



PROFILE

MAY 2022

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The presence of the Repubblica Serenissima in the Triveneto area over many centuries has moulded the culture and the values of the area, giving it a unique identity to be seen at the highest level of universally acknowledged excellence in the many different fields of human endeavour.

The Masi Foundation – and the Masi Prize which is its award – are the creations of Masi Agricola, an historic wine producing company in the Valpolicella region which has belonged to the Boscaini family for seven generations.

The mission of the Foundation is the promotion and communication of the renewal of excellence in the Venetian regions at an international level.

Sandro Boscaini, President of Masi Agricola and Vice-president of the Masi Foundation, says that the Foundation is his personal way of acknowledging his homeland, its values and culture, of which wine is one of the most historically relevant aspects, and of giving something back, even if only partially.

AIMS, ORIGINS AND HISTORY

The aim of the Masi Foundation is to promote the territory, cultural heritage, creative genius and productive capacity of Venetian culture, picking out the people who express these values at its best in their individual fields. Particular attention is paid to the viticultural and oenological practices that are most characteristic of the Venetian regions. The Masi Foundation was created in 2001 as a result of experiences derived from twenty years of the Masi Civiltà Veneta Prize. The Foundation operates at a national and international level, collaborating with public and private bodies, other Foundations and both Italian and foreign organisations. The **Masi Civiltà Veneta Prize (Masi Prize for Venetian Culture)** began at the end of the 1970s as the result of an idea from Veronese writer **Cesare Marchi** and journalist **Giovanni Vicentini**, who was Foundation secretary and the inspiration behind its works for more than twenty years this year. Right from the start, in 1981, the Masi Prize has been unique in its award of one of the most special products of the land, a barrel of Masi Amarone, to the outstanding representatives of the Veneto.

Today, the Masi Prize includes two more international awards: the **International Masi Civiltà del Vino Prize (International Masi Prize for Wine Culture)** and the **International Masi Grosso d'Oro Veneziano Prize**, given respectively to personalities who distinguish themselves in the wider fields of wine and of cultural understanding used as a message of peace among the peoples of the world. As well as promoting the annual Masi Prize awards, the Masi Foundation is behind numerous other cultural initiatives in accordance with its statutory aims. Regione Veneto recognised the Masi Foundation, its values and its aims, on 16 April 2007 and gave it a formal legal identity. The Foundation has a President and Vice-president, who, together with the secretary, form the Presidential Committee. This is supported in turn by the Executive Board of the Masi Foundation, who nominate specific commissions to decide on the awards for each category.



MEMBERS OF THE BOARD OF THE MASI FOUNDATION (2013)

THE EXECUTIVE BOARD OF THE MASI FOUNDATION

President: ISABELLA BOSSI FEDRIGOTTI
Vice-president: SANDRO BOSCAINI
Secretary: MARCO VIGEVANI
Board members: MICHELE BAULI, FRANCESCO BENEDETTI,
BRUNO BOSCAINI, MARZIO BREDÀ, FRANCA COIN,
PIERALVISE DI SEREGO ALIGHIERI, FEDERICO GIROTTO,
MAURIZIO MARINO
Auditor: GIOVANNI ASPES

MASI CIVILTÀ VENETA PRIZE

The first edition of the Masi Civiltà Veneta Prize (Masi Prize for Venetian Culture) was in 1981. The prize is awarded to personalities who are from the Venetian region by birth, family connection or by adoption, and who have distinguished themselves in the fields of literature, the arts, journalism, science or the economy. Winners promote the fundamental values of the Venetian homeland by their work in a wider context, and are ambassadors for the region. They are selected by an authoritative commission of illustrious personalities with an international reputation.

Sandro Boscaini, one of the sponsors behind this initiative as well as being Vice-president of the Masi Foundation, remembers: *«Travelling round the world, not only in Europe, but also in America and Japan, presenting our wares, we realised that while having origins in the Veneto was a mark of pride for us, it was seen as something negative in some respects by others. The reputation of the Veneto was not high, and it seemed that the general impression of someone from the area was not the best: good people, a bit obtuse, linked to the immigrants of once-upon-a-time with their cardboard suitcases and jack-of-all-trades mentality. But the achievements of famous artists such as Titian, Veronese, Giorgione and the architect Palladio were readily admitted. And yet in the Veneto itself and throughout the world we often ran into compatriots from the region who were highly distinguished in their chosen fields of arts and literature, or famous as businessmen, too»*. This was the starting point for the Prize, which for more forty years has been a recognition of the presence, values, commitment and achievements made by Venetians of our times in all fields of endeavour, fulfilling the promise of the cultural inheritance that we lay claim to and promote.



