

THE MAN'S SENSES

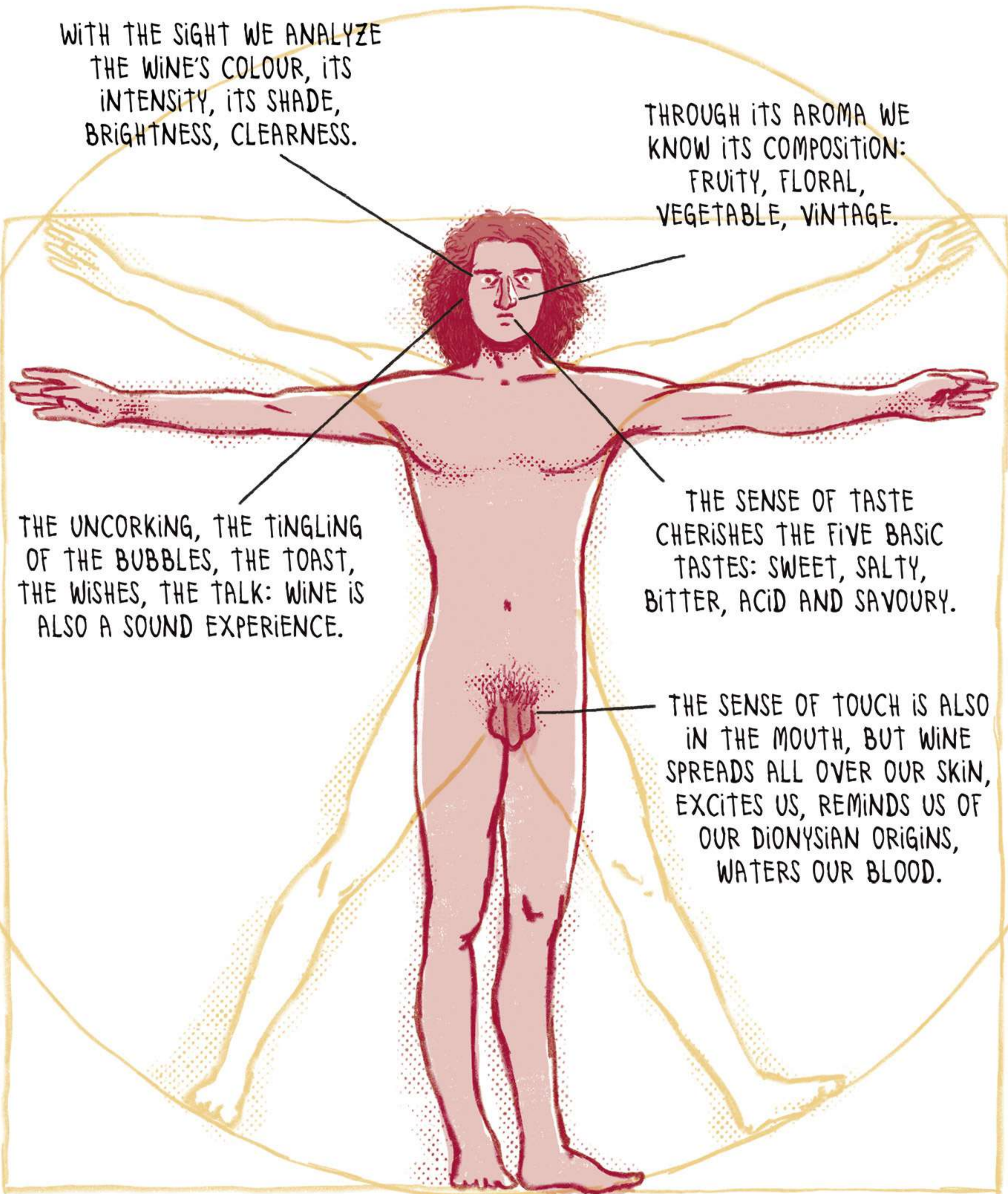
WITH THE SIGHT WE ANALYZE
THE WINE'S COLOUR, ITS
INTENSITY, ITS SHADE,
BRIGHTNESS, CLEARNESS.

THROUGH ITS AROMA WE
KNOW ITS COMPOSITION:
FRUITY, FLORAL,
VEGETABLE, VINTAGE.

THE UNCORKING, THE TINGLING
OF THE BUBBLES, THE TOAST,
THE WISHES, THE TALK: WINE IS
ALSO A SOUND EXPERIENCE.

THE SENSE OF TASTE
CHERISHES THE FIVE BASIC
TASTES: SWEET, SALTY,
BITTER, ACID AND SAVOURY.

THE SENSE OF TOUCH IS ALSO
IN THE MOUTH, BUT WINE
SPREADS ALL OVER OUR SKIN,
EXCITES US, REMINDS US OF
OUR DIONYSIAN ORIGINS,
WATERS OUR BLOOD.

