



## PRESS RELEASE

**“Terracotta and Wine”**: from all over the world, producers of wine made in terracotta amphorae, come to **Impruneta** for the **1st International Convention** on the use of terracotta in wine making

*On 22nd and 23rd November, conferences and guided wine-tastings will be held in the 18<sup>th</sup> C Terracotta-works “Fornace Agresti”, which for the first time since its restoration will open its doors to the public specially for this event*

***Impruneta, 25th September 2014***

A technical confrontation and at the same time a high level exchange of cultural and international experiences between Italian and foreign wine-producers who use terracotta jars from Impruneta for the fermentation and maturation of red and white wines, aimed at professionals but also for wine lovers. The **1st international Convention** takes place in **Impruneta (Florence, Italy)**, on Saturday 22nd and Sunday 23rd November, entitled "Terracotta and Wine, worldwide experiences of fermentation and maturation of wine in terracotta ". This will also be a first time for the recently renovated terracotta-works “Fornace Agresti”, which on 22nd November, with an interior design project from the “Studio **Avatar-Architecture** of Florence”, will make its debut in public as a location of great beauty, hosting the two day event which already has 25 companies of Italian and foreign participants, as well as experts, journalists and bloggers of the wine sector. The event is sponsored, in collaboration with the municipality of Impruneta, by the terracotta workshop “**Fornace Artenova**” belonging to **Leonardo Parisi** of Impruneta, the only workshop in Italy to produce terracotta jars for wine-making, and who for the past two years, with the support of a group of consultant oenologists and wine-producer friends has hosted wine-tasting events inside its own workshop. The internationalization, characterising this year's event, sees the involvement of countries such as Spain, Georgia and Armenia, who have age-old traditions in the use of terracotta for oenological purposes. The presence in Impruneta not only of Spanish, Georgian and Armenian producers, but also

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***The Event “Terracotta and wine”***

***Curator: Francesco Bartoletti***

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French, American and Australians (to name but a few), will therefore, for the first time give rise to a technical and perceptual comparison of great interest to wine enthusiasts. The event is open to the general public, offering an opportunity for non-insiders to explore this binomial of Terracotta and Wine, true to the ancient resources of Tuscany, those of innovation, research and craftsmanship.

**The programme** – The format of the Convention foresees for the morning of **Saturday, November 22** (at 11am) a **Technical conference** on the use of terracotta in oenology. Among the speakers will be **Prof. Giorgi Barisashvili** of the University of Agriculture of Tbilisi (Georgia), **Prof. Christophe Caillaud**, director of the Gallo-Roman Museum of Saint-Romain-en-Gal of Vienne (France) and **Prof. Antonio Tirelli**, University of Milan. The speakers will also present scientific data on the level of oxygenation resulting from different wine processing techniques from the different countries, and through a comparison on international level, the specific use of terracotta in wine making. In the afternoon (3pm - 5 pm) Agronomist and Oenologist, **Adriano Zago**, expert in biodynamic agriculture, will conduct a tasting of a selection of Italian and foreign wines, fermented and aged in terracotta jars. Also in the afternoon, the “Fornace Agresti” will open its doors to the general public with an exhibition of special tasting stalls illustrating the traditions and products from wine-makers in terracotta from all over the world. On **Sunday, November 23rd** (11am -1pm) a second day of wine tasting will be held by **Francesco Bartoletti**, oenologist of “Gruppo Matura” and technical consultant for Artenova. The wine-tasting stalls will be open to the public all morning. During the two-day programme there will be a visit to the Artenova workshop and a musical performance by soprano **Sofia Folli** and tenor **Tiziano Barbafiera** accompanied by the Polyphonic Choir of Chianti Fiorentino e Senese. The guided wine-tastings and the conference will be on invitation and booking only (limited number): those interested can contact the winemaker **Francesco Bartoletti** (f.bartoletti@matura.net) or the Coordinator of the event **Sergio Bettini** (bettini.ser@gmail.com). The Wine-tasting area for the general public can be accessed by the purchase of a wineglass as entrance ticket (12 Euro) to ensure the presence at the event of a motivated public. The participating producers will be organised homogeneously enabling visitors to hypothetically travel through the various geographical areas of production.

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"**The Terracotta and Wine**" event will be promoted on social networks, principally Facebook and Twitter. The live commentary of the two days can be followed online thanks to Hangouts in real time on Google+, giving everyone the opportunity, during the event, to interact by posting comments and photos. For information about the event: [www.giare.terracotta-artenova.com](http://www.giare.terracotta-artenova.com).

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