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From Saturday, 25 October 2025

Artists for Frescobaldi | VII edition

Giulia Cenci and Sunmin Park:

**two new contemporary artworks among the vineyards of CastelGiocondo
explore the relationship between humans and the environment**

A project by **Tiziana Frescobaldi** | Curated by **Ludovico Pratesi**

Among the vineyards of the **CastelGiocondo** Estate, in the heart of Montalcino, the permanent collection of *Artists for Frescobaldi* is enriched by the new works of **Giulia Cenci** (Cortona, 1988) and **Sunmin Park** (Seoul). From different generations and backgrounds, the artists spent a residency period in the Tuscan hills as part of the *Artists for Frescobaldi* project, a *site-specific* commission line conceived by **Marchesi Frescobaldi** to promote contemporary art through a profound dialogue with the territory and the heritage of the **CastelGiocondo Estate** in Montalcino.

From their research, two site-specific installations have emerged, which, starting **Saturday, 25 October 2025**, will become part of the collection of contemporary works enlivening the estate.

The project, conceived by **Tiziana Frescobaldi** and curated by **Ludovico Pratesi**, has for over ten years fostered a dialogue between contemporary art and the history, landscape, and wine-making culture of the region. With the VII edition, *Artists for Frescobaldi* opens for the first time to collaboration with a prestigious Italian museum institution, the **MAO Museo d'Arte Orientale in Turin**, directed by **Davide Quadrio**, confirming the project's mission to engage with international artistic research while weaving new fruitful relationships.

Tiziana Frescobaldi explains: *"The goal of the project since its inception in 2012 has been to create a collection of contemporary art inspired by the CastelGiocondo Estate and, more broadly, by the world of wine and the history of my family. To achieve this, we rely on some of the most interesting voices of our time on an international level, giving them complete creative freedom. We are interested in discovering how artistic language, in all its forms, can interpret and tell the story of the world of wine."*

For the new edition, the participating artists explore the **relationship between humans and the environment** from two different but complementary perspectives. Giulia Cenci plays with the dialogue between natural and artificial elements, creating a sculpture with a complex and hybrid form inspired by the condition of the post-Anthropocene world, while Sunmin Park develops a reflection focused on ecological themes and the multiple relationships between humans, nature, and architecture, conveying the narrative through video, sound, sculpture, and drawing.

The works produced by Giulia Cenci and Sunmin Park are the result of an extended residency at the CastelGiocondo Estate, where the artists were able to explore the nature and vineyard landscape, drawing visual and conceptual inspirations. Completing the residency experience is the creation of an **artist's label** for a limited series of magnums of Ripe al Convento wine, Brunello di Montalcino Riserva from the CastelGiocondo Estate.

Ludovico Pratesi, curator of the project, explains: *"The seventh edition of Artists for Frescobaldi involves two artists from different generations, the Korean Sunmin Park and the Italian Giulia Cenci, both sensitive to*

ARTISTIPER FRESCOBALDI

CASTELGIOCONDO

ecological themes but interpreted through different perspectives and techniques. We are delighted to work with Sunmin and Giulia, who will be able to draw inspiration from the genius loci of the CastelGiocondo Estate to create permanent works with a strong impact, both formally and conceptually."

The works of the VII edition: Giulia Cenci and Sunmin Park

Giulia Cenci's work, placed in the estate's garden, is a sculpture with biomorphic forms inspired by anatomy and the way vine plants develop on vineyard trellises.

Small Flower grows like a muscular body along an artificial element, part of an old frame from an animal transport crate, which supports its structure and evokes the stakes used to guide vine plants. Made of aluminum and scrap iron, the sculpture grows from the bottom up, eventually taking on the shapes of human faces and animal features. With its ambiguous forms, Giulia Cenci's sculpture stands out as a fantastic and surreal element within the reassuring harmony of the surrounding landscape.

The Korean artist **Sunmin Park** narrows her focus to the details of the CastelGiocondo landscape and creates an installation composed of a video, a sculpture, and a drawing displayed inside the estate, accompanied by a musical composition produced for the occasion by Bojan Vuletic. In a close dialogue, Park and Vuletic explore, through the video, the abstract materiality of a natural element and, through sound, guide the viewer to imagine more concrete forms.

The video **Pale Pink Universe** is composed of three parts: beginning with the image of a drop of wine illuminated by rays of light that give it the appearance of a gem, it moves to some colorful floral presences, which finally give way to a grape. The musical track also changes: Vuletic's composition eventually gives way to the artist's voice, reciting a poem by the medieval poet Dino Frescobaldi (1271–1316). Like cells observed under a microscope, the drop of wine and the grape appear as tiny parts of an entire natural universe, capable of containing vast landscapes within them or taking on sculptural forms.

The installation is completed by **Bouquet Giocondo S 01**, a small bronze sculpture whose floral forms reference the Art Nouveau decorations inside CastelGiocondo, and **Bouquet Giocondo D 01**, a drawing that combines the formal simplicity characteristic of Korean art with the inspirations of Western historical avant-gardes, in a synthesis of shapes and colors that evokes the magic of the passage of time in nature's transformative cycles.

Sunmin Park will be featured at the MAO for the third edition of **Declinazioni Contemporanee** with the video installation *Pale Pink Universe* and a new series of drawings—permanently acquired by the Museum—that reflect the artist's perspective on the vineyard and agricultural landscape of CastelGiocondo and explore the relationship between nature and human intervention. From 1 November, Park's works will be exhibited in the Chinese galleries, in dialogue with the Museum's permanent collection.

