

Press Release

ARTISTS' COMMISSIONS

The artworks by Daniela De Lorenzo and Massimo Bartolini join the ARTISTS FOR FRESCOBALDI Collection.

The two artists, each invited to create a new site-specific project for the CastelGiocondo estate, reflect on the link between art, wine and nature.

Artists for Frescobaldi is a project
conceived by Tiziana Frescobaldi
curated by Ludovico Pratesi

CastelGiocondo, Montalcino



Castegiocondo, Montalcino

ARTISTIPER FRESCOBALDI

CASTELGIOCONDO

Artists for Frescobaldi, line of contemporary art interventions conceived by the leading brand of the wine world Frescobaldi to promote the work of contemporary artists, is enriched with **two new works**. **Daniela De Lorenzo** (Florence, 1959) and **Massimo Bartolini** (Cecina, 1962) were invited to conceive two new art projects in dialogue with the CastelGiocondo wine estate in Montalcino.

Now in its 6th edition, **Artists for Frescobaldi evolves** by setting a new course to its tradition. Embracing the legacy of the post-pandemic era and the consequent challenge of an overall rethinking of its role without disregarding its own history, Artists for Frescobaldi goes to its core and, from an international prize, focuses on patronage, while keeping the goal of generating an artistic program dedicated to the most interesting voices of our time. With this format, Frescobaldi this year wants to **increase the dialogue with the place** to which the works are destined, establishing an original and specific relationship entrusted to two exceptional artists.

The site-specific projects by **Daniela De Lorenzo** and **Massimo Bartolini** - leading characters of the contemporary art field and at the same time deeply connected to the Tuscany region - are part of the artistic program curated by **Ludovico Pratesi** and directed by **Tiziana Frescobaldi**. Their main goal is to emphasize **the dialogue with the soul of CastelGiocondo**, an historical estate devoted to wine production, and to create a unique narrative recalling the multiple links between art, nature and wine.



Ph. Serge Domingie

THE ARTWORKS

The new works, created at the end of an **art residency** and now presented in the outdoor spaces of the estate, stem from an invitation to establish a deep attunement with the essence of the landscape that surrounds them, generating **an assonance between the generating force of the earth and the creative force of art.**

Daniela De Lorenzo's sculptural project, entitled **Sogno sottile** (2023), features three gilded bronze figures placed on the structure's retaining walls. The three sculptures, which overlook the estate rows of vines, evoke in their simple and essential gestures the different stages in the life of wine, from fermentation to the transformation of must up to maturation, emphasizing the harmonic relationship between human beings, landscape and nature.

At the head of one of the rows of CastelGiocondo's vineyards stands **Massimo Bartolini's** seasoned oak sculpture. The work, entitled **Rosa Sirena** (2022-2023), portrays a figurehead - a female mythological character traditionally tied to the prow of ancient sailing ships as a demonstration of the owner's wealth. The creature, depicted in a thoughtful attitude and turned in the direction of the sea, is located with the intention of surprising the visitor with its presence - unexpected in the green setting of the vineyard.

Daniela De Lorenzo and Massimo Bartolini's projects will be completed by the traditional creation of **an original label**, intended for a limited and numbered edition of 111 bottles of **CastelGiocondo Brunello di Montalcino 2018 wine** each, which will be presented in September 2023.

The core of the project is the relationship with the **CastelGiocondo wine estate**, owned by the Frescobaldi family since 1989. With its 235 hectares planted with vineyards, the estate is famous for starting the production of **Brunello di Montalcino** in the early 19th century. Its landscapes combine precious natural views with the latest innovations in wine production and a constant care for the natural environment, in a unique blend that contemporary art is called upon to interpret.

Embracing the legacy of a long tradition of patronage, which has seen the Frescobaldi family support illustrious artists of the Italian cultural scene over the centuries, the project *Artists for Frescobaldi*, thus redesigned, aims to respond to the challenges of the present with an artistic proposal perfectly in line with its original essence.

The new artworks become part of the *Artists for Frescobaldi Collection*, joining the works of artists who have taken part in previous editions.

The Collection can be visited by appointment through www.artistiperfrescobaldi.it

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ARTISTI FOR FRESCOBALDI

The **Artists for Frescobaldi** project was born in 2012 from an idea of Tiziana Frescobaldi, who has directed it since its very beginning with the curatorship of art critic Ludovico Pratesi.

Drawing inspiration from the patronage tradition that has seen the Frescobaldi family support the work of illustrious artists such as Brunelleschi and Donatello since the Renaissance, the project is rooted in the firm belief that today, as yesterday, art has the capacity to represent and change the present, inspiring new generations.

This vision laid the foundation for the birth of the **Artists for Frescobaldi Prize**, a biennial event starring the beautiful natural settings of the CastelGiocondo estate in Montalcino. From 2012 to 2021, **five editions** of the prize were finalized, each of which featured three artists. Each artist was invited to create a work of art capable of capturing the essence of CastelGiocondo, returning **a unique and creative vision of the link between culture, territory and wine**. An international jury of three contemporary art museum directors then selected the winner of each edition.

In 2023, the Artists for Frescobaldi became a commission. Two Italian artists, Daniela De Lorenzo and Massimo Bartolini were invited to CastelGiocondo to create site-specific works inspired by the territory and the world of wine.

The resulting collection, consisting of **eighteen works permanently displayed** in the estate's spaces, which is open to the public by reservation through www.artistiperfrescobaldi.it, is complemented by the production of a line of **limited-edition artist labels** intended for CastelGiocondo Brunello di Montalcino wine.