



TENUTA DELL'ORNELLAIA
BOLGHERI

With the 'Vendemmia d'Artista' project, Tenuta dell'Ornellaia reaffirms the value of Renaissance patronage.

Ornellaia, Muse of Contemporary Art

The Works of Luigi Ontani positioned in the entrance hall of the winery, symbolize the 'exuberant' nature of the 2006 vintage

Bolgheri, 16 May 2009 – Together with the release of the new vintage **Ornellaia 2006**, Tenuta dell'Ornellaia is presenting the **Vendemmia d'Artista** project: a close bond between wine and art. This long-term project will involve **the creation of works of art** by world renowned artists, and the design of special labels for unique large format bottles: **one Salmanazar** (9 liters), **twenty Imperials** (6 liters), and **one hundred Double Magnums** (3 liters), signed by the artist and individually numbered. **Unique bottles** of great value for collectors.

Every year Tenuta dell'Ornellaia will ask a world renowned artist to produce a work of art that captures the essence of the wine, the character of the vintage, and its specific personality.

Ornellaia's Vendemmia d'Artista project aims to recapture the value of Renaissance patronage in a modern-day key, tying it to its birth place and the specific "character" of the individual harvest in order to create an art project which stems directly from the prestigious Red from Bolgheri.

2009 brought to light **a wine termed as "Exuberant" by the winemaker**. A wine which, since the start of the 2006 harvest, dictated, almost autonomously, the rhythms of the harvest, vinification, and aging.

A vintage marked by a very dry summer, comments Axel Heinz, Winemaker at Tenuta dell'Ornellaia, *that led to reduced vegetative vigor on the part of the vines, and reduced grape bunch size, both prerequisites for excellent quality. The ripening was delayed. The summer was not too hot, save for a very hot week at the outset of the harvest with strong southerly Scirocco winds that further concentrated the grapes.*

And then... *In mid-September, 48 hours of torrential rains, 200 mm all at once (in 48 hours more rain fell than had fallen in the rest of the year), followed by the immediate return of good weather.*

*In the cellar, the wine reached an unbelievable balance under almost impossible conditions! A wine bent upon demonstrating its willful character from the outset. Difficult to control, difficult to "tame..." It took a while for us to realize that it was indeed a great vintage. Not a classic vintage, but a vintage completely 'out of the norm', an almost miraculous vintage : an **Exuberant wine**.*

Given the wine, which artist is better suited to interpreting the **exuberant** nature of the **2006 Ornellaia** than the eclectic **Luigi Ontani, the internationally renowned contemporary artist?**, For the *Vendemmia d'Artista* project he has created **four ceramic column sculptures symbolizing the Four Seasons placed in the entrance hall of the winery**, which from now on will **start to** host contemporary works of art.

An artistic vocation which Tenuta dell'Ornellaia started following in 2008 when the Estate donated €150,000 for the restoration of different works of art all over the world following the Ornellaia 20th anniversary celebrations.

The **121 unique** large size bottles of **Ornellaia 2006** (9 liters, 6 liters, 3 liters) which are personally signed by the artist, will in part be destined to international wine auctions, from London to New York, from Christies to Sotheby's. The funds raised from the auction of the Salmanazar (9 liter) bottle will be donated to the Poldi Pezzoli Museum in Milan for the restoration of the Andrea Previtali (1470-1528) painting 'Ritratto d'uomo e Memento mori'



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Tenuta dell'Ornellaia has 97 hectares of vineyards on the Tuscan coast, just a short distance from the medieval hamlet of Bolgheri with its renowned Cypress Avenue (*Viale dei Cipressi*)

The unwavering dedication of the team, coupled with superb microclimatic and geological conditions, has made the wine, which was first released in 1985, an international success. In 2001 the American magazine, Wine Spectator, declared the 1998 Ornellaia Wine of the Year. The wines have received many other national and international awards, and consistently garner top scores from the Italian wine guides, including Gambero Rosso, Espresso, Duemilavini AIS, and Luca Maroni.

The character of **Ornellaia 2006**, the wine which launches the Vendemmia D'Artista project, is Exuberant.

A concentrated, powerful wine whose power and intensity are obvious from the outset. Rich bouquet, deft tannins, good acidity, and perfect balance of all its components: A wine of great elegance.

Cabernet Sauvignon with very ripe, imposing tannins, concentrated Cabernet Franc with great equilibrium, and Petit Verdot with its classic tightly woven tannic structure.

Score for the 2006 vintage: From the Wine Advocate, 97 points

Luigi Ontani. Born in 1943, Luigi Ontani is one of the best known Italian artists. He first burst onto the international art scene in the 1960s with his works, which evoked, drawing from preexisting Western and Eastern models, a new, extremely personal mythology replete with cultural references and meanings. As part of his technique, Ontani is often a protagonist in his works, donning the trappings of mythical, historical, or literary figures. In producing his works, he is known for his exuberance and for using multiple techniques, from photography to performance art, from tableau vivant to sculpture, to engravings. In addition to participating at the 1972, 1978, 1984, 1986 (when he also participated at the Sydney Biennial) and 1995 editions of the Biennale di Venezia, and the 2000 Lyon Biennial, Luigi Ontani has displayed works at the Centre Georges Pompidou in Paris, the Guggenheim Museum in New York, the Kunstverein in Frankfurt, the Centro de Arte Reina Sofia in Madrid, the Stedelijk Museum in Amsterdam, and the major Italian museums. In 2001 the P.S.1 of New York dedicated the first major retrospective to him in the United States, and the largest show of his works to date is currently being held at the SMAK Museum of Contemporary Art in Gant.

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