LINO DAINESE, WINNER OF THE MASI CIVILTÀ VENETA PRIZE (2009), AND SANDRO BOSCAINI

«Without any desire to show off, and just because it is the pure and simple truth, we of the Masi Prize can say we got there first when we said that the Veneto is given its worth by the inhabitants of the Veneto themselves. We have gathered around us a small band of friends, journalists, intellectuals, artists and businessmen, to whom we have given one single task: identifying, year after year, the individuals in the Veneto who have distinguished themselves, in the fields of artistic endeavour, cultural activity, or business enterprise. We want to reward them. With what? Obviously, with a cask of wine, Amarone, the most emblematic wine of the Veneto, the best and most highly-prized wine that we produce, the produce of our territory, but also the result of a thousand-year-old tradition that underpins its production and its values today». The growth of the Masi Prize has been thanks to the creation of an expert jury, headed initially by **Vittore Branca**, then by **Feliciano Benvenuti**, **Giulio Nascimbeni** and by **Demetrio Volcic**. Since its inauguration in 1981, the Masi Foundation has reinforced the official status of the Prize, which has been augmented by two international awards in recent years and, thanks to the action of some influential personalities, has started a wider cultural project focusing on other activities and matters of current concern to the people of the Veneto themselves. The 25th Masi Prize was held in 2006 and celebrated with the publication of a book entitled “*Dalla Valpolicella al mondo*” relating the history of the Masi Prize with accounts from almost eighty worthy Veneto winners from previous years. In effect, the list of winners is a real “who’s who” of the great and the good from the Venetian regions. The first winners were Elio Bartolini, Biagio Marin, Giulio Nascimbeni, and Alvisè Zorzi. Later winners included other worthy representatives of Venetian values, including Uto Ughi, Luciano Benetton, Claudio Magris, Ermanno Olmi, Pierre Rosenberg, Federico Faggin, Luigi Meneghello, Marco Paolini, Mario Rigoni Stern, Ferruccio De Bortoli, and Milo Manara, just to name a few from different callings and professions.



ARRIGO CIPRIANI, WINNER OF THE MASI CIVILTÀ VENETA PRIZE (2011), SIGNING THE BARREL

MASI CIVILTÀ VENETA PRIZE COMMISSION

SANDRO BOSCAINI, ISABELLA BOSSI FEDRIGOTTI, MARZIO BREDÀ, FRANCA COIN,
GABRIELE COLLEONI, ILVO DIAMANTI, PIERALVISE DI SEREGO ALIGHIERI, MASSIMO FERRO,
FRANCESCO GIAVAZZI, STEFANO LORENZETTO, PIERGAETANO MARCHETTI, PAOLA MARINI,
PILADE RIELLO, MARCO VIGEVANI, STEFANO ZECCHI, FILIBERTO ZOVICO

INTERNATIONAL MASI CIVILTÀ DEL VINO PRIZE

First awarded in 1987, the International Masi Civiltà del Vino Prize (International Masi Prize for Wine Culture) stands alongside the Masi Civiltà Veneta Prize at a time when the world is finally becoming aware of the cultural values and territorial significance of wine.

The award directs attention to the wider world of international winemaking in which Masi Agricola has a place as a significant business enterprise and important representative of the winemaking traditions developed over the centuries in the major regions of the wider Venetian territories.

Winners of this award receive the same prize of a barrel of Masi Amarone, in a ceremony aptly conducted during the harvest period, the best and most meaningful time for the Valpolicella region and for the rest of the wine world.

The International Masi Civiltà del Vino Prize has been awarded to the most important people in the wine world, winners are chosen at an international level for their role in the advancement of wine and as ideal representatives of the culture of wine without regard for their specific role in the field. They include famous producers and institutions, members of the media and wine technicians.

