



# ODE AL FUTURO

## FIVE WINES. FIVE ARTISTS

Producing wine is a form of art and a creative challenge, a dialogue between the past and innovation. Wine is an expression of emotion, connection and vision, a message in a bottle that speaks of the future.

To celebrate its 100th anniversary, Pasqua explores the intersection of creativity, art and the winemaking process. It does so through a book that explores the creative process behind five iconic wines, entrusting their interpretation to five selected artists.

This book, created for the first hundred years of Pasqua, does not speak of the past but of the future. An ODE that looks to the next 100 years, firmly anchored to the roots of the century that has just passed, while embracing its distinct differences.

Because Pasqua firmly believes that it is in the "different" that uniqueness resides and in uniqueness lies the future.



# ODE AL FUTURO

## FIVE WINES. FIVE ARTISTS

ODE AL FUTURO is a dos-à-dos book, conceived to be read from both sides, reflecting Pasqua's vision of wine and creativity: an open dialogue to be approached from several perspectives.

### 5 CHAPTERS FOR 5 WINES

- 11 Minutes rosé
- Cecilia Beretta Terre di Cariano Amarone della Valpolicella
- Mai Dire Mai Amarone della Valpolicella
- Famiglia Pasqua Amarone della Valpolicella
- Hey French

### 5 ARTISTS who have interpreted these wines

- Gaia Alari
- Sofia Crespo
- Michael Mapes
- Enzo Ragazzini
- Giuseppe Ragazzini

The text is by Filippo Bologna, writer and screenwriter

PUBLISHER: Rizzoli





emozione



# 11 Minutes

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## THE ARTIST MICHAEL MAPES

His fragmented works arise from the recovery and assembly of small pieces, creating new images. As with 11 Minutes, where different vineyards merge into a single wine, the artist combines distinct elements to generate new worlds. Each detail retains its own identity, but together they form a unique work. As the viewer gets closer, they discover each individual fragment, in a process that resembles the creation of the 11 Minutes wine.

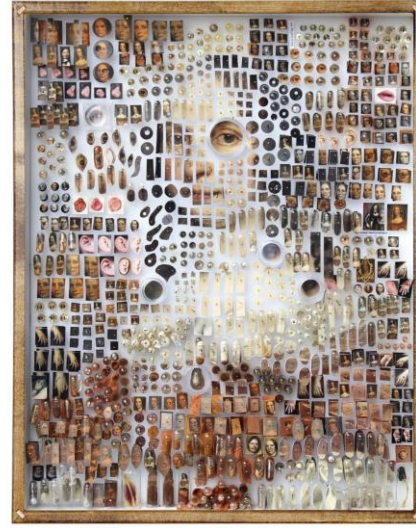
## CHAPTER «Desiderio Liquido»

The artist uses an analytical and mathematical approach to explore the composition of 11 Minutes. His creative process involves gathering small elements - photos, soil samples, fingerprints - to form a complex and coherent wine work. This mosaic of history, territory and images will create a unique vision, inspired by a story penned for the occasion.



