



# NEW ZEALAND WINE LANDSCAPES

A VISUAL DOCUMENTATION PROJECT 2027

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# 1- Initiative Overview

New Zealand Wine Landscapes 2027 is a long-term visual documentation project exploring the vineyard landscapes of New Zealand through extended field-work across the country's principal wine regions.

The project is led by Wineographic founder Oscar Oliveras, a former winemaker with over 15 years of international experience in the wine industry, including professional roles in Marlborough and Hawke's Bay between 2014 and 2017.



Production begins in late 2026 and progresses region by region, aligned with seasonal conditions and developed in collaboration with participating wineries, regional wine associations, and tourism organisations.

The work is conceived as a progressive visual body of landscape photography and cinematic material documenting New Zealand's wine territories, with regional releases followed by a consolidated national edition.

## 2- Project Intent

New Zealand's wine regions are among the most visually distinctive in the world. Dramatic mountain ranges, coastal valleys, and expansive vineyard landscapes create a strong visual identity.

The intent of this project is to document these landscapes through a visual language that emphasizes scale, atmosphere, and place.

Rather than focusing on individual wineries or commercial production, the project explores the broader geographic context that defines New Zealand Wine: vineyard landscapes, regional environments, and the natural elements that shape them.

By documenting these landscapes across multiple regions, the project contributes to a broader visual understanding of the environments that shape New Zealand wine and its international identity.



### 3- Regional Framework & Timeline

- Q2-Q3 2026 – Development & Regional Alignment

Project refinement, regional engagement, and participation alignment.

- Q4 2026 - Q1 2027 – Initial Regional Deployment

On-site production begins in North Island wine regions ahead of harvest.

- Q1-Q2 2027 – South Island Autumn Chapters

Progressive production and release of regional chapters across South Island wine regions.

Target **wine regions** for the New Zealand Wine Landscapes project.





# METHODOLOGY

ST. SAPHORIN, LAVAUX, SWITZERLAND

# 4- Production Approach

The project combines aerial perspectives, cinematic video, weather timelapses, landscape photography, and human presence within vineyard environments to document the **geographic** and **cultural identity** of each wine region.



VOSNE-ROMANEE, FRANCE

- **High-altitude aerial perspectives**

Drone cinematography and photography revealing vineyard geography and dramatic regional landscape scale.

- **Vineyard landscape exploration**

Location scouting to capture dramatic vineyard environments, terrain formations, and changing light conditions.

- **Ground-level visual documentation**

Photography and cinematic footage of vineyards, winery architecture, and surrounding landscapes.

- **Seasonal vineyard activity**

Documentation of vineyard work and field activity throughout the growing season.

- **Portraits of the people behind the wines**

Natural portraits of growers, winemakers, and vineyard teams within their working environment.

# 5- Field Capture Method

Field production is designed to capture the atmospheric character of each region through extended presence in the landscape and flexible timing in response to light and weather conditions.

- **Extended regional field stays**

Travelling by camper-van allows prolonged time on location and flexible access to vineyard environments and viewpoints.

- **Golden hour cinematography and photography**

Working at sunrise and sunset to capture the most expressive light conditions across vineyard landscapes.

- **Atmospheric landscape conditions**

Waiting for fog, storms, dramatic skies, and rapidly changing weather systems typical of New Zealand regions.

- **Cinematic aerial perspectives**

Drone cinematography revealing vineyard patterns, valley structures, and the broader regional geography.

- **Environmental sound recording**

Capturing the natural atmosphere of vineyard environments — wind through vines, insects, machinery, and harvest activity.



AUXEY-DURESSES, FRANCE

A scenic view of a village in Meuse, France, featuring a church with a steeple, rolling hills, and a vineyard in the foreground.

# PROJECT STRUCTURE

MEUSE, FRANCE

# 6- Regional Production Chapters

The initiative is structured as a series of **regional production chapters**, each developed as a **cohesive** landscape-focused **body of work**.