As befits a prestigious international prize, the selecting jury is at a high level internationally and able to give an impartial judgement on candidates from the New World and the Old, as well as give informed opinions on candidates from widely differing disciplines. Both the fact that the prize is the initiative of an historic wine-producing family and that the jury is so highly qualified mean that prize is almost a double award and gives it undoubted originality.



ANDREA BOCELLI, WINNER OF THE INTERNATIONAL MASI CIVILTÀ DEL VINO PRIZE (2014)

They also show how the sponsors of the award are open to international comparisons and intend to make this an eminently cultural operation.

The authority of the jury and the prestige of the first award winners (including Emile Peynaud, Philippine de Rothschild, and Hugh Johnson, for example) have quickly given the competition international prestige.

«*Wine and culture are mutually complementary*»: this was the spirit of the Masi Prize when it was founded and it remains so today with its two different awards.



RÉMI KRUG RECEIVES THE INTERNATIONAL MASI CIVILTÀ DEL VINO PRIZE (2002)

INTERNATIONAL MASI CIVILTÀ DEL VINO PRIZE COMMISSION

FEDERICO CASTELLUCCI – *spokesman*

PIERO ANTINORI, SANDRO BOSCAINI, FEDERICO CASTELLUCCI, LUCIANO FERRARO,
ANGELO GAJA, JENS PRIEWE, EZIO RIVELLA, ALESSANDRO TORCOLI

INTERNATIONAL MASI GROSSO D'ORO VENEZIANO PRIZE

At the instigation of the then President, Demetrio Volcic, the journalist and writer who was also a Senator of the Italian Republic, Member of the European Parliament and on the Executive Board of the Masi Foundation, the International Masi Grosso d'Oro Veneziano Prize was inaugurated in 2003. This is a new prize alongside the Masi Civiltà Veneta Prize and the International Masi Civiltà del Vino Prize, **and it is intended for personalities who have helped spread a cultural message round the world, promoting understanding among its peoples, leading to unity, civil progress and peace.**

The prize is a logical extension of the Masi Civiltà Veneta Prize which had already been awarded for twenty years previous to 2003 to some eighty notable representatives of the “wider Veneto” region, the region that includes both the modern-day Venetian territories and the areas such as eastern Lombardy and Dalmatia, where the centuries-old rule of the Serenissima had brought about advances in civil and cultural terms. The new prize recognises personalities at an international level who share the same cultural values as winners of the Masi Civiltà Veneta Prize. These are people who are often not academics, but who are open to modern society and do not ignore the duties that belonging to society entail.

The prize itself fits this philosophy well. It is a gold reproduction of the Venetian Grosso coin made by the master jeweller Alberto Zucchetta. The original coin was legal tender for centuries, from the 1300s to after the fall of the Venetian Republic, in a vast area that included not only the Venetian territories but also huge parts of Mitteleuropa and the eastern Mediterranean. The coin was valuable not only in monetary terms but also as a symbol of the cultural values and basic civil rights that were recognised in a wider territory than that of the coin's original circulation and are still recognised there long after the state that minted it has been dissolved.



VARTAN OSKANIAN RECEIVES THE GROSSO D'ORO VENEZIANO (2005)