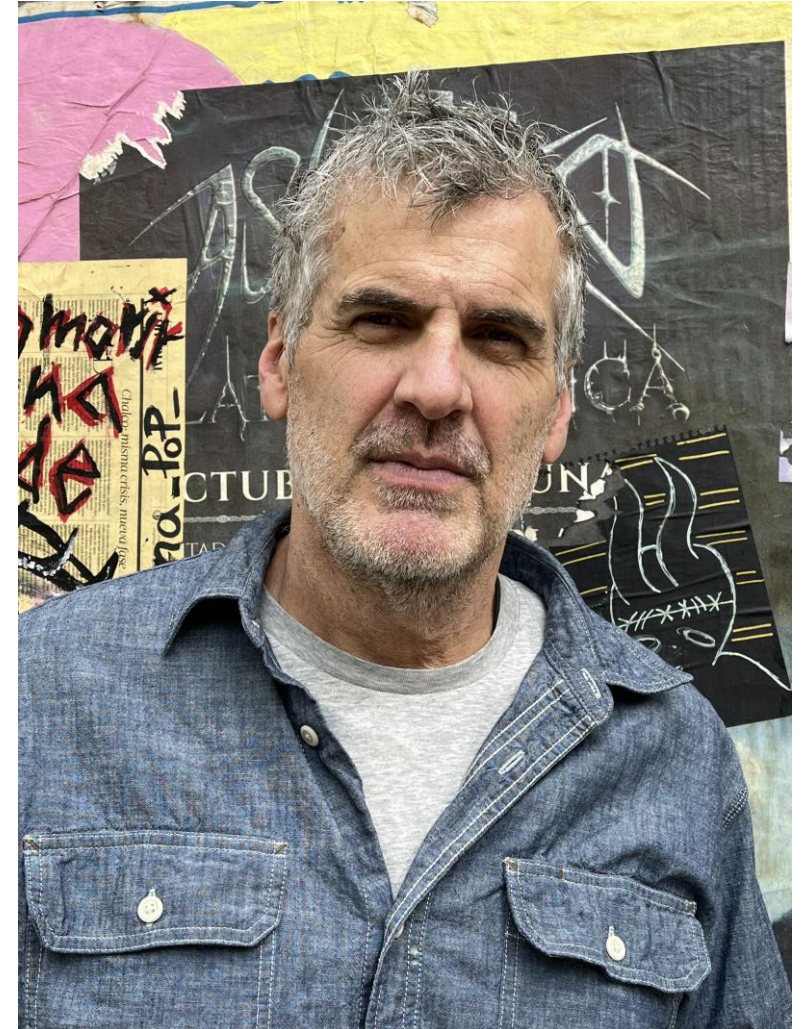
# Michael Mapes

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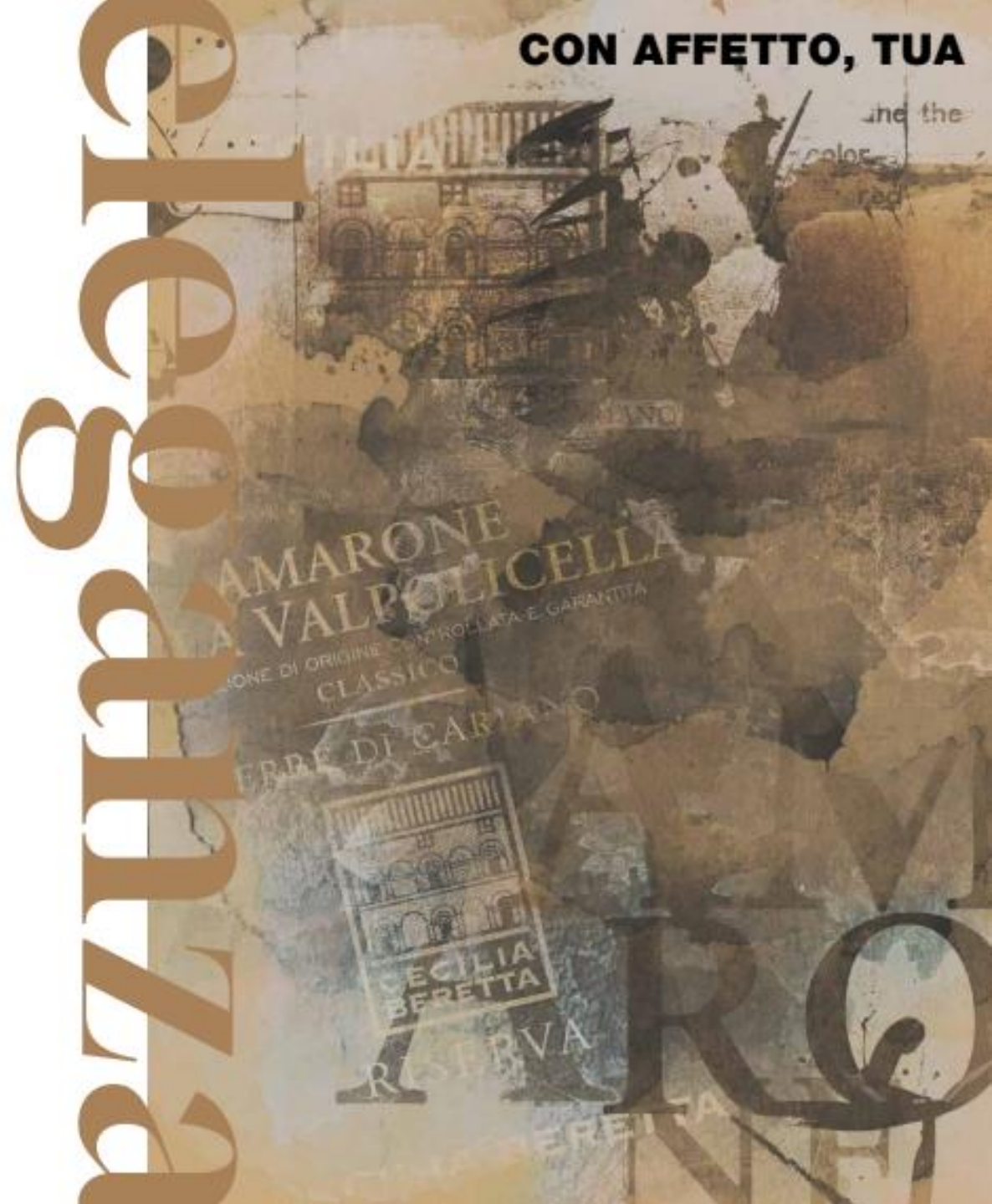


