



LA PETTEGOLA

VERMENTINO

2023

Toscana

IGT

BANFI

LIMITED EDITION 2024 BY EMILIANO PONZI



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The concept behind the label I created for La Pettegola is that of word of mouth, light gossip, broken telephone game. The first subject receives the “gossip” and reports it to the second, in an infinite loop. I like to think that each person portrayed in my artwork becomes aware not so much of a gossip, but of an intimate confidence whispered in the ear, perhaps after a couple of glasses of Vermentino. And it is precisely the “Pettegola”, the real one, who chirps it first.

EMILIANO PONZI

WHEN WINE MEETS ART

The pursuit of beauty has been tied to the history of Banfi since its foundation, when the Mariani brothers fell in love with the rolling hills of Tuscany and the colors of this wonderful landscape and created the splendid estate in Montalcino. Charm and elegance are found today in the Banfi wines, in a balance which verges on a work of art.

Banfi is drawn to design by esthetics, in an affiliation that is growing stronger by the year, thanks to the collaboration with artists and designers of international fame.

LIMITED EDITION ART LABEL

Banfi surprises again with the 2024 Limited Edition of La Pettegola, offering a label created by the award-winning Italian artist Emiliano Ponzi. The circularity of communication is at the center of Ponzi's artwork, who imagined La Pettegola as a voice, a secret (but not too secret) confidence whispered from ear to ear endlessly.

It all takes place under the curious and slightly mocking gaze of the real redshank (pettegola in Italian), the little bird that gives its name to Vermentino Banfi, which this year we find in three different positions within the illustration: three limited editions in one. It is a conversation tinged with magenta, the details of which fade just like the words whispered between one subject and another.

What will be the secret? This year too, the Limited Edition of La Pettegola comes to life thanks to augmented reality: just frame the label with the Banfi Experience app to find out. Or not?

THE WINE

LA PETTEGOLA



Straw yellow Vermentino with greenish reflections. The nose expresses a beautiful aromatic scent: there are hints of citrus, white flowers and tropical fruit. On the palate it is intense and persistent, with a fresh and pleasantly fruity finish. A strong and drinkable wine, which is characterized by the deep bond with the territory where it is born, which is revealed in the glass thanks to the set of aromas and flavors that bring to mind the sunny days of the Tuscan coast.

THE ARTIST

EMILIANO PONZI



Emiliano Ponzi is an Italian illustrator, visual artist and author based in New York. He works for publishing, advertising and fashion. Among his clients: Apple, The New York Times, New Yorker, Le Monde, Moma NY, Louis Vuitton, Martini, Pirelli, La Repubblica, Airbnb, Bulgari. He has won numerous awards: gold and silver medals at the Society of Illustrators of New York, The Golden Cube at ADC New York, IDA design Award, MGIP Award.

He has written and illustrated four books: “The Journey of the Penguin,” “The Great New York Subway Map,” “American West” and “Chronicles from the Red Zone.”

He has exhibited in numerous personal and collective exhibitions: “In Principio era la fine” at Marco Rossi Artecontemporanea Milan, Turin, Verona, Pietrasanta, “the Dreamer” Sun Ke Villa, Shanghai, Permanent Collection of the “Farnesina” Foreign Ministry (Rome) (Rome), Open File Shanghai (China), Triennale di Milano, 7 gallery (The New York Times, New York), Italian Consulate in New York, Museum de Arte Moderna da Bahia (Brazil).

Download the Banfi Experience app, frame the Limited Edition bottle and watch it come to life with augmented reality.



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