

A STORY THAT CONTINUES: VIETTI AND ART

*The Vietti family has always had a great passion for art in all its forms. This has found its natural expression through the creation of artistic labels that have always represented the distinctive feature of the company. Since 2007, alongside the already known Author's Labels, **Author's Posters** have also been born.*

The idea and creation of the Author's Posters are an important evolution within the communicative heritage of Vietti. Born almost as a joke, with the intention of creating something funny, it will turn out to be the beginning of a journey that will see the creation of graphic works representative of some of the most important artistic trends of the 1900s. Not only more labels for bottles, therefore, but something wider that symbolically celebrates the most important event of the year: The Harvest.

The graphic art, which has always been well married to artisan production, has favoured the appearance, since the late 1800s, of **beautiful and original advertising posters**, today considered as other significant artworks by a large part of the collectors' movement. The intention of this important project was to revive the typographical "fonts" of the time that, with the advent of digitization, had been lost.

For this reason, **Elena and Luca**, with the prestigious collaboration of a well-known Alba artist, **Bruno Sacchetto**, inspired by the American Pop Art of the 1960s, with humility and irony decided to create their own exclusive "**Vintage Posters Collection**".

Art, like wine, is an infinite, intriguing, engaging world from which you never stop learning. The aim of combining these works with the harvests of Vietti, is to recover an illustrious graphic tradition that will allow younger generations who have not lived and known these representations, to discover an important aspect of our history, not only artistic but also social.

Our latest release:

2014 VINTAGE POSTER

inspired by an extraordinary artist: **Renè Magritte.**



How can I collect Vietti Vintage Posters?

For us Vintage Posters represent an artistic expression, a free interpretation, a moment of beauty and pleasure. This important project is also linked to an interesting initiative.

Our way of making art is translated into **social sensitivity** as well.

For this reason, the only way to receive a Vietti Poster is to donate a minimum contribution to **an ONLUS association** that you like. After payment receipt, the company will take care of the shipment of the desired Poster.

A simple gesture, without boundaries, which sometimes goes beyond reality and which perfectly espouses our conception of life and art.

Dama e luce, Amadeo Vietti