

# Austrianvineyards.com

*the world's first nationwide information and presentation system of all wine estates*

Karel Kriz, Alexander Pucher







# ÖSTERREICH WEIN

*Große Kunst. Ohne Allüren.*



# THE ART OF WINE. DOWN TO EARTH.

**SEARCH**

# Mission Statement

- The goal of the Austrian Wine Marketing ÖWM is to pursue a system that **accentuates all vineyards of Austria in an appealing way.**
- The challenge is to map the abundance of information in such a way that the genuine data can be depicted in a particularly **pleasant and comprehensible way.**
- The difficulty is to cartographically communicate the abundance of spatial and thematic information to do justice to the desired testimonial of **image of excellence.**

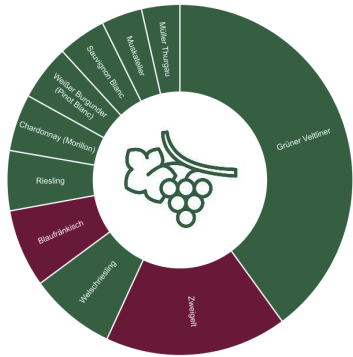


# Project Outline

- A **research and development project** with the aim of conceiving a functional as well as user-centered geographic information portal of all Austrian vineyards to record, represent and communicate relevant factors **dealing with wine** and their spatial-temporal characteristics.
- **Österreich Wein Marketing** GmbH (ÖWM) commissioned the project in close cooperation with the **University of Vienna** and the Technical Office for Landscape Planning **plan+land**



# Hard Facts

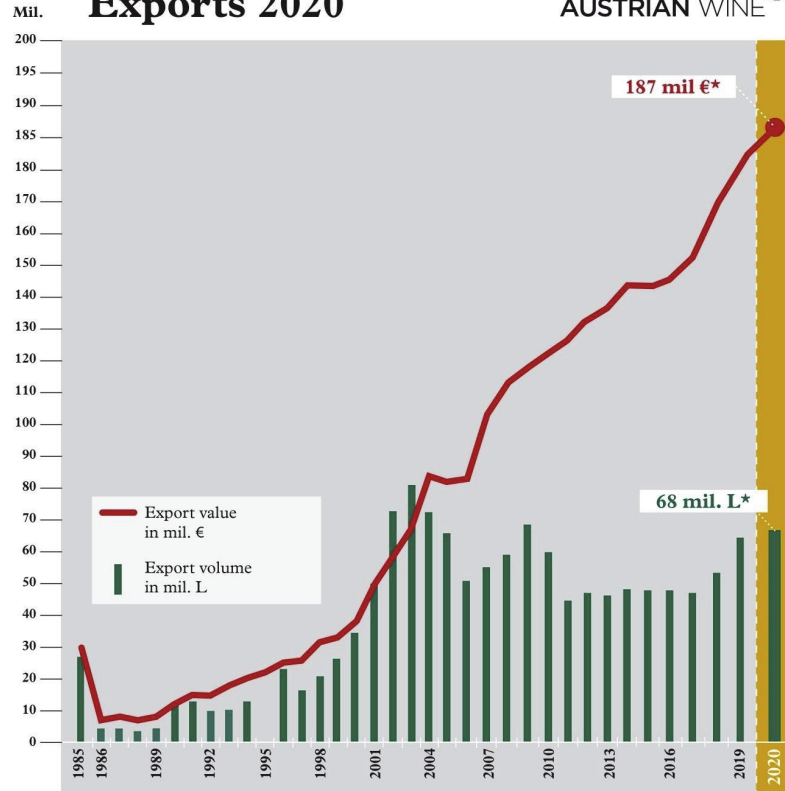


**4,200**  
BOTTLERS

**AUSTRIA**  
**46,500 HA**  
**OF VINEYARDS**

## Exports 2020

AUSTRIAN WINE 



\* Rounded values

Source: Statistics Austria, final export figures I-XII 2020 (as at June 2021).