## Biography

Michael Mapes is an American collage artist. Born in 1962, he lives and works in New York. After completing a BFA in Design and an MFA in Studio Art, he developed a unique style by which he creates his works: he breaks down and reconstructs original images into a mosaic of hundreds of pieces. He uses an approach inspired by entomology and forensic science. To construct his work, he incorporates prints with personal details and physical objects such as costume jewellery, fabric fragments, X-rays, fingerprints and hair samples, creating what he calls 'biographical DNA'. This process transforms the painting into a unique interpretation linked to individual elements, while maintaining the integrity of the original subject. His works have been exhibited and collected internationally, with solo show in cities including the Hague, Hong Kong and New York.

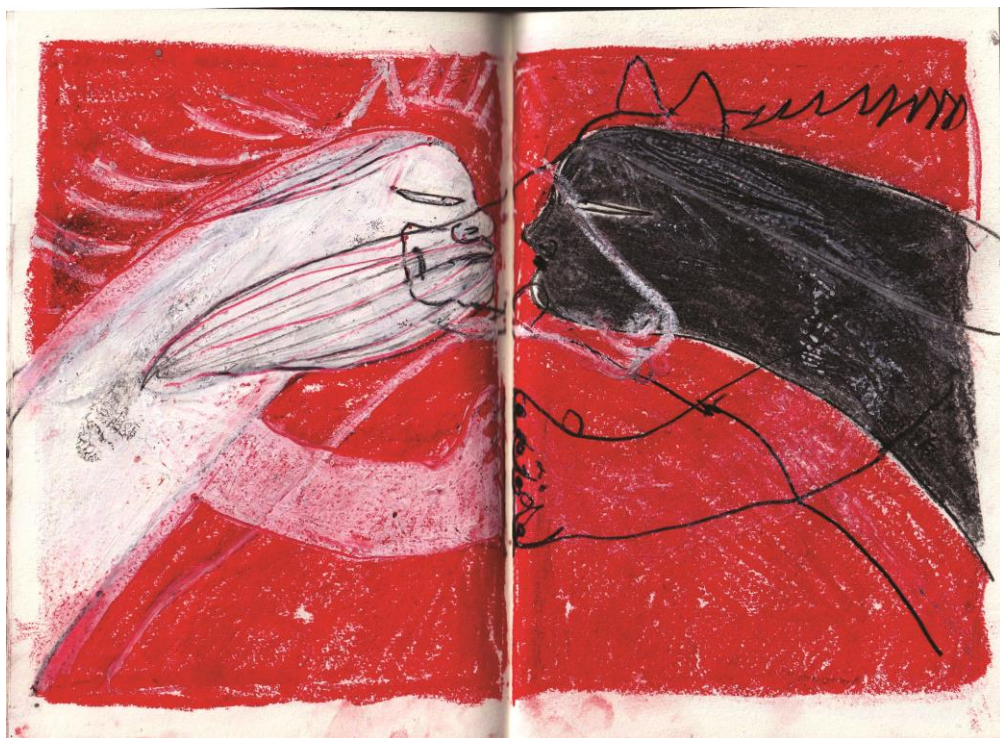






# Cecilia Beretta Amarone

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## THE ARTIST GAIA ALARI

Gaia combines imagination and history with a dreamlike, narrative vision. Her works emphasise storytelling and preserve a traditional animation technique that is now rare. The fusion of narrative and artisanal method makes the long creative process an integral part of the artistic message.

