**Press Release**

**43RD MASI PRIZE**

**WINNERS ANNOUNCED**

**Civiltà Veneta to Riccardo Illy, Arcangelo Sassolino, Sara Segantin**

**Civiltà del Vino to Donatella Cinelli Colombini**

**Grosso D'Oro Veneziano to Opera Don Calabria**

**2024 EDITION THEME:**

**"The Virtuous Circle of Beauty"**

**THE APPOINTMENT IN VALPOLICELLA**

**Friday 25th October 2024**

**Amarone Cask Signing at Masi Cellars**

**Awards Ceremony at Monteleone21**

*Gargagnago di Valpolicella (VR), Sept. 12*, *2024 -* The**Masi Foundation** is pleased to announce the winners of the **43rd Masi Prize**, which has recognised national and international personalities who are highly representative for the civilization and culture since 1981. The **Civiltà Veneta Prize** is awarded to entrepreneur **Riccardo Illy** from Trieste; sculptor **Arcangelo Sassolino** from Vicenza; and environmental activist and writer **Sara Segantin**, originally from the province of Trento. The **International Civiltà del Vino Prize** goes to **Donatella Cinelli Colombini**, a Tuscan wine producer and pioneer of cultural movements in the wine field. Finally, the **Grosso D'Oro Veneziano** is awarded to **Opera Don Calabria**, a 'multinational corporation of good works' born in Verona and now active on five continents.

The **unifying themeof the 2024 edition** is "**The Virtuous Circle of Beauty**," which highlights the search for harmony and humanity as a counterpoint to the extreme and sterile specialization and compartmentalization of an increasingly technological world. In other words: the search for and creation of Beauty to enable man, with all his particular values, needs and aspirations, to maintain a centrality in the face of progress and technology, while recognizing that they are indispensable resources in the service of humanity.

On **Friday 25 October 2024**, after the **Amarone Cask Signing Ceremony**, the symbolic heart of the Masi Prize held at the historic **Masi wineries**, the **Awards Ceremony** will continue in the new multifunctional **Monteleone21** complex in **Gargagnago di Valpolicella**, whose construction is being finalized now. The event will be accompanied by a live debate with the prize-winners themselves moderated by journalist Alessandro Milan.

"*Beauty is not only an aesthetic quality, but also a fundamental civic value that unites us and helps us keep our humanity alive in the face of the challenges of progress*," says **Masi Foundation President Isabella Bossi Fedrigotti**. "*Through the Masi Award, this year we celebrate those who contribute to building a virtuous circle, where harmony, sustainability and beauty, in the Veneto and around the world, become a tool of inspiration and improvement for all generations*."

**Foundation Vice-President** and **Masi President Sandro Boscaini** adds, *“A Virtuous Circle of Beauty leads us to value the creation of beauty as a search for values and things that are held in universal esteem. Vineyards and wines show this concept through the harmony and beauty of viticultural landscapes and the aesthetic and sensory satisfaction derived from the product. The international prize given to Donatella Cinelli Colombini recognizes her many years as a wine producer and her female sensitivity to the environment and to wine."*

**Marco Vigevani**, **Secretary of the Masi Foundation** comments, "*In times scarred by so much tragedy and ugliness, and with hope at such a premium, the Masi Prize stands out for its commitment to celebrating those whose achievements contribute to a more beautiful, harmonious and cohesive world. The Grosso D'Oro Veneziano, in particular, recognizes organizations that, like Opera Don Calabria, transform difficulties into opportunities for the common good, and dedicate themselves to solidarity and cooperation, demonstrating how contemporary challenges can be overcome and promoting a fairer and more inclusive future for all*."

