



LA RAIA

A FARM WITH A UNIQUE ECOSYSTEM

La Raia is a biodynamic farm located in the Novi Ligure and Gavi (Alessandria) municipalities, in the heart of the Gavi hills. The area has a very ancient wine tradition thanks to its unique microclimate that helps the grape's ripening. The estate is above **200-hectares wide, 65 of which are vineyards**, 60 are arable and the rest is grazing land and chestnut, acacia and elder woods that protect several species of wild animals.

The Rossi Cairo family bought La Raia in 2002 with the aim of recovering and giving value to the original ecosystem through a huge biodynamic intervention project. The **lands and the vineyards** were immediately converted from conventional to biological; a new cellar was built in natural materials; the land rotation was restarted and some ancient plantations such as the einkorn emmer were recovered; rearing at pasture was finally reintroduced. **The vineyards** – some plants are older than seventy – plunge their roots in a marl calcareous land that gives the grape the touch of mineral taste typical of the Cortese wine. Biodynamic farming has allowed the complete recovery of this terroir's peculiarity. As a matter of fact, we chose to use the green manure in the rows, energised cow manure horn that fertilises the land deeply, cowshed manure from the farm, low amounts of mine copper and sulphur spread in some periods of the year, and light machines to work the soil in the rows. Pruning follows the descending moon phase. Nowadays La Raia **produces three types of Gavi D.O.C.G.** – Gavi, Gavi Riserva Vigna Madonnina and Gavi Pisé, that rests on the lees for over 2 years – and **two types of Piemonte D.O.C. Barbera** – Barbera and Barbera Large, which, after an 18-month stay in durmast barriques, continues its ageing process in the bottles. Recently, we have started to produce a Cortese grape **Passito** and a **Black Pinot**.

La Raia turned out to be also a real biodiversity oasis for **bees** and other pollinating insects, that find, as it used to be in the past, a wide variety of nectars and pollens that grant them health and productivity all the year-long. The farm nowadays produces **three organic honeys**: an aromatic early summer wildflower honey, a unique honeydew honey and a single-flower acacia honey.

Sustainability as core value

In March 2021, La Raia acquired 136 kWp of photovoltaic panels (equal to an area of about 700 sqm), for an annual production of approximately 160,000 kWh. The installation is on two out of the three roofs of the winery, while the third was insulated with raw earth in 2003, when the building was renovated with the wall made with the ancient pisé technique by the Austrian

AZIENDA AGRICOLA BIODINAMICA

Società Agricola La Raia s.s.

Strada Monterotondo, 79 - 15067 Novi Ligure - Alessandria - Italia

T +39.0143.743685 F +39.0143.320765 E info@la-raia.it

Partita I.V.A. e C.F. 01998450066 - R.E.A. di Alessandria n° 27552

la-raia.it

architect Martin Rauch. This choice made it possible to avoid an intervention on the surrounding landscape, consistently with the initiatives of conservative and eco-compatible regeneration of the old farmhouses located on the property. The investment in solar energy ensures semi-independence in terms of power consumption for the winery's activities (covering 90% of requirements) and improves the actual carbon footprint of La Raia thanks to reduction of CO2 emissions equal to 85 tons per year. The results are comparable to the effects of planting 1900 trees!

The Waldorf-Steiner School

La Raia estate includes a kindergarten and a **Waldorf-Steiner school**. They were opened by Caterina Rossi Cairo and are managed by the non-profit association *Cascina del Melo*. Nearly 30 children attend them.

Hospitality

Over the years, we have restored various 19th-century farmhouses on the estate, including **Il Borgo**. This charming location will be the new events destination in Gavi from June 2024. In April 2017, **La Locanda** opened in a building that was originally an old post station on the estate. It has twelve rooms, each one different from the others, and offers hospitality to a discerning international clientele who are passionate about nature, food, and wine.