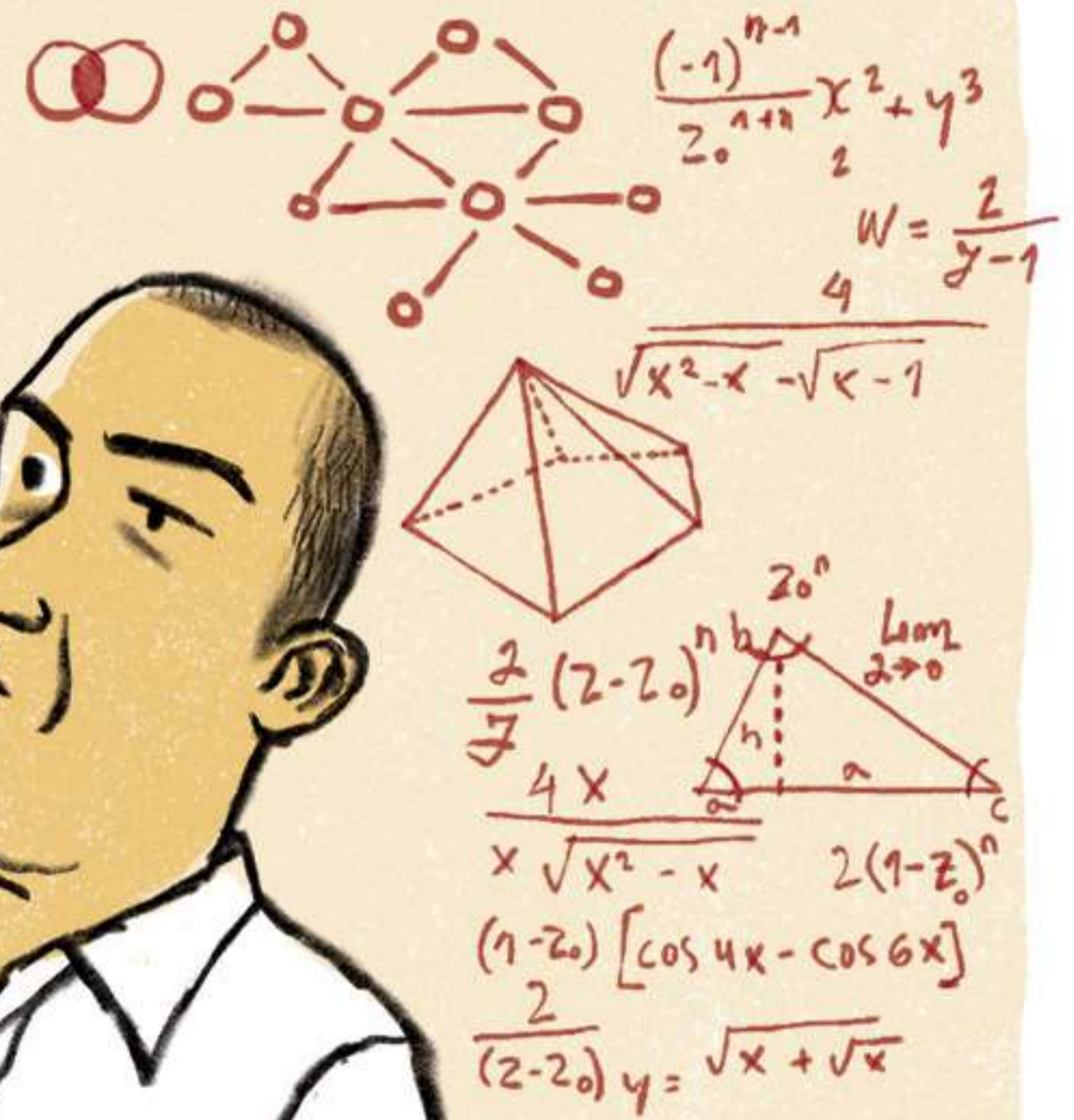
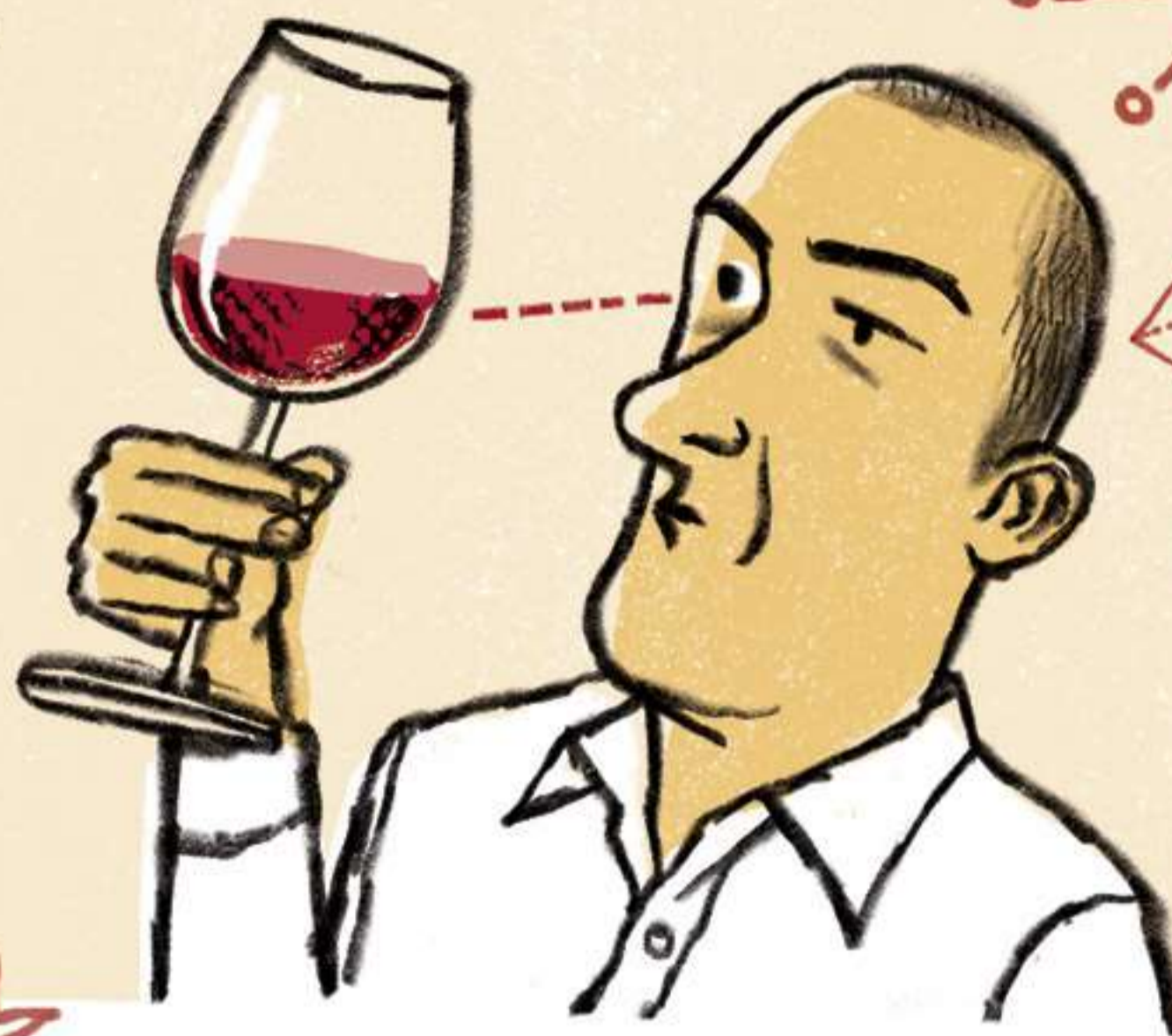


