



## ROUNDTABLE 4: HIGH CULTURE, HUMANITY, COMMUNITY & FINE WINE

**LOCATION: Salle des Voûtes, Priory**

### DESCRIPTION

This group will address the collective experience of its participants, their philosophy and wishes for the evolution of Art in its many forms - visual, music, performing, cinema, liquid... - as well as changing societal norms. An opportunity to analyse the complex relationship between High Culture and Fine Wine, as well as a reflection of the changing environment, to ask what you would like to keep constant and why.

### OBJECTIVE OF ROUNDTABLE

Draw from the collective wisdom of the participants and create a shared vision of what the best practices could or should be in the cultural worlds, and how an experience of Art will be diffused and delivered. Articulate the vision and the guiding principles that you think should lead creators of Art and Fine Wine going forward. Distil collective thinking into actionable ideas.

### PREPARATION AHEAD OF ARRIVAL

*Please review the questions below which are suggested as prompts to get you started. Please feel free to add topics that you think are related and relevant, and address them.*

- 1) **THE PAST:** *What was different 10 years ago as compared with today?*
  - Back in 2007 before the crash, or in 2009, just after it, what were some of the driving forces and trends that we thought would mark our time, and are they still relevant?
  - Who were the artists and heroes we worshipped and where are they now?
  
- 2) **WHERE ARE WE NOW?** *Progress and new challenges*
  - What are your sacred cows that we should fight to protect and preserve?
  - How has the art world changed and is it for the better?
  - Which are the big areas that still pose real problems and frustrations?
  - Which art forms are gaining momentum?
  
- 3) **LOOKING AHEAD** *(3 years, 10 years and beyond)*
  - Will high culture and community be more global or more national?
  - Will tech disrupt the art world and its community or replace the artist?
  - Will nature play a bigger or smaller part in Art and community?
  - If you had a magic wand, how would you want your world to be 10 years from now?
  - What can the culture of Fine Wine bring to future generations?
  - How are young people likely to define Fine Wine?
  - Is Fine Wine likely to preserve its place as a bastion of high culture?
  - Are generations growing apart and can Art and Fine Wine help to connect them?
  - Is the production of Art and Fine Wines likely to become more affordable?

### MATERIALS

*Please gather any materials, studies, statistics, data, infographics, cartoons, visual supports that you think could add to the topic and would be interesting to share. (We are setting up a place on the cloud to compile these for reference)*