

Press Release

2023. The new life of Artists for Frescobaldi: from International Prize to commissioning project.

Daniela De Lorenzo and Massimo Bartolini will work on two original and site-specific works for CastelGiocondo.

Conceived by Tiziana Frescobaldi
Curated by Ludovico Pratesi

Castelgiocondo estate, Montalcino, Italy



ARTISTIPER FRESCOBALDI

CASTELGIOCONDO

The two artists, both from Tuscany and selected by Ludovico Pratesi in agreement with Tiziana Frescobaldi, are invited to place their experience and expressive research in dialogue with the outdoor spaces of the **Castelgiocondo estate in Montalcino**, participating in an artistic residency culminating in the creation of **two projects entirely conceived for the occasion**.

"From time immemorial, perhaps, art and wine have been similar, probably because they both work on a transformation... through a long, complex and delicate work to achieve in the end a harmonious whole." says Daniela De Lorenzo "Art and wine have had and have a fundamental role in man's life to refine his sensibility through a mysterious force and open himself to imagination ."

"I have always wanted to associate an image with taste and smell." says Massimo Bartolini "A wine label is the image for a taste, a flavor, a smell, a story. Stories are the fingerprints of places, and I like to unite places, overlap and integrate different stories. Here the image anticipates the label, it is already in the vineyard, it is with the plant. Like a rose. The image comes from the sea, the plant from the land, but this land, which is very dear to me, often has the 'trend of the sea. I would like to thank Tiziana Frescobaldi and all those involved in the project for giving me the opportunity to make a work that I have been holding for a long time, like a good bottle, for a special occasion... "

The goal is to interpret and return a unique vision of the *genius loci* of the estate, **promoting a direct and creative contact with the territory**. The productive essence linked to viticulture and the poignant scenery surrounding the estate combine and blend in the creation of two site-specific projects, entrusted to the experience and sensitivity of two established artists connected to the territory, capable of accepting Frescobaldi's invitation and returning an artistic proposal perfectly in line with the soul of the place.

The artists will create, as in previous editions, **the design of a label for a limited and numbered edition** of 99 bottles of the wine CastelGiocondo Brunello di Montalcino 2018.

In an extraordinary combination of art, wine, creativity and entrepreneurship, the *Artists for Frescobaldi* project builds on the **long tradition of patronage of the family** that founded it to meet the challenges of the present. The ability to reinvent itself and the attention to urgent issues such as innovation and sensitivity are the core of a project that combines the visionary power of art with the transmission of values that have always been the stylistic hallmark of the Frescobaldi world.

The new edition of *Artists for Frescobaldi* will be presented to the public starting from this spring.

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