LA DO CATALUNYA PRESENTS VINÒMICS

THE WINE'S SENSES

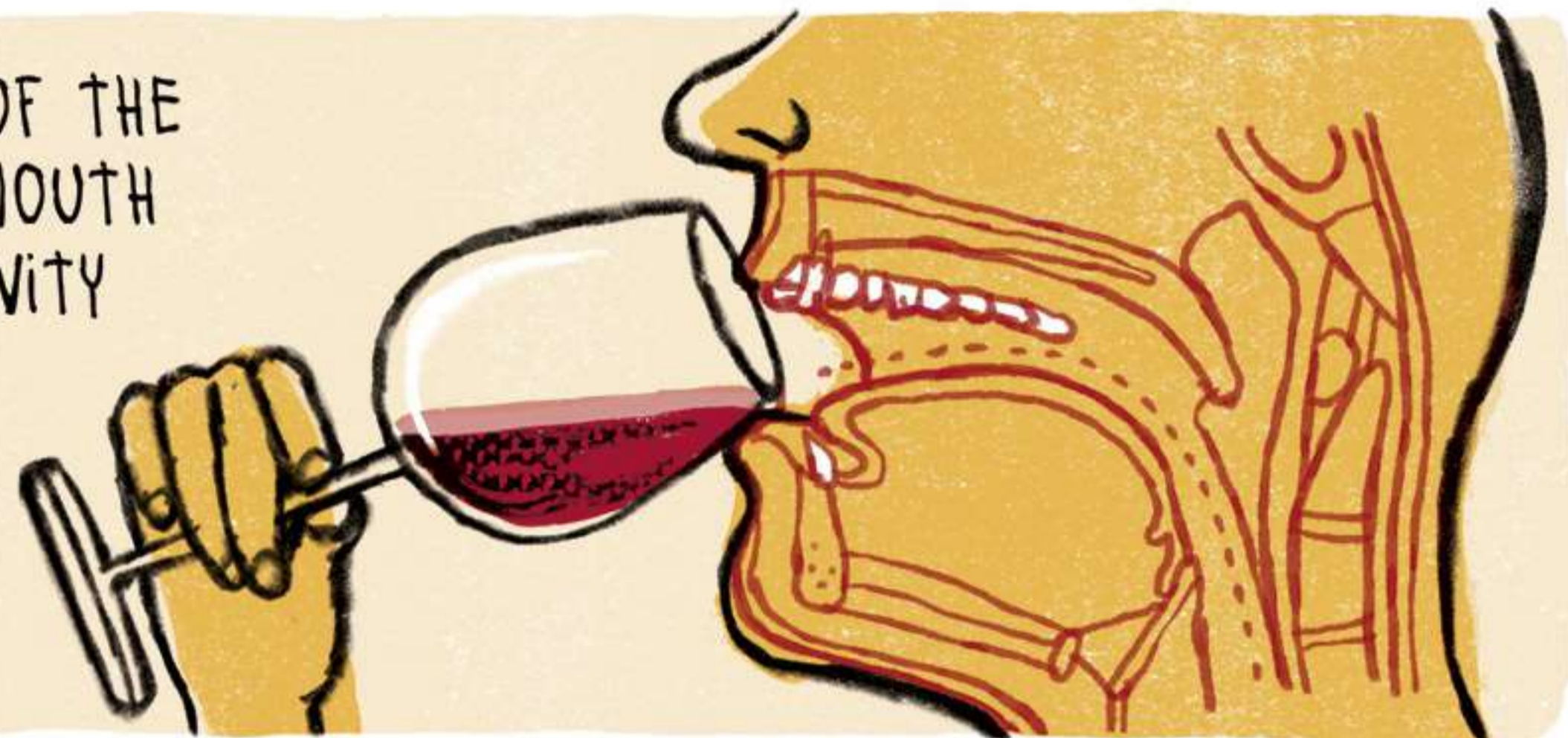
JORGE CARRIÓN / MARTÍN TOGNOLA

THE EXPERTS ARE ABLE TO DEDUCE, WITH JUST A LOOK, THE AGE, ORIGIN, OR EVEN, THE TYPE OF GRAPE. IF THE WINE IS SPARKLING WE GET TO THE BUBBLES GEOMETRY, THE RISE OF THE CARBONIC GAS FROM THE BOTTOM OF THE GLASS TO THE OUTSIDE AIR.



IF OUR SOCIETIES HAVE BECOME PROMINENTLY VISUAL, WHEN WE DRINK WINE WE COME BACK TO THE WORLD WHERE THE ANIMAL SMELL WAS SUPER DEVELOPED (BUT NOT AS MUCH AS OUR MEMORY). DEPENDING ON HOW MUCH AROMATIC SERIES IT EVOKES, THE WINE WILL BE MORE OR LESS COMPLEX.

THE PALATE IS THE RAISON D'ETRE OF THE WINE. BUT THERE'S TOUCH IN THE MOUTH TOO. THE TOUCH OF THE MOUTH CAVITY INFORMS ABOUT THE STRUCTURE, CONSISTENCY, SMOOTHNESS (SWEETNESS) AND ASTRINGENCY (BITTERNESS) OF THE WINES.



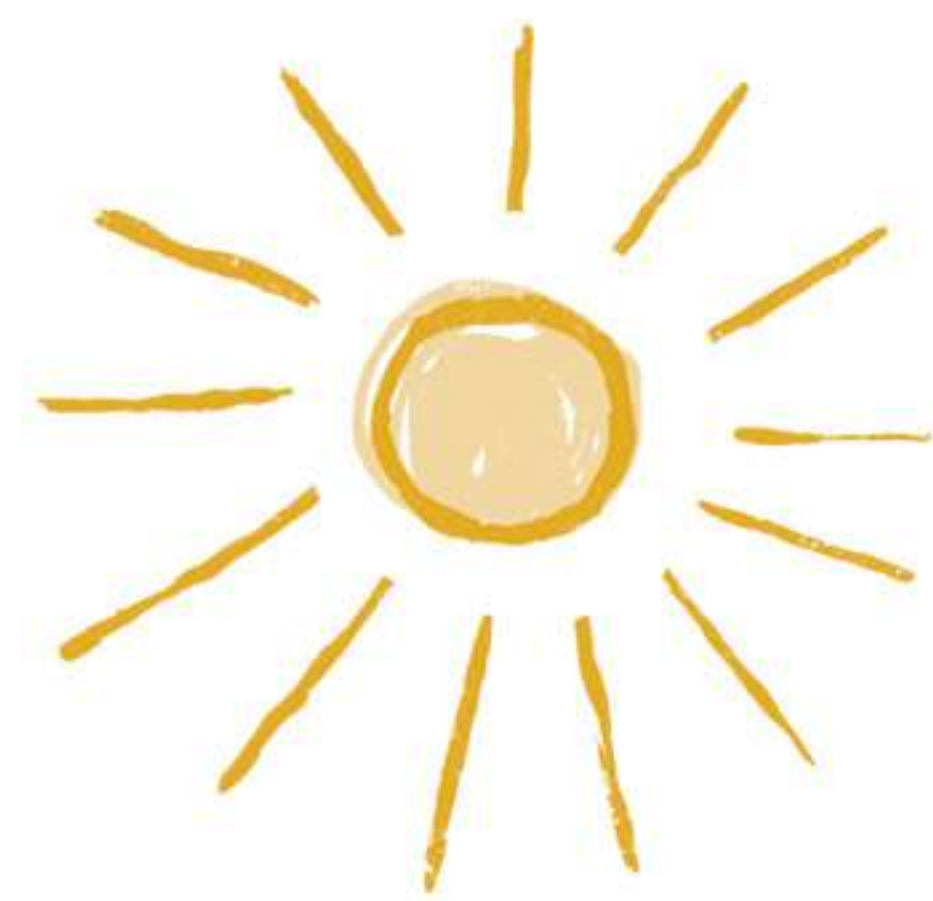
WE STARTED TO DRINK WINE IN A CRYSTAL GLASS IN THE 1ST CENTURY AS A SIGN OF PATRICIAN CLASS. DEPENDING ON WHETHER YOU DRINK THE WINE IN A DRINKING-GLASS, IN WOOD, IN CRYSTAL OR IN PLASTIC, THE EXPERIENCE CHANGES, THE SAME AS ITS SYMBOLS CHANGES.

