



Rizzoli illustrati
Available in bookstores
from April 8, 2025
224 pp. - 65,00 €

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ODE TO THE FUTURE

Five Wines. Five Artists.

by **Pasqua Wines**

Curated by **Filippo Bologna**

From a project by **Marco Cisaria**

To celebrate 100 years of activity, the Veronese winery Pasqua has created a refined editorial work—an ode to wine and art

"This book is a journey through creativity in all its forms, a celebration of wine as a universal metaphor for intuition, exploration, and transformation."

Winemaking is an art and a creative challenge that is too often underestimated. Conceiving and crafting a wine means overcoming steps and obstacles similar to those faced by an artist working on their masterpiece.

This volume was born from the desire to explore creativity as a fertile and continuous dialogue between art, storytelling, and the winemaking process. Once again, Pasqua Wines chooses art—but in an unusual way—to narrate the creative process behind the birth of a wine.

"Producing wine is a wonderful challenge, and its creative processes are similar to those of the art world," commented Riccardo Pasqua, CEO of Pasqua Wines. He added: "With the 'Ode to the Future' project, we continue to foster a dialogue between our wines and the interpreters of new visual arts, seeking inspiration to open new chapters in our winery's history and bring the message of each of our wines to the world in a language accessible to all."

The book originates from the meeting between Pasqua Wines and the creative studio Foll.ia, which developed a concept for this book inspired by the essence of five iconic wines that have marked the winery's first hundred years. Five international contemporary artists have interpreted these wines through original and unique works: Gaia Alari, Sofia Crespo, Michael Mapes, Enzo Ragazzini, and Giuseppe Ragazzini. The result is a fascinating journey through the history of an important winery and the world of painting, literature, and artistic installations—a visual and sensory mosaic curated by writer, screenwriter, and director Filippo Bologna.

Born in 1978, **FILIPPO BOLOGNA**, is an Italian writer, screenwriter, and director. His debut novel *Come ho perso la guerra* (Fandango, 2009) was a finalist for the prestigious Premio Strega. He won the 2009 Premio Fiesole Narrativa Under 40 and the Premio Bagutta Opera Prima. He has written the screenplays for several films, including *Perfect Strangers*, which earned him a David di Donatello award in 2016.

MARCO CISARIA is a creative director and producer specializing in artistic projects that transform spaces and experiences. After working with Balich Wonder Studio on major events, he founded Foll.ia, a studio dedicated to designing and producing immersive environments, artistic installations, and museum experiences. A technology enthusiast who values the authenticity of analog experiences, since 2018, his main focus has been on real-time phygital experiences—where space and human perception intertwine in an environment that appears entirely analog. He loves things that seem to be one thing... but are actually something else.

PASQUA VIGNETI E CANTINE is a Veneto wine company, owned by the Pasqua family. Founded in 1925, the winery is recognized worldwide as a producer and ambassador of prestigious Veneto wines. The company's ambition is to bring into the future, with renewed stylistic codes, all the winemaking experience consolidated over 100 years of history. Today, working alongside President Umberto are his sons Riccardo, Chief Executive Officer, and Alessandro, President of Pasqua USA. With the presentation of the Pasqua House of the Unconventional manifesto, today the company aims to be a research laboratory, a space for dialogue, where quality and creativity are the protagonists.

THE ARTISTS

Gaia Alari is a visual artist and animator. After studying medicine, she fully dedicated herself to art in 2016. She began animating her charcoal drawings, developing a distinctive technique that immediately set her work apart. She has collaborated with various art galleries worldwide, including Colector Gallery (Mexico and USA). Since 2020, she has focused on experimental frame-by-frame animation. Her work has been selected for numerous artistic and editorial projects, including music videos—most notably her painted animations for Coldplay and Alessia Cara. She also collaborates with *The New York Times Magazine* and is currently completing the short film *What Comes at Night*. Her works have been exhibited at the Centre Pompidou, the MASC Foundation, and international art festivals. Her work explores the interaction of ephemeral shapes and figures with space and time, represented on paper using charcoal and pastels.

Sofia Crespo is a visual artist with a deep passion for technology and biology. Her artistic research explores how organic life uses artificial self-simulation mechanisms for its evolution, suggesting that technology is not a separate entity but a natural product of the organic life that created it. Sofia examines the similarities between AI-generated imagery and human creativity, as well as how humans cognitively perceive artistic expression. Her work questions the potential of AI in artistic applications and its relationship to our concept of creativity. She is currently part of the artist duo *Entangled Others*.

Michael Mapes is an American collage artist. Born in 1962, he lives and works in New York. After earning a BFA in Design and an MFA in Studio Art, he developed a distinctive style of deconstructing and reassembling original images into intricate mosaics made up of hundreds of fragments. His work is inspired by entomology and forensic science, integrating prints with personal details and physical objects such as jewelry, fabric scraps, X-rays, fingerprints, and hair samples—creating what he calls "biographical DNA." This process transforms the portrait into a unique interpretation of individual elements while maintaining the integrity of the original subject. His work has been exhibited and collected internationally, with solo exhibitions in cities like The Hague, Hong Kong, and New York.

Enzo Ragazzini was born in Rome in 1934. He began his career in the late 1950s exploring visual perception and optical phenomena, becoming a pioneer of optical art. In 1963, he created photographic images for Gae

Aulenti and Carlo Aymonino for the Milan Triennale, and in 1965, he exhibited a solo show on optical art at the Einaudi Bookstore in Rome. From 1965 to 1975, he lived in London, where he participated in a 1969 exhibition at the Institute of Contemporary Arts alongside Don McCullin and Tony Ray-Jones and illustrated *The Beatles Illustrated Lyrics*. In 1972, he exhibited at the Venice Biennale in the British Pavilion. After returning to Italy in 1975, he collaborated with *Civiltà delle Macchine*, the Touring Club Italiano, and companies such as Olivetti, Iveco, IRI, and Ansaldo. His works have been showcased in prestigious institutions like Modern Art Oxford, MACRO in Rome, and the International Center of Photography in New York.

Giuseppe Ragazzini is an Italian visual artist born in London in 1978 to a Dutch mother and an Italian father. His work spans painting, animated painting, and video scenography, exploring the intersection between analog and digital worlds. He developed an original technique of live painting metamorphosis, performed live during concerts and theatrical productions. His video installations have accompanied performances in major Italian and international theaters. In September 2014, he curated the video scenography for *La Dolce Vita: The Music of Italian Cinema*, the opening concert of the New York Philharmonic Orchestra's 2014-2015 season at Lincoln Center. He has participated in solo and group exhibitions in Italy and abroad, using various media to explore the theme of metamorphosis. Giuseppe is also the artist behind the *Pasqua House of the Unconventional* manifesto, presented in 2022.