Fondazione La Raia – arte cultura territorio

Finally, on June 21st 2013 **Fondazione La Raia – arte cultura territorio** (La Raia Foundation – art culture territory) was established on the initiative of the Rossi Cairo family, and is currently directed by Ilaria Bonacossa. The Foundation aims at promoting critical reflections on the landscape, through contributions from various fields of study. Artists, philosophers, landscapers, photographers and architects are invited to experience the vineyards, the fields and the woods at La Raia and offer new forms of knowledge and new identities through their contributions and artworks. The first event organised by the Foundation was **Nel Paesaggio** (Into the Landscape), a project devised by Irene Crocco and curated by Matilde Marzotto Caotorta. The artist Remo Salvadori was invited to observe the territory through his artistic gaze, which gave birth to three permanent works: **Nel momento**, a vertical installation made of 16 tin elements, placed on the southern face of the house; **Continuo infinito presente**, a never-ending ring made of steel cables, created in the presence of spectators on the opening day and placed on the northern side of the house; **Sabato piantare il cipresso...**, Remo Salvadori's fourth garden, made of marble, water and medical herbs placed in the vineyards. In September 2014 on a new moon night the permanent work **OUSSER** by Anglo-Korean artist Koo Jeong-A was inaugurated at Borgo Merlassino, inside La Raia estate. In May 2017 a new work was added, **BALES 2014/2017** by the German artist Michael Beutler: six round bales made of coloured plastic. Beutler is famous for

his big sculptures made of simple cheap materials linked to craftsmanship. In the same period the Foundation also supported his work **BOATYARD, 2017**, a small *squero*, a place where small boats are mended, inaugurated during the 57th Venice Biennale, VIVA ARTE VIVA, in the Giardini delle Vergini at the Arsenale. A new artwork in May 2018: **Palazzo delle Api** by the French artist Adrien Missika. It's a bee hotel, a reversed pyramid-shaped sculpture made of luserna, a local grey granite, where bees and other nomad pollinating insects can find shelter. In 2019 Fondazione La Raia, in collaboration with the Piedmont Museum Center and Forte di Gavi, promoted and organized **Il Corsaro Nero e la vendetta del Gavi** by Francesco Jodice. Jodice took pictures of the architecture, landscapes, monuments and wine cellars, going through the dialect stories and the protagonists of the history of Gavi and Novi Ligure. This gave birth to an exhibition, a performance and a permanent installation at La Raia. At Tenuta Cucco, the organic farm at Serralunga d'Alba owned by the Rossi Cairo family, hosted exhibition **BIOMEGA Multiverso** by Cosimo Veneziano, an installation composed of silk-screen printings and embroideries on fabric in dialogue with an original marble borer, an *Ostrinianubilalis* butterfly whose caterpillar is a parasite that destroys corn. In 2021, **Michael Beutler** created a new artwork at La Raia, **Oak Barrel Baroque**: a little shelter becomes a votive temple made with wood beams and staves taken from barriques at the end of their life cycle. Its shape recalls Palladio's architecture and the churches in Italian town squares. May 2023 saw the opening of, **Inventory** by **Tami Izko**, the tenth work commissioned by Fondazione La Raia on its tenth anniversary. Izko put 32 little coloured ceramic sculptures in the cave at the farm's entry, an "inventory" of natural elements and objects of man's work, selected and collected at La Raia. A strong appeal to the value of biodiversity. Finally, **Teresa Giannico** created **Eutieria** inside the cellar: she walked in the estate taking pictures of the fields, the vineyards, the gardens and the riverbanks that are La Raia's vegetable kingdom. With a technique that is the result of numerous steps that drew on the pictures she took, Giannico restores the real Raia landscape in her work, imagined and recomposed at the same time. Just the way our most accurate impressions and memories are. In June 2025, **MOODCLOCK** was inaugurated. This work by Riccardo Previdi is installed on the 17th-century bell tower of San Sebastiano in Borgo, Serralunga d'Alba. The Rossi Cairo family has run Tenuta Cucco here since 2015.

The artworks by Remo Salvadori, Koo Jeong A., Michael Beutler, Adrien Missika, Francesco Jodice, Cosimo Veneziano, Tami Izko and Teresa Giannico **can be admired by appointment**.

Press office Tina Guiducci – ph. +39 335 7295264 - tina@la-raia.it - la-raia.it