

D A L M O N D O  
P I E R P A O L O M E T E L L I



NOVELLO D'AUTORE 2013

**DI FILIPPO**

*vini biologici*

## NOVELLO D'AUTORE 2013

Novello has always been a tradition for us which goes beyond trends of the moment. Every year the release date of Novello has marked the end of the labours of harvesting and the pleasure of tasting the first wine, which gives us an idea of the quality of that vintage. We have twenty years' experience in the selection of grapes and carbon maceration; we choose Sangiovese grape for its freshness and flowery quality and Merlot for its mellowness and intensity. Both come from our hillside vineyards which give our

wines their character. This year Pier Paolo Metelli is providing his photos for the labels. Pier Paolo is a photographer of particular sensitivity, a lover of travel and the diversity inherent in popular tradition. His "From the World" ("Dal Mondo") photographs tell the stories of real people, linked to simple, yet real and profound values. It was really stimulating putting together with him a face, with its emotions and expressivity, and each bottle of our Novello wine.

*Roberto Di Filippo*

### DI FILIPPO

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#### Pier Paolo Metelli



#### AMREF

*Founded in Kenya in 1957 today AMREF is the most important no-profit private health organization, present in Eastern Africa. Every year it promotes and manages 140 health development projects in 6 countries, employing more than 800 people, of which 97% are African. AMREF uniqueness lies in its being an organization that is completely African, engaged for an autonomous development of the Continent. Its work in the field of prevention, health education and training of locals staff always aims at generating permanent benefits.*

Every time I go to buy a bottle of wine I am aware of buying a moment of happiness. I find that same happiness in the people I photograph on my travels in Africa. Old Africa is a continent that I have learnt to know well. Every time I return I leave a piece of my heart: I am always overwhelmed by the hospitality of the people, of their curiosity and their happiness, things which I feel become more and more difficult to find. What I endeavour to do in my role as photographer is to capture these people in their daily lives, which as everyone knows is by no means easy, but which they manage to face with a spirit of adapting day by day. In all this there is the happiness of not being slaves to modern technology, and therefore the magic of making a toy for oneself or of meeting around a fire listening to a musician

who makes music by beating his hands on a hollowed out pumpkin. This is what I go after, not the poverty or the hardship, but the beautiful, smiling faces of all those I encounter on my travels, so I can pass them on to everyone I know.

I assure you they are really good for the heart!! So next time you go to buy wine and see these smiling faces on the shelves, think of all these people who are happy in their simple way of life, smile back at them, and remember that you are about to buy a bottle of happiness... true happiness!!

[www.pierpaolometelli.com](http://www.pierpaolometelli.com)

Pier Paolo will donate part of his payment to the charity AMREF to help the project "Water: Prevention of diseases related to water and access to safe water supplies"



**Burkina Faso** Pier Paolo Metelli



NOVELLO D'AUTORE  
2013

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**Ethiopia**

I met this little girl near the  
sulfurous wells of Lake Shala.  
I captured her image, struck by  
her beauty and the wonderful  
clothes she was wearing.

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Label 1 of 6



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NOVELLO D'AUTORE  
2013

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### Burkina Faso

As I was walking through the market in Gorom-Gorom I met one of the many Fula women shopping. They usually hate having their picture taken, but not her... her consenting glance gave me permission to take a photo.

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Label 2 of 6

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2013

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**Burkina Faso**

I met this little girl, with her easy-going smile and shining eyes, on a dromedary in an isolated village in the Sahel, on the borders of the Niger:

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Label 3 of 6



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**Burkina Faso**

I met this boy with a pan on  
head as I was wandering round:  
it was his entertainment!  
He was walking and making  
music, beating a stick on the pan.

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Label 4 of 6



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2013

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### Ethiopia

I was following the Timkat celebration in Gondar and amongst the faithful I came across this man with his enigmatic gaze... all I wanted to do was return his smile and take a photo of him.

