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WORK PACKAGE: T1

WORK PACKAGE TITLE: DESIGNING A COMMON FRAMEWORK TO JOINTLY MANAGE AND COMMUNICATE THE SIGNIFICANCE OF UNESCO HERITAGE IN THE CROSS-BORDER AREA

ACTIVITY CODE: A.T1.2

ACTIVITY TITLE: Building the Heritage Experience Inventory at UNESCO designated Areas in the Black Sea Basin

DELIVERABLE CODE: D.T1.2.2

DELIVERABLE TITLE: Statement of Significance

D.T1.2.2 Statement of Significance

COUNTRY: Republic of Moldova

Name of the Asset: Château Vartely Tourist Complex

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Cover: Château Vartely Tourist Complex, Orhei, R. of Moldova
On the left the backyard of the restaurant and a part of the complex
On the right side the wine barrels from the cellars

Source: BDC, 2022

Significance: *The Complex Chateau Vartely promotes and consolidates the image of our country as an important wine-growing state.*

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CONTRIBUTOR

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Mariana Mischevca holds a Master degree in History from Moldova State University and a post-university research scholarship (Erasmus Mundus) at the Faculty of History at Alexandru Ioan Cuza University from Iași, România. Mariana Mischevca has worked at the Ministry of Culture since 2018, being responsible for the museum sector and intangible cultural heritage. Her main responsibilities are: elaboration of politics; coordination of the subordinated institutions' activity; coordination of the activities of the experts' commission; organization of cultural events etc. She is the national coordinator of the European Heritage Days (program of the Council of Europe) and the focal point for the UNESCO 2003 Convention for the safeguarding of intangible cultural heritage. Her knowledge of the intangible cultural heritage is a valuable asset for the project implementation. She is fluent in Russian, English, and Romanian.

PROJECT AFFILIATION: BUSINESS DEVELOPMENT CAPITAL, Heritage Expert and Consultant

Ostapov Alina

Alina Ostapov has a Master in Architecture from Technical University of Moldova, Faculty of Urbanism and Architecture, Department of Architecture. She is a doctoral student at the Institute of Cultural Heritage, specializing in Theory and History of Architecture and passed training courses „Architectural Conservation” and „Support to promote cultural heritage in the Republic of Moldova through its preservation and protection”. As well she has a certificate for cultural and creative leaders in the framework of EU - Eastern Partnership Culture and Creativity Programme.

She gained experience being involved in projects like: "Community Guided Urban Strategies in Historic Cities (COMUS)"; „Support to promote cultural heritage in the Republic of Moldova through its preservation and protection”; "From tradition to contemporaneity". Alina is a communication manager in international projects and collaborated with the Ministry of Culture of the Republic of Moldova as an Expert-evaluator of cultural heritage projects. She is fluent in Romanian, Russian and has good English and has basic knowledge of Ukrainian.

PROJECT AFFILIATION: BUSINESS DEVELOPMENT CAPITAL,
Expert in Cultural Heritage and History of architecture



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RECORD SHEET 06: Château Vartely Tourist Complex

SECTION 1: ASSET ID

Ref. no. in the project: 06

Name

Chateau Vartely Tourist Complex

Category

Civil

Unit of Recording

NATURAL HERITAGE

MAN-MADE HERITAGE

INTANGIBLE HERITAGE

Select unit of recording

Construction

Subcategory

Architecture

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Website

<https://www.vartely.md/>

Location

Country: Republic of Moldova

Region: Center

Locality (town, village): Orhei

Address (street, number): 170/B Eliberarii street, Orhei, R.Moldova

Geographic location (coordinates, altitude, relief, waters): the ensemble is located at latitude 47.380201, longitude 28.834300

Access: terrestrial, Chisinau Airport is 60 km away from Château Vartely

Ownership

Private

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Gallery

		
<p>Company Logo</p>	<p>View of the houses</p>	<p>Hotel complex of the winery</p>

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<p>View of the entrance</p>	<p>Restaurant</p>	<p>Restaurant</p>

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North house



Central house



South house

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Tasting room



Tasting room



Tasting room

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Traditional elements on projection on barrels



Room with barrels



Traditional elements on projection on barrels

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Barrels



Traditional elements on projection on barrels



Projection of the vine on barrels

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Restaurant



Winery yard, at the entrance on the territory



Restaurant back side

Source: ANTRIM & BDC 2022

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Landscape Elements

(Buildings, streetscape; heritage, farming, vegetation, fauna, waters, etc):

Located just 45 km away from Chisinau, Château Vartely Tourist Complex has become a standout winery with a distinct architecture and charm of a picturesque retreat, offering a stunning view from the top of the hill.