The data capture method used by Statistics Austria also includes re-exports of non-Austrian wine. 1995 no data available.





# Legal Facts

## Generic Qualitätswein



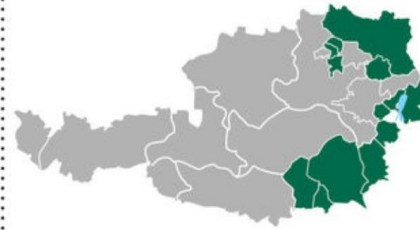
Niederösterreich  
Burgenland  
Steiermark  
Wien  
Kärnten  
Salzburg  
Tirol  
Vorarlberg  
Oberösterreich

## 4 Specified Regions with Focal Varieties



Wachau  
Wagram  
Carnuntum  
Thermenregion

## 13 Specified DAC Winegrowing Regions



Weinviertel DAC  
Mittelburgenland DAC  
Traisental DAC  
Kremstal DAC  
Kamptal DAC  
Leithaberg DAC  
Eisenberg DAC  
Neusiedlersee DAC  
Wiener Gemischter Satz DAC  
Rosalia DAC  
Vulkanland Steiermark DAC  
Südsteiermark DAC  
Weststeiermark DAC



# Conceptional Framework

- The implementation focuses on the **"image of excellence"** of the Austrian wine industry.
- Austrian Wine Marketing Board aims to be the first generic wine marketing organisation to offer **digital (geo) information** on its vineyards based on **legal cadastral data on a nationwide level**.
- Presentation of the vineyards in Austria in a **freely available** and clear form by means of a **comprehensive digital database** that combines data from a wide range of sources and for a wide range of requirements.



# Geodata

- Data is based on **legal regulations and resolutions** of the Austrian National Wine Committee
- The representation of the **planted vineyard area** is based on data of the Integrated Administration and Control System of the EU (INVEKOS), implemented by AMA (Agrarmarkt Austria).
- The **vineyard data** was obtained from the geoinformation offices of the Austrian provinces - Only vineyards that are allowed to be indicated on wine bottles according to wine law are shown.
- **Climate data** was obtained from the annual yearbook of the Austrian Central Institute for Meteorology and Geodynamics (ZAMG) with monthly resolution.



# Map Conception

- Digital and analog approach
- Maps of all **17 specified winegrowing regions**
- multiple map sheets for large regions
- Standard scale: **analog** 1 : 50.000 (optional 1 : 25.000)
- Multiple scales: **digital** zoom levels 5 – 18
- Tailored maps based on **open data**



