

GINARTE

FIRST
YOUR
FIRST
CHOICE WINE



GINARTE
13 Botanicals
Distilled & Bottled in Italy

70 cl

49.00

Preise in CHF inkl. MwSt. , Jahrgangs- und Preisänderungen vorbehalten !
info@firstwine.ch, www.firstwine.ch, 041 631 00 80 / FirstWine AG, Allmendlistrasse 9, 6052 Hergiswil
Showroom: Seestrasse 31 in Hergiswil NW

GINARTE

THE SPIRIT OF ART

GIN AND ART

Ginarte is a premium Italian gin dedicated to the world of art. An elegant gin graced with a unique flair. An ode to the marvels that only art can express. Ginarte is the essence of life's pleasures, an exploration of all things beautiful. A special, one-of-a-kind gin imbued with an artistic soul. Designed for who know how to find poetry in the small things of daily life, those who consider beauty a state of mind. Because Ginarte is not just a gin. It's a lifestyle.

THE INSPIRATION

The essence of art is its ability to transmit emotions and messages. The inspiration for Ginarte comes from this boundless universe, one we find both in nature and in the soul of humankind. In its broadest sense, art is composed of all those activities that result in the myriad expressions of creativity and aesthetic forms. Art is not a single language, nor is there a single unequivocal interpretation of it. Art is the ability to transmit emotions and subjective messages. Art with a capital A. Not limited to any particular form or any particular artistic period.

THE BOTANICALS

Ginarte is as carefully crafted as any work of art brought to life by an artist. It is the fruit of intuition, of mastery and know-how in terms of the use of raw materials. It is a gin made with artisanal care and precision, distilled from wild juniper berries that grow only on the slopes of the Apennine mountains in Tuscany. Their remarkable aromatic qualities are what give life to a truly unique flavour. Among the botanicals used are plants that have a very special connection with art. Plants such as calamint, safflower, mignonette, rubia and indigo were once used to make the pigments the Renaissance's most celebrated artists applied to their canvases. Add to that herbs like wild celery, lavender, hibiscus, elderflower, pine buds, mountain pine and pine needles and the result is a gin that is both clean and complex at the same time. Three distillation cycles and a very fine filtration process that belongs to the most ancient of traditions allow all the component parts to exude the very best of their aromatic properties and thus create the extraordinary flavour of Ginarte.

THE BOTTLE

The bottle is the embodiment of the artistic essence within. It is the blank canvas of the painter, the rough block of marble of the sculptor, the pentagram on which the composer composes, the empty page on which a poet pens his lines. It is all this, and much more. Its essentiality is the added value that makes it stand out among all others.

THE CUSTOMIZATIONS

Ginarte is a way of seeing the world through artistic creativity. This is why a variety of artists unleashed their creativity upon the bottles, to express a theme of special interest and thus personalise them. Painting, photography, fashion, street art, graphics and tattoos become a universal language used to exude sensations, emotions and notions. And Ginarte is the means through which all this comes about.

LOU THISSEN REINTERPRETS PONTORMO

The Dutch painter Lou Thissen was the first artist engaged to personalise a Ginarte label. He created three paintings in honour of the Tuscan painter Pontormo. Jacopo Carrucci (known as Pontormo) was born outside of Empoli and was a painter and portrait artist of the Florentine mannerist school. His work marked a profound change of style from the calm perspective regularity that had, up until then, distinguished Florentine Renaissance art. He is famous for his intertwined poses and ambiguous perspectives, his figures seem to float in anonymous spaces, blissfully ignorant of the forces of gravity.

LOU THISSEN BIOGRAPHY

Born in Stein on June 17, 1950, Lou Thissen studied at the Art Academy in Tilburg (Netherlands). He was also influenced and shaped by the visual impressions he experienced during his extensive travels abroad as he developed into a multimedia artist (painter, sculptor and draftsman). He became a master of these disciplines, and craftsmanship and technique are the essential foundations of his art. He draws inspiration from everything that moves man, literally and figuratively, including music, dance and sports. He is particularly interested in horses (sport), the environment, angels and his favourite country, Italy, which reflects strongly in his works.