The winery’s total vineyard surface area is 260 hectares, of which 150 ha are situated in the central part of the country, IGP Codru, and the other 110 hectares located in the Bugeac region in the South of Moldova, IGP “Valul lui Traian”.

Codru PGI

This region, located in the center of the country, became distinguished for its environmental features for strong wines.

Altitude between 150 - 400 m. above sea level.

Sunny days a year 310 - 320.



Landscape

The landscape of the Codru PGI region is fragmented by a chain of valleys, ravines and numerous cliffs, ridges, and hills, intersected by streams and small tributaries. The fragmentation of the relief has led to the formation of slopes with varying degrees of inclination. Two large cross-border rivers, Prut and Nistru, flow through the region along with the inland rivers of Răut, Ichel, Bâc, Botna, Ciornaia and their tributaries.

Soil - The composition of the soil cover in the Codru delimited wine region is rich in black soil (chernozem) which prevails in about 62% of the territory. Brown and grey soils occupy about 14% of the territory, most of which is covered with forest vegetation.

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The typical character of wines

The composition of the soil along with the specific climate of the “Codru” region, are excellent conditions for the production of high-quality white wines as well as for the production of exceptional sparkling wines.

The **court of the winery** is arranged as an open-air wine museum that combines exhibits from the local winemaking history with the architectural art. Hidden inside of a limestone hill, the winery cellars benefit the most from the stone’s natural property of maintaining the cool temperature.

The winery has a **restaurant** with two dining rooms, designed also for private events and banquets. It can accommodate up to 260 seated guests. Here, visitors can enjoy Château Vartely wines, meals of Moldovan traditional and European cuisine, in a cozy atmosphere, ideal for celebrating holidays, unique family or business events. The tourist complex promotes ethno-cultural, historical and other wine attractions, and helps with day trips on routes across Moldova. In addition, the two terraces can be used for any larger event or special occasion that one may choose to celebrate with us. The restaurant specializes in French cuisine, skillfully combined with the national one.



Two tasting rooms

In the cellars and tasting rooms of Chateau Vartely, visitors can enjoy a unique tasting session carried by professionals. One of the wine-tasting rooms focuses attention on a wine collection constituted solely of the producer’s varieties, while the other one boasts a collection of popular wines from the Old and New World.

The Château Vartely Complex also offers a *conference room* with modern equipment, suitable for training sessions, team building activities or summits.

On the territory of the complex there are also **three gorgeous tourist villas** on the site that were built following the regional traditions of the Northern, Central and Southern parts of Moldova. All tourist villas can accommodate up to 40 guests, into 8 standard rooms, 4 VIP apartments and 2 rooms on the upper floors. The guests can use optional facilities such as sauna, billiards, dice, fireplace, and a safe playground for children

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Villa South decorated with clay and wood elements
The villa has 4 single/double rooms with a queen bed.



Villa Center decorated with stone and wood elements.
The villa has 4 rooms Double/Single with two single beds and a loft with 2 single/double rooms with a queen bed.



Villa North decorated with metal and wood elements
The villa has 4 VIP apartments with a bedroom and a living room. It is the only villa with two floors, architecture that initially was specific more for the northern part of the country (where it was considered that people were more prosperous than in the rest of the country).

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The Château Vartely brand store is located right at the gates of the tourist complex, and offers a full range of wines and souvenir accessories. It is a perfect place to do a special shopping.

The Moldovan estate can be safely called an architectural ensemble. This is not a random group of fenced buildings. Everything here is harmoniously connected in terms of location, scale, forms, combined into a coherent composition. Already the threshold of the estate speaks of the decorative talent of rural craftsmen. It manifests itself in the original, full of surprises, architectural forms of the **gate with massive pylons**, covered with carvings and topped with statues of flowers. Gate abutments are distinguished by their impressive size, massive forms.



Architecture knows many examples of the use of a contrasting combination of different materials, masses, textures, colors, placing stone and wood or stone planes roughly and finely processed side by side, the architect gets the opportunity to more clearly reveal the natural beauty of the material and its design features.

