

insider

M A G A Z I N E

South Africa



DI MEO, THE ART OF WINE

by Anna Barbato



Vineyards

The wonderful hills of Salza Irpina, in the province of Avellino, are graced with the presence of the 'Di Meo' estate, which specializes in the production of wines (white, red, rosé and sparkling) and of grappa, brandy and ratafià.

The estate devotes meticulous attention to every phase of production, from caring for the vineyards to harvesting the grapes, which still takes place exclusively by hand, while the most advanced technologies are used in the vinification processes.

At the helm of this successful estate are the Di Meo brothers, Generoso, who sees to its promotion in Italy and abroad,

and oenologist Roberto, who is responsible for management. Besides the high quality of production, one of the aspects that distinguishes 'Di Meo is the particular attention devoted to the territory, focusing on the defence of the old autochthonous grape varieties and, at the same time, the valorisation of wines which symbolise the oenological history of Irpinia, from Fiano di Avellino to Greco di Tufo and the red wine Taurasi.

The defence and promotion of these specialities are pursued tenaciously by the Di Meo brothers, particularly Generoso, who, with his innate creativity and refinement, has not only implemented the company mission over the years, but has



Di Meo bottles



Generoso and Roberto Di Meo





The Estate



The cellar

also succeeded in advancing a series of unique enterprises, creating a solid and happy combination between winemaking and the world of art and culture.

In particular, through founding the 'Di Meo: vino Ad Arte' cultural association, the beautiful eighteenth-century farmhouse owned by the Di Meo family, around which hectares of land and vineyards revolve, has been transformed into a busy cultural centre; a wonderful setting into which

intellectuals, artists and writers are welcomed.

Furthermore, an annual appointment for the past thirteen years has been the 'Di Meo Calendar,' which has now become a status-symbol, created by internationally acclaimed artists and characterised by the fact that it is based on a different theme every year, always with an attentive and sensitive eye on the world around us.

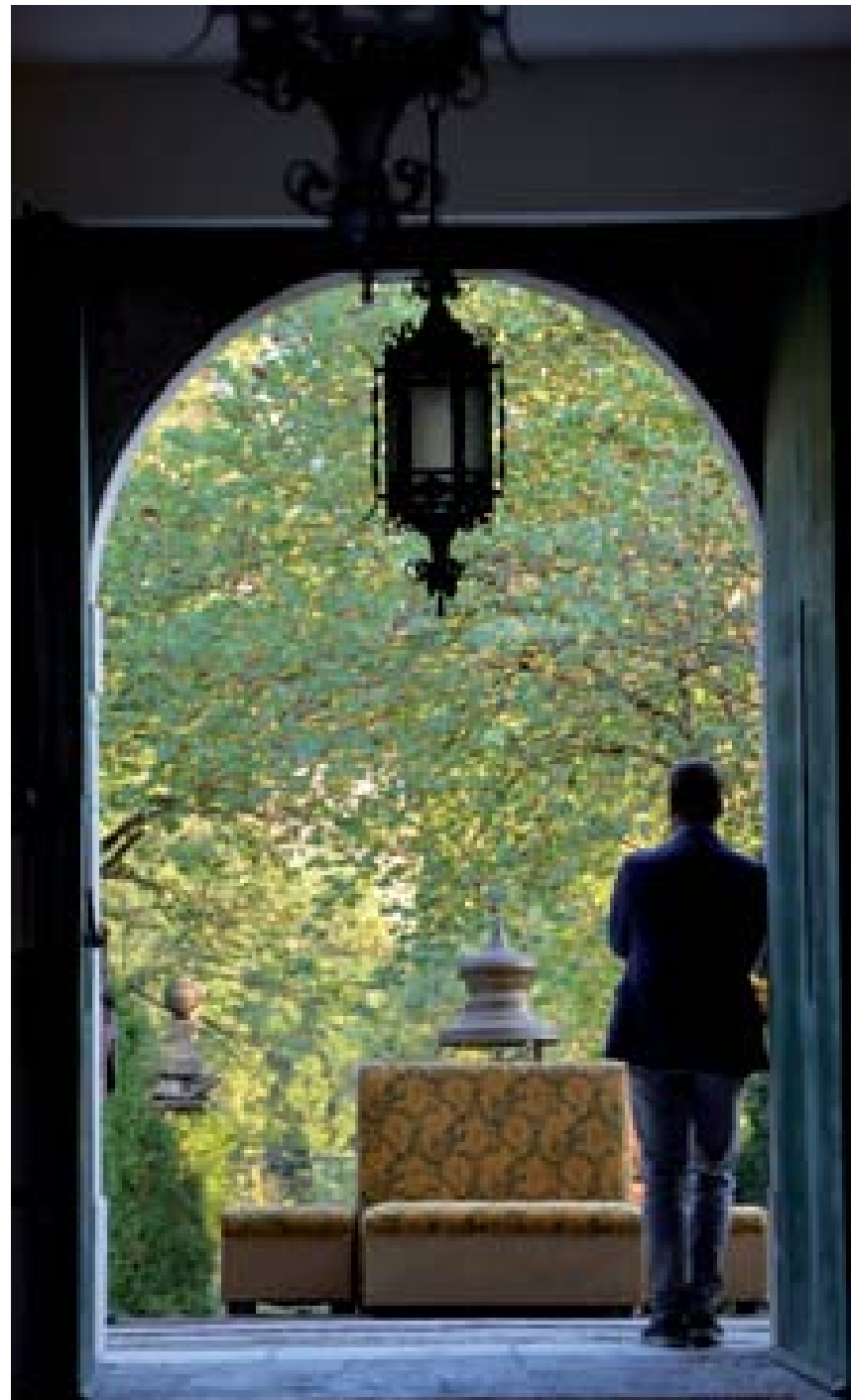
The 2013 calendar, for example, by photographer Massimo



Interior of the Estate



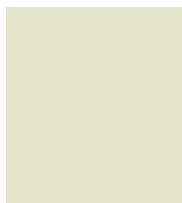
Dining room



Atrium of the Estate

Listri, was dedicated to the immense artistic heritage of the city of Naples, with twelve shots depicting some of its most beautiful churches, with the aim of launching a strong message in defence of great artistic masterpieces. The 2012 edition, dedicated to Germany in the 1920s and 1930s, consisted of twelve beautiful photos of iconic men and women of the time, among them Marlene Dietrich, Bertolt Brecht and Albert Einstein.

These calendars are increasingly sought-after. The launches entail exclusive and original parties, held in a different city every year, in dreamlike locations (from the Capodimonte Museum in Naples, via Berlin's Tempelhof airport, to the luxurious Kadir Palace in Marrakech and the National Museum in Warsaw) and attended by VIPs from the artistic, cultural, political and diplomatic worlds all over the globe. Generoso Di Meo is a constantly active 'volcano' who,



Calendar 2015 - March



Calendar 2015 - August



Calendar 2015 - September

thanks to a marked sensitivity towards every form of art and culture, together with an innate ability to relate to people, has succeeded in just a few years in creating a close network of relationships in Italy and abroad. This has made the family business not only a perfect example of Italian and international entrepreneurial excellence, but also a point of reference within the broader artistic-social-cultural panorama. A modern-day patron of the arts, Generoso Di Meo is

distinguished by a natural munificence and nobility, so much so that we would have to believe that he could not possibly have been given a more appropriate name. For Generoso and his remarkable family, art, in all its forms, takes on an essential role in the existence of each and every one of us. And in this case, the words of the great playwright, Bertolt Brecht, are particularly true: 'All artforms are in the service of the greatest of all arts: the art of living' ♦

Italy