

The Outsider of Montalcino on auction in New York

by Paola Perfetti - Photo Courtesy Press Office | beTaste | July 3rd, 2015

To celebrate its 20th anniversary of the “**Outsider in Montalcino**”, Luce della Vite held an auction at Christie’s Auction House in NYC’s Rockefeller Center of rare lots - including some dating back to the inaugural vintage - to raise money for the Baryshnikov Arts Center (BAC) and the Cage Cunningham Trust.

Launched in 1993, Luce della Vite (the first-ever blend of *Merlot* and *Sangiovese*) was the product of an historic partnership between the first family of American winemaking, the Mondavi’s, and the historical leader in Tuscan winemaking, the Frescobaldi’s.

The auction consisted of 20 unique lots, none of which will ever be available again. The total raised was \$57,100.

The auction was preceded by an eight-vintage vertical tasting for members of the wine trade, media, investors, BAC benefactors and collectors.

Auction lots included rare bottle collections, magnums and a Melchior of 2012 Luce, the 20th anniversary vintage, which is already sold out at the estate after a highly-anticipated spring release. The best-selling lot, a vertical collection of double magnums from every Luce vintage, 1993 to 2012, sold for \$12,000.

“It has been an honor to work with Christie’s and the Baryshnikov Arts Center to raise money for this great institution that’s making extraordinary, innovative contributions to the performing arts community”, said Lamberto Frescobaldi, president of the Marchesi de’ Frescobaldi Group and Luce della Vite winemaker. *“We are very pleased with the auction results, and proud to celebrate twenty vintages of Luce with the BAC”.*

The money raised from the auction will directly benefit the Baryshnikov Arts Center’s ongoing Cage Cunningham Campaign, which honors visionary choreographer Cage Cunningham and his artistic partner John Cage.

The campaign supports future generations of artists who are continuing Cage and Cunningham’s commitment to artistic evolution, and will enable BAC to name its Studio 6A the John Cage and Merce Cunningham Studio - the first physical space named in their honor. Earlier this spring, BAC hosted a rare live performance of Cage Cunningham’s RainForest by Stephen Petronio Company in concurrence with a reception to unveil the Luce 2012 vintage to the US market.

lucedellavite.com
www.bacnyc.org
www.christies.com