

From the dining table to the storyboards of the ninth art: Loison Panettone re-imagined in a comic strip

*A large audience attended the award ceremony for the 7th edition of Loison Contest. Participating in “**Panettone is served**” were 40 Italian artists «whose terrific artworks embodied the spirit of taste», tells Dario Loison.*

*The event was held on April 1st at Hotel Vergilius in Creazzo (VI), where the Technical Jury (**Claudio Villa - Sofia Terzo - Alberto Baldisserotto**) selected three winners. Prizes were also awarded by the **People’s Jury** and the **Quality Jury**.*

*The evening was sweetened by delicious Loison confections: **Tart Cherry Panettone Macarons (a 2016 novelty)**, Panettone Lollipops and Shots for a full-circle “**Made in Loison**” experience*

Passion, creativity and good taste have always been at the forefront of Loison’s business philosophy and, in this contest, the same characteristics traveled from the culinary arena to the storyboards of the ninth art. The 7th edition of Loison Contest, titled “**Panettone in Tavola**” (Panettone is served), was organized in partnership with Dali Arts School and the virtual participation of renowned cartoonist **Claudio Villa**, of author **Sofia Terzo** and of art director **Alberto Baldisserotto** at Dali Arts School. Panettone became, in fact, the main theme of a cartoonist interpretation, thus acquiring the leading role in the storyboards.

«When we are in the process of devising something new, expressing taste is extremely important to us. It is at the basis of what we do, day in day out. We shared this philosophy with the participating artists, inspiring them to create an idea, a story or a comic strip connected with the messages we communicate with **Insolito Panettone**», says **Dario Loison**. «Anything that represents innovation, whether in the form of an idea or an event connected with Panettone, is central to us. Tonight, we truly saw how the artists’ terrific artworks embodied the spirit of taste».

«We welcomed the *Insolito Panettone* initiative with great pleasure,» explains **Antonio Dali, Art Director at Dali Arts School**. «It gave our students the opportunity to work with another type of art: that of Pastry-making. We were glad to be able to create the “Panettone is served” event, as a meeting point between Visual Art and Confectionery Art».

«It would’ve been difficult even for me to bring to life an inanimate object such as sweet bread, » admits **Claudio Villa** in a video. For personal reasons, he wasn’t able to take part in the actual award ceremony. «But I was pleased to see that the contestants managed to create some extremely creative works. Therefore, I congratulate them all, especially the winners».

During the award ceremony, which was held on April 1st at Hotel Vergilius in Creazzo (VI), a hall full of passionate people from all over the country came to see the works of the 40 Italian artists who had entered the contest. The participating cartoonists had had complete freedom in the choice of design for the interpretation of Panettone, based on the artists’ sensibility and personal style

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #6 - April 2, 2016

(American, European, realistic or humoristic manga). Fun fact: two of the three winners are left-handed!

It was a night full of Passion, Creativity and Good Taste, thanks to the delicious confections that Dario Loison had skillfully created: from the surprising **Tart Cherry Panettone Macarons** (a **2016 novelty**) and the enticing **Lemon Panettone Macarons**, to the delicious Licorice & Saffron Panettone **Lollipops**. The innovative touch came from **liquid Panettone**, in the form of a Mandarin Panettone Shot that was paired with a traditional slice of **Panettone**, available in the **Tart Cherry** and the **Late Mandarin from Ciaculli** varieties (the latter a Slow Food presidium).

JURIES AND WINNERS

Below are the contest **winners**, as voted by the **Technical Jury** (Claudio Villa – Sofia Terzo – Alberto Baldisserotto).

1st placed: Noemi Pietrandrea

Prize: a meeting with Alessandro Gottardo (author) and Andrea Plazzi (publisher) at Panini Comics for the presentation of the winner's book

2nd placed: Caterina Soddu

Prize: 8 lessons on a Visual Arts course of choice at Dalì Arts School or same-value discount on the school's professional course 'Comic Academy'

3rd placed: Luca Dimitri & Valentina Franceschini

A professional set of Winsor & Newton watercolors and a Wacom Intuos Manga Pen & Touch Graphics Tablet.

In addition to the Technical Jury, the **People's Jury** (made up of Loison staff) and the **Quality Jury** (Andrea Lazzari and Roberto Luciani with Italian newspaper *Il Giornale di Vicenza*, Alessandra Ortolan with Italian newspaper *Corriere del Veneto* and Alberto Belloni, journalist and noir writer) handed out the following prizes:

Loison Special Mention to **Alessandra di Guida**

Critics Award to **Arianna Bosa**

Special Mention to **Alice Walczel Baldinazzo, Beatrice de Alberti, Debora Livraga, Francesca Pozzan & Emanuela de Alberti**

Press Info:

press@loison.com

Eleonora Pontello +39 0444 557844

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com – press.loison.com

www.insolitopanettone.com