THE GROSSO D'ORO VENEZIANO PRIZE

From 2003 onwards, the Grosso d'Oro Veneziano Prize has been awarded to outstanding personalities at an international level: **MILAN KUCAN**, the ex-President of the Republic of Slovenia; **VARTAN OSKANIAN**, Foreign Minister of the Republic of Armenia; **ALVISE ZORZI**, the scholar and writer from Venice who is one of the leading experts on the art history and social history of the Serenissima; **HANS-DIETRICH GENSCHER**, the leading German statesman who was Foreign Minister and Vice-Chancellor for almost twenty years; the Indian national, **SANJIT BUNKER ROY**, follower in the footsteps of Gandhi; **LUIGI LUCA CAVALLI-SFORZA**, one of the world's greatest geneticists; **PETER ESTERHAZY**, an ultimately disenchanted observer of the course of European history and civilisation; **DON LUIGI MAZZUCATO**, the long-time director and founder of the humanitarian association "CUAMM - Doctors with Africa"; and the Kenyan writer with Italian origins **KUKI GALLMANN**, who protects and helps the African continent in its search for sustainable development; **MARJANE SATRAPI**, the Iranian writer and creator of "Persepolis", the cartoon that has become the symbol of denunciation of the repressive regime in Iran; and **SVETLANA ALEXIEVICH**, journalist and writer from Belarus, lately awarded the Nobel Prize for Literature in 2015, for her outstanding work on the realities of post-communist Soviet society; the **ITALIAN NAVY**, for its professionalism and great humanity in dealing with the thousands of migrants it rescues from the sea and the Hungarian writer and philosopher, **ÁGNES HELLER**, one of Europe's most eminent intellectuals; the Rwandan writer **YOLANDE MUKAGASANA**: victim and witness of the atrocious genocide who gave voice to a message of truth, justice and reconciliation; **CARDINAL MARIO ZENARI**, Papal Nuncio in Syria since 2008; **ALAIN FINKIELKRAUT**, one of the greatest French philosophers to work in the "illuminist" tradition; **FILIPPO GRANDI**, United Nations High Commissioner for Refugees, **ELENA CATTANEO**, biologista and Senator for life.



SVETLANA ALEXIEVICH SIGNING THE AMARONE CASK (2014)

