

Luca Caimmi, Nicolò Canova, Marie Cécile, Mara Cerri, Francesco Cattani, Alessandra Di Girolamo, Lavinia Fagiuoli, Maicol&Mirco, Vitt Moretta, Elisa Talentino

308xTEN. The artists portray Colli Ripani

Curated by Alex Urso

This exhibition aims to provide new ways to experience and appreciate Cantina dei Colli Ripani, an organization that has embraced and reflected the Ripatransone community for over fifty years. A flagship of the local wine industry, the Cantina is a tangible expression of local people working in harmony with each other and with the land beneath their feet.

Founded in 1969, Colli Ripani is a cooperative society reliant on the participation of more than three hundred and thirty producers. A single entity, but composed of individuals, the Cantina embodies its main philosophy of cooperation. Sangiovese, Montepulciano, Pecorino, and Passerina – grape varieties native to the area – are cultivated by the individual members of the Cantina, and then carefully crafted into the various wines of Colli Ripani. Thus, each glass of Colli Ripani wine reflects the joint effort of hundreds of small farmers and local families working the local land.

FIUTO'S ARTISTS TELL THE STORY OF COLLI RIPANI

In preparing this exhibit, FIUTO Art Space director and curator Alex Urso pursued two interlocking goals. First, he sought to harness the creativity of multiple artists to capture the half-century long story and spirit of Cantina dei Colli Ripani in a contemporary way. In a nod to the collaborative nature of the Cantina's cooperative approach, Urso sought the participation of not just one artist, but instead a collective of artists. Second, he sought to honor the members of the Cantina by celebrating the collaborative and creative power of their relationships with each other, and with the extraordinary landscape that underpins the Cantina's activities.

To achieve these goals, Urso invited ten top national illustrators and artists. He guided them through the company's history, and then invited them to create a series of new works inspired by the Cantina's activities. Each work is thus a "window" into different themes and aspects of Cantina dei Colli Ripani, as interpreted through the artistic language and creative insights of the individual authors.

THE ARTISTS AND WORKS ON DISPLAY

The artists gathered are some of the most renowned and influential figures in contemporary national illustration. Artists like **Mara Cerri**, **Alessandra Di Girolamo** and **Luca Caimmi** chose to pay homage to the personal dimension of the Cantina by featuring its members, who contribute to its activity each year, as the protagonists of their works.

In contrast, the more intimate and minimal illustrations by **Elisa Talentino** and **Francesco Cattani** explore the relationship between individuals and their landscapes, both external and internal. Meanwhile, the themes of fun and inclusivity are brought to life in the prints by **Maicol & Mirco**, **Vitt Moretta**, **Nicolò Canova** and **Lavinia Fagiuoli**, inspired by the iconic *Festa dei Colli Ripani*.

A special section of the exhibition is dedicated to **Marie Cécile**, creator of the poster for the upcoming 28th edition of the Festa (scheduled for July 26-27). Her bucolic, vibrant work

occupies the central wall of the room, together with two other large drawings on paper that echo the subject of the alchemical, primitive woman – the protagonist of the main illustration.

ART, CHARITY, AND PROMOTION OF THE TERRITORY

Cantina dei Colli Ripani is reaffirming its ongoing collaboration with the artistic community. In 2021 the company funded the restoration of the curtain at the Luigi Mercantini Theater; in 2023 the *Festa dei Colli Ripani* poster was created by illustrator Gianluca Foli under the direction of Andrea Castelletti Studio; in addition, the Cantina inaugurated the "FIUTO Corner" in its new space in the heart of Ripatransone. The Cantina continues to use the languages of creativity as tools to promote and disseminate its values and its work.

This year, the collaboration extends beyond the artistic sphere. Together, FIUTO and the Cantina are moving out of the gallery spaces to make a real and positive impact on the surrounding territory. Specifically, the ten original and never seen before works of art will be sold to the public during the exhibition. All proceeds from the sales will be donated to the Croce Azzurra of Ripatransone and Cossignano, and to the animal rights volunteer association L'Amico Fedele, demonstrating how concrete support for our local communities can arise from the collaboration between art and entrepreneurship that is at the heart of this initiative.