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## News



### The Italo Rota concept

The concept of the famous Italian architect Italo Rota for Expo 2015, titled "Vino a Taste of Italy", shows his vision of wine. "The visit begins while looking at over 50 thousand litres of wine vibrating and releasing their aromas, introducing visitors to an experience studded with masterpieces: our wines, from the rare to the low-budget ones, all real and sincere, whether they were made at the foothills of the Alps or on the Sicilian coasts, harvested on the soft Tuscan hills or in the rugged plateau of Apulia, produced in Medieval castles or in the futuristic wineries designed by architect stars. Or, drunk on New Year's Eve in Naples or on top of the skyscrapers in Milan on the eve of the 2015 Expo".



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### European Union of Wine

"Europe has searched long for a formula that would represent it in a unified manner, to no avail. Then, I dare say that Europe is founded on wine, and this opinion could be shared by all". This is the opinion of Italian art critic Philippe Daverio, who was given the task of narrating the relationship between wine and culture by the Scientific Committee of the Pavilion of Italian Wine. "The roots of this connection date all the way back to the Roman Empire, and go through centuries made of deep changes, all the way to us. Wine is the result of a gigantic cultural process that has changed the image of the "Belpaese" itself, as well as of many European territories, through the grape vine, which has given birth to some of the most elegant and linear landscapes in the world".

## Report

### Global pasta

Pasta has long been the cornerstone of the Mediterranean diet, together with olive oil, wine, tomatoes and so on. It is hardly news that Italy is the top consumer country in the world, but right behind it are countries as diverse as Venezuela, Tunisia, Greece and Switzerland. Be it a side dish, paired with traditional courses, or a stand-alone, as Italian tradition has it, pasta has then become a true global and intercultural phenomenon, second only to bread, regardless of religion or culinary traditions.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### Wine, an expression of Italian aesthetics

Today, wine in Italy embodies some of the most important values. Like taste - not limited to one's mouth - which is the first one that comes to mind, "but also a concept of aesthetics, of the relationship with the environment, architecture and design: everything falls into an aesthetic project. Wine is one of the landmarks of Italian aesthetics, and this is finally being acknowledged. It grows and thrives through the incredible complexity of this "bizarre" country. The Veneto region is very different from Molise, Tuscany, Piedmont or Sicily, and this has created its uniqueness. Maybe wine is the only true unifying theme in Italy". The idea is not easy to digest, were it not for the explanations of its author, the Italian art critic Philippe Daverio. But why should one discuss wine with an art critic? First and foremost because, oftentimes, an authoritative but unconventional voice, from a cultural standpoint - and wine is a matter of culture - can give a new perspective, and then because he himself is very knowledgeable about wines (he is also the author of a video titled, "In Vino Veritas", a short history of wine in Europe). He is capable of narrating art, even in its most abstract forms, to the public at large, in a simple way and has done the same with wine. "Luckily, consumption is going down, and I say so because this has transformed it from food to an aesthetic element. We drink less wine than we used to 30 years ago, but it is better and costs more. Aesthetics is not only what is before our eyes", it is a matter of senses, "and the palate is worthy of its own aesthetic". But, is it possible to be fond of wine as one is fond of art? "A lot can be done through information: wine is not only what one finds in a bottle. It is a synonym of Italy", and the best way to communicate it, "is to see the vineyards, and the relationship with landscapes studded with them". There is still a lot to do on the matter: "the great bet is opening Italy to the knowledge of places, as my other half, the French one, has taught me". He also has a "modest proposal" of sorts: "the Minister of Culture should be elected among winemakers, since they know how to intelligently unite history with a contemporary product".

## Focus

### Expo 2015, a walk in Italian Wine

Let us imagine taking a walk inside the Pavilion of Italian Wine, which will be at the centre of the Italy Pavilion at the 2015 Expo, with less than 10 months to go before the inauguration. It will be, above all, an emotional experience: at the ground floor a multimedia exposition will introduce visitors to the world of wine, where images will tell about the seasons in the territories, production phases and the role of wine in everyday life, while the sense of smell will give the visitors the basic aromas of the nectar, from musts to hints of fruit. On the second floor, going up a staircase enveloped in multi colour grapes and leaves, one will reach the area dedicated to promotion and to the direct knowledge of wine. Here, wineries and taste will be the protagonists; there will be a permanent wine bar called the "Library of Wine", open to either free tastings or tastings led by professional sommeliers, and other spaces for wineries, consortiums and institutional players. This is the heart of the Pavilion, complete with a "Web Cellar", where one will be able to buy the wine he or she just tasted. The tour ends with a terrace, which will host master classes and tastings, and a "VIP Lounge", for the most important events.



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## Report

## Wine & Food

### After the U.S., Prosecco has Australia and China in its sights

After the success of its Stateside mission in 2011, which granted the exclusivity of the use of the term "Prosecco" to those wines made following the rules of the Italian denomination from Veneto, the Consortium of Prosecco Doc is looking to reach the same results in China and in Australia. The first steps of the process have been taken at an official meeting in Sidney, between representatives of the Consorzio, Italian and European institutions and their Australian counterparts. The goal is that Australia acknowledges the request of the European Union to recognize its Denominations.

## For the record

### Harvesting starts in Sicily

The 2014 harvest has officially begun in Italy this week. Pinot Grigio grapes in Sicily are first in line, after the abundant spring and early summer rains. The very first winery

to start its 8-week-long harvest season will be Cantine Settesoli, hailing from Melfi, in Sicily - the beginning of the apex of an entire productive year.