The Moldavian tries to place his dwelling in the back of the yard. Having passed the gate, most often you find yourself in front of a vast area occupied by a vegetable garden, vineyard or orchard, through which a flagstone path leads to a residential complex. In terms of their planning, stone houses differ little from the dwellings of the North. These are houses of a symmetrical three-part plan. The entrance located in the center of the facade leads to an unheated and non-residential premises with several functions (corridor - separating barrier between the main, residential premises and the street, acting as a thermal (windproof) vestibule; summer, spring and autumn entrance hall, where outerwear and shoes are usually removed; cold pantry for food during the demi-season period; warehouse (pantry) for various inventory that did not fit in the house). From there go left and right into the rooms. One serves as the main living quarters and has a kind of heating device, consisting of a Russian oven with a stove and a wide bench behind the oven where there is a bedroom illuminated by a window. The other half of the house is the room, as the Moldavians call it, "Casa Mare", intended for guests. It is devoid of an oven, it is distinguished by the beauty of decoration. The back of the corridor is usually reserved for the utility pantry.

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The layout of the dwelling and constructive techniques reflected the long-standing cultural and economic ties between the Moldovans and the Slavs. The three-part plan is typical for peasant buildings in Eastern Europe. Close to the Moldavian dwellings of Russians, Belarusians and especially Ukrainians, in whom a similar type of house is called "hut in two halves". Common features can also be noted in the three-dimensional composition of the dwellings of the Moldavians and some Slavic peoples, for which a typically four-pitched roof and a gallery along the facade. Although in different areas of Moldova the architecture of a peasant house has its own characteristics and the appearance of the stone dwellings near the Răut does not look like buildings, say, in the Northern regions of the Republic, the main constructive scheme, like a plan, remains common to them.

The arrangement of a residential building is distinguished by reasonable simplicity. Four walls limit it from the outside, and two inside distinguish non-residential premises. The supporting structure of the ceiling consists of a beam, laid on the transverse walls, and light beams resting on it. With their outward ends, they support the roof overhang along the facade, which is also supported by columns. The house is raised on a plinth area, which in front passes into a wide "prispa", like a stylobate, which serves as a base for the posts. Thus, a gallery convenient for economic needs is created along the facade. The house is covered with a reed, tiled or shingled roof, with four slopes. The same arrangement and stone dwellings near the Răut district. The craftsmen retained in them the plans and outlines characteristic of a residential building made of adobe and wood, using stone only for the main load-bearing elements of the facade. The new material required naturally known structural changes - a different thickness of the walls, a larger diameter of the pillars, a different arrangement of the gallery fencing. At the same time, he suggested new decorative possibilities that determined the rare originality of architecture.

Strikingly architectural diversity of stone dwellings. Each village or group of villages is characterized by certain techniques associated with the individual creative manner of the masters who worked here. The most common is the type of house with a gallery, under which a plinth area is laid. The columns are distinguished by harmonious proportions, approaching the classical ones. The façade has a somewhat closed, intimate character, especially pronounced in the presence of a gallery fence. Its wide strip, decorated with carvings and strongly illuminated, is visually even more separated from the darkened wall, surrounding the dwelling with an atmosphere of tranquility. The façade may not have a "prispa" or a fence. In this case, the posts rest

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on a stone blind area flush with the ground, and the through passage along the gallery is interrupted by steps leading to the door. The columns elongated due to the pedestal seem very slender. A clear rhythm of their verticals and high-set windows give the architecture of such a dwelling an elevated solemn look.

The tourist complex has a distinctive architecture and is truly spectacular scenery. The Château Vartely Winery and Tourist Complex stay open to visitors all year round.

Dating/ Period and Functions

1996 - Chateau Vartely was founded in 1996.

It took several years to design, build a winery in Orhei and plant vineyards.

2004 - The first wines were produced from the 2004 harvest and immediately became a notable phenomenon in Moldovan wine making due to their quality. Soon after they entered the domestic market, export began, the volume of which grew rapidly.

2008 - In 2008, the opening of the Chateau Vartely tourist complex took place. It is located at a distance of less than 45 kilometers from Chisinau.

The total area of Château Vartely vineyards is 310 hectares. They are located in the zone of Codru (the central part of the republic) and Bugeac (in the south). From the harvest harvested on our plantations, we produce wines with a volume of more than 4.5 million bottles.

Description (history, features etc.):

The **name Vartely** originates from the name of the town Orhei that in Hungarian means “place of the fortress”, (vár + hely or fortress + place).

