

STORY



David LaChapelle with Beatrice Panerai

# ROCCA DI FRASSINELLO:

## 10th HARVEST ACCORDING TO DAVID LACHAPELLE

Rocca di Frassinello, unveiled offi  
Renzo Piano, in the heart of Maremma in Tuscany, 500 hectares  
of which 80 already wine growing, half Sangiovese and half  
Cabernet Sauvignon, Merlot, Syrah and Vermentino, for 6 labels of  
the best of Italy-France. Poggio alla Guardia earned a vote of  
92/100 from James Suckling, Le Sughere di Frassinello, amongst  
the best 100 wines in the world according to Wine Spectator.

## STORY



**R**occa di Frassinello the top label, was awarded the cover of Wine Spectator, receiving a prize with 13 Bicchieri from Gambero Rosso and again a 90/100 according to Antonio Galloni; Baffo Nero, a grand Merlot in purity and offic judged as best Italian red wine by Luca Maroni; included among the “Legendary Wines” of Wine Spectator and also receiving various prizes with 13 Bicchieri from Gambero Rosso.

A special collaboration between Rocca di Frassinello, born from the joint venture between Castellare di Castellina and Domaines Barons de Rothschild, and David LaChapelle, master of beauty and communication, Canadian of Lithuanian descent, apprentice of Andy Warhol.

Having just returned from the trip to Tuscany, to his studio in Los Angeles, the inspiration, for the Fellini of photography author of a contemporary mythology, was immediate: “I must absolutely

express, in an image, the respect for wine and its history, humility and the search for perfection, the same of making art, that I felt amongst the people at work in Rocca di Frassinello” — says LaChapelle, who strongly wanted the cooperation with the estate, sustaining the organic spirit of making wine, of listening and cultivating the Tuscan legacy, DNA of the land and of culture, that according to him, must be the way to the future, for a true Renaissance.

This is how Rapture of the Grape was born. The artwork by LaChapelle, inspired by the winery designed by Renzo Piano, in total creative freedom, for an exchange in nature between the artist’s talent and the wines, in celebration of the first 10 Harvests of the Maremma’s estate.

On permanent exhibition at the winery, Rapture of the Grape is a harvest romance, with Maremma’s bright and intense nuances, for an ecstasy of the grape, between vine and spirit, in ode to wine, that saves and enlightens like art, and

the divine. Revolutionary also in the process, revisiting LaChapelle’s 1980’s experimentation, the artwork goes back to the analog format, which evokes the slow rhythm of wine making, through the splicing of color negatives, echo of the oenologist’s grapes’ cutting, to be held together with tape and hand painted, into a final collage, alluding to Rocca di Frassinello’s blend. Strongly wanted by LaChapelle, the detail of tape, that frames the artwork, is distinctive of the artist’s hands. For the Labels’ Limited Edition, recalling churches’ stained glass, the bottle becomes the canvas, colored and animated by the romance of Rapture of the Grape, through the blending of the black settings, achieved by the artist’s mastery of technique and vision.

Paolo Panerai, Chairman and owner of the estate born from the joint venture with the most prestigious French brand: “Rocca di Frassinello, up there, where Renzo Piano chose with free hand to place a winery that wants not to be a monument nor to

## STORY



wine nor to its owner, yet has its roots in the land where the most important Etruscan necropolis after Vetulonia is. And it is the caretaker of the extraordinary art of those that eight centuries ago cultivated the vines. That mastery of the Dionysian cortège on great vases, now interact with the art of David, exalting the quality of the wine that has already reached the top of the reviews”.

To enhance the identity of Rocca di Frassinello, as fortress of excellence, of creativity and culture, through concepts that are born from «the bottle», ad hoc, in a blend with the wine of the estate, David LaChapelle chose the talented American choreographer and narrator John Byrne to produce an inedited dialogue between various forms of art, in ode to wine

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