# Technological Requirements

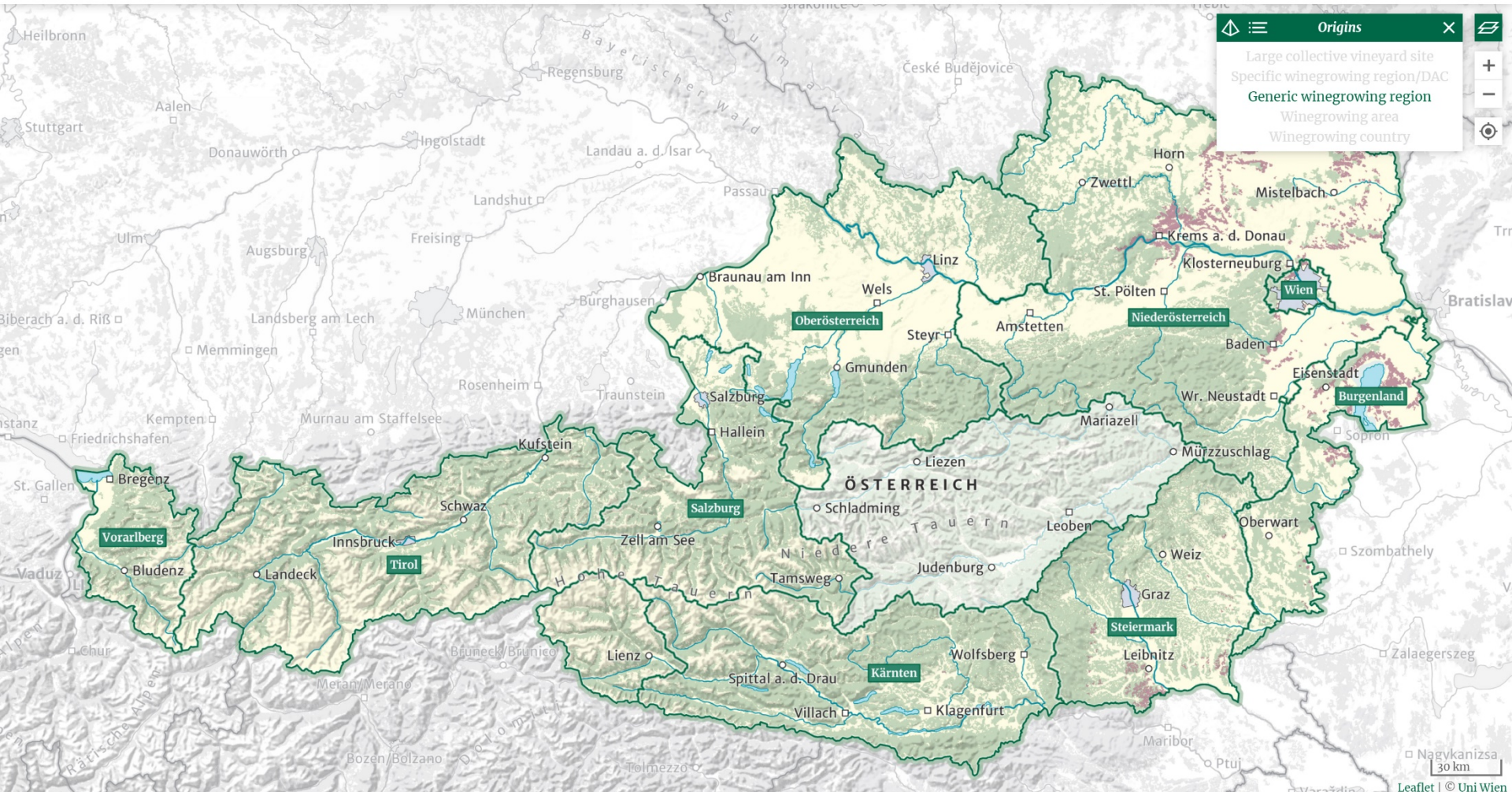
- **Online display**
  - XL displays
  - Notebook displays
  - Tablet displays
  - Smartphone displays
- **Analog display**