Château Vartely actively promotes the culture of high quality wines and educated wine consumption. Here, visitors can enjoy tours and wine tastings accompanied by the professional guides. In this respect, the tasting rooms of Château Vartely ensure ideal conditions for a true wine tasting experience. The grand tasting room houses a collection of the winery’s own wines. The second tasting room presents a collection of wines from the major wine regions of the world.

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After the wine tasting, visitors can enjoy delicious meals of Moldovan traditional cuisine, served at the restaurant of the Château Vartely tourist complex, and, if desired, extend the stay in one of three gorgeous villas. The restaurant’s two dining rooms, designed also for private events and banquets, can accommodate up to 260 seated guests. Here, visitors can enjoy Château Vartely wines, meals of Moldovan traditional and European cuisine, in a cozy atmosphere, ideal for celebrating holidays, unique family or business events. In addition, the tourist complex promotes ethno-cultural, historical and other wine attractions, and helps with day trips on routes across Moldova. Thus, the Château Vartely tourist complex is an excellent venue for hosting important trips, events and ceremonies, both indoors and outdoors.

Three gorgeous tourist villas that were built following the regional traditions of the Northern, Central and Southern parts of Moldova can accommodate guests in 8 standard rooms, 4 VIP apartments and 2 rooms on the upper floors. All were designed to offer the joy of a relaxing and comfortable atmosphere. If desired, the guests can use optional facilities such as sauna, billiards, dice, fireplace, and a safe playground for children.

And if you fell in love with a particular wine, the Château Vartely brand store, located right at the gates of the tourist complex, offers a full range of wines and souvenir accessories. It is a perfect place to do a special shopping.

The Château Vartely Winery and Tourist Complex stay open to visitors all year round and are happy to share the very special moments in its guests’ life.

Winery

The Château Vartely winery is equipped with state-of-the-art winemaking equipment that guarantees the highest quality results during the grapes processing, wine storage and bottling.

At the core of winery operation lies the closed technological cycle: from cultivation of own grapes, their processing, production and maturation of wine, to bottling and supply to the market.

With a vast of grapes plantation, the winery cultivates various varieties:

- White grapes: Chardonnay, Muscat, Sauvignon Blanc, Traminer, Feteasca Regala.
- Red grapes: Pinot Noir, Cabernet Sauvignon, Merlot, Rara Neagra, Malbec, Feteasca Neagra, Syrah.

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The state-of-the-art equipment, purchased from the leading German and Italian manufacturers, provides a processing capacity of 4000 tons of grapes per season.

The winery therefore houses 2 automated lines for grape processing and 2 bottling lines with a capacity of 1500/3500 bottles per hour. To this extent, the high level of automatization of major winemaking operations ensures the consistency and ongoing quality improvement of crafted wines.

Awards and Medals

Wines of Château Vartely have received the highest appreciation from both the regular wine lovers and the distinguished experts at Mondial de Bruxelles, Mundus Vini, Vinalies Internationales, Decanter, International Wine & Spirits Competition, La Selezione del Sindaco, Prodexpo, VinoForum and other international wine industry events. Wines crafted at Château Vartely have been awarded with more than 120 medals and diplomas at various international competitions, where they competed with noble wines from France, Portugal, Spain and other major wine making countries.

Wine Tours

During a programmed visit to Château Vartely Tourist Complex, with a tour of winery and wine tastings, visitors can discover and experience the history, traditions and culture of winemaking in Moldova.

Hidden inside of a limestone hill, the winery cellars benefit the most from the stone's natural property of maintaining the cool temperature.

Here, visitors can enjoy tours and wine tastings accompanied by the professional guides. In this respect, the tasting rooms of Château Vartely ensure ideal conditions for a true wine tasting experience. The **grand tasting room** houses a collection of the winery's own wines. The second tasting room presents a collection of wines from the major wine regions of the world.

New tourist attraction has appeared at the Chateau Vartely winery, in the cellar where the barrels of wine are kept, creating a fantastic video projection, which, using special effects, reproduces the wine history.

At the tour of winery and wine tastings, visitors can discover and experience the history, traditions and culture of winemaking in Moldova. Here, visitors can enjoy tours and wine tastings accompanied by the professional guides.

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Winery tours available in 2022

- **Winery visit**

Admire the beautiful natural landscape where Château Vartely wines are made and experience the architecture, harmoniously combined with the art of wine. Find out the story of the three hospitable villas looking forward to hosting the guests. Wine tasting - not included.

