



Dinastia Vivanco: Giving back to wine what wine has given us

Directed by Zev Robinson

Approx. 50 minutes Tickets: \$9.00

Trailer: <http://www.youtube.com/watch?v=6AK0X21-5A4>

As a teenager in the early 60's, Pedro Vivanco started delivering wine from his parents' winery by bicycle, going on to become a major but anonymous producer for well-known Rioja brands. In the process, and as a result of 40 years of collecting, he and sons Rafael and Santiago have created one of the world's best wine museums, reflecting his passion for wine culture and his philosophy of "giving back to wine what wine has given us."

Canadian-British filmmaker Zev Robinson first visited the Dinastia Vivanco winery and museum in 2009 to film material for his series of documentaries on Spanish wine. Deeply moved by what he saw, he decided to postpone filming for the series and instead create an hour long film on the family saga.

The documentary uses interviews with winemaker Rafael Vivanco, Santiago Vivanco, the director of the Museum and Foundation, and their father Pedro, amongst others, to build a narrative interweaving the family's history with that of La Rioja. Founded in 1915 as a small, personal winery, the film traces the contributions of each of the four generations in building the winery and how that reflected the evolution and transformation of La Rioja into an important wine region.

The documentary will have its premiere on June 30, 2010 in a New Filmmakers <http://www.newfilmmakers.com> special presentation On Wine Making, along with Kyle Repka's 37 min. Rutland Ridge, about a Pennsylvania family winery, at:

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