



since 1975

# PREMIO NONINO

FOR THE ENHANCEMENT OF RURAL CIVILIZATION

## PRESS RELEASE

### NONINO PRIZE 50 PARIS OVER FIFTY YEARS FOR THE PROMOTION OF RURAL CIVILIZATION

**Antonio Calbi**, director of the Italian Institute of Culture in Paris, and **Giannola Nonino**, president of Nonino Distillatori, with **Antonella, Cristina and Elisabetta Nonino**, on **Monday 11<sup>th</sup> May 2026 at 18:00 (6 pm)** at the **Italian Institute of Culture in Paris** - Hôtel de Galliffet, rue de Varenne - are celebrating the **Fiftieth anniversary of the Nonino Prize** with an exceptional event, honoring **the values that have inspired and guided it for over half a century.**

The event will be held in the presence of prestigious personalities from the intellectual and artistic world, including **Adonis** Syrian poet, Nonino Prize 1999, **Suad Amiry** Palestinian architect, Nonino Prize 2014, **Dominique de Villepin** French diplomat and writer, Nonino Prize 2025, **Jorie Graham** American poet, Nonino Prize 2013, **Amin Maalouf** French-Lebanese writer, Nonino Prize 1998, **Ariane Mnouchkine** French director, Nonino Prize 2015, **Edgar Morin** philosopher, Nonino Prize 2004, **Silvia Pérez-Vitoria** sociologist and economist, Nonino Prize 2009, and many friends.

An international meeting and communication moment to explore issues regarding respect for the earth and humanity in a constantly evolving world.

The **Nonino Rist d'Aur Prize – Gold Vine-shoot**, born as an act of love towards their land, is a cultural initiative that over the years has told the story of the Noninos, connecting it to tradition and innovation. **Established in 1975 by Giannola and Benito**, with the aim of “stimulating, awarding and obtaining official recognition for the ancient native Friulian vines in danger of extinction”, and for the promotion of rural civilization and its fruits, **“over the decades the Prize has established itself as an international reference, rewarding leading figures in contemporary thought and creativity” and anticipating the choices of Nobel Prize winners six times.** It has succeeded in conveying, with an authentic message, the values of quality, respect for the land, for people, and for craftsmanship, always with an eye to the future: the founding values of the Nonino Family.

The event will feature a preview of the volume edited by Antonella Nonino, which celebrates the golden anniversary of Grappa and Culture, and brings together texts and images to retrace fifty years of the Prize and commemorate the personalities who have joined the Great Family of the Prize starting with the first drop of Grappa Monovitigno® Picolit, the Nonino revolution, which gave birth to it all. From Ermanno Olmi to Leonardo Sciascia, Mario Soldati, Claude Lévi-Strauss, Peter Brook, Jorge Amado, Claudio Abbado, V.S. Naipaul, Chimamanda Ngozi Adichie and Giorgio Parisi, all the way to the 2025 prize winners and the current jury members, including Antonio Damasio, Adonis, Suad Amiry, John Banville, Luca Cendali, Mauro Ceruti, Jorie Graham, Amin Maalouf, Claudio Magris, Norman Manea, and Edgar Morin.

The meeting will be followed by a toast with Grappa and Amaro Nonino Quintessentia® cocktails, accompanied by delicacies prepared for the occasion by Cova Montenapoleone 1817 - Paris.

## HISTORY OF THE NONINO PRIZE

**December 1, 1973**, Benito and Giannola revolutionize the way of producing and introducing Grappa in Italy and all over the world: they create Monovitigno® Nonino, distilling the pomace of the Picolit grapes separately. **In 1975**, researching for the ancient native Friulian vine varieties to distill their pomace, Benito and Giannola discover that the most representative ones — Schioppettino, Pignolo, Tazzelenghe and Fumat (later joined by Ribolla Gialla in purity) — are on the verge of extinction, as their cultivation is prohibited. **November 29**, with the aim of “stimulating, rewarding, and having the ancient native Friulian vine varieties officially recognized”, thus preserving the biodiversity of the territory, they establish the Nonino Risit d’Aur Prize – Gold Vine-shoot. **In 1977**, with the aim of highlighting the enduring relevance of the Rural Civilization, the Nonino Risit d’Aur Prize is joined by the Nonino Prize for Literature, which from 1984 onwards will be completed with the International Section, anticipating six Nobel Prize winners over the years. **January 25, 1997**, at the 22<sup>nd</sup> edition of the Nonino Prize, Altan’s book “Ben, Noah’s Fourth Son” is presented, it is a graphic novel that tells the saga of the Nonino family. **January 29, 2000**, the Mahler Chamber Orchestra conducted by Claudio Abbado holds a concert to celebrate the 25<sup>th</sup> anniversary of the Nonino Prize. **January 30, 2010**, following Claudio Abbado’s suggestion, the Nonino Risit d’Aur Prize is awarded to the Manos Blancas Choir of Venezuela, a choir where children and adolescents with all kinds of disabilities interact, integrating with orchestras and choirs. **June 14, 2010**, the Nonino family establishes the Manos Blancas Choir of Friuli in honor of Claudio Abbado; it is the first Manos Blancas Choir to be founded outside of Venezuela.

**January 25, 2025** Fifty years since the Institution of the Nonino Prize, dedicated to Benito Nonino. **January 2026** The Nonino Prize becomes biennial and more international: a new era for excellence. The Nonino Prize relaunches, it increases its international dimension, it becomes biennial and establishes dialogues and events in the most important European and World institutions in the name of Benito Nonino (1933-2024) and of the recognized excellence that the brand has always symbolized and exported.

### THE NONINO PRIZE HAS ANTICIPATED THE CHOICES OF THE NOBEL PRIZE WINNERS SIX TIMES:

**Rigoberta Menchù** (Nonino Prize 1988, Nobel Prize 1992)

**V.S. Naipaul** (Nonino Prize 1993, Nobel Prize 2001)

**Tomas Tranströmer** (Nonino Prize 2004, Nobel Prize 2011)

**Mo Yan** (Nonino Prize 2005, Nobel Prize 2012)

**Peter Higgs** (Nonino Prize 2013, Nobel Prize 2013)

**Giorgio Parisi** (Nonino Prize 2005, Nobel Prize 2021)