STEPPING ON THE GRAPES. STEPPING ON THE GROUND. THE GESTURE HAS BEEN OUTLAWED BUT NOT FORGOTTEN. WE ALL KNOW THAT FOR THOUSANDS OF YEARS, GRAPES WERE STEPPED WITH FEET. THERE'S THE REMEMBRANCE, IN OUR PLANTS MEMORY, AS BIG MIGRATIONS.



THE FEELING OF THE VINE

THE FEELINGS OF THE PLANTS DO NOT HAVE ORGANS, INSTEAD THEY ARE SPREAD ALL OVER THEIR BODY, AS NODULES OF A BIG NET. THE EVIDENCE THAT THEY HAVE THOUSANDS OF EYES IS THAT THEY GROW FOLLOWING THE LIGHT.

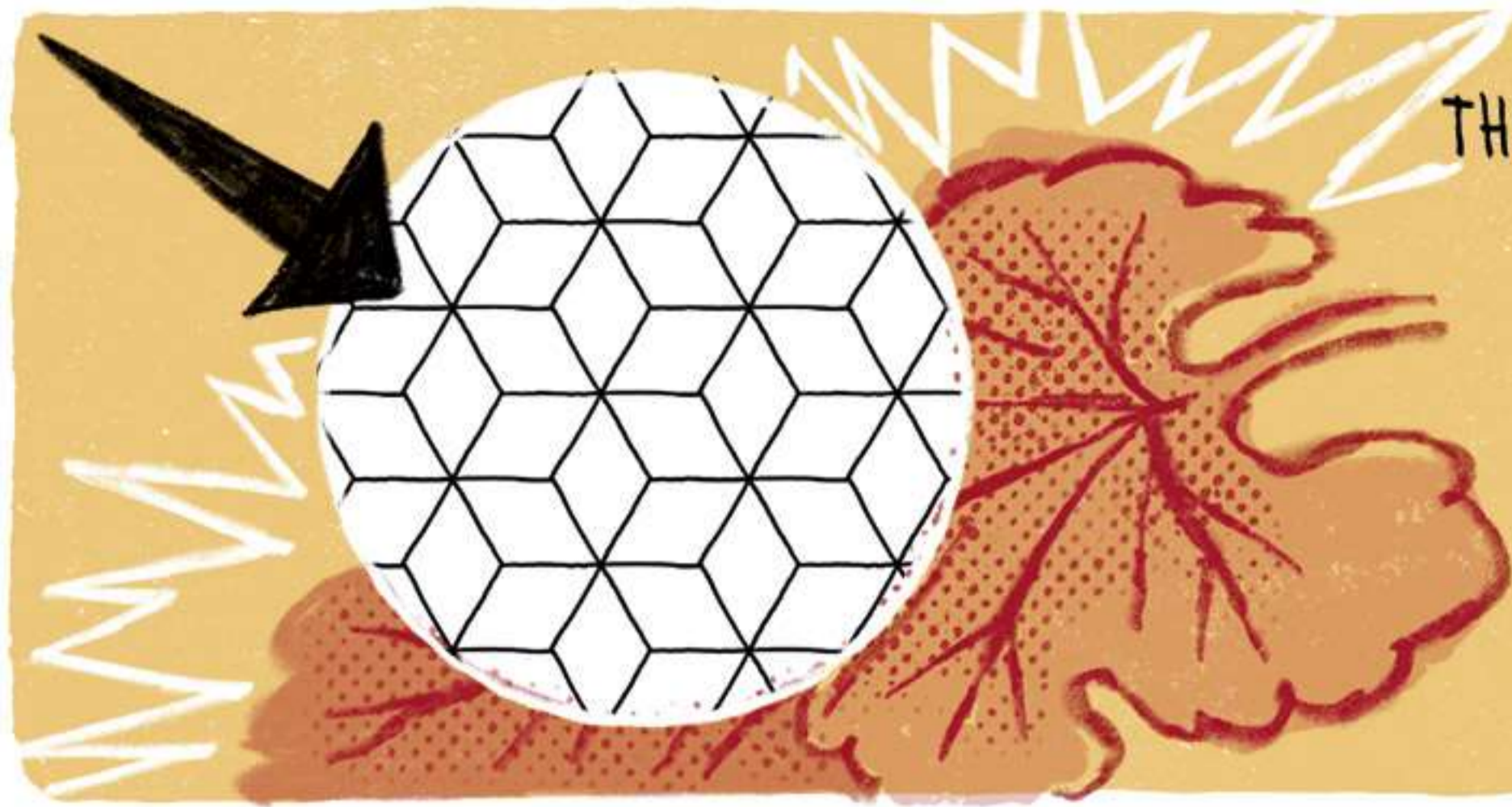


THERE'S NO DOUBT THAT THERE'S A VEGETAL SENSITIVITY, BUT WE'RE ONLY STARTING TO EXPLORE IT NOW. IN THE PLANT KINGDOM, THERE'S ARE UP TO 20 SENSES.

THEIR SENSE OF SMELL IS ALSO BROKEN DOWN, THEY PERCEIVE THREATS AND PROMISES THROUGH IT, AS WELL AS REEKS AND AROMAS.

