

PRESS RELEASE

Highlights from the fourth day of the Meran WineFestival.

Luis Haller is the winner of the 2017 Godio Prize. Virtual Reality as a “Virtual Reality Sanctissimus”.

Meran 13th November 2017 – Michelin starred chef **Luis Haller** is the winner of the **Godio Award 2017**, awarded by Helmuth Köcher, the patron of the [Merano WineFestival](#), and who has been taking care of this prestigious award since 2004. The Award was established in 1994 in memory of the great chef Giancarlo Godio. The award's ceremony took place at the Cooking Farm in Piazza della Rena, Meran, where the Wild Cooking event was held, the first Italian event dedicated to fermented foods, and show cooking with starred chefs and and South Tyrolean countrywomen.

Originally from Val Passiria, Luis Haller (39 y.o.) discovered his passion for the culinary arts as a young man. Today, the starred chef works at the Schlosswirt Forst in Lagundo with enthusiasm and expertise, offering a **cuisine based on research and innovation, but always paying respect to tradition.**

Today's “Virtual Reality Sanctissimus“ event has also been featured as part of the **Virtual Reality Innovation** research project, through the involvement of Saint Paul's Winery in Eppan, South Tyrol. The initiative confirms the goal of Merano WineFestival to be recognised for an innovation-oriented approach. Indeed, it was Helmuth Köcher who guided the **creation of a virtual reality with the physical presence being immersed in an environment where realistic images, sounds and other sensations can be experienced.** Through the use of a special viewer, one is able to witness all the stages of wine production; from harvesting through to the glass.

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