

## WIMU • The Wine Museum Barolo

### Code C 010 • 1 day

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In the hills of **Piedmont** in the north west of Italy there is a little village which gives its name to one of the most famous wines in the world: **Barolo**. The landscape here represents a perfect balance between nature's riches and intelligent human input which made it the natural choice to host Italy's most innovative wine museum: **WiMu**, based in the ancient castle of the Falletti Marquisate.

WiMu is a journey through the culture and traditions of wine, designed by **Francois Confino** who created many museums all over the world among others also the National Cinema Museum in Turin's Mole Antonelliana.

The tour begins on the **top floor**, heading down through darkness and light, sound and color, above and below this miraculous soil. The climate, the earth, the seasons that run their course, the colors of autumn and the silence of winter, the ski full hands that work the land. Wine in history and art, food and films, music and literature, as well as universal legends and local traditions.

WiMu is also tribute to the history of the castle and the illustrious figures that have lived here. Marquise **Juliette Colbert**, better known as Giulia di Barolo. The patriot **Silvio Pellico**, one of the leading figures of the Italian Risorgimento, was the castle librarian and his room/study has been preserved intact.

And after exploring these evocations and narrations of wine, it is time to experience and sample it. So it's down to the **Wine Tourist's Temple**, where the full range of sensory pleasure awaits. Here visitors can encounter Barolo and other great wines, tasting them alone or with expert guidance. We can learn to distinguish aroma, bouquet and personality, and discover the connection between the wine and the area where is made. And from here we can continue our real and virtual exploration of this rich and generous land. The tour ends satisfyingly in the **Barolo Regional Wine Centre**, in the time-honored cellars of the Marquises who gave their name to this legendary wine. In this spectacular shows of outstanding wines and memorable vintages we can choose the bottles we want to take home. – [www.wimubarolo.it](http://www.wimubarolo.it)

