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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  
*Honorary President:* DEMETRIO VOLCIC  
*Vice-president:* SANDRO BOSCAINI  
*Secretary:* MARCO VIGEVANI  
*Board members:* MICHELE BAULI, FRANCESCO BENEDETTI,  
BRUNO BOSCAINI, MARZIO BREDI, FRANCA COIN,  
PIERALVISE DI SEREGO ALIGHIERI, FEDERICO GIROTTI,  
MAURIZIO MARINO  
*Auditor:* GIOVANNI ASPES

## MASI CIVILTÀ VENETA PRIZE

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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 25<sup>th</sup> 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 Alvise 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

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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.



SVETLANA ALEXIEVICH SIGNING THE AMARONE CASK (2014)

## THE MASI PRIZE ROLL OF HONOUR

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



## 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

As well as awarding Prizes and publishing books and music CDs, the Masi Foundation stages events and activities to do with the re-evaluation and safeguarding of the cultural, artistic and historical inheritance of the Venetian territories.

These events fulfil the statutory aims of the Foundation and are often carried out in collaboration with both public and private bodies.



THE SPRING CONCERT



THE "CIVILTÀ VENETA" CONFERENCE



IRON AGE EXCAVATIONS  
AT SAN GIORGIO

### 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. 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. 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

A series of conferences, debates and meetings also in collaboration with other organizations with artists of various kinds is intended to explore the culture of a "wider Veneto", in line with the statutes of the Masi Foundation. Practically, this means cultural studies with reference to the territories that once fell under the dominion of the Serenissima Republic of Venice and the artists in question are predominantly either those who have won one of the Masi Prizes or leading personalities who are friends of the Foundation. The themes are wide-ranging, and go from poetry to storytelling, from the theatre to the cinema.

### SAFEGUARDING THE TERRITORY

The Masi Foundation is particularly interested in safeguarding the territory.

The territory referred to is the "wider Veneto", as always, and protection is given to the natural environment and to the artistic or artisanal efforts of its inhabitants.

Another area sponsored by the Masi Foundation is that of specific archaeological investigations.

Another initiative the Foundation has been involved in is the dig and restoration of a prehistoric settlement at S. Giorgio di Valpolicella.

## 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

### 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.



VINEYARDS ON THE SEREGO ALIGHIERI ESTATE

### 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.



THE ROMANESQUE PARISH CHURCH OF SAN GIORGIO





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