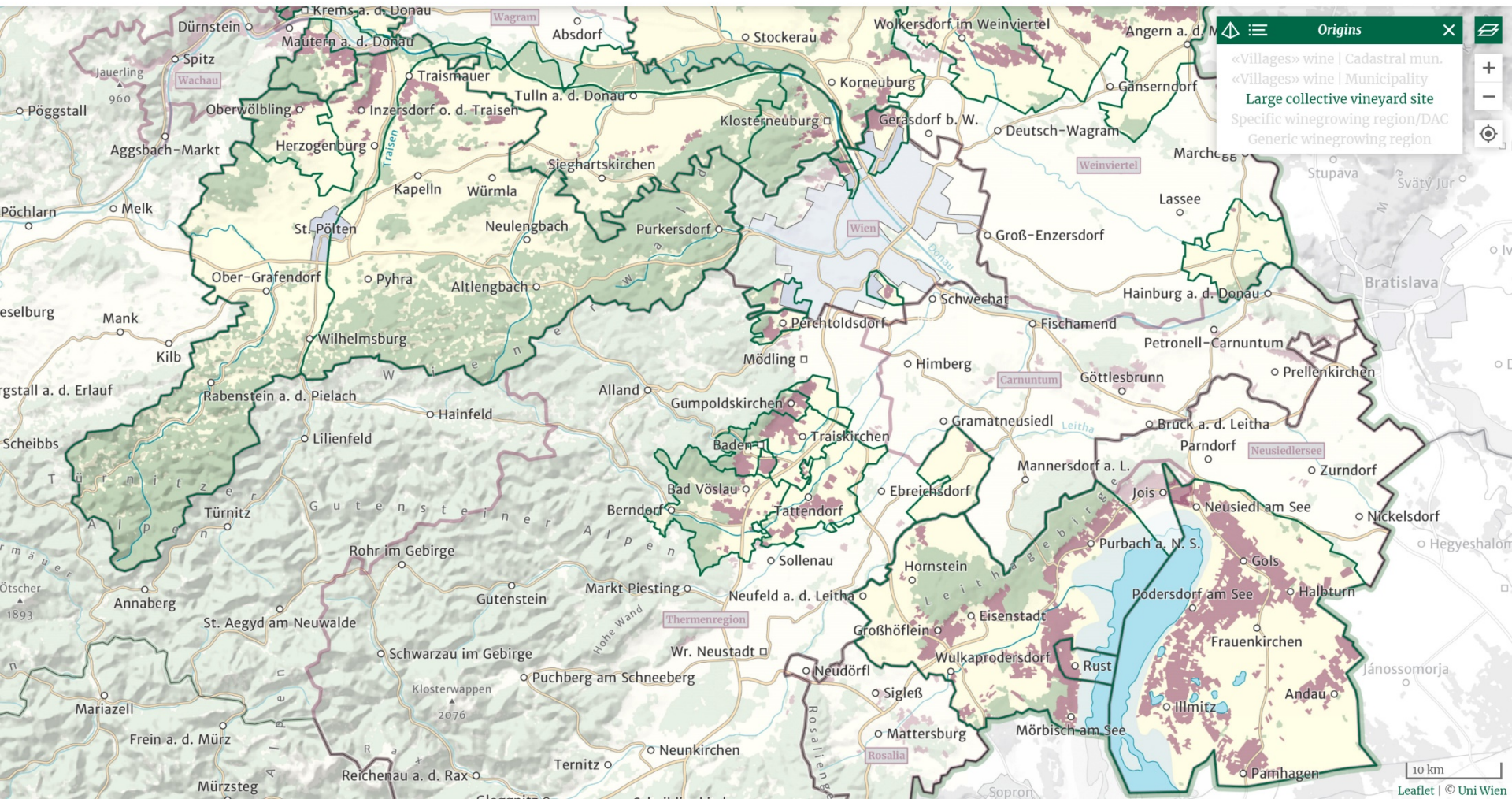


# User Experience Issues

- Use case: **"Direct access"**
  - direct focus on the element of interest via the URL or via a link on an external page
- Use case: **"Bottle label"**
  - starting the online platform with the clear intention of searching for a (mostly) spatial term that can be found on a label of an Austrian wine bottle.
- Use case: **"Wikipedia"**
  - extending the linear directed access through interaction between information objects. Similar to the user behaviour of "Wikipedia", all spatial and thematic content in the system is interlinked.





