



PRESS RELEASE

A tribute to Venice's 1600th anniversary

The Select project aimed at safeguarding Venetian traditions: the renovation of a historic gondola by the shipwright Giuponi

***Selecta: a tribute by the Venetian aperitif to the Lagoon's nautical tradition,
produced in partnership with local associations and workers.***

Venice, 30 May 2021 – Today the protagonist in the **Bacino di San Marco** was a cortege of traditional Venetian boats to celebrate the **return of *Selecta***, one of the last historic gondolas by the **shipwright Giovanni Giuponi**, which has been given a new lease of life thanks to a restoration project promoted by **Select**, the aperitif borne in Venice in 1920.

The **tribute from Select** to the city is linked to the nautical tradition which the brand feels very strongly: some of the 30 aromatic herbs which make the recipe of the Venetian aperitif unique have reached the West through the close-knit trade network between the Serenissima and the Orient.

To strengthen this bond, a cultural project was started in partnership with the **Società di Mutuo Soccorso fra Carpentieri e Calafati** (SMSCC), acknowledged as the oldest Venetian association, and the **Associazione Arzanà**, whose purpose is to bring together local and international experts on ethnography and naval history from the Upper Adriatic area, under the auspices of the Venetian **Associazione dei Gondolieri**.

“The intervention involved philological patronage of the boat's restoration as well as preparing all its indispensable accessories: special care also had to be paid to stringent respect of tradition.” – says **Cesare Peris, President of Società di Mutuo Soccorso fra Carpentieri e Calafati** – *“The project is now complete and we have returned a gondola to Venice which will be unique, standing out among its hundreds of sisters”*.

“The Venetian Associazione Gondolieri is extremely pleased to espouse the initiative promoted by Select.” – commented **Andrea Balbi, President of Associazione Gondolieri di Venezia**. *“We welcome the idea of restoring a gondola, as symbol of the city, through the effort of Venetian craftsmen. We hope this event will mark the beginning of a long partnership”*.

Rubelli, a historic Venetian textile company, has chosen to join the project, with two fabrics which express the best of the stylish and light-hearted spirit of the initiative: the *Spritz* velvet in lapis lazuli colour, and the *Festa* jacquard in its crimson variant, masterfully created by the designer Luca Nichetto from Murano.

“Here again, Rubelli has proved attentive to Venetian cultural traditions, supporting the restoration of a gondola by one of the greatest shipwrights of the 20th century, donating for the occasion two fabrics with a festive and authentically Venetian appearance”, says **Andrea Favaretto Rubelli, Managing Director at Rubelli**.

The launch of ***Selecta*** took place in the presence of local institutions and of **Marco Ferrari, CEO of Gruppo Montenegro**. Followed by a cortege of 10 historic rowing boats, *Selecta* started its first journey along the canals of Venice, through the Bacino di San Marco, finally making a triumphant entrance in the Arsenale, venue of the second edition of the **Salone Nautico**, through the scenic Porta dei Leoni

*“We are happy to welcome the gondola *Selecta*.”* – commented **Fabrizio D’Oria, Operations Director at Vela Spa**, in his opening address to the audience – *“What better stage than the Salone Nautico could there be to celebrate a new project together with Select, true to the Venetian spirit?”*



*“We are very happy to see that Select has once again espoused Venice, a sign of its support to the city's history and traditions.” – said **Simone Venturini, Councillor for Economic Development and Tourism of the Venice Municipality** – “It is a concrete example of the link between Venice and Select, a Venetian brand at heart. We appreciate the initiative which has made it possible to return to the city a gondola by the celebrated shipwright Giovanni Giuponi.”*

*“We are proud of this important cultural initiative, aimed at enhancing the indissoluble bond between Select and Venice.” – added **Marco Ferrari** – “With Selecta we intend to show the world the authentic Venetian values, always mindful of respect for tradition and continuously supporting this inestimable heritage.”*

GRUPPO MONTENEGRO

Founded in 1885, Gruppo Montenegro is an Italian leading enterprise in the food and alcoholic beverage market sector, with brand names which have always been part of Italian collective imagination: Amaro Montenegro, Vecchia Romagna, Select Aperitivo, Infusi Bonomelli, Thè Infrè, Olio Cuore, Spezie Cannamela, Polenta Valsugana, Pizza Catarì. Iconic symbols of Made in Italy, they are an ideal representation of the constant search for excellence, mindful of tradition, and of special care for the quality of products and their sustainability which have always characterised Gruppo Montenegro. Thanks to a robust national and international distribution network, the Group brands confirm their position as true ambassadors of Italian culture and tradition. Find out more on [www.gruppo-montenegro.it](#).