## CHAPTER «Con affetto tua»

The artist creates an animation inspired by a tableaux vivant, telling a story through images that unfold on the pages of a book. Starting from the black Cecilia Beretta bottle, the project explores roots, territory and female identity. A visual journey transforms the wine label into a river, a forest and a city, culminating in a female figure adorned with symbols, evoking Cecilia Beretta. Everything comes to life in an entirely hand-drawn animation.



# Gaia Alari

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## Biography

Gaia Alari is a visual artist and animator. Following her studies in medicine, she has dedicated herself exclusively to her artistic career since 2016. She started animating her drawings in charcoal, developing an original technique that instantly made her works unique. She has collaborated with several art galleries around the world including the Colector Gallery (Mexico and USA). Since 2020, she has focused on experimental frame-by-frame animation. Her work has been chosen for various artistic and editorial projects: she has worked on many music videos (among the best known, the pictorial animations for Coldplay and Alessia Cara) and collaborates with the New York Times Magazine. She is currently completing the short film *What Comes at Night*. Her works have been exhibited at the Centre Pompidou, the MASC Foundation and internationally. At the centre of her work is the interaction of ephemeral forms and characters with time and space, rendered on paper with charcoal and pastels.



**ASPETTATI  
L'INATTESO**

**Coraggio.**

**MAI  
DIRE  
MAI**



# Mai Dire Mai Amarone



## THE ARTIST GIUSEPPE RAGAZZINI

Enzo combines painting, collage and technology to create movement while maintaining an analogue soul. The faces are transformed, the paintings come to life: a concrete art rooted in tradition but projected into the future.

## CHAPTER «Aspettati l'inatteso»

'Mai Dire Mai' becomes a symbol of transformation: different elements merge into something unique. The work of art is a constantly evolving digital painting, projected onto a physical canvas, creating a dialogue between static and dynamic. The theme of conviviality takes shape through heterogeneous couples, celebrating the diversity of human relationships.