Production is executed region by region, documenting vineyard environments, seasonal conditions, and the geographic identity of each wine territory.

Each chapter focuses on:

- A **single** wine region as a complete landscape **narrative**
- **Multiple** vineyard **sites** documented across the **region**
- Regional **geography** and dramatic vineyard **environments**
- **Seasonal** vineyard **conditions** and field **activity**
- A curated **visual selection** representing the region as a whole

The objective is to produce a coherent visual representation of each wine region, rather than isolated imagery of individual estates.

# 7- Regional Film Component

Where aligned with regional associations or tourism organisations, **short-format** cinematic films may be developed as part of a regional chapter.

These films present the landscape, vineyards, and people behind the wines through a collective regional narrative.

They may include:

- Landscape-led visual storytelling
- Vineyard environments and regional structure
- Conversations with growers, winemakers, and regional key figures
- Discussion of terroir, climate, and viticultural identity
- Professionally recorded environmental and interview audio

These **short films** are designed for regional promotion and international positioning, including use in trade fairs, export events, institutional presentations, and tourism campaigns.

# 8- Regional Collaboration

Regional collaboration plays an important role in facilitating access to vineyard landscapes and strengthening the representation of each wine territory within the project.

Wineographic – New Zealand Wine Landscapes 2027 welcomes collaboration with regional wine associations, tourism organisations, and participating estates across New Zealand.

Collaboration may include:

- Regional introductions to vineyard sites and growers
- Logistical coordination within wine regions
- Participation of estates within regional chapters
- Co-production or institutional collaboration on specific regional chapters

These partnerships help ensure that the landscapes, people, and environments that define each wine region are represented with accuracy and depth.

Each regional chapter is developed independently, allowing collaboration to be tailored to the structure and priorities of each wine region.





# OUTCOMES & VALUE

BERGERAC, FRANCE

# 9- Project Outcomes & Regional Value

The New Zealand Wine Landscapes initiative is designed to produce a **long-term visual documentation** of the country's **wine regions** while contributing to their international **visibility** and cultural **representation**.

The project aims to generate a body of visual material that can support regional storytelling, institutional communication, and international **promotion** of **New Zealand** wine landscapes.

Expected outcomes include:

- A curated visual archive documenting vineyard landscapes across multiple New Zealand wine regions
- High-quality photography and cinematic material suitable for editorial, institutional, and promotional use
- Short-form regional films highlighting vineyard landscapes and regional identity
- Visual material supporting international communication of New Zealand wine regions
- Potential use in regional promotion, export events, institutional presentations, and tourism initiatives

The project is conceived as a long-term visual exploration of New Zealand's wine landscapes, contributing to a broader understanding of the environments, people, and regions that shape the country's wines.

In some cases, regional organisations may collaborate in the development or co-production of specific regional chapters.

# 10- Estate Participation

Estate participation within each regional chapter is intentionally **limited** to maintain production **focus** and **visual cohesion**.

Estates may participate through:

- Inclusion within regional landscape chapters
- Estate-integrated vineyard imagery
- Licensed usage of commissioned assets

Separate estate-focused commercial production — including bottleshots, marketing photography, and short-format video — may be **commissioned independently** from the regional documentary project.

This structure ensures the regional chapters remain multi-estate, landscape-driven, and institutionally **neutral**.



# 11- About Wineographic

**Wineographic** is a visual platform dedicated to documenting wine landscapes, vineyard environments, and the people behind wine regions internationally.

Founded by photographer and former winemaker Oscar Oliveras, the project combines industry knowledge with landscape photography to explore the cultural and geographic context of wine.

Regional organisations and estates interested in collaboration or participation are welcome to get in touch.

[Schedule a call](#)

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wineographic.com  
[wineographic.com/nz-wine-landscapes-2027](https://wineographic.com/nz-wine-landscapes-2027)



THANK YOU!

LAVAU, FRANCE