



PRESS & MEDIA · 15DOLCEVITA AND MANDURIASHIRE

18 October 2026

Key facts

15Dolce vita

- An albergo diffuso: rooms spread across restored buildings of the old town, a few minutes' walk apart, with one kitchen and one living room for everyone
- Opening: summer 2027, with the first three suites in Via Giuseppe Verdi 15. Open all year, from the very first winter
- The house: once the stables of a noble palazzo. Walls a metre thick, star vaults, a vault from the seventeen hundreds, a courtyard with two new arches
- At opening: a noble kitchen, a hamam, an infrared sauna, red light therapy and the Gymnasion
- Membership: the first fifty members become Founding Members, with three nights a year, for life

Manduriashire Srl

- Ten houses in seven streets of the old town, empty for years; none demolished
- Restored by hand with local craftsmen; the project's money stays within thirty kilometres
- Helps people who come to live here: a long lease first, then the house. No commission from anyone
- Mario Dimitri, co-founder; Maria Pia Ancora, investor

“Si rende noto”

- Artists' posters on the corner of Piazza Garibaldi and Piazza Ciraci, which for decades carried the town's death notices and public announcements
- Four times a year, at each equinox and solstice, one layer over the other. Once a year the layers are lifted with the restorers' technique and become a collective work that stays with the town
- First theme: “Comunanza”. A free international call for artists is planned from 1 December 2026 to 24 January 2027, dates to be confirmed
- Prize chosen by the public: a one-week residency in Manduria to make a new work with the people who voted for it, as members of 15Dolce vita, for the artist and a person of their choice
- Voting only in Manduria, through the QR code in the windows of shops in the old town
- Promoted by [Manduriashire Srl](#) as a private collateral activity, in the spirit of Manduria's bid for Italian Capital of Culture 2029. Moral patronage of Confcommercio Manduria. A selection committee chooses the works

Manduria

- 29,528 inhabitants (1 January 2026), in Salento, Puglia

- 136 residents from western countries, up 27% since 2021; 85% of them are German, Swiss or Austrian (Istat, 1 January 2025)
- The Ionian sea fifteen minutes away by car, with the Blue Flag beach of San Pietro in Bevagna
- Brindisi airport fifty minutes by car
- Railway station since 1907, nine minutes' walk from Piazza Garibaldi. When the works end, expected in 2027, it becomes one of three intermodal hubs on the rebuilt line between Martina Franca and Lecce, the Metropolitana di superficie: an existing railway, electrified and run more often, not an underground. Until then, replacement buses run. From 2027 by train: Lecce and Martina Franca with no change, Brindisi and Bari with one. Brindisi airport gets its own rail link from RFI, due to be finished in 2028
- Primitivo di Manduria is named after the station: the barrels left from here, and in 1974 the shipping name became a protected denomination

PRESS CONTACT

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English and Italian. No press office: Mario answers personally, usually the same day.

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