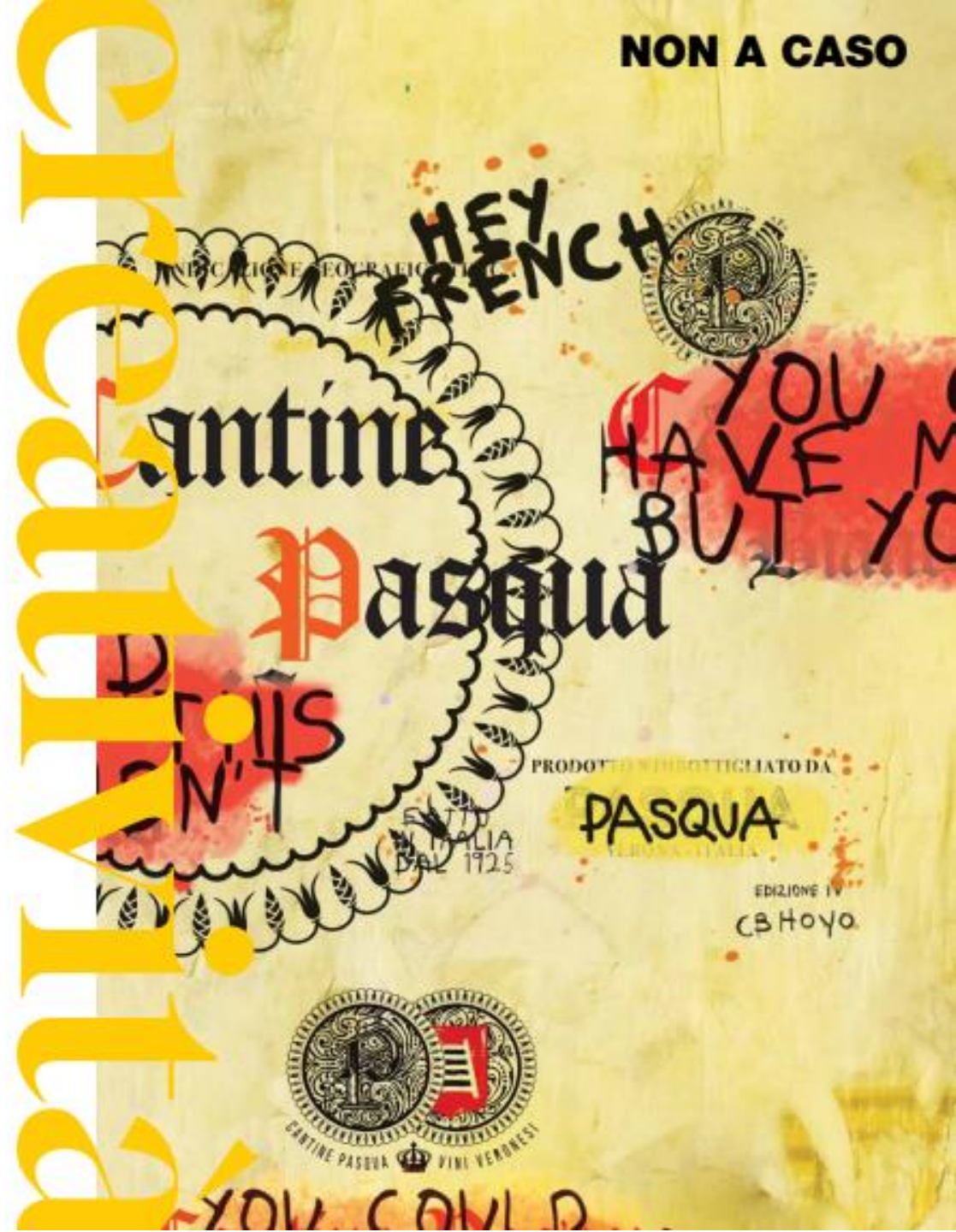
# Giuseppe Ragazzini



## Biography

Giuseppe Ragazzini is an Italian visual artist, son of a Dutch mother and an Italian father, born in London in 1978. His work involves painting, pictorial animation and video scenography, and he explores the intersection between the analogue and digital worlds. The artist has developed an original technique of pictorial metamorphosis, which he performs live during concerts and theatre events. His video installations have accompanied performances in major Italian and international theatres. In September 2014, he curated the video sets for the show *La Dolce Vita: The Music of Italian Cinema*, the opening concert of the 2014-2015 symphonic season of the New York Philharmonic Orchestra at the Lincoln Centre in New York. He has taken part in group and solo shows in Italy and abroad, exploring the metamorphosis theme through different media. Giuseppe is also the artist behind the *Manifesto Pasqua House of the Unconventional* presented in 2022.





# Hey French

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## THE ARTIST SOFIA CRESPO

Her art explores the relationships between the human world and technologies, with the concept of entanglement emphasising how each entity is interconnected. Sofia uses technological innovation as a core element of her creative process, involving it directly, as in the case of Hey French.

## CHAPTER «Non a caso»

The work for Hey French is made using an AI model the artist created, inspired by the beauty of the plant used to produce the wine. Starting from a dataset consisting of 1,000 images taken in the vineyard during post-harvest dormancy, the artist reflects on connection, territory and essence, exploring the bond with the land.



