

# artexvino=acqua

project by the Association Arte Continua

curated by Vicente Todolí and Antonello Colonna

In 2003 the Associazione Arte Continua widened its field of activities, regarding the launch of the benefaction campaign **artexvino=acqua**. The Charity sale are organized with the aim of building water systems in disadvantaged areas. The identified places are in Brazil, India, Indonesia, Senegal, Israel, Palestine and China.

Funds are raised through sales of an **artexvino=acqua** sets consisting of: a case containing six wines from the province of Siena chosen by chef Antonello Colonna, with labels specially designed by six artists selected by Vicente Todoli, director of the Tate Modern in London; one limited edition portfolio containing six signed and numbered prints by the artists (format 50 x 35 cm); six signed and numbered lithographs of the wine labels (format 66 x 88 cm).

The artists invited to design the labels were: Lothar Baumgarten, Richard Hamilton, Roni Horn, Cildo Meireles, Michelangelo Pistoletto and Gilberto Zorio. The wine producers and wines are: Avignonesi (Vino Nobile di Montepulciano), Castello Banfi (Summus), Il Poggione (Brunello di Montalcino), Castello di Ama (Chianti Classico), Cesani (Luenzo) and Panizzi (Vernaccia Riserva di San Gimignano).

The funds raised during the **artexvino=acqua** evenings go towards the realization of water projects, including the construction and maintenance of cisterns for collecting rainwater, desalination of water, installation of irrigation systems for agricultural and domestic use and the organization of educational programmes to increase awareness about how to make the most of this resource.

The Associazione Arte Continua through the solidarity campaign **artexvino=acqua** has intend 132.500 euro in collaboration with public institutions from different countries. The association has agreed on a number of intervention projects in the ambit of the programme drawn up by the Regione Toscana. The Association participated in the "1,000,000 cisterns in Brazil" campaign, donating 50,000 euro to the Agricultural Association in Campo Alegre de Lurdes, Piauí, for the reprovision of 130 cisterns for collecting rainwater to make it drinkable. In agreement with Regione Toscana and the Fiorello H. LaGuardia Foundation we have started a fundraising programme of 55,000 euros to develop agricultural irrigation systems in the States of Bahia and Alagoas.

Part of the fund was also donated to the population affected by the tsunami in India, with 5,000 euro being given to Tamil Nadu through the Comitato Terre di Siena-Tamil Nadu-Sri Lanka project. A further 5,000 euro were assigned to the Province of Siena's campaign for the Ziguinchor region in Senegal for the construction of water purification systems.

During the special **artexvino=acqua** evening held at the Mechelen Cultural Centre, the association raised 30,000 euro. The aim of this event was to collect money to donate to the Med Cooperation programme agreed between the Regione Toscana and six villages in one of the most critical areas of the globe, three from Palestine and three from Israel.

The charity campaign has been presented in Siena, in London in Mechelen, in Beijing, in Trento' and the association is still continuing its work to raise funds. The project has received the generous support of the publishing house Gli Ori for the printing of the limited edition portfolio and of the Tonutti Tecniche Grafiche S.p.A for the printing of both labels and posters. We are really grateful to the Cultuurcentrum Mechelen for their collaboration. We would also like to express our gratitude to Indesit, especially to Myrta Scatista and Silvia Robertazzi, editor of Case da Abitare.

**The special artexvino=acqua set is on sale for the nominal price of 6,000 €.**

**The crates, portfolios and posters can be reserved at the Association Arte Continua.**

Via del Castello 11; 53037 San Gimignano (SI) tel. +39 0577907157 - fax +39 0577907291

e-mail [info@arteallarte.org](mailto:info@arteallarte.org) - [kathrin@arteallarte.org](mailto:kathrin@arteallarte.org)

**For the deposit – special current account:**

**artexvino=acqua**

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