- **Inspiro¹**

Guided tour and taste of two wines of the amazing Inspiro collection and a wine of visitor's choice with Protected Geographical Indication, assorted with small snacks of grissine and olive paste. A tour that gives the possibility to find out and see how much history, traditions, work and passion is found in the process of turning grapes into wine.

- **Individo**

Guided tour at the château - an ideal place where history, culture and traditions contribute to the creation of extraordinary wines. The tour is followed by tasting of 4 types of wines: white, red and rosé. The wines are combined with delicious dishes created to enhance the organoleptic properties of the wines part of the tasting, such as fruit canapés, feta cheese with cucumbers, shrimp, olives, bacon, ciabatta chips mix and walnuts in the assortment.

- **Taraboste**

A tour dedicated to wine lovers, connoisseurs, collectors of oeno-gastronomic sensations. The guided tour will continue with tasting of 6 wines, which won gold medals at numerous international competitions. The visitors will enjoy a sophisticated gastronomic discovery of the wines combined with different dishes, especially created to enhance and complement the taste and aroma of the savored wines. The dishes served will include brie with eggplant jam, goat cheese with apples, salmon sous-vide, canapes with raw salami salted, Grana Padano hard cheese and Coppa ham, figs and blue Cheese, mix of ciabatta chips and nuts in assortment.

Exclusive wines **Taraboste** created by Château Vartely, represent the gratitude to the ancestors, who developed the traditions of Moldovan viticulture. Produced in limited quantities, Taraboste wine is obtained from overly ripe grapes and aged in barriques. Beautiful aromas and aristocratic nuances are like a dive into ancestors' history.

¹ Château Vartely has created a new range of 3 young, playful wines, full of freshness like morning dew, fragrant like a field of flowers, elegant and at the same time simple, without plugs, easy to enjoy, always ready to surprise. (source <https://vartely.md/en/products/inspiro-en>)

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The story continues with new ambitious wines - the Taraboste TRIBUT, an investment in the future reflecting in every drop all the passion, devotion, and grace of people for whom the art of winemaking is the supreme creation.

Château Vartely Winery - part of INTER VITIS European Cultural Route

The Château Vartely Winery - which is part of the *Wine Routes of Moldova*². This is the first Moldovan route to be certified as a European Cultural Route by the Council of Europe and has been selected as a *winner in the “Most original wine tourism”* category at the International contest powered by ITER VITIS and Phoenician Route. The contest took place on October 23, 2022, at the Palazzo Pannitteri in Sambuca di Sicilia, Italy.

The award aims to support and reward projects and innovation for the enhancement of cultural and oenological heritage and the promotion of responsible, experiential, creative, and sustainable tourism.

The fact that winery use innovation in diversifying the wine tourism product was recognized and awarded at the international competition dedicated to wine tourism, is further proof of the high quality and diversity of local tourism offer.

The award for “The most original practice of wine tourism” was offered for the barrique video projection that takes place in the hall where the wine is matured in oak barrels. The unique light show tells the legend of winemaking, using the barrels as the screen. The show takes over the entire surface of the cellar and its spectators, making them a part of the legend.



Combining the latest innovations with wine legend and local traditions, the short video projection adds value to the wine tour and manages to capture the attention of visitors of all ages at our winery.

² The “Wine Routes of Moldova” route includes 7 unique wine and gastronomic itineraries, 30 visits to wineries, wine cellars, dozens of cultural-tourist events and numerous cultural, historical and gastronomic experiences and includes a total of 1,560 km of circuits in the three wine regions with Protected Geographical Indication, being marked with approx. 450 tourist road signs, promoted through catalogs, brochures and maps, but also by hundreds of appearances in specialized international publications, including “Lonely Planet”, one of the most prestigious editions in the world.

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Person and Event History

Persons, Events and Organizations associated with the History of the Building/Site/Area/ Period (start date, end date for each):

History of Moldavian wine

Moldovan wine's path went through various periods of ascension and decline. Wine is a living legend of Moldova for thousands of years. It represents local people's history, culture, and lifestyle. Wine has been produced on this land for over 3 thousand years, facing centuries of hard struggles.

5000 B.C. - wines during the Cucuteni-Trypillian culture

The presence of vines in the territory of the Republic of Moldova is documented in the most ancient times, dating from the Cenozoic (Tertiary) era (about 70 million years ago) with an imprint of the vine leaf and from the Miocene era (about 23 million years ago) showing vine seeds.