# Sofia Crespo

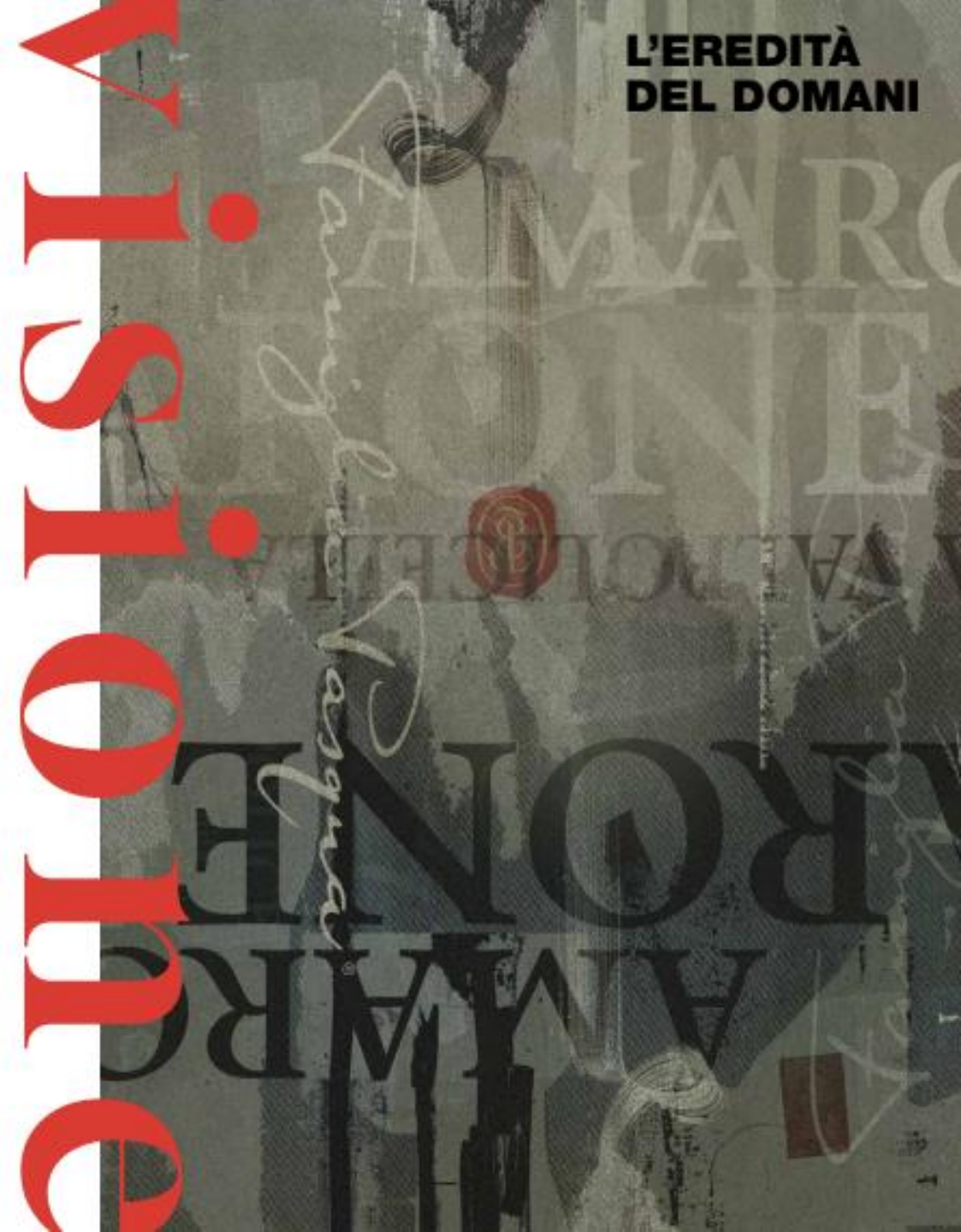
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## Biography

Sofia Crespo is a visual artist keen on technology and biology. At the core of her artistic research is the exploration of the ways in which organic life uses artificial self-simulation mechanisms for its own evolution, suggesting that technologies are a by-product of the organic life that created them and not a totally separate object. Sofia explores the similarities between AI image-forming techniques and how human creativity is developed and expressed and, conversely, how humans perceive it on a cognitive level. Her work questions the potential of AI in artistic application and how it relates to our conception of creativity. Currently, she is part of the art duo Entangled Others.





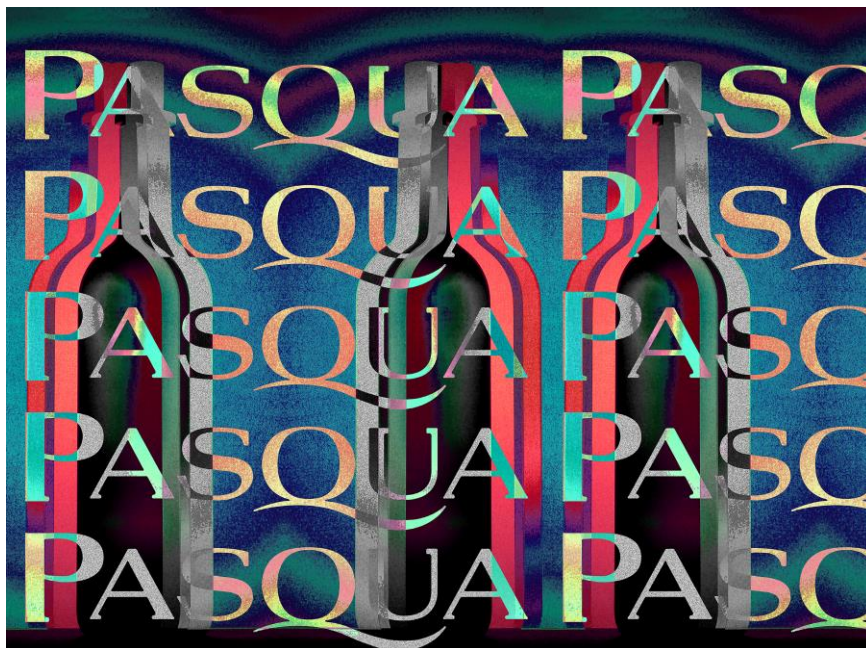
**L'EREDITÀ  
DEL DOMANI**

**Visio**



# Famiglia Pasqua Amarone

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## THE ARTIST ENZO RAGAZZINI

