

# Parco della Filandetta: a harmonious blend of wine, art and sustainability

scritto da Emanuele Fiorio | 5 Maggio 2025



*Parco della Filandetta in Valdobbiadene is an immersive wine tourism destination where organic Prosecco, Land Art, and sustainability converge. Set within a restored silk mill, the park hosts artistic residencies, tasting experiences, and green tourism initiatives, offering a new way to experience wine through nature, creativity, and a strong ecological vision.*

In the heart of the Valdobbiadene hills, a UNESCO World Heritage Site, lies an extraordinary location that seamlessly combines winemaking tradition, art and sustainability: the Parco della Filandetta. **An ancient industrial site, meticulously restored, has been transformed into a space for**

**artistic, cultural and agricultural encounters, attracting visitors from around the world.** This project, born from the visionary spirit of the Bortolomiol family, is not only a place to discover Prosecco Superiore DOCG, but also a symbol of a sustainable future in dialogue with the past. A perfect example of how art and wine can serve as catalysts for unforgettable experiences.

## **The history of the park and the restoration of the old silk mill**

The Parco della Filandetta takes its name from the ancient silk mill that once stood here—an industry that was, for centuries, the beating heart of the local economy. **Today, the restored building, designed by architect Wally Tomè, stands as a powerful example of industrial archaeology merging with wine culture.** The restoration was not only physical but also conceptual: the Bortolomiol family chose to revive the Filandetta as a multifunctional space, a “container” where the textile tradition blends with a passion for wine and art, becoming an open cultural hub looking to the future.

The park is not merely a destination but an immersive experience that unites the green of the Prosecco hills with the beauty of art installations and land art works that frame the landscape. **A journey through art and nature offering visitors unique visual, auditory, and sensory emotions.**

## **Artist Residency: a unique Land Art project**

At the heart of the park lies one of its most distinctive features: the International Artist Residency project. **A creative haven for artists from around the world who, inspired by the breathtaking landscape, create site-specific works in harmony with local traditions.** Each year, international female artists are invited to create installations that reflect on

the connection between nature and humankind. Art at the park is not static—it breathes, evolves, and tells personal stories shaped by the land.

The Land Art works are spread throughout the park, creating a path that invites visitors to stroll among the vineyards and discover artworks seamlessly integrated with the landscape. **Works like “Il Tavolo” by Giovanni Casellato, crafted in corten steel, stand as tangible examples of the harmonious coexistence of art and nature.** This sculpture, celebrating the vine plant, is not only visually striking but also a tribute to local viticulture and sustainability.

## **The organic vineyard and the sustainable philosophy**

Sustainability is a core pillar of the entire Parco della Filandetta project. **Since 2008, the Bortolomiol family has embraced organic viticulture, promoting environmentally friendly farming that preserves biodiversity.** Surrounding the old silk mill is the organic vineyard of *Ius Naturae*, which not only produces a certified Prosecco Superiore DOCG but also serves as a haven for thousands of bees—vital guardians of the vineyard’s health.

This respect for the environment extends to the park’s various eco-friendly initiatives: from the “Eno Bee” project supporting biodiversity to the installation of charging stations for electric bikes and scooters, encouraging more dynamic and sustainable tourism.

## **Wine & Work Hall: blending business and well-being**

The Parco della Filandetta is not just a tourist destination but also a prime venue for corporate events and team-building activities. **The Wine & Work Hall inside the restored Filanda**

**is an ideal location for meetings and conferences, where nature and art inspire every gathering.** A perfect setting for companies seeking to combine business with wellness and creative stimulation.

## **Experiences and tastings**

One of the park's highlights is the variety of experiences and tastings it offers—12 options in total. **Visitors can choose from diverse ways to explore the winery, delve into the local culture and learn about the philosophy behind the production of high-quality organic Prosecco Superiore D.O.C.G.**

### **Gemme Tour**

Among the most enchanting experiences is the *Gemme Tour*, which immerses visitors in the organic vineyard at the start of the season, when the vines awaken and the first buds appear. **Participants will discover the secrets of this unique phase, celebrating the rebirth of nature with a glass of *Ius Naturae* Prosecco Superiore D.O.C.G. Brut.** The tasting continues in the Filanda with *Bandarossa* Prosecco Superiore D.O.C.G. Extra Dry, paired with gourmet finger food featuring honey from the park's own bees.

### **Artist's House & 3 Bubbles Tasting**

For a more intimate experience, the Artist's House offers a unique stay and tasting, in an inspiring setting where one can experience the creative process up close amid the rolling hills.

### **Cartizze Bike Tour**

Nature and active tourism lovers will be drawn to the *Cartizze Bike Tour*. **E-bike routes across the Valdobbiadene hills combine stunning views and vineyard visits with guided tastings at the winery.**

# A new way to experience wine

The Parco della Filandetta is a remarkable example of how winemaking tradition and art can coexist in perfect harmony, creating a truly unique experience for every visitor. A place where sustainability, art and wine interweave to offer authentic moments—from vineyard walks and Land Art discoveries to tastings led by the Bortolomiol family and peaceful reflection in the Artist Residency. The park invites everyone to experience wine culture in a fresh, stimulating and environmentally respectful way, combining the natural beauty of the Valdobbiadene hills with creativity and vision. An experience that enriches both mind and soul, making each visit a meeting point between past, present and future.

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## Key points

- Restored silk mill transformed into a cultural and wine tourism hub.
- Land Art installations created by international artists on-site.
- Organic Prosecco vineyard promoting biodiversity and sustainability.
- Experiences include tastings, vineyard tours, and e-bike itineraries.
- Wine & Work Hall offers business events surrounded by nature and art.



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