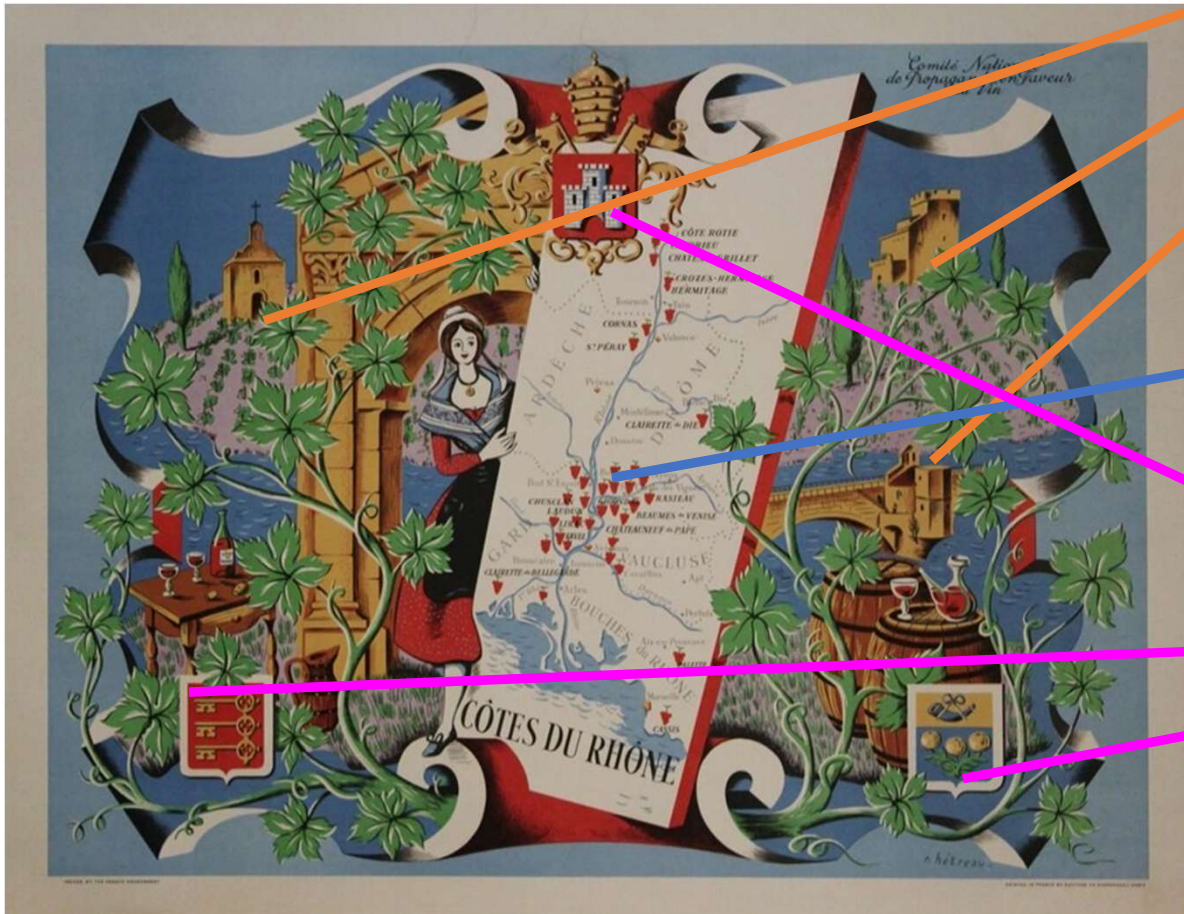


Various spatial occupations: vineyards, orchards, residential buildings,

Opposition / coexistence / intégration ?

