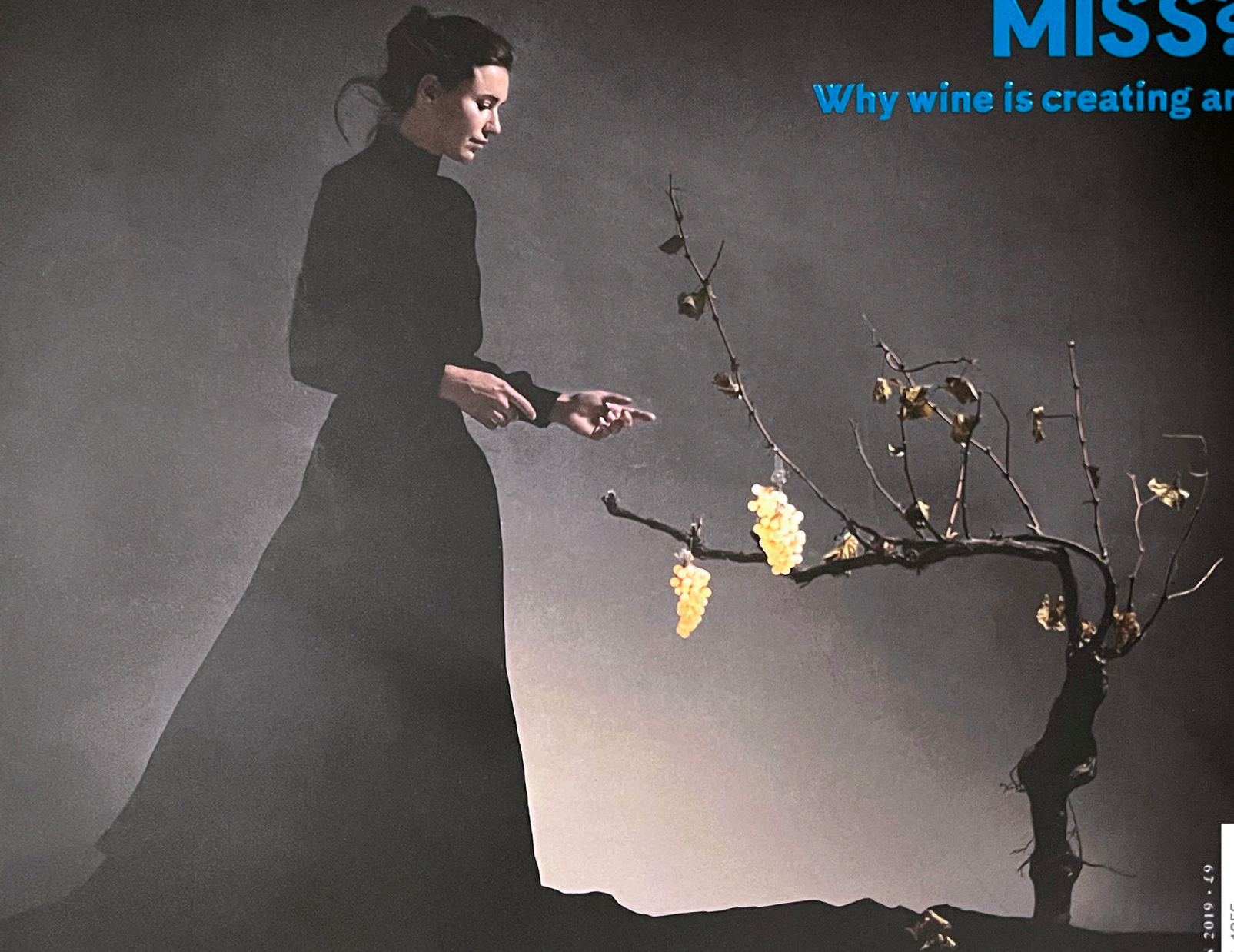


LUX

Responsible Luxury

MORE CHAMPAGNE MISS?

Why wine is creating art



Philipp Plein ♦ Luc Tuymans ♦ Richard Mille ♦ Secundino Hernández

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The allure of artisansh

Whether cooking or dining, some of our most memorable experiences are steeped in history and heritage. Abi Rogers speaks to the craftspeople and producers who are placing time-honoured techniques at the heart of their work, with support from Gaggenau's latest initiative



This page and opposite: the Fattorie dei Dolfi estate in Tuscany uses traditional, sustainable practices in its winemaking. Below: the vineyard's owner, Giovanni Dolfi

Conspicuous consumption is a thing of the past; today we all know that true luxury lies in experience and emotion. No longer blind to the damage that our disposable lifestyles are wreaking upon the planet, our gaze has turned to techniques and materials that have stood the test of time. But is this newfound focus on sustainability and durability built to last?

For Lauren Smith and Kyle Holford of Forest Coalpit Farm in Wales, who raise their large black cross pigs on pasture, it was the only approach. "From the beginning, we realised that our focus should be on quality and welfare so we kept that philosophy at the core of our decision-making," Smith says. And though sustainability is rarely the quick and easy option, it pays dividends. "Quality takes time," she adds. "It takes about twice as long for us to raise our pigs. We realised that we could produce pigs quicker, but there was less colour in the meat, and less of the much-sought-after marbling throughout."

Forest Coalpit Farm pigs spend their days in the Brecon Beacons National Park woodland, a freedom that leads to "healthier, happier, cleaner pigs that get fresh air and exercise and haven't been pumped full of antibiotics," says Smith. There are perks for the environment, too: "Because our pigs roam and are rotated through large areas, there is a constant wheel of fertilising and regeneration, we don't have vast slurry tanks and we don't need to keep lights or air conditioning in the barns."

Increasingly, consumers are turning to sustainable products for better quality. "I don't follow the principle of sustainability for other people or because it's popular in the market," explains Giovanni Dolfi, who heads up the Fattorie dei Dolfi winery in Tuscany. "I do it for myself." In collaboration with celebrated oenologist Dr Giacomo Tachis, Dolfi harnesses biodiversity and traditional processes to bring his historic Tuscan vineyards to life. "Sustainability is something I've always believed in and what I practise every day in my vineyards," he continues, citing his devotion to both the environment and his customers' wellbeing. "I am always the first person to drink my wine,

"I DON'T FOLLOW THE PRINCIPLE OF SUSTAINABILITY FOR OTHER PEOPLE... I DO IT FOR MYSELF"



and since I care for my own health, I believe that practising sustainability is a natural choice."

This dedication to sustainability is what led German brand Gaggenau to begin working with Fattorie dei Dolfi, as part of its strategy to further promote its wine culture, and Giovanni Dolfi was invited to its International Sommelier Awards. As a maker of professional-grade luxury home appliances, Gaggenau has an instinctive respect for quality and craftsmanship: the ethos it has recently formalised through its Respected by Gaggenau programme. This mark of endorsement gives makers the recognition they deserve, while also offering the prospect of a bursary to support their work.

It is a project that chimes with the current zeitgeist. Ever since the 'slow food' movement