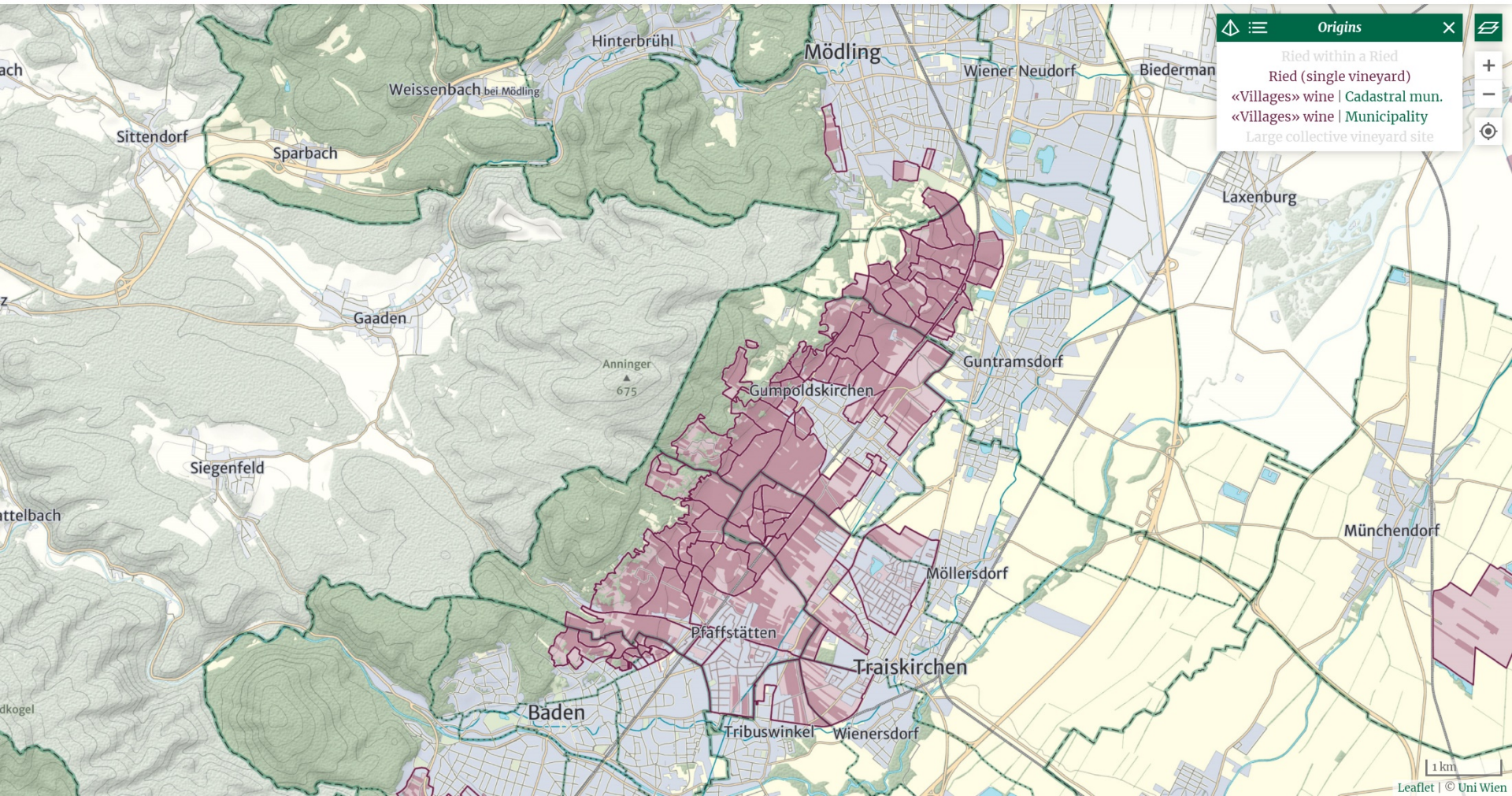


**Origins** [Close] [List Icon]

- «Villages» wine | Cadastral mun.
- «Villages» wine | Municipality
- Large collective vineyard site
- Specific winegrowing region/DAC
- Generic winegrowing region

[Zoom In] [Zoom Out] [Location Pin]





Origins

- Ried within a Ried
- Ried (single vineyard)
- «Villages» wine | Cadastral mun.
- «Villages» wine | Municipality
- Large collective vineyard site



