

# ENROSADIRA

## 50th Anniversary Dolomiti Superski

Symbol of dialogue, union and brotherhood of the People living at the foot of the Dolomites. Metaphor of confrontation as a key factor in DS for continuous growth based on Innovation, to achieve and to maintain world leadership as a successful business model.

The emotional and evocative focus of the work is the Dolomites, a UNESCO Heritage Site (an iconic geological singularity among the most beautiful mountains on earth) at the hour of Enrosadira, when King Laurin's red roses, turned to stone, return to shine (a mythological component of the cultural identity of the peoples of the Dolomites).

The unmistakable profile of the Dolomite peaks becomes a symbolic frame of 12 elements: a common horizon that celebrates being together (around the fire, in the shadow of the Dolomites) and enhances the territory (each of the 12 districts), which in the central hole becomes the protagonist (like the painting in the frame) and “becomes” itself a work of art.

Enrosadira is the place of the soul where we look inward, and the metaphorical place from where we look to the future before we set off again toward our life project. It expresses freedom, fun and beauty, to be experienced in the Dolomites and carried always with us in our hearts. It is symbolic portal and real container of Nature, Sports, Culture and people of the Dolomites. Summer and winter.

Tells the role of DS as an ambassador of the Dolomites since 1974 and as a common heritage and strategic asset for the future of the area.

## TARGA

ENROSADIRA

1974 / 2024 – 50th Anniversary Dolomiti Superski

Artist Daniele Basso

*“Under the same sunset sky, all the peoples of the Dolomites experience the iconic monumental mountain profiles as a common horizon toward which they continue to build a future together. Enrosadira, between legend and reality, becomes a symbol in art of experiences, messages, emotions and visions, which testify to the dialogue and become common projects and programs of Dolomiti Superski.”*

Dolomiti Superski, 50 years after its birth, is still a model of cooperation projected into the future, a true ambassador of the Dolomite People and Lands in the world.

**Daniele Basso Artist**

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