

## **“W” WINE BAR**

Project curated by Giorgio Canale for Santamargherita

In collaboration with the Prosecco DOC Consortium

"W" is the name given to the **Marmomacc Wine Bar** concept, which this year will welcome visitors in Hall 1 (*The Italian Stone Theatre*).

With an explicit reference to the “Viva il vino spumeggiante” aria in *Cavalleria Rusticana*, this project is a tribute to all the beauty on display: wine and, all the more, the works of Milo Manara.

The space is the outcome of collaboration between Santamargherita Co. and architect Giorgio Canale. The evocative setting is enhanced by the magical watercolours of erotic comic master Milo Manara transferred on to slabs of quartz agglomerate - installed in vertical positions along both sides of the site and on the floor - through a special and extremely innovative printing technique.

"W" Wine Bar is open to everyone attending the trade fair for tastings of Italy's famous Prosecco sparkling white wine, in collaboration with the Prosecco DOC Consortium.

"W" breaks away from the conventional enclosed environment to expand its boundaries into the exhibition spaces of the Hall 1 as a whole - home to *The Italian Stone Theatre*, the project implemented by **Marmomacc** with support of the **Ministry for Economic Development (MISE)**, **ICE-Italian Trade Agency** and **Confindustria Marmomacchine** within the scope of the Special Made in Italy promotion plan in support of Italian excellence in the natural stone and related technology field.

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