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Label 5 of 6



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NOVELLO D'AUTORE  
2013

## Ethiopia

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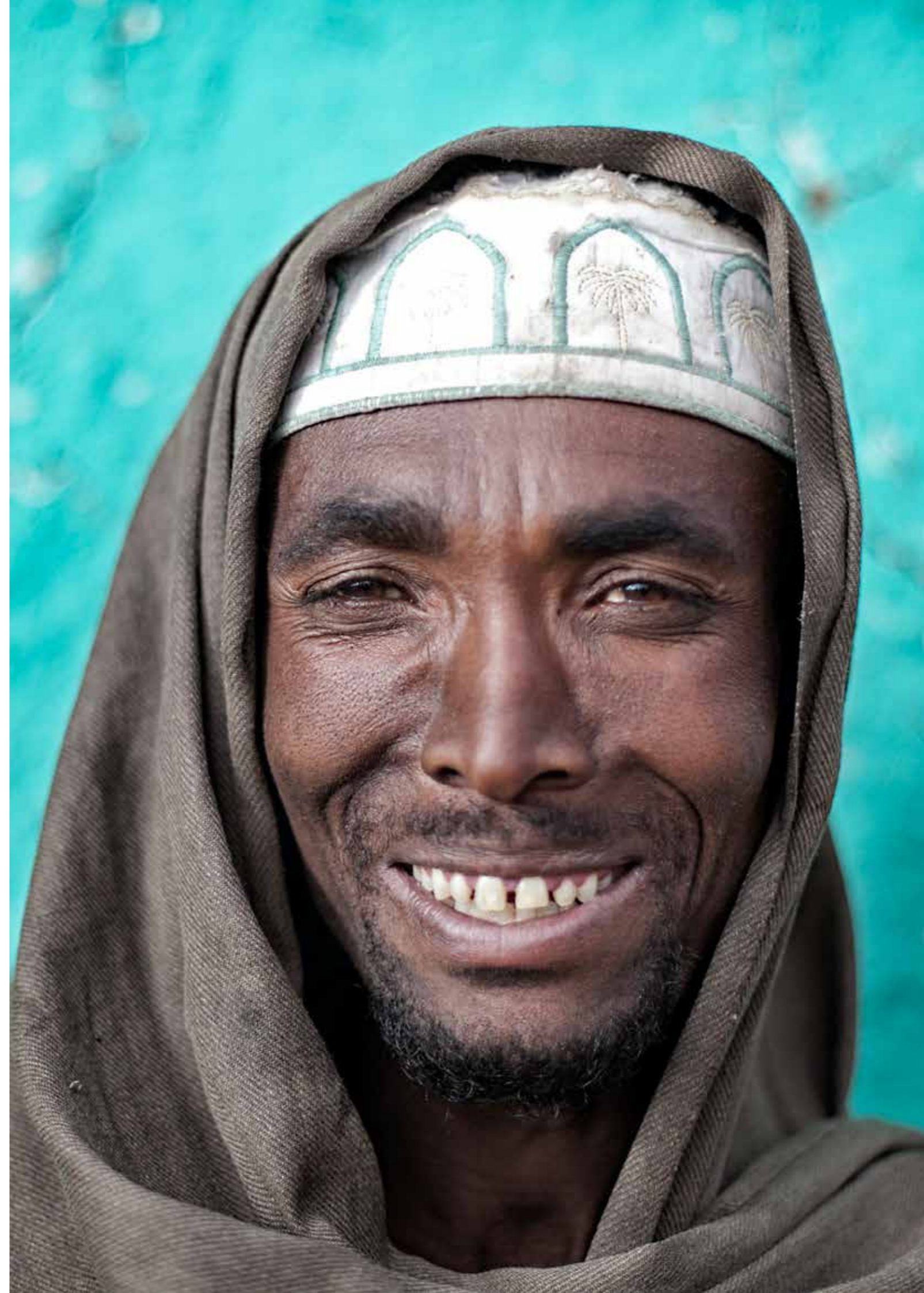
I met this shepherd at an altitude of 4000 metres, on the incredible Abissinian plateau. He was leaning against a pale blue wall waiting for his flock to return and call him so they could enter their fold.

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Label 6 of 6



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NOVELLO D'AUTORE  
2013



NOVELLO

Rosso dell'Umbria  
I.G.T.

<b>Trade name:</b>	Novello
<b>Name:</b>	Rosso dell'Umbria I.G.T.
<b>Grape varieties:</b>	Sangiovese e Merlot
<b>Soil:</b>	clayey-calcareous
<b>Land:</b>	hilly
<b>Type of cultivation:</b>	spur cordon
<b>Plants per hectare:</b>	5000
<b>Yield per hectare:</b>	10.000 Kg grapes
<b>Annual production:</b>	15.000 bottles
<b>Vinification:</b>	carbonic maceration
<b>Perfume:</b>	young, fine and fruity
<b>Palate:</b>	fruity, slightly velvety, with pleasant tobacco undertones
<b>Colour:</b>	bright ruby red
<b>Duration:</b>	short
<b>As an accompaniment to:</b>	typical Italian pasta dishes, boiled meats, fresh cheese
<b>Package:</b>	6 x 0,75 lt vertical bottles

NOVELLO D'AUTORE  
2013

**6 bottle box**



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