THE EQUIVALENT OF THE VEGETAL TASTE IS FOUND IN THE ROOTS: PLANTS ARE DISTINGUISHED GOURMETS.

IF THE LEAVES SEEK THE LIGHT, THE ROOTS GO AFTER THE DARKNESS. THEY CAN TOUCH ONE ANOTHER, AND THOUGH SOMETIMES THEY DON'T HAVE ANY CONTACT, THEY SENSE THE OTHER'S VIBRATION.



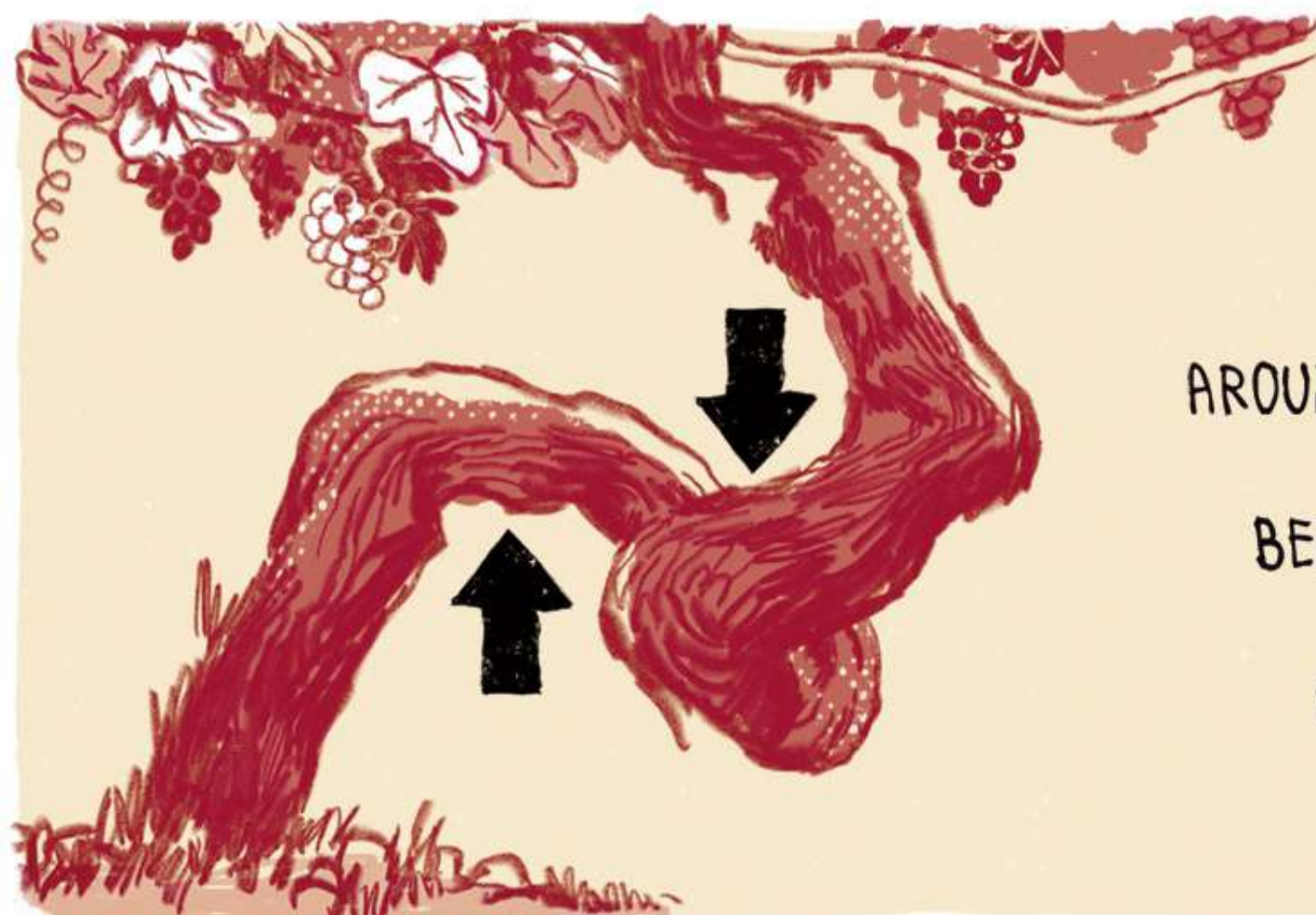
THEIR PURSUIT OF LIGHT DECIDES THE BEHAVIOUR OF THE PLANTS, WHICH RECOGNIZES THEIR QUALITY ACCORDING TO THE LENGTH OF THE RAYS' WAVES. THE WHOLE PLANT IS COVERED WITH LIGHT RECEPTORS, BUT LEAVES ARE WHERE WE FIND MOST OF THEM: THEY'RE PHOTOSYNTHESIS LABS!

THROUGH THE VOLATILE ORGANIC COMPOUNDS, PLANTS GATHER THE INFORMATION ABOUT THEIR ENVIRONMENT AND THEY COMMUNICATE WITH ONE ANOTHER AND WITH THE INSECTS. THEY SMELL OUT AND SMELL ALL THE TIME: SOMETIMES, WHEN WE SMELL A STRONG AROMA FROM A FLOWER, OR IN A SPRING-LIKE FOREST, WE CAN GLIMPSE THE POWER OF THIS COMMUNICATION THROUGH OUR OWN SENSE OF SMELL.



