**Press Release**

**40th MASI PRIZE:**

**TODAY THE WINNERS SIGN**

**THE HISTORIC CASK OF AMARONE**

**“Vision and courage”**

**is the title chosen by the Masi Foundation organising the Prize, for its fortieth anniversary**

*Gargagnago di Valpolicella (VR), 23 October 2021* – Physicist **Roberto Battiston**, environmental researcher **Jane da Mosto** and entrepreneur musician **Paolo Fazioli** - ***Civiltà Veneta*** -, professor and populariser **Attilio Scienza** - ***Civiltà del Vino*** - and life-long senator and internationally-famous biologist, **Elena Cattaneo** - ***Grosso d’Oro Veneziano*** - are the proud **winners** of the **40th edition of the Masi Prize** and those whohave **today signed the historic cask of Amarone**,in the Masi cellars in Valpolicella, witnessed by **Isabella Bossi Fedrigotti, Sandro Boscaini** and **Marco Vigevani** - respectively **the Foundation’s Chair, Deputy Chair and Secretary.**

**The five interpreters of the duo “Vision and Courage”** - the capacity to look beyond the present, imagining new solutions to contemporary problems and boldly embarking on an as yet untrodden path - **have reflected on the meaning of receiving the Masi Prize:**

**Roberto Battiston***: “I am honoured to receive the Masi Civiltà Veneta Prize, a true acknowledgement by a community that uses the tools of culture and professional commitment to address the challenges posed by the contemporary world.”*

**Jane da Mosto:** *“It is a completely unexpected, and much appreciated, honour to receive the Masi Civiltà Veneta Prize. The fact that I have been chosen means that now is the time to act, all together, with ‘vision and courage’. Each and every one of us must do our bit to help restore the balances - to save Venice and its lagoon and, with it, help the world.”*

**Paolo Fazioli***: “I am extremely honoured to have been chosen amongst those awarded the Masi Civiltà Veneta Prize. My main concern is to ask myself if I truly deserve it. I have always worked hard to achieve my life projects - which others, more poetically, define as the dream of a visionary -, without ever imagining that all this, sooner or later, would have stimulated the curiosity of those keeping an eye on what is going on in society. For me, this prize is evidence that determination and passion in the pursuit of an important mission cannot go unnoticed in the eyes of those attentively monitoring the events of the country and, in particular, the business world. All this is a great encouragement to continue along the lengthy, difficult route I have chosen.”*

**Attilio Scienza:** *“I see this prize as a sort of Nobel seeking to highlight the cultural wealth of Veneto. The winners come from different walks of life, thereby showing the inter-dependency of art, literature, music and scientific research. I feel truly privileged and would like to thank the Masi Civiltà del Vino Prize panel of judges for having chosen me. I trust that this award will stimulate the younger generation to seek a synthesis of scientific culture and humanistic culture in study and in work.”*

**Elena Cattaneo**: *“Winning the International Masi Grosso d’Oro Veneziano Prize, an award created to acknowledge the commitment in spreading messages of culture and progress, is a real honour. What is an even greater honour is receiving it in such a unique time of our existence, when science has clearly shown how its method is a tool available to everyone to address the challenges of the world around us, even those that look to be insurmountable. This prize, today more than ever before, is an invitation to promote the importance of scientific method and knowledge.”*

This year’s edition marks an important milestone for the Foundation: the **40th anniversary of the Masi Prize**. The Chair, Deputy Chair and Secretary have thus reviewed these decades with a thought dedicated to each category of the award:

**Isabella Bossi Fedrigotti** recalled the history of the Civiltà Veneta Prize: *“Forty years have passed since the Masi Prize was first launched and we have come a long way. If we look for a word that can embody the Civiltà Veneta award, I have no doubt in suggesting “identity”; although at times it has been an identity difficult to identify and of which the population of Veneto are the first to often be somewhat unaware, but always present in prize, in the continuity given by the profile of the winners. Everyone confirms that we are the offspring of a socially open land, aware of its roots but not held down admiring it, potentially speaking in dialect but whilst engaging with the whole world. The Masi Foundation, which is today one of the most active institutions at the service of the cultural heritage of Triveneto, has put the true, polycentric Veneto on a pedestal, with its unifying roots, a much-loved, celebrated Veneto, not only by birth but also by adoption.”*