Landscape: ambivalent
relationships: a mixed spatial
occupancy

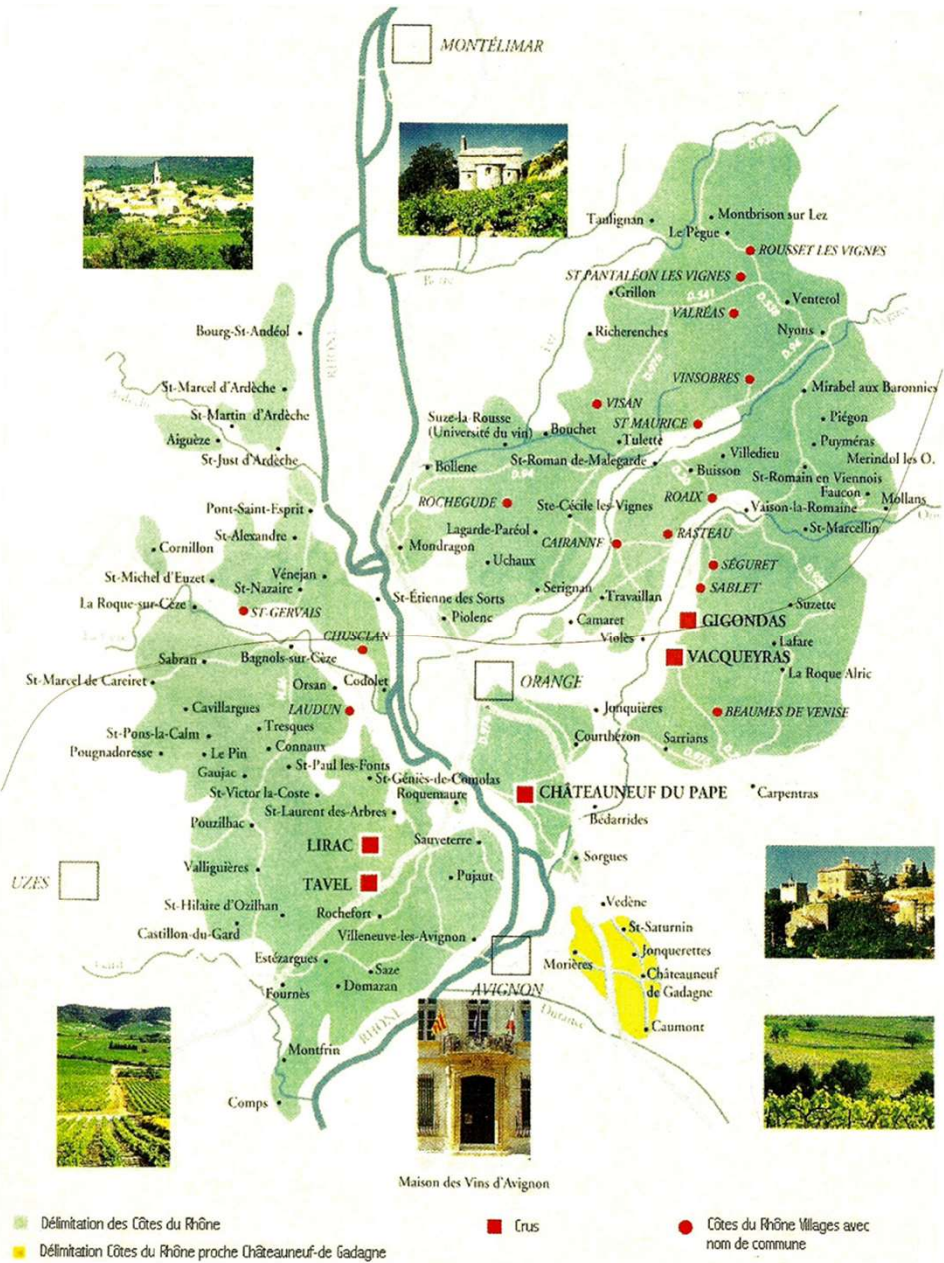




Architectural heritage: geoelements

A vineyard map

Heraldry: historical corporate identity



Yellow surface figure: a new centrality?



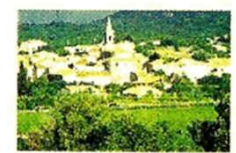
Close to Avignon (*métrique* and center of the winegrowers' union)



Vineyard landscapes



Heritage references: geoelements



Thank you for your attention !