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PREMIO NONINO

FOR THE ENHANCEMENT OF RURAL CIVILIZATION

PRESS RELEASE

THE NONINO PRIZE BECOMES BIENNIAL AND MORE INTERNATIONAL: A NEW ERA FOR EXCELLENCE

The Nonino Prize relaunches, it increases its international dimension, it becomes biennial and establishes dialogues and events in the most important European and World institutions in the name of Benito Nonino (1933-2024) and of the recognized excellence that the brand has always symbolized and exported.

A time of novelties, therefore, for the Nonino Prize, the international acknowledgement established over half a century ago by **Giannola and Benito Nonino** for the enhancement of the rural civilization and to save native Friulian vine varieties from extinction, later expanded to include the literary and international sections. A visionary project that over the years, since its inception, has gathered prominent figures in the jury, including **Mario Soldati, Father David Maria Turoldo, Luigi Veronelli, Gianni Brera, Ermanno Olmi, Mario Rigoni Stern, Jorge Amaro, Peter Brook, Emmanuel Le Roy Ladurie, Natalia Ginzburg, Claudio Magris, V.S. Naipaul, James Lovelock, Adonis, Antonio Damasio, Edgar Morin, John Banville, Fabiola Gianotti, Giorgio Agamben and Amin Maalouf**.

In over 50 years it has awarded winemakers, writers, intellectuals, philosophers, thinkers, and scientists from all over the world, **anticipating the Nobel Prize six times**.

Starting this year, the Prize will be held every two years, strengthening its symbolic and cultural value. This choice, always in line with and in honor of Benito Nonino, who passed away on July 8, 2024, comes from the desire to offer the Prize more time for listening, observation, and maturation, fully consistent with the principles that have always guided the Nonino family and the Company (elected 'Best Distillery in the World', Spirit Brand/Distillery of the Year in San Francisco in 2020): quality, depth, and long-term vision, the values shared with the prestigious international jury chaired by **Antonio Damasio** and composed of **Adonis, Suad Amiry, John Banville, Luca Cendali, Mauro Ceruti, Jorie Graham, Amin Maalouf, Claudio Magris, Norman Manea, and Edgar Morin**.

The new biennial dimension will allow the Prize to further internationalize, with events and dialogues organized in the most important institutions of European and world capitals, starting in Paris in 2026, a moment of international meeting and communication with members of the jury and prize-winners, to explore issues concerning respect for the earth and humanity, in a constantly evolving world.

The **Nonino Prize**, therefore, does not change its essence: it continues to celebrate authentic creativity, the pursuit of quality while respecting the original values of the Prize, *“an invitation to meditate on our duties and responsibilities towards the earth and towards humanity, especially for the benefit of future generations.”*

(Ermanno Olmi)

Values that unite the Nonino world with the world of culture, literature, and science with a new time, to become an even more visionary Prize.

“The next edition of the Nonino Prize in Friuli will be held on January 30, 2027 at the Nonino distilleries in Ronchi di Percoto in the province of Udine, a special edition, conceived to tell with even more force the link between culture, territory and entrepreneurial vision of our Family”,

declare Giannola, Antonella, Cristina and Elisabetta Nonino together with the Jury of the Prize.



In the photo, the Nonino Family with the Jury and the award winners from the previous edition at the distillery in Ronchi di Percoto



HISTORY OF THE NONINO PRIZE

ESTABLISHED IN 1975 BY THE NONINO FAMILY
FOR THE ENHANCEMENT OF THE RURAL CIVILIZATION

December 1, 1973, Benito and Giannola revolutionize the way of producing and introducing Grappa in Italy and all over the world: they create Monovitigno® Nonino, distilling the pomace of the Picolit grapes separately. **In 1975**, researching for the ancient native Friulian vine varieties to distill their pomace, Benito and Giannola discover that the most representative ones — Schioppettino, Pignolo, and Tazzelenghe (later joined by Ribolla Gialla in purity) — are on the verge of extinction, as their cultivation is prohibited. **November 29**, with the aim of “stimulating, rewarding, and having the ancient native Friulian vine varieties officially recognized”, thus preserving the biodiversity of the territory, they establish the Nonino Risit d’Aur Prize – Gold Vine-shoot. **In 1977**, with the aim of highlighting the enduring relevance of the Rural Civilization, the Nonino Risit d’Aur Prize is joined by the Nonino Prize for Literature, which from 1984 onwards will be completed with the International Section, anticipating six Nobel Prize winners over the years. **January 25, 1997**, at the 22nd edition of the Nonino Prize, Altan’s book “Ben, Noah’s Fourth Son” is presented, it is a graphic novel that tells the saga of the Nonino family. **January 29, 2000**, the Mahler Chamber Orchestra conducted by Claudio Abbado holds a concert to celebrate the 25th anniversary of the Nonino Prize. **January 30, 2010**, following Claudio Abbado’s suggestion, the Nonino Risit d’Aur Prize is awarded to the ‘Manos Blancas’ Choir of Venezuela, a choir where children and adolescents with all kinds of disabilities interact, integrating with orchestras and choirs. **June 14, 2010**, the Nonino family establishes the Manos Blancas Choir of Friuli in honor of Claudio Abbado; it is the first Manos Blancas Choir to be founded outside of Venezuela. **January 25, 2025**, The Nonino Prize celebrates the fiftieth anniversary since its establishment.

THE NONINO PRIZE HAS ANTICIPATED THE CHOICES OF THE NOBEL PRIZE WINNERS SIX TIMES:

Rigoberta Menchù (Nonino Prize 1988, Nobel Prize 1992)

V.S. Naipaul (Nonino Prize 1993, Nobel Prize 2001)

Tomas Tranströmer (Nonino Prize 2004, Nobel Prize 2011)

Mo Yan (Nonino Prize 2005, Nobel Prize 2012)

Peter Higgs (Nonino Prize 2013, Nobel Prize 2013)

Giorgio Parisi (Nonino Prize 2005, Nobel Prize 2021)

Among the other prize-winning personalities:

Jorge Amado

Tzvetan Todorov

Martha Nussbaum

Claude Levi Strauss

James Lovelock

Alain Touraine

Peter Brook

Claudio Abbado

Javier Marias

Leonardo Sciascia

Andrea Zanzotto

Michael Pollan

Ermanno Olmi

Renzo Piano

Anne Applebaum

Mario Rigoni Stern

Antonio Lobo Antunes

Mauro Ceruti

Tonino Guerra

Chimamanda Ngozi Adichie

Fabiola Gianotti