**Sandro Boscaini** commented on Civiltà del Vino: *“The International Masi Civiltà del Vino Prize, an award assigned to people who have contributed towards exalting the ancient culture of the vine, was created in a critical phase of the history of Italian wine, struck by the scandal of methanol. It took this crisis to have it understood that wine is heritage to be safeguarded, a contributor of well-being to the territory and its people. We have put the culture of the wine and culture “tout court” on the same plate, also rewarding representatives of the noble, ancient craft with the cask of Amarone, symbol of the cultural tradition of our people and one of the best products of our land, a “made in Italy” appreciated worldwide.”*

**Marco Vigevani** reviewed the history of the Grosso D’Oro Veneziano Prize as follows: “*Right from the start (2003), the Grosso D’Oro Veneziano received from its founder, our honorary Chair, Demetrio Volcic, the characteristics traits that have gone with it through to maturity: acknowledging, in the hallmark of a multicultural approach, those who have operated actively for peace and understanding between populations. Over the years, the Grosso has stubbornly maintained its original traits, more through its own virtues or DNA than an actual choice on our part: it has refused to acknowledge boundaries or let itself be caged into categories rather, like every living organism, developing according to its own logic. Together with our friends of the Foundation, we have not looked at nationality, nor gender, nor language, nor indeed field of business of our award-winners, yet we have almost naturally created a “family” of personalities, each of whom illuminates an aspect of that shared idea of humanity in which we still, despite everything, believe.*”

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**THE 40TH MASI PRIZE CEREMONY WILL BE BROADCAST LIVE AT 17:30:**

[www.fondazionemasi.com/streaming-premio-masi/](http://www.fondazionemasi.com/streaming-premio-masi/)

**ON THE FACEBOOK PAGE @MASIWINES (in Italian)**

www.facebook.com/MasiWines

**ON THE INSTAGRAM PROFILE @MASIWINES (in English)**

<https://instagram.com/masiwines?utm_medium=copy_link>

**NB: THE PRESS RELEASE RECORDING THE EVENTS OF THE PRIZE-GIVING CEREMONY IN PIEVE DI SAN GIORGIO, TOGETHER WITH THE RELATED PHOTOGRAPHIC MATERIAL, WILL BE SENT OUT AT 18.30**

**MASI FOUNDATION:**

The Masi Foundation is committed to promoting and optimising the value of the territory, population, cultural heritage, talent and production skills of the Veneto civilisation. Special attention is paid to wine-growing and producing, which are particularly important in the territory of Veneto. The purposes are pursued operating nationally and internationally, including in collaboration with authorities, public and private entities, foundations and other Italian and foreign organisations. The Masi Foundation was established in 2001 on the basis of twenty years of experience of the Masi Prize, whose continuity and direction it intends to assure, flanking it with a series of cultural initiatives. It thus extends its focus to the whole world that sees the values of the Veneto civilisation as a source of inspiration and driver of production, cultural and civil progress on an international scale. On 16 April 2007, the Regional Authority of Veneto granted the Masi Foundation legal personality, acknowledging its statutory values and purpose.

***Masi Foundation Board***

*Chair*: Isabella Bossi Fedrigotti

*Deputy Chair*: Sandro Boscaini

*Honorary Chair*: Demetrio Volcić

*Secretary*: Marco Vigevani

*Auditor:* Giovanni Aspes

*Directors:* Michele Bauli, Francesco Benedetti, Bruno Boscaini, Marzio Breda, Franca Coin, Federico Girotto, Maurizio Marino and Pieralvise di Serego Alighieri.

*Civiltà Veneta Commission*: Sandro Boscaini, Isabella Bossi Fedrigotti, Marzio Breda, Franca Coin, Gabriele Colleoni, Ilvo Diamanti, Massimo Ferro, Francesco Giavazzi, Stefano Lorenzetto, Piergaetano Marchetti, Paola Marini, Pilade Riello, Pieralvise di Serego Alighieri, Roberto Stringa, Marco Vigevani, Stefano Zecchi and Filiberto Zovico.

*Civiltà del Vino Commission*: Piero Antinori, Sandro Boscaini, Federico Castellucci, Luciano Ferraro, Angelo Gaja, Jens Priewe, Ezio Rivella, Alessandro Torcoli and Demetrio Volcic. Speaker: Federico Castellucci.

[**www.fondazionemasi.com**](http://www.fondazionemasi.com)

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