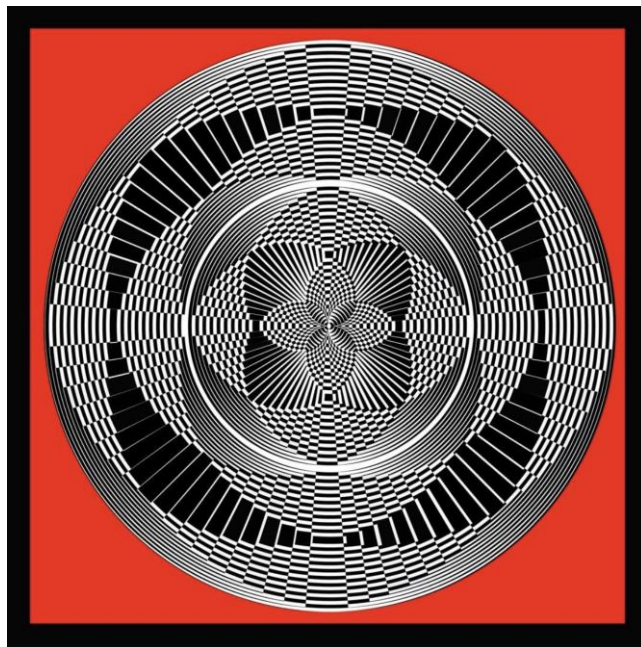
A pioneering photographer, he explored the optical world while anticipating parametric image processing, well before computer graphics. His works, roots of a past that is still contemporary, intertwine with Giuseppe's art in a harmony between tradition and innovation, symbolising the history of Pasqua.

## CHAPTER «L'eredità del domani»

The artist reworks these iconic techniques from historical images of the Pasqua family, creating a bridge between past and present. Family photographs and moments of production merge with new processes, reflecting the continuous balance between history and innovation, just like the Pasqua wine.

# Enzo Ragazzini

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## Biography

Enzo Ragazzini was born in Rome in 1934. He embarked on his career at the end of the 1950s exploring visual perception and optical phenomena and established himself as a pioneer of optical art. He produced photographic images for Gae Aulenti and Carlo Aymonino for the Milan Triennale in 1963 and he held a solo show at the Libreria Einaudi in Rome dedicated to optical art in 1965. Between 1965 and 1975 he lived in London where, in 1969, he took part in an exhibition with Don McCullin and Tony Ray-Jones at the Institute of Contemporary Arts and then worked on *The Beatles Illustrated Lyrics*. In 1972 he exhibited at the Venice Biennale in the British Pavilion. Back in Italy in 1975, he collaborated with *Civiltà delle Macchine*, the *Touring Club Italiano* and numerous companies including Olivetti, Iveco, IRI and Ansaldo. His works have been exhibited at prestigious museums and institutions such as Modern Art Oxford, MACRO in Rome and the International Centre of Photography in New York.