Domestication and cultivation of wild wines took place, most likely, **during the Cucuteni-Trypillia culture**, which also included the present territory of the Republic of Moldova. The archaeological evidence documents the presence of a trace of vine seeds dated to the middle of the fourth millennium B.C. (early the Cucuteni-Trypillia culture), found in the Ialoveni district.

The 6th century, B.C. The Greek colonization

The Greek colonies, located on the entire northern shore of the Black Sea, emerged late in the 8th century and early in the 7th century B.C., initially as a transit shopping center, and then later as producers of goods needed by the local population and for selling externally. Continuous economic contacts were established between such centers and the surrounding population. Once the Greek colonists settled in the region, they brought with them a series of new vine varieties which adapted to local cultivation conditions and generated new varieties as a result of crisscrossing with the local varieties.

2nd - 3rd centuries - The Roman Dacia - The vine during the Geto-Dacian period

The Greek historian Herodotus (484-425 BC) was one of the first ancient historians to describe the life and customs of the Scythians, the predecessors of Geto-Dacians, who used to live on these territories. He wrote that the Scythians had plenty of wine and consumed it diluted.

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5th - 16th centuries - Middle Ages

9th - 14th centuries - Christians and wine culture in monasteries

The spread (acceptance) of Christianity and the culture of winemaking in monasteries

Along with the spread of Christianity among local populations, wine has become an object of rite being used for communion. These circumstances required that churches and monasteries produce or procure quality red wine.

15th - 16th centuries A.D. - The cultivation of vines at the noble courts during the time of Stephen the Great

The vine during the establishment of the feudal state

Starting late in the 12th century, when the new principalities, Wallachia, and Moldova, were established on the ruins of the old Dacia, winemaking began to play an important role in the country's economy. The old royal documents of the Moldavian rulers of that period mention the existence of large orchards and vineyards; they also mention the export of wines to cities in Russia and Poland. The *geographical location* of the country contributed to the development of winemaking: *important trade routes* used to cross the country at that time (on the Danube, Prut, Dniester, and Black Sea).

15th - 16th centuries

Moldova is the main wine supplier on the Russian and Polish market

As of the 14th century the Moldovan economy has grown considerably on the basis of its agriculture. Viticulture was of great importance in agriculture. Given its strategic location, many trade routes used to cross the principality of Moldova: from Poland and Germany to Byzantium; from Hungary and Transylvania to the Russian principalities; from Wallachia to Poland. *Wine was one of the most popular export goods of the principality of Moldova.*

In 1596, Moldova was the main supplier of wine on the Russian and Polish markets. Moldovan winemaking suffered a decline under the 300 years of Ottoman occupation with winemaking being banned until 1812, when the Bucharest Peace Treaty was signed.

18th century - The first wine classification under Dimitrie Cantemir reign

Role and contribution of Dimitrie Cantemir to the first wine classification: In the chapter “On plains and forests of Moldova”, Dimitrie Cantemir, in his work “Description of Moldova”, stated that vineyards were one of the greatest treasures of

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the land of Moldovan land. At the same time, the author made a classification of wines produced in the Country of Moldova.

16th century - 1914 - Modern Age

The colonists. Establishment of colonists' communities and their contribution to vine and wine development in the region.

After 1812, there was an early arrival of settlers in Basarabia, especially in the south of the country. A number of attractive conditions were offered to colonists: each family was granted 65 ha of land and was exempt from a number of taxes, as well as a bunch of other incentives. This favored the arrival of an influx of German, Bulgarian, Gagauz, Greek, Armenian, Swiss, and French settlers. By 1861, the settlers owned 11.8% of the total area of vineyards in Basarabia.

Basarabian Winemaking College

Founded in 1842 as a fruit growing school, it was transformed into the Winemaking College in 1891 and started operating in 1894.

After the annexation of Basarabia by Russia, the sales market expanded considerably. By 1900, the areas occupied by vineyards increased about 6 times and the volume of wine production increased approximately 15 times, out of which about 70% of wine was produced for commercial purposes. *The year 1900 is considered to be the year with the highest degree of development in vine cultivation and winemaking in Basarabia: in terms of the areas with vines, it was ranked second among Russia's main extended regions (31% of the total area of vines in Russia), and in terms of wine production it was ranked first (50% of all produced wines).*

1900 - 1985

Pre-Soviet period - The period prior to the USSR

The political and social events that took place at the beginning of the 20th century greatly influenced vine cultivation and winemaking in Basarabia: The First World War, the Russian revolutions, the formation of the Democratic Republic of Moldova, and the integration into a new socio-economic context after the reunification with Romania. From the previous 5-6 million buckets of wine production per year in Basarabia, in 1918 production decreased to 3.5 million buckets, while wine maturation stopped altogether. In the early 1940s, a series of measures aimed at improving the situation and increasing the competitiveness of wines produced in Basarabia were initiated.