## WIEGE

### RIED (SINGLE VINEYARD)

🌿 1.4 ha      🏔️ 264-321 m (☉ 293 m)

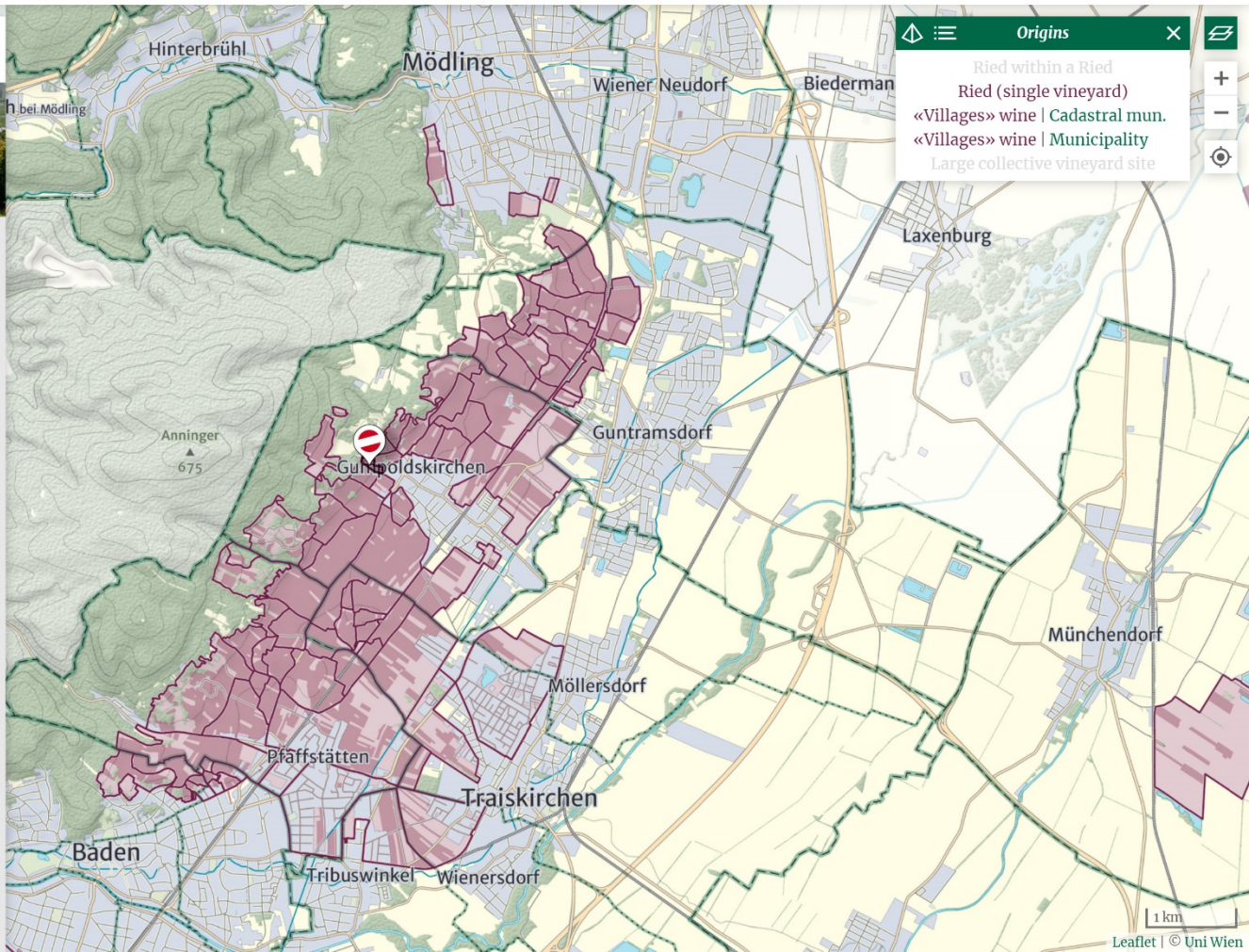
📍 Southeast (76 %)      🌡️ 5-20° (☉ 14°)

