



BREWERS

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John Keeling

Fuller's





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John Keeling



IS BREWING AN ART OR A SCIENCE?

ART DEFINITION

The expression or application of human creative skill and imagination, producing works to be appreciated primarily for their beauty or emotional power.

Though the definition of what constitutes art is disputed and has changed over time, general descriptions mention an idea of imaginative or technical skill stemming from human agency and creation.

Skill acquired by experience, study, or observation.

The art of making friends.

The quality, production, expression, or realm, according to aesthetic principles, of what is beautiful, appealing, or of more than ordinary significance.

An activity through which people express particular ideas.

The making of objects, images, music, etc. that are beautiful or that express feelings.

The definition of art is controversial in contemporary philosophy. Whether art can be defined has also been a matter of controversy. The philosophical usefulness of a definition of art has also been debated.

SCIENCE DEFINITION

The intellectual and practical activity encompassing the systematic study of the structure and behaviour of the physical and natural world through observation and experiment.

Science is the study of the nature and behaviour of natural things and the knowledge that we obtain about them.

The systematic study of the nature and behaviour of the material and physical universe, based on observation, experiment, and measurement, and the formulation of laws to describe these facts in general terms

Science meaning, definition, what is science (knowledge from) the careful study of the structure and behaviour of the physical world.

Science (from Latin *scientia*, meaning "knowledge") is a systematic enterprise that builds and organizes knowledge in the form of testable explanations and predictions about the universe.

When I asked the Stanford neuroscientist Robert Sapolsky for a definition of elegant science, he said, "You know it when you see it."

CRAFT DEFINITION

An activity involving skill in making things by hand.

Denoting or relating to food or drink made in a traditional or non-mechanized way by an individual or a small company.

An occupation or trade requiring manual dexterity or artistic skill.

Any occupation or avocation requiring special skills, especially manual ones.

GREAT BEER DEFINITION

- Quality & consistency balanced with flavour and character.**
- A great beer has these in perfect balance**

AM I.....

- a scientific brewer or

- an artistic brewer

I AM IN FACT.....

- a brewing philosopher.

**- The René Descartes of the beer world
(I DRINK THEREFORE I AM).**

FRANK ZAPPA SAYS THAT.....

**You can't be a real country unless you
have beer.**

I SAY.....

**You can't be a real brewery unless you
have a brewing philosophy.**