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葡萄酒的艺术

The Art of Wine

提及“艺术”这个词，你会想到什么？是绘画、素描、摄影、戏剧、舞蹈，抑或是生活？事实是，每个人对艺术的定义都不同。正因如此，许多人都将葡萄酒视为一种艺术。如果同酿酒师交谈，他们会虔诚地告诉你葡萄酒的酿造过程就是一门艺术。这是为什么呢？答案就是艺术存在于任何一项充满爱的活动里，而从葡萄种植，葡萄酒酿造、装瓶、包装设计和推广，到葡萄酒品尝，艺术无所不在。

艺术来源于创造美的过程、行为或活动。对于葡萄酒来说，艺术存在于人们为酿造美酒所付出的辛勤劳动中。在家里、酒吧

或餐厅品尝葡萄酒时，我们总觉得那是理所当然的，却很少想到为酿造美酒而倾尽心血的人们。也许我们永远都不知道他们是谁，但如果没有他们，我们无法享受到美酒带来的快乐，更无法体会美妙的葡萄酒艺术，他们才是真正的无名英雄。

大多数消费者都把酒瓶上的品名、图标和图像看成一种艺术，比如茉莉杜克酒庄的天鹅绒手套系列西拉干红、亚历山大仙境

仙粉黛干红、加州纳帕谷的雷司令桃红葡萄酒、加州卡梅尔山谷朱利安酒庄的法国之吻，等等，这些无一不是精致酒标设计艺术的代表。

对那些愿意入瓶一探究竟的爱酒者来说，酒瓶包装虽美，但瓶中美酒更醇。只需品尝一小口，就能感受到美酒芳醇的艺术之美。当美酒滑过舌尖，你脑海中会幻想出种种美妙的情节，接着它会充溢整个口腔，回味持久绵长，你渐次捕捉到各种各样、五彩缤纷的芳香。毋庸置疑，葡萄酒是一种生活的艺术，你懂的。



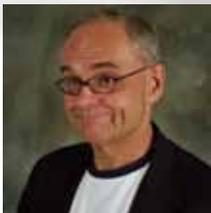


When the word “art” is mentioned, what comes to mind? Paintings? Photographs? Drawings? Theater? Dance? Life? The truth is that art is how each of us defines it. And this being so, many would say that wine is art. Talk with any winemaker and he or she will wholeheartedly tell you that there is art in winemaking. Okay, then how is wine art? The answer is that art can be found in every labor of love; and so with wine cultivation, wine processing & winemaking, wine packaging & bottling, wine marketing and of course, wine tasting.

Art is the result of a process, an activity or an event when something beautiful is created. With respect to wine, art is the result of the dedicated efforts of the many who contribute to the wine that we enjoy, whether at home or in a bar or restaurant. Most wine consumers seldom reflect on the many who have labored with heart and soul to collectively make possible the glass or bottle of wine we so often take for granted. For those who make possible our wine pleasure are most often wine’s “unsung heroes” whom we will probably never meet nor know, yet without each of their meaningful contributions to the final product, we would never know wine as art.

Most consumers consider the names, graphics and pictures on many wine bottles as art, such as the famous Marilyn Monroe “Velvet Glove Collection”; Madonna; Sin Zin; Ménage a Trois; Temptation; Naked Riesling; French Kiss; Health Food; Peace-Offering; Swift Kick; and Screaming Kids, just to name but a few.

Yet for those who are willing to look inside the bottle the most erotic art is not on the outside, but on the inside: One mouthful of a premium, super premium or ultra premium wine and you know there is art in wine. For when you taste the fruit, you visualize it; and when you roll the wine about your mouth and savor the aftertaste, your wine palate shows you the brilliant colors of the wine’s rainbow. Wine is art, anyway you look at it. I am *Red Owl, Over & Out.*



田博华，公益创业家，非政府组织 FTA 领导人。该组织以最小的运营开支争取最大限度地帮助美国及亚太地区需要帮助的人们，并致力于与联合国儿童基金会和国际仁人家园合作来减轻他们的困苦，此外还以直接干预和慈善捐赠的形式帮助柬埔寨和泰国的贫困家庭和个人。目前 FTA 在美国纽约州梅纳兹、柬埔寨金边和泰国曼谷设有办事处。

Fred Tibbitts, Jr. heads an NGO, Social Entrepreneurship, Fred Tibbitts & Associates or "FTA", keeping all expenses to a minimum and donating all profits to those less fortunate in Asia Pacific and the United States. FTA is committed to easing the suffering of those less fortunate via contributions to both UNICEF and Habitat for Humanity International. In addition, FTA does direct intervention, charity relief for individual, very poor families in Cambodia and Thailand. FTA has offices at Phnom Penh, Cambodia; and Bangkok, Thailand.