

Cent'anni della Famiglia Nonino

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by *Paola Zonca*

At the Milan Triennial an exhibition of masterly posters and objects made for the famous Nonino distillery.

CULTURE AND GOOD GRAPPA MEAN 30 YEARS OF PASSION

You say Nonino, and you don't only think about the historical company that was able to turn grappa, a poor product of Friuli's land, into a refined product well known all over the world. Nonino is also synonymous of a big family and culture, and it is sufficient to have a look at the exhibition "Story of a passion: thirty years of Monovitigno Nonino", organized at the Triennale (today the inauguration and tomorrow the opening to the public), to become aware of the strict relation the descendants of the founder of the distillery, Benito and his wife Giannola, have established with many prestigious Italian and international artists. You walk around the room and you find the wall poster that Bruno Munari created by reproducing the Nonino symbol 25 times, the mural photo that Aldo Ballo shot in 1975, the images that witness the importance acquired by the Nonino Literary Prize in almost thirty years, the very beautiful genealogic tree and the 37 tables designed by Altan for the book *Ben, Noah's fourth Son*, who set the birth of grappa in a biblical time. And then the family photograph by Oliviero Toscani, the collection of the bottles created by the most important glass masters, from Venini to Baccarat and Riedel, finally the project of the five artisan distilleries which are being built in Ronchi di Percoto, where the founder of the family, Orazio, worked as a "sotàn" (labourer).

Giannola, the unquestioned queen of the company (Gianni Brera called her "Our Lady of grappa") tells with the same passion the secrets of the art of distillation, which she learned from her husband, and from the meetings with very important people as Jorge Amado, Leopold Senghor, Claude Levi-Strauss, Peter Brook, and Claudio Abbado. "Giving the Prize to Amado seemed a desperate job, because he refused to fly – she says – I never lost my faith and I called him, speaking in my dialect. And, on the other side, I heard a female voice that answered: "I am Zelia, Jorge's wife, and I am from Pieve di Cadore". Relations of friendship and esteem that have strengthened, as the one with Altan, the designer. "He is a true friend – Giannola explains – an exceptional man: with one word he conquers you, with one word he can kill you, so pungent his irony is". The future of the company is now assigned to Giannola and Benito's three daughters, Cristina, Antonella and Elisabetta, and to the grandchildren, five girls and a boy. Giannola jokes: "We can say that their first word was not 'mamma', but 'grappa Nonino'. A good connoisseur can be recognized ever since he/she is young".