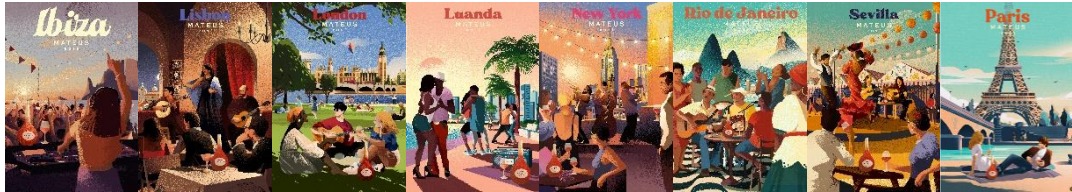


## Marianna Tomaselli Depicts Mateus Rosé Around the World With 14 Unique Illustrations



These illustrations will be exhibited from 20 to 27 November at the Mateus Hotel in Lisbon.

**21 November 2024** – Italian illustrator Marianna Tomaselli has joined hands with Mateus Rosé to present an artistic collection celebrating the essence of 14 iconic cities where Mateus Rosé stands as a symbol of celebration. From 20 to 27 November, the Mateus Hotel in Lisbon will host this exhibition, offering visitors and guests an experience delving into the vibrant world of Mateus Rosé.

These illustrations capture the spirit of emblematic cities such as Berlin, Lisbon, New York, Seville, and Sydney, among others, showcasing Mateus Rosé as a symbol of sharing, togetherness, and celebration. Each work reflects a single city's unique identity through colors and details evoking the atmosphere and culture of these locations. This artistic project between Tomaselli and Mateus Rosé is inspired by shared values such as happiness, friendship, and discovering new cultures – themes that resonate deeply with the brand's essence.

*"Working with Mateus Rosé is like exploring the world through art,"* says Marianna Tomaselli. *"Each illustration is a window into different cultures and celebrations, and with an iconic brand like Mateus Rosé, I wanted to create a visual tribute to the joy of travelling and sharing unforgettable moments."*

Filipe Gonçalves, Chief Marketing Officer at Sogrape, reflects: *"Our collaboration with Marianna Tomaselli began with the celebration of Mateus Rosé's 80<sup>th</sup> anniversary and naturally developed into this exhibition, which has become truly special. The realm of travelling has always been a major inspiration for the brand, and these illustrations are the living expression of that. When these works were included in the Mateus Hotel, our guest's warm reception inspired us to expand this project into an exhibition honoring the artistic expression and reaffirming Mateus's*

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# MATEUS

## ROSÉ

*commitment to creating experiences that transcend wine, while celebrating art and the connections between people. We're thrilled with what we have achieved with this collection, as well as excited to share it with the public."*

"Mateus World by Marianna Tomaselli" will be in exhibition from 20 to 27 November at the Mateus Hotel in Lisbon, where each work invites the audience to plunge into an immersive atmosphere of celebration and to appreciate the art of "living life" with Mateus Rosé.

### About Mateus

Mateus was born in 1942 from the visionary idea of a man ahead of his time – Fernando Van Zeller Guedes, founder of Sogrape – who created a rosé wine launched in a bottle inspired by the flasks worn by soldiers in World War I.

From Portugal to the world, Mateus quickly became a global reference, with the premise of consistent quality in its wines. More than 75 years later, Mateus continues to believe in the reinvention of the rosé category, offering refreshing and fruity wines, and promoting a variety of easy-to-drink experiences – Rosé all day.

Present in over 120 markets, the brand seeks to attract new consumers worldwide and make Mateus a love brand once again!

### Marianna Tomaselli

Marianna is an illustrator, animation director, and visual artist who began her career as a visual designer for a fashion brand. After a few years, she became an art director at a creative studio in Milan, where she explored all forms of visual communication, especially motion design and video. In 2018, she transitioned to freelance work and started working with several companies, clients, and international agencies. Her illustrations were showcased in advertising, books, magazines, and newspapers such as The Washington Post, Apple, The New York Times, Adobe, NBA, Nike, Campari, Ferrero, Findus, JDE, Disney, and Marriott, among many others. She has spoken at numerous design festivals and events, including OFFF in Barcelona, Le Book in Berlin, Design Village in Ukraine, a workshop at the Italian Embassy in Zimbabwe, and a workshop at Apple in Milan. Marianna's works explore the dimensions of irony, humor, and a certain melancholy that refines some of her illustrations. Her style is characterized by bold, almost angular brushstrokes, a broad scenic design, and extensive use of transparent elements. Through her illustrations, she creates a mirror image of her own soul: ironic, contemporary, and always in search of something new.

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