THE MASI PRIZE ROLL OF HONOUR

- | | | | |
|---|---|--|---|
| 1981 <i>Civiltà Veneta</i>
ELIO BARTOLINI
BIAGIO MARIN
GIULIO NASCIMBENI
ALVISE ZORZI | 1997 <i>Civiltà Veneta</i>
ENZO BETTIZA
PIERRE CARDIN
FEDERICO FAGGIN | 2006 <i>Civiltà Veneta</i>
MARSILIO EDITORI
FONDAZIONE CARIVERONA
PINO CASTAGNA
<i>Civiltà del Vino</i>
ANTONIO CARLUCCIO
<i>Grosso d'Oro Veneziano</i>
ALVISE ZORZI | 2014 <i>Civiltà Veneta</i>
MARIO ISNENGHI
UMBERTO CONTARELLO
ALBERTO PASSI
PER L'ASSOCIAZIONE VILLE VENETE
<i>Civiltà del Vino</i>
ANDREA BOCELLI
<i>Grosso d'Oro Veneziano</i>
SVETLANA ALEXIEVICH |
| 1982 <i>Civiltà Veneta</i>
I SOLISTI VENETI
UTO UGHI | 1998 <i>Civiltà Veneta</i>
CARLO GUARIENTI
PAOLA MALANOTTE
LUIGI MENEGHELLO
<i>Civiltà del Vino</i>
EZIO RIVELLA | 2007 <i>Civiltà Veneta</i>
ANTONIA ARSLAN
GIANNI BERENGO GARDIN
MILO MANARA
<i>Civiltà del Vino</i>
PETER HAYES
<i>Grosso d'Oro Veneziano</i>
HANS-DIETRICH GENSCHER | 2015 <i>Civiltà Veneta</i>
ELISA
MASSIMILIANO ALAJMO
CARLO ROVELLI
<i>Civiltà del Vino</i>
GIUSEPPE MARTELLI
<i>Grosso d'Oro Veneziano</i>
MARINA MILITARE ITALIANA |
| 1983 <i>Civiltà Veneta</i>
CASA MARZOTTO
BRUNO VISENTINI | 1999 <i>Civiltà Veneta</i>
TULLIO KEZICH
CLETO MUNARI
GIORGIO ZANOTTO
<i>Civiltà del Vino</i>
MONDAVI & FRESCOBALDI | 2008 <i>Civiltà Veneta</i>
BEPÌ DE MARZI
LIONELLO PUPPI
GIOVANNI MARIA VIAN
<i>Civiltà del Vino</i>
DONALD ZIRALDO
<i>Grosso d'Oro Veneziano</i>
SANJIT BUNKER ROY | 2016 <i>Civiltà Veneta</i>
GIOSETTA FIORONI
LORENZO MATTOTTI
NATALINO BALASSO
<i>Civiltà del Vino</i>
ROGER SCRUTON
<i>Grosso d'Oro Veneziano</i>
ÁGNES HELLER |
| 1984 <i>Civiltà Veneta</i>
ANTONIO CIBOTTO
GIANFRANCO DE BOSIO
ANNA PROCLEMER | 2000 <i>Civiltà Veneta</i>
FONDAZIONE GIORGIO CINI
TOMMASO PADOA-SCHIOPPA
MARCO PAOLINI
GIUSEPPE SINOPOLI
<i>Civiltà del Vino</i>
SIRIO MACCIONI | 2009 <i>Civiltà Veneta</i>
LINO DAINESE
CARLO MAZZACURATI
PAOLO RUMIZ
<i>Civiltà del Vino</i>
GEORGE SANDEMAN
PER WINE IN MODERATION
<i>Grosso d'Oro Veneziano</i>
LUIGI LUCA CAVALLI-SFORZA | 2017 <i>Civiltà Veneta</i>
PAOLA MARINI
ELENA ZAMBON
EMILIO FRANZINA
<i>Civiltà del Vino</i>
LUIGI MOIO
<i>Grosso d'Oro Veneziano</i>
YOLANDE MUKAGASANA |
| 1986 <i>Civiltà Veneta</i>
CASA BENETTON
OTTAVIO MISSONI
LUCIANO VISTOSI | 2001 <i>Civiltà Veneta</i>
MARIO RIGONI STERN
RENZO ROSSETTI
WOLFGANG WOLTERS
ANDREA ZANZOTTO
<i>Civiltà del Vino</i>
FRATELLI TORRES | 2010 <i>Civiltà Veneta</i>
FRANCESCO TULLIO ALTAN
DIANA BRACCO DE SILVA
MARIO BRUNELLO
<i>Civiltà del Vino</i>
METROPOLITA
SERGI DI NEKRESI
<i>Grosso d'Oro Veneziano</i>
PÉTER ESTERHÁZY | 2018 <i>Civiltà Veneta</i>
CARLO NORDIO
FERDINANDO CAMON
CHRISTIAN GRECO
<i>Civiltà del Vino</i>
GERARD BASSET
<i>Grosso d'Oro Veneziano</i>
CARDINALE MARIO ZENARI |
| 1987 <i>Civiltà del Vino</i>
ANGELO BETTI | 2002 <i>Civiltà Veneta</i>
SILVIO BERTOLDI
ILVO DIAMANTI
FULVIO ROITER
SUSANNA TAMARO
<i>Civiltà del Vino</i>
FAMIGLIA KRUG | 2011 <i>Civiltà Veneta</i>
GIUSEPPE BATTISTON
ARRIGO CIPRIANI
MASSIMO MARCHIORI
<i>Civiltà del Vino</i>
JACQUES ORHON
<i>Grosso d'Oro Veneziano</i>
DON LUIGI MAZZUCATO | 2019 <i>Civiltà Veneta</i>
ROBERTO CITRAN
PIERO LUXARDO
NANDO PAGNONCELLI
<i>Civiltà del Vino</i>
JEANNIE CHO LEE
<i>Grosso d'Oro Veneziano</i>
ALAIN FINKIELKRAUT |
| 1988 <i>Civiltà Veneta</i>
GAETANO COZZI
GIANCARLO LIGABUE
PILADE RIELLO
FULVIO TOMIZZA | 2003 <i>Civiltà Veneta</i>
GABRIELLA BELLI
NOVELLO FINOTTI
CESARE MONTECUCCO
<i>Civiltà del Vino</i>
NICOLÒ INCISA DELLA
ROCCHETTA
<i>Grosso d'Oro Veneziano</i>
MILAN KUCAN | 2012 <i>Civiltà Veneta</i>
ANDREA BATTISTONI
GIOVANNI RADOSSI
GIAN ANTONIO STELLA
<i>Civiltà del Vino</i>
INSTITUTE OF MASTERS OF WINE
<i>Grosso d'Oro Veneziano</i>
KUKI GALLMANN | 2020 <i>Civiltà Veneta</i>
ILARIA CAPUA
REINHOLD MESSNER
ANDREA RIGONI
<i>Civiltà del Vino</i>
GRUPPO RIEDEL GLASS
<i>Grosso d'Oro Veneziano</i>
FILIPPO GRANDI |
| 1989 <i>Civiltà del Vino</i>
EMILE PEYNAUD | 2004 <i>Civiltà Veneta</i>
FERRUCCIO DE BORTOLI
NADIA SANTINI
ETTORE SOTTASS
<i>Civiltà del Vino</i>
ANDREA MUCCIOLI | 2013 <i>Civiltà Veneta</i>
GIOVANNI BONOTTO
GIACOMO RIZZOLATTI
SERGIO ROMANO
<i>Civiltà del Vino</i>
LE VIGNE DI VENEZIA
VENISSA - ORTO DI SANT'ERASMO -
LAGUNA NEL BICCHIERE
<i>Grosso d'Oro Veneziano</i>
MARJANE SATRAPI | 2021 <i>Civiltà Veneta</i>
JANE DA MOSTO
PAOLO FAZIOLI
ROBERTO BATTISTON
<i>Civiltà del Vino</i>
ATTILIO SCIENZA
<i>Grosso d'Oro Veneziano</i>
ELENA CATTANEO |
| 1990 <i>Civiltà Veneta</i>
CLAUDIO MAGRIS
ZORAN MUSIC
HUGO PRATT | 2005 <i>Civiltà Veneta</i>
GUIDO BERTOLASO
FRANCESCO MACEDONIO
ALESSANDRO MAZZUCCO
GILLO DORFLES
<i>Civiltà del Vino</i>
FEDERICO CASTELLUCCI
<i>Grosso d'Oro Veneziano</i>
VARTAN OSKANIAN | | |
| 1991 <i>Civiltà del Vino</i>
ZELMA LONG | | | |
| 1992 <i>Civiltà Veneta</i>
FERNANDO BANDINI
GIUSEPPE GOZZETTI
DEMETRIO VOLCIC | | | |
| 1993 <i>Civiltà del Vino</i>
HUGH JOHNSON | | | |
| 1994 <i>Civiltà Veneta</i>
PIER GIUSEPPE CEVESE
RENATO OLIVIERI
ERMANNO OLMI
APOLLINARE VERONESI | | | |
| 1995 <i>Civiltà Veneta</i>
ISABELLA BOSSI FEDRIGOTTI
CECILIA DANIELI
PAUL GIROLAMI
LUCIA VALENTINI TERRANI
GIUSEPPE ZIGAINA
<i>Civiltà del Vino</i>
NORIS SILIPRANDI | | | |
| 1996 <i>Civiltà Veneta</i>
IVANO BEGGIO
ANTONIO MAZZI
PIERRE ROSENBERG
<i>Civiltà del Vino</i>
PHILIPPINE DE ROTHSCHILD | | | |

