



Regione Toscana



Rocca di Frassinello



ANTEPRIME DI TOSCANA 2019

RENZO PIANO UNVEILS HIS VISION ABOUT WINE AND ARCHITECTURE

Toscana Wine Architecture, the network that brings together **14 design wineries** in Tuscany and represents the first example in Italy of common promotion of **wine, architecture and tourism**, could not be missing at **Anteprime di Toscana 2019**, the event that features the best of the Tuscan wine production, organized by Regione Toscana in collaboration with PromoFirenze.

Rocca di Frassinello will represent Toscana Wine Architecture through an **exclusive video** that will be showed **Saturday 9th of February** at **Fortezza da Basso in Florence**, where **Renzo Piano**, designer of the winery in **Maremma Toscana**, will unveil his vision about wine and architecture, in front of 200 national and international wine journalists.

Places with a soul, architecture that do not ends up being a "monument to itself", the importance of the **functionality of the spaces** and the deep connection with wine: these are the topics of the **video** where the most famous Italian architect tells the genesis of the project that gave birth to his first and only cellar ever designed, through anecdotes, private visions, suggestions and exchange of point of views with Mr Paolo Panerai (close friend and Rocca di Frassinello owner). A unique and unpublished contribution that reveals the deepest soul of **Rocca di Frassinello**.

Toscana Wine Architecture network, promoted by Regione Toscana in collaboration with Vetrina Toscana, Federazione Strada del Vino, dell'olio e dei sapori di Toscana and Fondazione Sistema Toscana, brings together 14 design wineries: Cantina Antinori nel Chianti Classico, Caiarossa, Cantina di Montalcino, Castello di Fonterutoli, Colle Massari, Fattoria delle Ripalte, Il Borro, Le Mortelle, Petra, Podere di Pomaio, Rocca di Frassinello, Salcheto, Tenuta Ammiraglia - Frescobaldi, Tenuta Argentiera.

1500 hectares of vineyards, **6 million bottles** produced, **550 people** employed and **over 50 million annual turnover**, these are the numbers of Toscana Wine Architecture, not just a network of companies, but the first Italian operative example to enhance wine, architecture and tourism in one single project.

A group of "big" and important wineries that joins together, as they all believe in an even **bigger goal**: to promote a vision of contemporary Tuscany that meets the standards of the ancestors improving what they left us as a gift in time. The fourteen are the **new custodians of a common landscape** that is a true heritage to humanity.

For further information: www.anteprimetoscane.it, www.roccadifrassinello.it, www.winearchitecture.it

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CHIANTI CLASSICO

