

# Villa La Selva

Montebenichi, Province of Arezzo

Owner: Guya Carpini  
Winemaker: Stefano Chioccioli  
Location: Montebenichi  
Province: Arezzo



This Renaissance estate named after the sylvan nature of its landscape ("la selva") is beautifully situated southeast of Florence, and once belonged to the Medici family.

As early as the 1400s, this unique terroir nurtured noble wines for Tuscany's élite. Today, it is property of Guya Carpini, who has recently taken over from her father Sergio, and is flanked by husband Marco Patrizi.

Under Sergio's tutelage, the past few years saw a monumental overhaul: huge investments were poured into new technology and higher-density replantings (over 4,000 vines per acre); the winery was reconstructed and expanded; élevage considerably lengthened.

The new generation will both continue this innovative impetus, and make it more

(1) focused and (2) visible:

1. The range has been streamlined to three products in order to maximize the impact of each.
2. Packaging has been renovated, albeit with a careful eye on maintaining image continuity – Villa La Selva's signature fioritura and color, held in check by the new labels' starker, monochrome backgrounds.

Guya and Marco mean business, and are quite equipped to curb, regulate and redistribute the estate's immense energies and potential.



## Wines

Cabernet Sauvignon Selvamaggio  
Felciaia  
Vigna del Papa