

Messaggero Veneto - 01/06/2013, Page 44

ROTA AND STEFI'S BOOK PRESENTED AT BORGO NONINO IN PERSEREANO

Veronelli's lesson: land and food as culture.

«This evening we are inaugurating the series of events of our Borgo with the great Veronacci, this is the way I used to call him; we couldn't have done differently». Giannola Nonino, opening the meeting dedicated to Luigi Veronelli, opens the doors of her house, in Persereano di Pavia di Udine, for the presentation of the book dedicated to «the man who was a great friend of our family and an insuperable gourmet». Actually reading a book about Veronelli, man and master, induces to reflect, in a moment as the one we are living, on the meaning of a philosophy of life respectful of the land and of rustic civilization. Luigi Veronelli. *La vita è troppo corta per bere vini cattivi* [Luigi Veronelli. Life is too short to drink bad wine] (Giunti and Slow Food Editions) introduced yesterday by the authors Gian Arturo Rota (Veronelli's son in law), and Nichi Stefi and by the journalist and writer Gianni Mura, is a concentration of unpublished anecdotes that tell of the man, philosopher, writer, journalist, rustic civilization defender, anarchist, scholar, wine drinker, beauty lover and also an indignant, and a connoisseur of the word. «The man was born to celebrate life», Veronelli used to say and Mura, after the projection of a video with Veronelli's photographs and most famous phrases, recalls it with precision. «The book is published nine years after Luigi's death – Rota explains -, after putting in order his immense archives and after organizing by theme all the material we had. Luigi turned food into culture». «Before Gino the "culture of growing" didn't exist. He gave dignity to topics that were considered futile», Mura says. «Veronelli was in favor of the individual, whether a person or a vine it was the same. For him the name of a wine and of a thing was bound to the land». Stefi adds. As a philosopher Gino devoted himself to oenogastronomy. He didn't criticize, unless to improve a product, Mura concludes, and in the end he says: - «Without Veronelli Slow Food would have never been born».

Fabiana Dellavalle

Legend:

Stefi, Mura and Rota with the Nonino Family in Persereano (Photo Elia Ferandino)