PUBLISHING ACTIVITIES

The Masi Foundation has published a series of works, both in print and as music CDs, aimed at exploring the roots and values of the Veneto. The cultural and historical patrimony of the “Venetian way of life” includes the beauty of the landscape, the beauty of artistic expression, and the pleasures of life.

This is what it means to come from the Veneto in its most significant form: a life of achievement, acuity and endeavour that is translated into colours, tastes and flavours through creativity and entrepreneurial spirit informed by the values of the territory and their global variations.



CULTURAL AND TECHNICAL BOOK SERIES

Divided into one series of books with a cultural and historical theme and another series of books with more technical wine related themes, the Masi Foundation has published the following works: *From Valpolicella to the world. Twenty years of the Masi Civiltà Veneta Prize* (2001), *The Serego Alighieri family at Gargagnago di Valpolicella* (2003) *Oseleta, a paradigm for Venetian viticulture* (2006), *From Valpolicella to the world. Twenty-five years of the Masi Civiltà Veneta Prize* (2007), *The Venetian area: terroir diversity reflected in the wine glass* (2011), *Appassimento and Amarone, the essence of the Venetian art of winemaking* (2014), *Dominum Venetum, a world compendium* (2017). Since 2005 a four-monthly magazine for friends of the Masi Prize, called “Le Venezie – Cultura e Territorio” (*The Venetian region – Culture and Territory*) has been published in Italian and in English. The magazine is distributed in Italy and abroad to friends of the Foundation and lovers of the territory and produce of the Venetian regions.