With this new edition, Artists for Frescobaldi renews its commitment to supporting the research of the participating artists, promoting Giulia Cenci—whose work was recently presented at Palazzo Strozzi, on the High Line in New York, and at the 2022 Venice Biennale—and accompanying the path of Sunmin Park, featured in a new acquisition at the MAO in Turin.

Thanks to the MAO – Museo d'Arte Orientale in Turin
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BIOGRAPHICAL NOTES

GIULIA CENCI

In her observational process, Giulia Cenci (Cortona, 1988) selects seemingly irrelevant elements and details from industrial objects and everyday life, capable of expressing the vulnerability, promises, and failures of human activity.

The consequences of our past—recent or more distant—the structure of society with its complex rules and infrastructures, and the conditions of the self in a contemporary world defined by a globalized culture expressing itself through products and avatars, suggest to the artist hypothetical habitats where mass-produced items and waste interact with the very materials from which they are refined. In these saturated landscapes, figures often appear, formed from fragments of animal and human prototypes. Organized in serial groups or isolated in search of a more defined subjectivity, the figures, together with surrounding structures, create environments where it is difficult to define a logical hierarchical order. Concepts of belonging to a species or genus are often questioned, in an attempt to disrupt any real form of dominance of one group or individual over another.

In these complex installations, objects and sculptures display dualities: they both belong to familiar forms and patterns repeated in our present and exhibit a deliberate handcraft, carved, modeled, stripped to the bone, or petrified. Yet these characteristics conflict within individual objects, becoming incomplete, imperfect qualities that transform the objects into hybrid and strongly impure volumes. Within them emerge the consequences of an intensification of sculptural actions—both manual and mechanical—as well as gestures and things that constitute our imagination: technique and technology, repetition, accumulation, resemblance, nature, representation, and the idea of reproduction.

SUNMIN PARK

Working through meticulous microscopic observation and the macroscopic vision of a binocular, Sunmin Park (born in Seoul) experiments with what can be perceived and with elements that extend into the blind spots of human senses. Her work spans a variety of media, including photography, video, drawing, spatial installation, publishing, and writing, to investigate the relationship between the binary worlds of civilization and nature, interior and exterior. By carefully examining external factors such as the size and shape of an object, Park has connected her observations to her own inner qualities to construct her artistic world. Her works create three-dimensional relationships among themselves, resembling a network. The forms generated by these intertwined relationships represent the artist's practice in seeking her unique form across time and space. Much like the relationship between image and language, which creates 'attachment' through 'separation,' Park observes objects by modulating and adjusting the distance between herself and the world. Through the camera lens, she examines natural phenomena at a micro level and reflects them at a macro

scale, deciphering fragments found in the cracks of unstable urban life. She graduated from the Department of Sculpture at Seoul National University of Fine Arts and later moved to Germany, where she earned the title of Meisterschülerin under the guidance of Rosemary Trockel at the Kunstakademie Düsseldorf. She lives and works in Seoul.

LUDOVICO PRATESI

Born in Rome in 1961, he lives and works in Rome. An art curator and critic, he is currently the Director of Spazio Taverna, Artistic Director of the association Giovani Collezionisti, and Curator of the *Artists for Frescobaldi* project. He is a Professor of Art Education at IULM University. From 2001 to 2017, he served as Artistic Director of the Centro Arti Visive Pescheria in Pesaro. A critic for the daily newspaper La Repubblica, he regularly collaborates with Arte Mondadori, Artribune, and Exibart. He has authored several essays, including *Arte come identità*, *Perché l'Italia non ama più l'arte contemporanea*, and *L'arte di collezionare arte contemporanea nel mondo globale*, all published by Castelvechi.

TIZIANA FRESCOBALDI

Graduated in Modern Literature from La Sapienza University of Rome, after some experience in journalism, she joined Marchesi Frescobaldi in 1993, working for 15 years in Communications. She is now President of Compagnia de' Frescobaldi S.p.A., the holding company of the Group.

Passionate about art, in 2012 she conceived *Artists for Frescobaldi*, a project aimed at uniting the Art of wine with Contemporary Art and continuing the Frescobaldi family's long-standing tradition of supporting Art and artists. She is a freelance journalist and has previously collaborated with various Italian publications.

Together with two partners, she founded the Associazione Città Nascosta in Florence, to promote knowledge of the historical and artistic heritage of Florence and Tuscany.

ARTISTI PER FRESCOBALDI

The *Artists for Frescobaldi* project was born in 2012 from an idea by Tiziana Frescobaldi, who has directed it since its inception with the curation of art critic Ludovico Pratesi.

Drawing inspiration from the patronage tradition in which the Frescobaldi family has supported the work of illustrious artists such as Brunelleschi and Donatello since the Renaissance, the project is rooted in the firm belief that, today as in the past, art has the power to represent and transform the present, inspiring new generations.

This vision laid the foundation for the creation of the *Artists for Frescobaldi* award, a biennial event set against the stunning natural landscapes of the CastelGiocondo Estate in Montalcino.

From 2012 to 2021, five editions of the award were held, each featuring the participation of three artists. Each artist was invited to create a work of art capable of capturing the essence of CastelGiocondo, offering a unique and creative vision of the connection between culture, territory, and wine.

In 2023, the project became a commission and involved two Italian artists, Daniela De Lorenzo and Massimo Bartolini, in the creation of two site-specific works dedicated to the territory and the world of wine.

The resulting collection, composed of twenty works permanently displayed throughout the estate, is open to the public by reservation via the website www.artistiperfrescobaldi.it. It is complemented by the production of a limited-edition line of artist-designed labels for CastelGiocondo Brunello di Montalcino wine.