**ORIGIN** ▼  
Winegrowing cadastral municipality: [Gumpoldskirchen](#)  
Winegrowing municipality: [Gumpoldskirchen](#)

**CLIMATE** ▼  
Seasons      🌱 ☀️ 🍂 ❄️  
🌡️ [Temperature](#)      10.9   20.6   10.5   1.4   ☉ 10.8°C

**DESCRIPTION** ▼  
Located to the immediate north-west of the village, Ried Wiege is situated between Ried Spiegel and Ried Grimling. To

📄 PDF





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#### ORIGIN

Winegrowing cadastral municipality: [Gumpoldskirchen](#)  
Winegrowing municipality: [Gumpoldskirchen](#)  
Large collective vineyard site: [Schatzberg](#)  
Specific winegrowing region/DAC: [Thermenregion](#)  
Generic winegrowing region: [Niederösterreich](#)  
Winegrowing area: [Weinland](#)  
Winegrowing country: [Österreich](#)

📍 [Origin pyramid](#)

#### CLIMATE

Seasons      🌞 ☀️ 🌿 ❄️

🌡️ [Temperature](#)      10.9   20.6   10.5   1.4   ☉10.8°C

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+  
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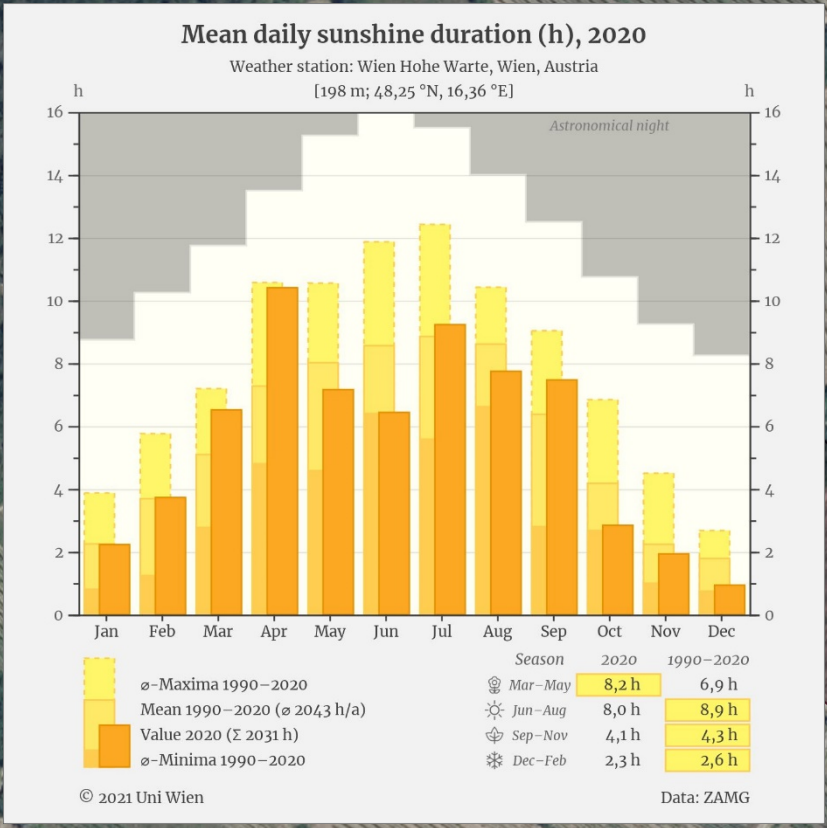
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[+]