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These objectives were not fully achieved due to the outbreak of the Second World War.

The URSS period characterised by mass vine cultivation and the largest harvest and area

According to the census of vineyards carried out in 1945, the area of vineyards was approximately 98.5 thousand ha, with an average of about 15% gaps; the existing plantations were mainly aged at 20 years and older. European varieties covered about 7% of the total vineyard area, the most numerically widely spread varieties being Aligote, Chasselas, Gamay noir, Muscat blanc, Cinsuat, Cabernet Sauvignon, Riesling, and Pinot gris, etc. Of the old local varieties, it was the Rara Neagra variety, which was mostly spread, and which covered the largest area.

1985 - Fighting alcoholism

On May 16, 1985, the Supreme Soviet of the USSR issued the Decree “On measures to eradicate drunkenness and alcoholism and production of homemade spirits”. The plan was to reduce production of alcoholic beverages, the number of production places and production duration and to punish those consuming alcohol in excess.

Thus, from 1985 to 1987, 30% of vineyards were destroyed, more than the areas destroyed during military operations in World War II. Vineyards located in Georgia, southern Russia and Moldova were the ones that suffered the most.

1991 - 2019 - Independence

1992 - Accession of the Republic of Moldova to the OIV

In 1992, the reorganization of the large collective entities was launched, and the farmers were expected to leave the kolkhozes and sovkhozes.

In 1992, the Republic of Moldova, the first of the post-Soviet countries, became a member state of the International Organization of Vine and Wine (OIV). Previously, it was the Soviet Union which was a member of the OIV.

2013 - 2014 - Establishment of ONVV and the national brand “Wine of Moldova”

Establishment of the ONVV represents a decisive step taken by the public and private sector aimed at the implementation of changes to the legal and regulatory framework of the wine sector and the



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promotion of the country’s wine brand “Wine of Moldova. A Legend Alive”. The latter contributes to the recognition and promotion of quality Moldovan wine abroad.

Moldovan wineries regularly unite under the umbrella of the national wine brand “Wine of Moldova” to participate in a large number of trade fairs in Europe, North America and Asia-Pacific.

2016 - PGI/PDO/TSG/AE/WoM quality signs and market structure

The Republic of Moldova has an area of 112 thousand ha of vineyards, planted with over 50 technical grape varieties. As of January 28, 2016, 3 wine-growing geographical areas designated for the production of wines with protected geographical indications were established: “Valul lui Traian”, “Stefan-Voda” and “Codru”.

In 2021, the Republic of Moldova maintained its status as the most awarded country from Eastern Europe, obtaining a record number of awards at international profit contests: 1,111 medals.



Wine tourism is considered the locomotive for the development of the tourist offer in Moldova.

The offer of wine tourism in Moldova is amplified by numerous events and festivals such as National Wine Day - the most significant wine event in South-Eastern Europe, which annually attracts hundreds of thousands of tourists; Wine Opening (“Vernisajul Vinului”) - a biannual festival that brings together all local producers and connoisseurs; music festivals organized at wineries such as Strawberry Fest at Chateau Vartely.

Moldova can offer an unmatched authenticity in Europe, reflected in all the offers delivered to the customer. Be it a visit to a winery or a walk through the valleys and vineyards, everything is always under the stamp of authenticity, of the way Moldovans value their wine, protect their nature, or cook their food.

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The Chateau Vartely winery is located in the geographical area “Codru”.

The name **Vartely** originates from the name of the town Orhei that in Hungarian means “place of the fortress”, (vár + hely or fortress + place).

Orhei takes its name from the medieval city of Old Orhei, about 10 miles (16 km) below the modern city on the Răut River, which was destroyed by the Crimean Tatars in the XIVth to XVIth centuries. It was the Ottoman-occupied military center of northern Bessarabia until it was ceded to the Russian Empire in 1812. The word "orhei" was used by the local population, meaning "strengthened hill, fortress, deserted courtyard". The name "Orhei" is, according to one theory, derived from the Hungarian word Órhely or Várhely, the earlier meaning "lookout post", dating from the XIIIth century, when Hungarian forces built a series of defenses in the area. Regardless of origin, Orhei gets its name from Orheiul Vechi, an active monastery near the village of Ivancea.