**CITATIONS FOR 43RD MASI PRIZE**

**MASI CIVILTA VENETA AWARD**

*Recognition for personalities - Venetian by birth, family or adoption - who have distinguished themselves in the fields of literature, art, journalism, science, entertainment and business, and who have promoted and enhanced the abilities of the Venetian people in the widest fields of human activity in the course of their work, making themselves the flag bearers for the fundamental values of the land shaped by the Serenissima Republic of Venice and its millenary civilization.*

**Riccardo Illy**

*(Triestine entrepreneur)*

*“In recognition of his contribution to the excellence of the Illy product and the brand's global contribution to the combination of the Good and the Beautiful. His extraordinary commitment and entrepreneurial vision that is both aesthetic and cultural is shown in the Polo del Gusto and the Illy Art Collection where beauty, sustainability and quality are harmoniously intertwined."*

**Archangelo Sassolino**

*(Sculptor from Vicenza)*

*"In recognition of his research and work linking artistic Beauty expressed by materials and their intrinsic characteristics, mechanics and technologies. His art, which looks to the future, transforms culture into a field of intense and continuous reflection."*

**Sara Segantin**

*(environmentalist and writer from Trentino)*

*" For her commitment, publications, and collaborations that mean she perfectly expresses the Beautiful and the Good in nature, with attention to the sustainability and the “justice climate" necessary for its*

*preservation. A refined sensitivity enables her to perceive not only Beauty but also the fragility of the world and its repercussions on humanity."*

**MASI INTERNATIONAL CIVILTA’ DEL VINO PRIZE**

*Dedicated to the wider world of winemaking honouring the most emblematic personalities who have contributed to the enhancement of the ancient culture of vines and wine at an international level.*

**Donatella Cinelli Colombini**

*"For her work as a wine producer, promoter and populariser of wine and winemaking through the enhancement of the beauty of the land, as well as being a leading figure in wine tourism through ventures such as the Wine Tourism Movement and Cantine Aperte. And also for her passionate advocacy of the Association of Women of Wine and establishment of an 'all-female winery' with Casato Prime Donne in Montalcino."*

**MASI INTERNATIONAL GROSSO D'ORO VENEZIANO PRIZE**

*For personalities who have contributed to spreading a message of culture in the wider world, generating that understanding among peoples that develops into solidarity, civil progress and peace.*

**Opera Don Calabria**

*"The bearer of the simplicity and charisma of its sainted founder, this organisation carries out its social and humanitarian, medical and pastoral initiatives with great sensitivity in its regard for human marginalization, distress and health of body and soul. It transforms pain into hope and dignity and makes tangible the beauty of solidarity with its commitment to the common good; for this reason, it can be defined as a "multinational corporation of good works," present as it is in the five continents where it speaks Italian and represents the pride of Verona and the nation as a whole."*

**The event will be broadcast by TeleArena on Sunday 27 October at 9.15 p.m. in prime time**

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**Masi Foundation:** The Masi Foundation promotes and enhances the territory, people, cultural heritage, and skills of the Veneto. Particular attention is paid to the culture and wine production of the Venetian regions. Work is carried out at a national and international level, in collaboration with public and private entities, Foundations and other Italian and foreign bodies. The Masi Foundation was established in 2001 using the 20-year experience of the Masi Prize, whose continuity and values it intends to ensure, flanking it with a series of initiatives in the cultural sphere and thus broadening its coverage to the wider world that has made the values of Venetian civilization an inspiration and stimulus for manufacturing, cultural and civil progress on an international scale. On 16 April 2007, the Veneto Regional Government gave the Masi Foundation legal status, recognizing its values and statutory purposes. *www.fondazionemasi.com*

***Board of the Masi Foundation -*** *President*: Isabella Bossi Fedrigotti *Vice-President*: Sandro Boscaini *Secretary*: Marco Vigevani *Auditor:* Giovanni Aspes *Directors:* Michele Bauli, Francesco Benedetti, Bruno Boscaini, Marzio Breda, Franca Coin, Massimilla di Serego Alighieri, Federico Girotto, and Maurizio Marino.

***Commission for Venetian Civilization*:** Sandro Boscaini, Isabella Bossi Fedrigotti, Marzio Breda, Franca Coin, Gabriele Colleoni, Ilvo Diamanti, Massimo Ferro, Andrea Kerbaker, Stefano Lorenzetto, Massimo Mamoli, Paola Marini, Paolo Possamai, Pilade Riello, Massimilla di Serego Alighieri, Giovanni Maria Vian, Marco Vigevani, Stefano Zecchi, and Filiberto Zovico.

***Commission for the Civilization of Wine*:** Federico Castellucci, Piero Antinori, Sandro Boscaini, Luciano Ferraro, Angelo Gaja, Jens Priewe, Ezio Rivella and Alessandro Torcoli**.** Spokesman: Federico Castellucci.