THE RECIPIENTS OF THE CHEMICAL SUBSTANCES FROM THE ROOTS EXPLORE INCESSANTLY, TASTING THE SOIL, SAVOURING IT CONTINUOUSLY, ACCEPTING OR REJECTING IT.

SINCE VIBRATION IS WHAT THEY FEEL, THE MUSIC GENRE IS NOT WHAT MAKES A VINEYARD MAKE BETTER GRAPES. INSTEAD, IT'S THE SOUND FREQUENCY, THAT NOT ONLY STIMULATES THE PLANT'S GROWTH OR THE SEED GERMINATION BUT ALSO PUTS INSECTS OFF, AVOIDS PARASITES AND PLAGUE.



WE COULD ADD SOME SMALL SENSES: THEY DETECT GRAVITY, SENSE MAGNETIC FIELDS, ANALYZE THE CHEMICALS OR THE HUMIDITY AROUND. THEY ARE SENTIENT BEINGS. THEY ARE BEINGS AWARE OF THEMSELVES. THEY ARE BEINGS THAT REMEMBER. BUT WE STILL DON'T KNOW THE KIND OF MEMORY. WHAT WE DO KNOW, HOWEVER, IS THAT IT STARTS IN THE ROOTS, AS OURS.

THE MEMORY OF THE SENSES - FROM JORGE



MY FIRST ROMANTIC DINNER WAS IN A PIZZERIA, WHEN I WAS 17.