Like the rest of Bessarabia, Orhei was taken by the Kingdom of Romania after World War I and was annexed by the USSR in 1940. It was liberated from Axis forces on 6 April 1944, during the Uman-Botoșani Offensive, and was rebuilt after the war. In 1991 it became part of the Republic of Moldova.

Both private and national events are organized at the Complex. The most important is the Moldovan Wine Festival, officially called the “National Wine Day”. Traditionally takes place in the Grand National Assembly Square in Chisinau, but also at the wineries in the Republic, on the first weekend of October, after the grape harvest. The festival celebrates the rich traditions of winemaking in Moldova, which dates back to the XVth century. The purpose of the event is to promote and strengthen the image of our country as an important wine state, provide support for the development of the wine sector, know wine products, facilitate the process of including Moldova on international wine tourism routes, attract investors and tourists, increase domestic consumption of beverages high quality, familiarization with the customs, culture and traditions of the people. The celebration of "National Wine Day" was established by Parliament's decision of December 26, 1990 and has been celebrated annually since 2002 on the second Saturday and Sunday of October nationally in the country's capital and on Sunday - in the district centers of the Republic. Since 2012, the National Wine Day has been celebrated on the first Saturday and Sunday of October.

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SECTION 2: SIGNIFICANCE ASSESSMENT

Designations

NATIONAL

The Complex Chateau Vartely promotes and consolidates the image of our country as an important wine-growing state. The cultural significance is due to the continuation of the rich tradition of vinification in Moldova, which dates back to the 15th century. Also important are the three villas, with hotel purpose, which contain architectural elements specific to the traditional construction in the North, Center and South in our country.

UNESCO

Wine-making in Orhei (the city where Chateau Vartely is based) defines the lifestyle of local communities and forms an inseparable part of their cultural identity and inheritance.

Criterion (v) - The cultural landscape of the Chateau Vartely is an example of a traditional European wine-producing region, reflecting the evolution of this human activity over time. It defines the way its population occupied the territory, villages (agglomerations), accessibility, land-use and religion.

These point to the centrality of the wine economy on the configuration of the landscape and on the traces that defined the way its population occupied the territory, villages (agglomerations), accessibility and religion.

Statement of Significance

Heritage Value

The heritage value of the Chateau Vartely Complex lies in its historical associations, its cultural significance and architectural significance, and its role as a landmark.

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The complex has a **historical significance** due to its name - Vartely originates from the name of the town Orhei that in Hungarian means “place of the fortress”, (vár + hely or fortress + place). The region in which this complex is located is also important, 23 kilometers from it is located Orheiul Vechi, a Moldovan historical and archaeological complex located in Trebujeni, which is approximately 60 kilometers. Orheiul Vechi Cultural-Natural Reserve, which has a special status and is the most important cultural site in the Republic of Moldova, being in the process of being nominated for inclusion in the UNESCO World Heritage List. The natural landscape of limestone rock, eroded by the river, is combined with archaeological vestiges of the ancient Cucuteni-Trypillian civilization. As a result of archaeological excavations, cultural layers were discovered from different epochs, such as the Paleolithic, Eneolithic, and Iron Age.

The **cultural significance** is due to the continuation of the rich tradition of vinification in Moldova, which dates back to the XVth century. *The Complex Chateau Vartely promotes and consolidates the image of our country as an important wine-growing state.*

Also important are the three villas, with hotel purpose, which contain architectural elements specific to the traditional construction in the North, Center and South in our country. The buildings are special for their **artistic value**. The style, the aesthetic qualities (scales, plan, composition, decorative elements) in which they were designed, reflect the traditional, creative aspirations of the time. It is also appreciated the way in which different types of construction materials were combined. Everything here is harmoniously connected in terms of location, scale, forms, combined into a coherent composition. Already the threshold of the estate speaks of the decorative talent of rural craftsmen.

The tourist complex has a distinct architecture and presents a real landscape delight. It is an example of respect for tradition and authenticity.

By the standards of winemakers in the old world and the new world, Chateau Vartely is a company that combines state-of-the-art technologies in vine growing and grape processing with a passion for producing quality wine.

Chateau Vartely is a young company, but it has quickly become a dear symbol of the country. Within the tourist offer in the Republic of Moldova, wine tourism remains one of the most important and attractive products for both foreigners and domestic travelers.

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