SOME PAST ISSUES OF THE PERIODICAL MAGAZINE “LE VENEZIE”

CULTURAL ACTIVITIES

In addition to the annual award of the Prizes and the publication of editorial works, the Masi Foundation supports a series of other initiatives in order to cooperate with the revaluation and preservation of the cultural, artistic and historical heritage of Venice, even in synergy with other institutions.



THE MASI FOUNDATION IS PART OF THE "67 COLUMNS FOR THE VERONA ARENA" INITIATIVE

LINK WITH THE TERRITORY AND ITS SAFEGUARDING

The Masi Foundation supports '67 columns for the Verona Arena', a fundraising project that aims at the participation of companies and organizations in support of the Arena di Verona Foundation, to promote the post-pandemic restart of a great symbol of Italian culture in the world.

Moreover it is involved in the excavations and major restoration of prehistoric settlements in the area of San Giorgio di Valpolicella.

MUSIC FROM THE VENETO

Music is one of the most characteristic expressions of Venetian culture and over the centuries our lands have produced an abundance of outstanding musicians and composers, from Albinoni to Dall'Abaco, from Vivaldi to Marcello and other great composers of the golden age of the Baroque period. Masi Foundation is committed to the enhancement of talent of the best

players of music of the Veneto or those who have taken their inspiration from the Veneto and its people.

It organizes concerts in the area, is a historic supporter of the festival "Ottobre Musicale" in Verona and, locally, the "Settembre Musicale" of Marano di Valpolicella. Through the special "Fondazione Masi" Music Award to Civiltà Veneta and the recording contracts signed with the respective winners, he created the twenty-year collection of original CDs *Espressioni delle Venezie. Masi Collection Foundation*.

CONFERENCES AND DEBATES

The Masi Foundation organizes conferences, debates and roundtables on themes to do with wine and Venetian culture, also in collaboration with other organizations. The protagonists are often the winners of the Masi Prize or illustrious people who are close to the Foundation and its work. The themes are wide-ranging, and go from poetry to storytelling, from the theatre to the cinema.

CENTRES

The historic sites of the Masi Foundation are all located in the splendid setting of the Valpolicella Classica area, just a few kilometres from Verona and from Lake Garda. The hamlet of Gargagnago, in its own natural amphitheatre of land on the slopes of the Sant'Ambrogio hills, is the site for Serego Alighieri and its offices, as well as the operational headquarters of Masi.

Both are overlooked by the Romanesque parish church of San Giorgio, the spiritual home of the Foundation.



VILLA SEREGO ALIGHIERI AT GARGAGNAGO DI VALPOLICELLA



MASI HEADQUARTERS AT GARGAGNAGO DI VALPOLICELLA



VINEYARDS ON THE SEREGO ALIGHIERI ESTATE



THE ROMANESQUE PARISH CHURCH OF SAN GIORGIO

SEREGO ALIGHIERI

The Masi Foundation has its seat at the Foresteria Serego Alighieri, an important historic house in the Veneto, sited in the vineyards of western Valpolicella, and still the home of Dante's descendants, the Serego Alighieri family. Dante himself lived in Verona for a few years during his exile and his son Pietro put down roots in the area with the purchase of the Casal dei Ronchi estate at Gargagnago in the heart of the historic Valpolicella area in 1353. The house and the estate «*the dearest possession of the Alighieri family*» have been the setting for the traditional activities of a vast and flourishing farm for twenty generations, and today include the functions of a cultural centre as well.

MASI AGRICOLA

The Venetian territories are home to a people who are sure of their identity and of their strong roots with their land. They know how to travel and how to develop good relationships with other peoples in the world. The history of Masi is the story of a family and its vineyards in Verona, in the Veneto. The family is led by Sandro Boscaini and is now in its seventh generation as an interpreter of a famous winemaking tradition from a thousand year old civilisation, recognised as one of the leading traditions in the wine world. As ambassador for the values of Venetian Culture, Masi promotes the cultural activities of the Foundation through the Masi Prize and other high profile initiatives.



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