

A message **on** a bottle spreads the word

New wine labelling project aims to harness literature, history and popular culture as part of international promotion to spread the word on brands from the Priorat region

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According to popular history, the people of Masroig resorted to wine to mix their mortar when the water ran out one day. This gave their buildings a characteristic red hue."

This is one of 30 informative messages that appear on over 5,000 bottles of Montsant wine as part the *Històries i llocs* project set up by the Sans Façon collective and supported by Idensitat and the Priorat Art Centre.

The idea of the project is to spread the word about the culture of the Priorat region via labels on bottles of the area's renowned wine. The French architect Charles Blanch and the British artist Tristan Surtees, members of Sans Façon, are the driving force behind the initiative.

The different labels are being created in Catalan and English and will be placed randomly onto bottles. Each label will also carry an anonymous quotation about the area. The quotations have been collected from schools and places in Priorat.



One of the specially labelled wine bottles of Montsant wine /EP

SOCIETY

Newborn babies, weddings and deaths **on the rise**

Recent statistics suggest that the baby boom in Catalonia continues unabated. Data from the Instituto Nacional de Estadística (INE) shows that 89,384 babies were born last year, a 6.4% increase on the figures for 2007, when there were 83,985 births. Barcelona had the highest number of new arrivals with some 64,938 births registered.

One major factor in this in-

crease is put down to continuing immigration, as most new arrivals are within the child-bearing age range. More than 23% of the newborns have foreign mothers, the highest figure for Spain, where they account for 20.7% of the 518,967 newborns.

This trend is reflected in the data that shows the average number of children per woman has risen to 1.46, a slight rise on the figure of 1.40 in 2007. Data from the UK shows a similar

movement, although the figures are slightly higher at 1.90 children per woman in 2007 and 1.95 for 2008.

The figures also show the number of marriages has increased slightly from 29,993 in 2007 to 30,543, with the majority in Barcelona (21,517). A clear majority of people (15,282) opted for a civil ceremony with just over 6,000 choosing a traditional Catholic church service, while 136 people were married

in other religious ceremonies. The smallest group were those celebrating same-sex civil partnerships, though a rise in these was noted: in 2008, 917 couples tied the knot, 267 more than in 2007.

As far as the number of deaths is concerned, an increase was also recorded. The data for 2008 is still provisional but shows an increase of registered deaths from 60,005 in 2007 to a total of 60,696 in 2008.