



"One does not get lost in the labyrinth. In the labyrinth one finds oneself.
In the labyrinth one does not face the Minotaur.
In the labyrinth one faces oneself"
H. Kern

**PASQUA PRESENTS "LABYRINTH",
THE LIMITED EDITION CELEBRATING THE SUCCESS OF AMARONE
FAMIGLIA PASQUA**

*An exquisite label designed by the young Veneto artist Giorgia Fincato,
who has wrapped the bottle in a continuous line across multiple perspective planes.
Using a special serigraphic process,
the design becomes material and is transfigured into a labyrinth.*

Verona, 16 April 2018 – Pasqua Vigneti e Cantine, for over ninety years one of the principal privately held wineries for the production of Veneto and Italian wines, at Vinitaly 2018, launches *Labyrinth*, a precious limited-edition bottle celebrating Amarone Famiglia Pasqua, one of the wines most appreciated by international critics and one of the most desired in the 53 markets in which the company operates.

The limited edition Amarone Famiglia Pasqua 2013 was designed by **Giorgia Fincato**, young and eclectic Veneto artist, genius in understanding the essence of the simplest things and of the universal in the particular. Pasqua acknowledged, in her talent, her vision and her way of representing reality, a strong affinity with its own history.

Giorgia is one of three young talents that this year Pasqua supports with a sponsorship campaign that aims to enable them to realize their dreams and professional projects. With bold talent, brave, innovators who, from Verona and Veneto have started to write their story and turn their dreams into projects. Pasqua sees in their striving for excellence its ambition to do ever better. In their story is our story. For this the Veneto winemaker has shared their dream and helped to make it reality, through the publicity campaign "Talent never tasted better."

Giorgia's inner expressiveness is represented by her gesture, an outflow that becomes an extension of her body. Her drawing, a continuous line that develops over multiple perspective planes, is often an interpretation of a labyrinth.

The labyrinth is a metaphor for life, of history, of the world, of which represents the complexity and the inability to grasp it in its entirety only with reason. In the labyrinth you must use intelligence to decode the route and not repeat mistakes, but also to let yourself go. The tortuosity of the path is confusing and mistakes made along the way generate wonder. Anyone who enters a labyrinth knows that there is a way out but doesn't know which of the many ways that the open along the path is the right one. If one way is blocked it is possible to turn back and take another. Sometimes the path that seems easiest is not the right one. Just as in life.

Pasqua sees in the labyrinth a representation of their own history and their own daily commitment. The know-how accumulated in nearly 100 years of work in the vineyard and in the cellar is the result

of research, determination and audacity. Exactly how one moves in a labyrinth and tenaciously gains focus.

The labyrinth can also be considered a metaphor for the wine tasting process. Every time one tastes a great wine it is "decoded". Recalling, through our memory and our senses, experiences that lead us to recognize its qualities, we are able to interpret its complexity. With every sip, our knowledge is, in part, amended and consolidated. We journey through our senses until we feel that this wine is "ours" because now we know it, we've met it, we've arrived at its centre.

"This is why we entrusted the task of reinterpreting the label of our most awarded Amarone, Famiglia Pasqua, to Giorgia Fincato, imprinting it with a labyrinth, that path filled with wonder and wisdom that every bottle from the winemaker contains," commented *President Umberto Pasqua*.

"We cultivate our land with dedication and care," added CEO Riccardo Pasqua, "likewise, we consider it an honour to have the opportunity to cultivate young talents like Giorgia and help them grow and realise their dreams."

Labyrinth, the limited edition of 7000 bottles - each numbered - contains Amarone Famiglia Pasqua 2013 vintage. A wine of great structure and character, whose grapes come from Mizzole vineyards in eastern Valpolicella. Deep red colour, with a broad nose, fresh and decisive aroma of red fruits like blackberry and cherry, spicy tones reminiscent of chocolate, toast and sweet notes of vanilla. The palate is warm, balanced, with soft tannins and notes of *appassimento* on the finish.

Like the labyrinth design on the bottle, on the grounds of the Pasqua Winery in Valpolicella a real labyrinth was created from the design by the artist Giorgia Fincato and realized by Elena Dal Molin, founder of Atipografia.

A magnificent permanent installation: 991 laurel plants almost 2 metres high define a path 450 meters in length, in which to immerse oneself and try to find the centre.

The labyrinth has received over 170 guests of 20 different nationalities, for the preview presentation at Vinitaly 2018 the new Limited Edition. During the gala dinner, created by chef Chicco Cerea of Da Vittorio restaurant, the experience of "immersion" in the new label is then continued with a spectacular multimedia installation in which each visitor could travel through the history of this fine amarone from the vineyard to the maturing in barrels and savour, first virtually and then in reality, the precious tasting notes of the wine.

The labyrinth created on the winery grounds and inaugurated at Vinitaly will remain open to guests of the winery and can be visited by appointment.

Attached are the technical notes for Amarone Famiglia Pasqua 2013.

Pasqua is present at Vinitaly in Verona (Hall 5, Stand C2).

For more information:

Press Office - Pasqua Vigneti e Cantine

Tel. (39) 045 8432111

press@pasqua.it www.pasqua.it

Pasqua Vigneti e Cantine is a historic company producing quality Veneto and Italian wines. Through almost 100 years of history, the company has established itself on the international scene with its products, particularly red wines, which are synonymous with great **winemaking tradition**. **Tradition, innovation**, quality, research and passion are values passed on generation to generation in the Pasqua family and today are represented

by the **native wines from the Veneto region** and the great Italian classics with DOC, DOCG and IGT denominations distributed in every continent.