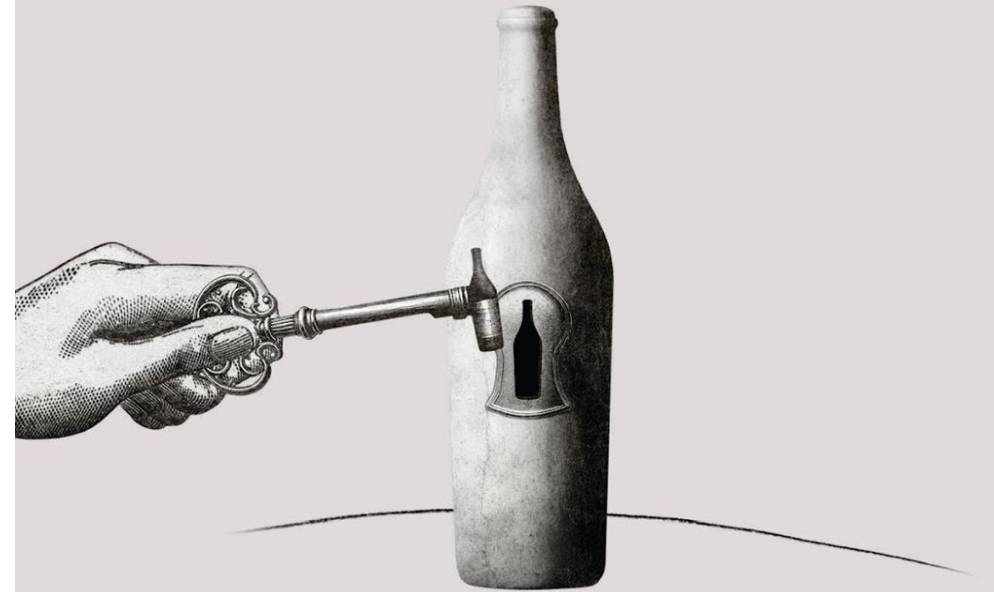


PASQUA

PASQUA

# Ode al futuro

**CINQUE VINI. CINQUE ARTISTI.**



Rizzoli

# Author Filippo Bologna

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Filippo Bologna explores writing as a territory to be reinvented, playing with styles and languages to give voice to ever-changing stories. Using his sophisticated and ironic narrative approach, he has structured a tale in five chapters, each with its own stylistic identity, reflecting the spirit of research and experimentation that defines Pasqua and its winemaking style.

## DIFFERENT WRITING APPROACHES IN THE 5 CHAPTERS

Each chapter was conceived following a specific creative idea, drawing inspiration from the method and the essence of the wine it narrates.

- For *11 Minutes* the focus was on the **relationship with time**, investigating the depth of those fleeting but meaningful moments, like the 11 minutes of skin contact that define the essence and identity of that wine.
- With *Hey French*, the multi-year approach has become **a metaphor and a tool for daring textual combinatorics**, thus showing how the art of blending requires refinement and balance to achieve perfection.
- With *Mai Dire Mai*, the lively genesis of wine lent itself to **a cinema-like tale**: Filippo therefore adopted the language of the screenplay to tell a compelling story of vision, passion and courage.
- Instead, *Cecilia Beretta*, comes to life through **an imaginary epistolary**, an apocryphal text that turns writing into a time machine, giving voice to a captivating and timeless female character.
- The transformation of the Italian family and society over a century is recounted with *Famiglia Pasqua*, starting from a family epic.



## BIOGRAPHY

*Filippo Bologna* was born in Tuscany in 1978. He graduated in Communication Sciences in Siena and then moved to Rome. His debut novel, *Come ho perso la guerra* (How I Lost the War) was a finalist at the 2009 Premio Strega and won the Premio Bagutta Opera Prima and the Premio Fiesole. His second book, *I pappagalli* (The Parrots), published in the UK by Pushkin Press and listed among the 2013 Books of the Year by the Financial Times. His screenplay *Peretti Sconosciuti* (Perfect Strangers) was acclaimed by critics and a box office success for which he won the David di Donatello for Best Screenplay and Best Screenplay at the 2016 Tribeca Film Festival.



# Creative Director Marco Cisaria - Foll.ia

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**Foll.ia** is a space-focused design and creative production studio working on complex projects with technology often at the core, but concealed, and emotions as the ultimate goal of the experience.

Driven by the idea that play, and research are essential tools for exploration, Foll.ia applies the narrative language of performance to the design of spaces conceptualised as dynamic and constantly evolving entities.

A central focus of his creations is always the public, no longer passive spectators but active participants in the experience, in a constant interaction between individual perception and collective interaction.



## BIOGRAPHY

**Marco Cisaria** Marco is a creative director and creative producer specialised in the production of artistic projects where experience is linked to space and to the transformation of a place. After an experience at Balich Wonder Studio, he founded Foll.ia, which deals with the design and production of immersive environments, art installations and museum experiences. A lover of technology as a medium, he prefers the analogue nature of experience. Human emotion is like a chemical reaction that must be sought after and above all must be real.

His main focus since 2018 has been on real time phygital experiences, where environment and human perception intertwine in a purely analogue environment. He loves things that look like something... but are something else. Playing is a grown-up thing.

PASQUA  
HOUSE OF THE UNCONVENTIONAL

THE FIRST 100 YEARS