MATARÓ, 1994



PONT DES ARTS

READING RAYUELA

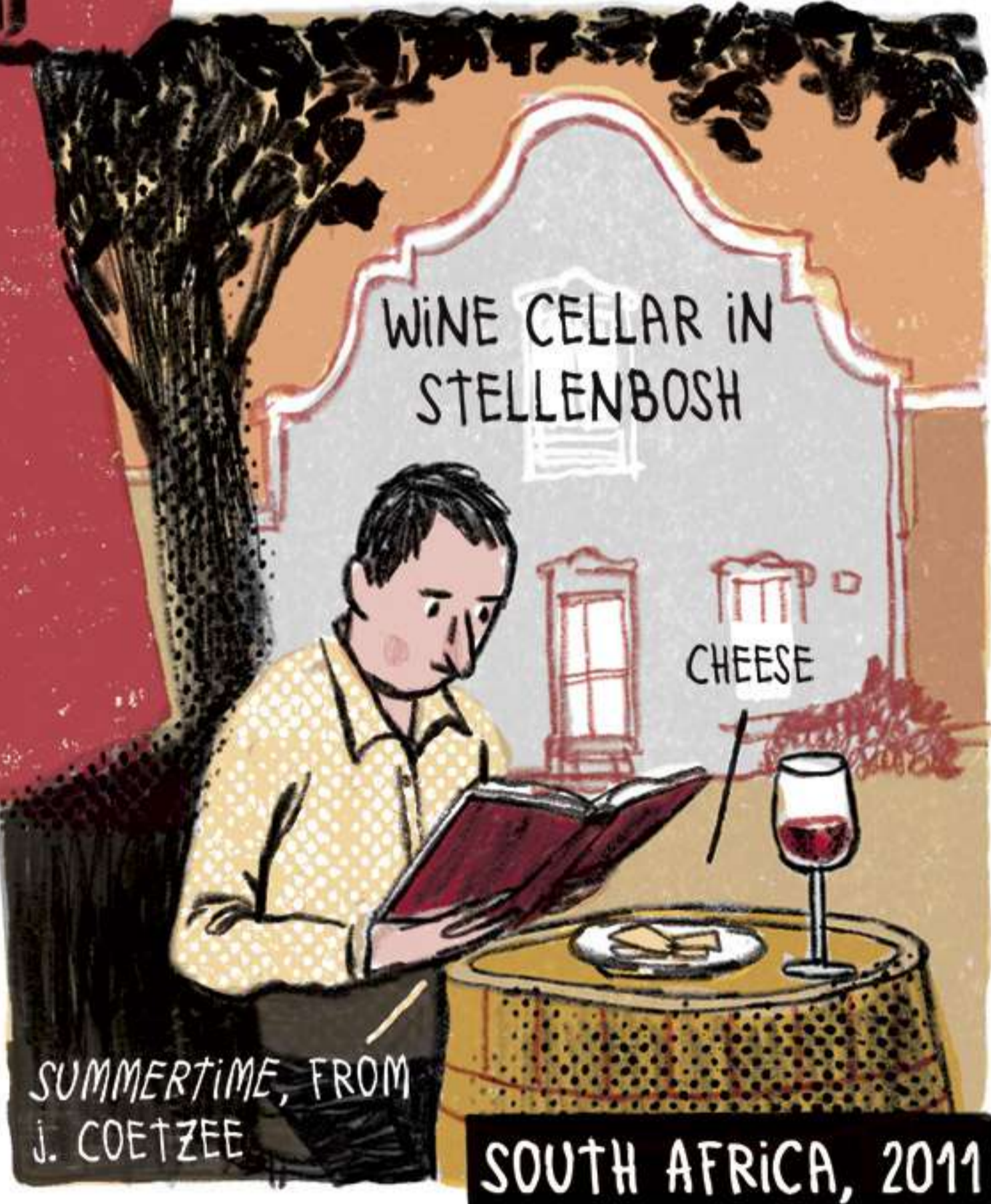
DRINKING CHEAP FRENCH WINE

PARIS, 1998



WITH MY BROTHER, REACHING CAFAYATE

ARGENTINA, 2003



WINE CELLAR IN STELLENBOSH

CHEESE

SUMMERTIME, FROM J. COETZEE

SOUTH AFRICA, 2011



MY WEDDING

BARCELONA, 2012

THE MEMORY OF THE SENSES - FROM MARTÍN

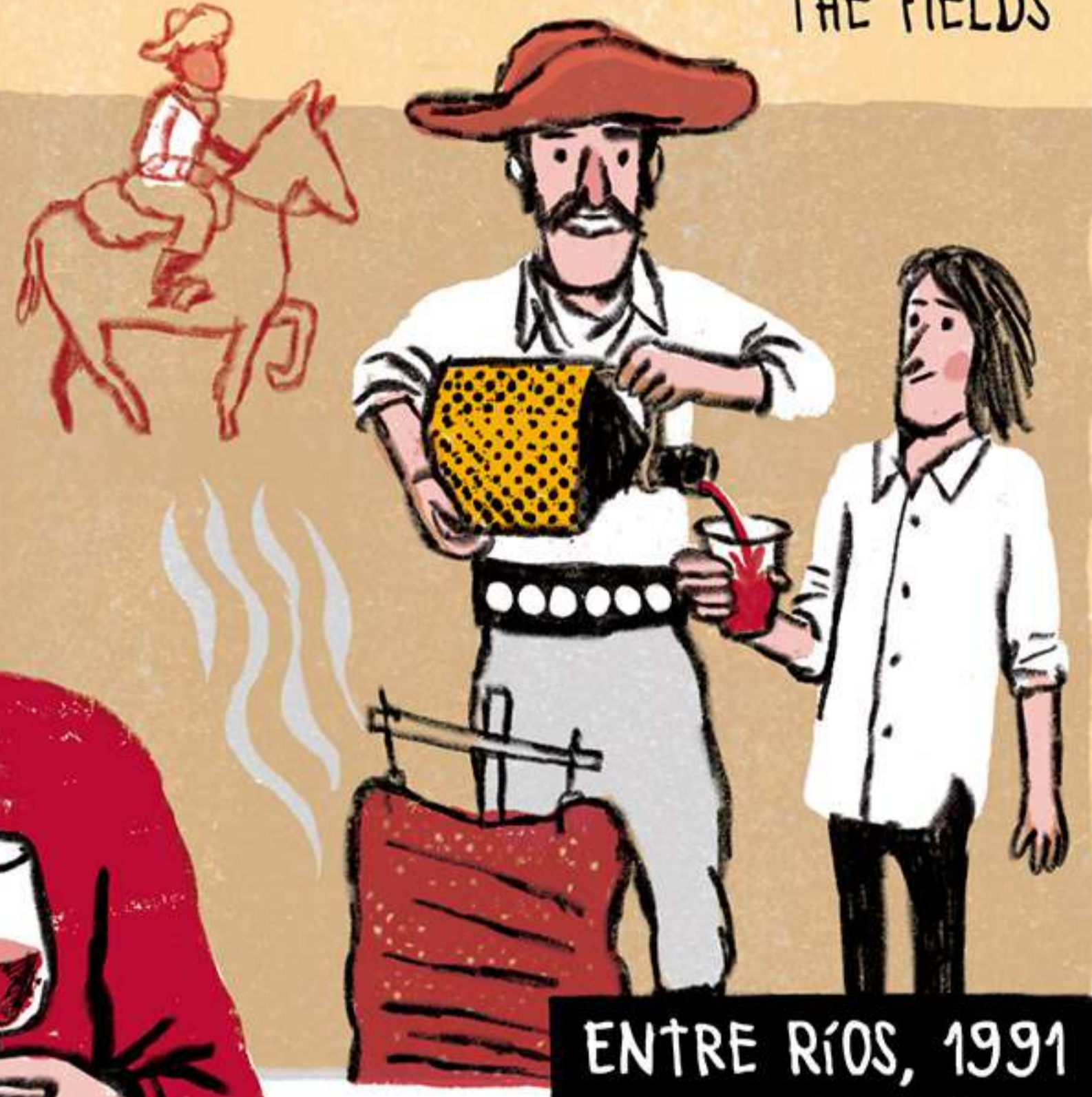
IN MY GRANDPARENT'S HOUSE, WE USED TO DRINK WINE

MY GRANNY USED TO KNEAD DOUGH



BUENOS AIRES, THE 80S

DAY OF TRADITION IN THE FIELDS



ENTRE RÍOS, 1991

RALPH STEADMAN SIGNS HIS BOOK WITH INK AND WINE



BARCELONA, 2004

WINE TASTING INSIDE THE SAGRADA FAMILIA



BARCELONA, 2005

72ND ANNIVERSARY SINCE THE REPUBLICANS CROSSED THE BORDER INTO FRANCE



TO FRANCE

PORTOBOU, 2011