

cantinaLaSelva

vini della Maremma 

PRESS INFORMATION



L'edizione "arte e vino in cantina"

The festival, its "nature specific" art project, and a limited edition organic wine with an art label.

CantinaLaSelva presents: "nature specific", an artistic design project culminating in the "arte e vino in cantina" festival with festival edition and limited art edition of Tuscan organic wines from grapes from the Maremma region.



Gräfelfing and Tuscany, March 2017: The idea of an artistic design project with the theme "nature specific" was born in autumn last year at the Tuscan organic cantina LaSelva. Four Maremmanian artists were inspired by the basic values of the Naturland-certified cantina and are now working on pieces of art. The project will culminate in an exhibition from the 27th to the 28th of May 2017 at the "arte e vino in cantina" festival. From now on, the work can be followed online on the LaSelva Facebook page (www.laselva.bio) and on the blog of the curator Samantha Passaniti (<https://naturespecific.tumblr.com/>).

Arte e vino in cantina: the festival 2016 & 2017.

The Etruscans used wine amphorae, as can be seen in the museums of the Maremma. Last year, the "arte e vino in cantina" guests carried the much lighter "porta vino" around their necks while strolling between concrete and Barrique casks, and between Pietra Dorata and steel tanks in the cantina.

The cantina at that time presented the space and thematic range to inspire the lively art scene of the Maremma. This art scene is centred around Magliano in southern Tuscany, but is active internationally, including in Berlin.



cantina LaSelva

vini della Maremma 

PRESS INFORMATION



Guests of last year's cantina festival were surprised by contemporary art which contrasted with the surrounding building materials and was inspired by the Greek poet Aesop to philosophically illuminate wine as a theme.

The artists came from Porto Santo Stefano (Monte Argentario), Grosseto and Orbetello. Wine connoisseurs and wine lovers tasted wines from organically grown and hand-picked grapes and at the same time experienced the world of cantina emotionally and sensually.

In 2017, Samantha Passaniti is the curator of a more extensive design project entitled 'nature specific' on the occasion of the second "arte e vino in cantina".

Nature specific: design process for the 2017 exhibition.

37 years ago, LaSelva began organic farming as the first farm of the Naturland Farming Association (Naturland e.V.) outside Germany in the predominantly conventionally-farmed Maremma region. With a lot of patience and persuasiveness but also with support from the surrounding area, LaSelva developed from an organic farm to an internationally recognized producer of fine organic food and wine.



Lapo Simeoni (paintings, sculptures, installation art), Giuseppe Zanoni (photography, installation art), Antonio Barbieri (wireframe sculptures) and curator Samantha Passaniti (paintings, sculptures, installation art) have taken the basic biological principles of organic farming and the ecological and cultural connections to the region as a theme.



The artists are now developing specific works for the cantina LaSelva to reflect the organic philosophy. The works symbolize the respect for nature and habitat and play with the spatial interactions within the business.

The design process and the artists' meetings can be followed on the blog of the curator Samantha Passaniti (<https://naturespecific.tumblr.com/>) and on the Facebook page of LaSelva (www.laselva.bio).

cantinaLaSelva

vini della Maremma 

PRESS INFORMATION



L'edizione "arte e vino": red and white wine edition and limited star with art label testifying for the Cantina "nature specific"-project.



Caroline and Elodie Egger, initiator and marketing with porta vino. Arte e vino, 2016.

The continuation of the festival "arte e vino in cantina" against this year's background of the special Cantina art project "nature specific" is an exciting step for the initiators Caroline Egger and sommelier Davide Iannace. LaSelva winemaker Roland Krebsler and LaSelva founder Karl Egger take the opportunity to bring out a red and white "arte e vino" festival edition and a limited art edition with their organic cantina.

