



Tastin' Paintings

A NEW WAY
TO TASTE PAINTINGS
AND SEE WINE

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OUR VISION

Imagine discovering the secrets of the most fascinating traditional and avant-garde paintings by using your taste buds. Colors and images getting mixed in your mind, just the way wine caresses and tickles your tongue and your palate. The intellectual and emotional fulfillment offered by the beauty of a work of art culminates with the happy and relaxed inebriation given by a glass of wine, sipped and tasted in all its fullness.

But there is so much more than that!

Each wine has its own story, which can be more or less ancient, more or less cultured, elevated or popular. We rarely drink wine being fully aware of its cultural, chemical and organoleptic characteristics, such as the resonance, the thousands of shades and the tastes present in each bottle.

Both a wine and a painting, can, or rather must, be illustrated since they hold an immense and wonderful story, one of creation, joy and sharing. Italian wines and Italian art are born from the cultural exchanges and historical stratifications of our territory, where the microclimate changes from one valley to the next, as well as the dialects and the recipes.

Tastin 'Paintings is a sharing experience which involves personal human growth, as well as cultural growth. The painting will inspire the choice of the wine and the wine will suggest the paintings.

Using the excellence wines and art, we will learn how to savor art and how to look at wine with brand new eyes.



OUR SHORT BUT INTENSE HISTORY

Tastin' Paintings is a modern and innovative cultural experience, which involves discovering and experiencing art and wine at the same time. It's a museum visit, a performance and a collective tasting.

Tastin' Paintings (as the name suggests it, an 'art tasting' experience) is an idea born in the summer of 2017 from a meeting which took place between two professionals in the fields of art and wine: **Luca Bochicchio (art historian and curator)** and **Jacopo Fanciulli (sommelier and taster)**, in **Albisola** (an Italian town on the Ligurian Riviera, famous for its sea, its ceramic tradition and for the avant-garde artists who lived and worked here). At the origin of the project, we have the study of the connections and shared roots between the works of art and the wines, chosen on the basis of precise territorial or cultural links.



The **first event** took place on **December 14th 2017** at the **Asger Jorn House Museum** in Albissola Marina, as a tribute to the strong cultural and ideological relations that linked Jorn, his art and his house, to wine and convivial events. The experience lasted almost an hour, moving through the different rooms in Jorn's house and garden, unfolding through combinations and references between the artist's works and two different wines produced by the Maffone di Acquetico estate (from Pieve di Teco, Imperia): a rosé and a Superior red wine.

These wines have been chosen for their quality but, above all, because they come from the Valle Arroscia, where the International Situationist was born in Cosio in July 1957, thanks to the essential contribution of Asger Jorn, Guy Debord, Piero Simondo and Pinot Gallizio.

The following day, after a presentation and a selection at the **Vine and Wine Museum in Montespertoli (Florence)**, *Tastin' Paintings* was awarded the **first prize of the Cena dei Musei (Museum Dinners)**, a cultural crowdfunding project organized by **MuDEV, the diffused Museum of Empoli and Val d'Elsa**.

In 2018, *Tastin' Paintings* will take place in three different museums of the MuDEV network: the Benozzo Gozzoli Museum in Castelfiorentino, the Collegiate Museum of Sant'Andrea in Empoli and the Ceramics Museum in Montelupo Fiorentino.

HOW IT WORKS

The performance takes place directly in the halls of the museums and it allows to interpret and taste art and wine in a **dynamic, informal and surprising** way, while preserving the quality of the information and the method of analysis. Its contents are indeed absolutely rigorous and scientific, as the result of the two guides' **years of study and work** on the subject.



The goal is enrichment and cultural mediation, as well as transmission of knowledge and launching of autonomous critical paths.

The program is addressed in particular to **Italian and foreign museums**, but also **private galleries or other cultural institutions** can host a *Tastin' Paintings* event. It entails:

- **moving across** the museum spaces or gallery rooms (recommended number of participants: 20 people)

or

- **conference**, with projection of images and audience seating (the number of participants depends on the capacity of the room, wine and museum personnel availability)

In any case, we provide the wines, which come from our trusted and excellent wineries.



*In order to stay up-to-date on the project developments, please visit and interact with our *Tastin' Paintings* Facebook and Instagram pages.*

Tastin' Paintings is an original project born in 2017 from the meeting between **Luca Bochicchio** (art historian and curator) and **Jacopo Fanciulli** (Food & Wine expert and professional taster).

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