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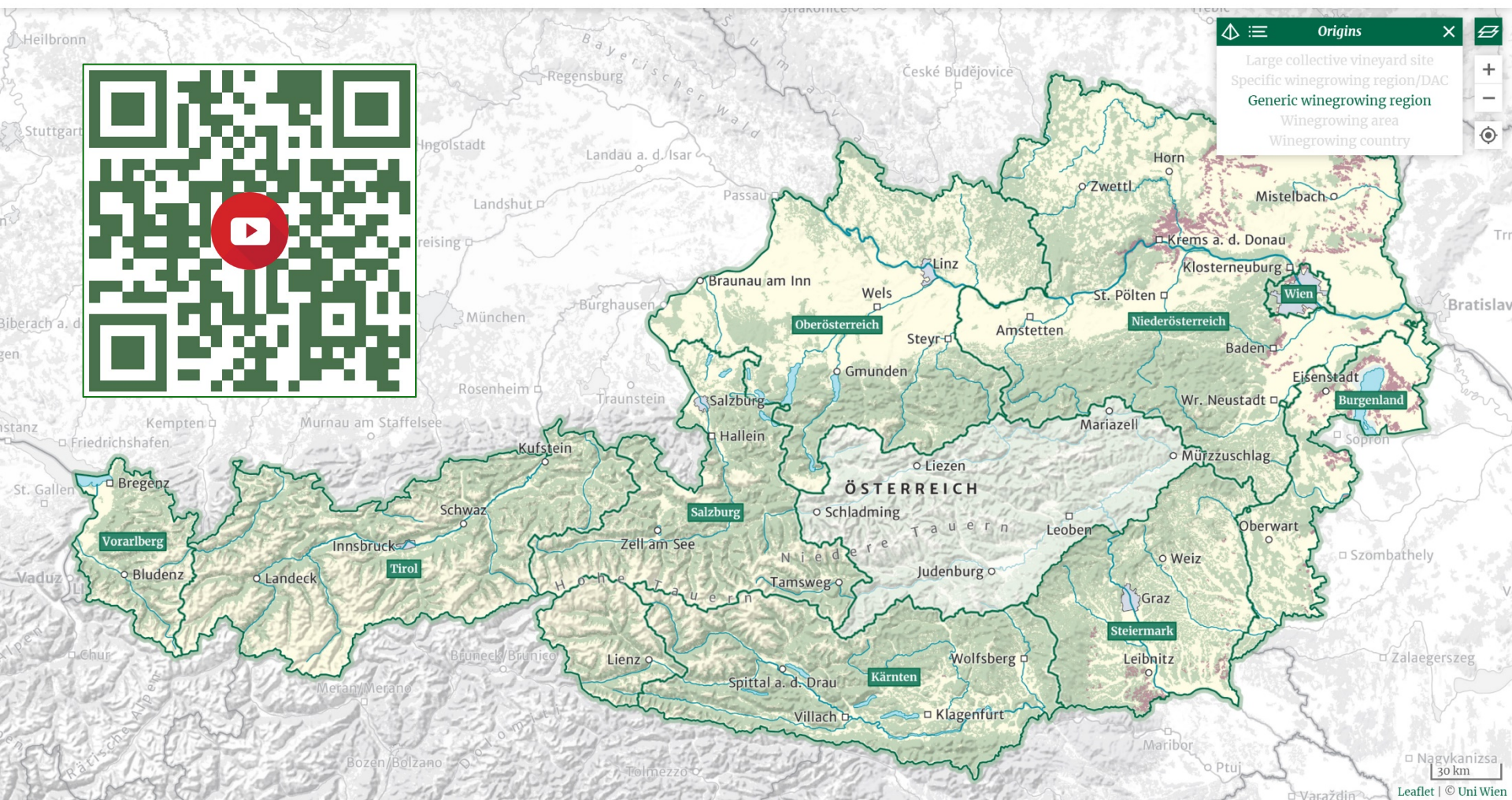
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- Winegrowing area
- Winegrowing country



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