

## ***Nel paesaggio – In the Landscape***

*Novi Ligure, 21<sup>st</sup> May 2013*

The **Fondazione La Raia – arte cultura territorio** was created with the aim of promoting critical reflections on the landscape, through contributions from various fields of study.

Its first project is entitled ***Nel paesaggio***. Here, artists, philosophers, landscapers, photographers and architects are invited to come and experience the vineyards, fields and woodlands of *La Raia*, right in the heart of the Gavi hills, and – through their contributions and artworks – to offer scope for new knowledge and new aspects of identity. In this way, the landscape, along with the interventions made upon it, may become the basis of a new experience: one to be shared.

The Foundation will develop themes in keeping with the approach adopted by the Rossi Cairo family over the last 10 years: working in harmony with the environment, respecting the life cycles of nature, and valorising the work of those who live here and interface with the environment around them. This has meant not only striving to achieve an excellent quality of wine production, or reappraising ancient cereal strains, but also investing in educational and pedagogical projects bound up in the Steiner school run by the cultural association *Intorno al melo*.

On **Saturday 22<sup>nd</sup> June**, the *Fondazione La Raia* will stage the first event of the project entitled *Nel paesaggio*, inaugurating three permanent works by **Remo Salvadori**, an artist of International standing, capable of tracing those harmonic cycles in which all the primary elements interact.

*Nel momento*, a vertical installation of 16 elements in tin on the southern face of the house; *Sabato piantare il cipresso...*, along the main pathway leading across the estate, made of marble, water and natural essences; and *Continuo infinito presente*, a never-ending ring of steel cables, which will be created in the presence of the guests on the day of the opening.

In the notebook ***Dialogo tra Remo Salvadori e Elio Franzini***, curated by Matilde Marzotto Caotorta and published by *Corraini Edizioni*, Remo Salvadori's key themes dialogue with the reflections offered by Elio Franzini, professor of Aesthetics at Milan University. This original contribution brings to light a fascinating reading of the relationship between art and our own interpretation of nature.

*“Through the Nel paesaggio project”* states Irene Crocco, artistic director of the *Fondazione La Raia*, *“we are asking what it really means to know and experience the landscape. We want to set out on a path of discovery and interpretation of a territory and of a specific place, La Raia, chosen by the Rossi Cairo family, who have greatly characterised it thanks to their search for harmony in all its various dimensions. Today, the interventions offered by Remo Salvadori and the reflections of Elio Franzini invite us to undertake a new and highly involving experience, yet within a familiar landscape. Also in the future, La Raia aspires to constitute a place for meeting, stimulation and reflection, open to unprecedented experiences both on a national and international level.”*

*Nel paesaggio* is a project created by Irene Crocco and the *Fondazione La Raia*, with the collaboration of Matilde Marzotto Caotorta and the support of the Town Council of Novi Ligure.

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**La Raia – Biodynamic Farm**  
**Strada Monterotondo 79**  
**15067 Novi Ligure (Province of Alessandria)**

**PROGRAMME**

**11 am**

Presentation of the *Fondazione La Raia* and the project entitled *Nel paesaggio*, with Giorgio Rossi Cairo, President of the *Fondazione La Raia*, Irene Crocco, Remo Salvadori, Elio Franzini and Matilde Marzotto Caotorta.

**12 pm**

Start of the creation of the work entitled *Continuo infinito presente*.

**1 pm**

Lunch

Followed by an invitation to take a short walk to visit the works: *Nel momento* and *Sabato piantare il cipresso...*

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**Google Maps: Biodynamic Farm 'La Raia'**