Festival edition: "Materia Bianca" – Maremma Toscana DOC 2016 & "Materia Rossa" – Maremma Toscana DOC 2016 (0.75 l, RRP 9.95 €/bottle)

From May, the "arte e vino" festival edition will be available to organic food retailers and wine trade generally. It includes the white wine "Materia Bianca" - Maremma Toscana DOC from Vermentino grapes and the red wine "Materia Rossa" - Maremma Toscana DOC, a cuvée from the classic Maremma grapes. *"The two wines convey the themes 'earth', 'matter', 'maremma' and our earth linked organic philosophy. This reflects precisely what our art project 'nature specific' is about,"* explains wine maker Roland Krebsler.



Limited art edition: "Prima Causa" IGT Rosso Toscano 2013 – special edition Lapo Simeoni (0.75 l, RRP 29.50 €/bottle)

The star, a limited art edition of the LaSelva top organic pioneer wine "Prima Causa" IGT Rosso Toscano 2013, now has a special label. The "Decanter" gold award winner of 2013, the international organic wine prize holder as well as the "Mundus Vini" award winner deserves it. The label is designed by Berlin-based Lapo Simeoni, a Maremmaner who is well known in artists' circles. The oak-ripened cuvée contains Cabernet Sauvignon (60%), Merlot (30%) and Petit Verdot (10%).

Newly clothed, the limited art edition will be presented and tasted at the festival on 27/28 May 2017. From then, wine lovers can order this special organic wine directly from LaSelva.

cantinaLaSelva

vini della Maremma 

PRESS INFORMATION



Further information:

- what's new from the cantinaLaSelva 2017: www.laselva.bio/presseinfo-und-bilder
- about “arte e vino in cantina”, blog of the curator Samantha Passaniti (<https://naturespecific.tumblr.com/>) and Facebook page of LaSelva www.laselva.bio.
- about the wine edition see www.laselva.bio from May.

+++ END +++ No printing charges. Please send a copy.

Press service: www.laselva.bio & www.laselva.wine

Press information and image material, films, interviews, press excursions, cooperation.

Contatto: contact

LaSelva Toskana Feinkost-Vertriebs GmbH

Denise Kaltenbach-Aschauer, Pasinger Str. 94, DE-82166 Gräfelfing

Telephone 00 49 (0)89/89 55 80 68-78, Telefax 00 49 (0)89/8 54 56 52

Mobile: 00 49 (0)162 708 40 07, email: denise.kaltenbach-aschauer@laselva.bio

Mobile Winemaker Roland Krebsler at the trade fair: 0039 335/130 49 89

International: LaSelva in specialised shops.

LaSelva fine organic foods are available in the home country (Italy), Germany, Switzerland, Austria, Scandinavia, France, Poland the Czech Republic, Romania, Japan and the USA. LaSelva products are sold by specialist organic food retailers, in health food stores, and in delicatessens and wine merchants.

At a glance: cantina LaSelva, Poderone – Magliano in Toscana (GR)

Vineyard: 31 ha on sloping mineral-, limestone- and clay-rich soils; Galestro, Alberese and eroded stone covered by a red-brown clay.

Climate: moderate temperatures due to the proximity to the sea; dry hot summers and high rainfall in winter.

Grape varieties: Red wine: Sangiovese, Cilieggiolo, Merlot, Cabernet Sauvignon, Malvasia nera, Petit Verdot, Pugnello and Alicante. **White wine:** Vermentino and Ansonica.

Vine density and form: 4,000 to 5,000 vines/ha; pruned according to the ‘cordone speronato’ and Guyot methods.

Harvest: late August to early October.

Cellar capacity: 3,600 hl in tanks and casks, size: 924m² + 300 m² storage, mostly underground.

Maturation: in 40 steel tanks (10-160 hl) and 100 oak casks; part of the wine is stored for 8-14 months in French barrels (Allier oak, medium roasting).

Bottling: cuvées of variety-pure cellared wine.

Production: 180,000 bottles of red wine, 30,000 bottles of white wine und 5,000 bottles of Spumante Brut per year. In addition, Passito and Grappa.

Organic certification: according to EC Directive 834/2007 controlled and certified through ICEA (Istituto per la Certificazione Etica e Ambientale), Naturland e.V. and NOP (National Organic Program, organic certification for the USA market).