

Article Published in "Resto del Carlino" on 12/08/2022

CASTELVETRO

Tourism in the Modenese area? It's going great. Better still if lived in the hills of Lambrusco Grasparossa, between the excellent traditional cuisine and the emotions that only the great engines can give, from Ferrari to Lamborghini, passing through the Victory Team of Dubai, an offshore powerboat racing team owned by the Emirate.

Because on the hills of Castelvetro di Modena, in fact, all this can happen too. The creator of this "invention" is Gianfranco Venturelli, 80, an honorary engineer with a curriculum that speaks for itself: Trusted man of the "Drake", Enzo Ferrari, for 20 years he worked in the prancing horse company, as "Manufacturing Director". Then, in 1982, he moved to Lamborghini, following a couple of engine and chassis designer friends who had also moved to this car manufacturer that had just emerged from bankruptcy. The "Drake" tried to do everything to keep him, so much so that Venturelli himself remembers: "I was adamant about wanting to leave, because I had promised it to two of my friends". "Ferrari then told me: "I have lost many races on the track, but I have never lost when I wanted to keep a collaborator. I consider your case as my only defeat off the track. If you reconsider, then in the future our door stays open ". I very much appreciated what he told me because the great esteem was mutual". Continuing to describe in extreme synthesis a career that would require an entire book to be told, Venturelli then played the role of General Manager in Lamborghini, when the company of the "bull" passed to the Chrysler of Iacocca and was the initiator of the subsequent entry of the Bolognese house into Audi. Finally, his latest experience in the motor industry is his powerboats, many of them Lamborghini powered, in the land of Dubai. Here he was only supposed to stay for a year, and he had gone there almost unwillingly, then he ended up working there for 13 years, becoming a resident of this Emirate too. For a couple of years, due to covid and family reasons, however, he mostly spends his time in his "Castelvetrese buen retiro" (after all his origins are proudly from Solignano), Following his children Claudio (the one who has the real "green thumb" of the Venturelli family) and Barbara as well as the daughter-in-law Annalisa in the projects of the Acetaia and the La Vedetta farmhouse, precisely on the Castelvetro hills, among vineyards, olive groves, a vinegar factory and a swimming pool, plus eight rooms for B&B and farmhouse available for tourists. "There are a total of 7.8 hectares of land - explains Gianfranco - that we have arranged over the years, starting with two buildings from the 1930s of the last century. The latest addition is the farmhouse, which has been active since May and will be completed in the external details by September. We wanted to create a multipurpose structure at our property, where guests can come and enjoy the sunset among the olive trees between an aperitif and music by the pool, or to live an experience in a farmhouse (by the way: there is a chef in the kitchen, Mario Sorbino, who offers home cooking but refined), or even to make tastings of the Acetaia (including memorabilia branded Ferrari, Lamborghini, and Victory Team). In July - concludes Venturelli - we had a full house, with

reservations from tourists who have decided to spend all their holidays in Castelvetro and its surroundings. We have, and continue to have, guests from all over Europe, who are also based here to visit various Italian cities of art. Another milestone, for Gianfranco Venturelli, of a life always lived at very high speed.

Marco Pederzoli

Translation authorized 08/17/2022