

# NEOMANIFESTO OF THE FUTURIST BARMAN

A welcome to enthusiasts, young and old, who wish to adhere to this Manifesto and take part in this new era of Italian mixing, which looks to the past to respond to the future. We have nothing to say to detractors enamoured of the past, false promoters of empty images and fake forms of progress, apart from this: Stop.

The barman should never lose heart when criticized, but gain strength: trying to make everyone like you immediately is the first step towards mediocrity. We know that the cocktails that gain popularity quickly are well-constructed products, but they lack all innovation and creative genius.

Therefore:

1. We call for the abolition of pointless decorations, obscene vases of flowers or still lifes of fruit and spices on the rim of the glass, without any meaning or presumption of sensory combination. A single “evocative and decisive” decoration able to create surprise and cheerfulness in the drinker and be a taste prelude is permitted. If anything, the desire is to create combinations of music, noises, perfumes, colours and tactile tables to reawaken and involve our client in a global experience.
2. We want to abolish mixes made with pointless theatrical processes that are an end in themselves, and dozens of products, used in dashes or drops. The mix must be an original, simple creation, conceived by a mind free of preconceptions and made with just a few ingredients, returning to the origins of mixing.
3. We want futurist art to permeate the world of mixing. A *polibibita* should be conceived in somewhere between 45 and 60 seconds. As in love, a brief wait will increase the pleasure, a long wait will extinguish it. The client must be served quickly so he does not lose the pleasure of the drink, which he has already looked forward to thanks to the perfumes, colours and sounds.
4. The use of jiggers and metal pourers is abolished and we ask the futurist barman to return to free pouring. Out with standardization and the flattening of talents. The barman’s wrist must be his best weapon, the element that makes us different from one another. A steady, expert, trained wrist, not given to showmanship, but sure and solid. The *polibibita* must always be potentially different in intention, even if just by a millimetre. A unique and unrepeatable artistic creation, prepared especially for our client.
5. We want the *polibibita* to amuse and increase the level of sociability between people, in alternative to the emptiness of virtual friendship. At the same time, it should not bewilder or be a cause of unease. On the contrary, those who drink a *polibibita* should leave the table feeling ready to take on a new challenge and wake up in the morning ready for any new battle that life presents.

6. We want Italian liqueurs and gastronomical products to be used in our *polibibite*. We want the abolition of the foolish xenophilia that has always nourished our mixes and made us prefer the foreign, regarding it as superior, irresponsibly forgetting that Italian distilling has a culture and technical background based on thousands of years of history. The world envies us our vermouth and other Italian liqueurs for which we are famous and admired. The foreign product is warmly welcomed when it is of an objectively higher quality or necessary for the recipe and a similar Italian one is lacking.

In conclusion:

1. The Futurist barman should not ignore the means at his disposal for imposing an Italian influence on the world of mixed and unmixed drinks, re-proposing the *polibibite* and neo *polibibite* made exclusively with local ingredients. The foreigner who comes to Italy because he loves it in all its forms should complete his visit by tasting a classical expression of Italian inventiveness, which can give him new ideas. Every list must contain, in addition to international and classic Italian mixes, a proportional number of *polibibite* and neo *polibibite*.
2. Futurist mixing should be the starting point, never the destination. Imprecise quantities and reckless combinations should not be an excuse for offering unbalanced and undrinkable drinks, with obscene decorations to mask negligence and a lack of skill behind a blatant provocative stance. On the contrary, the art of Futurist mixing lies in demonstrating the knowledge attained and the mastery of the barman who, knowing the products and liqueurs of his land, will be able to create original and delicious *polibibite*. Only perfect knowledge of our ability allows us to deftly play with tastes, perfumes and textures, expertly measuring each ingredient in our heads and in the glass.
3. We want competitions to crown the “National Record Mixologist”, where readiness of spirit, in-depth product knowledge and creativity are master. There should be no virtual competitions, studied at the desk or on empty, showy social network videos, but society, amusement, comparison and real sharing between colleagues.
4. Futurist mixed drinks will be the basis of the Italian barman’s work abroad. In this way he will be able to offer his guest a rare example of concise, dazzling Italianism. Italian pride will certainly be appreciated by the client, who will enjoy the delicious drink. But it may also serve as an inspiration for the foreign barman who, having studied the *polibibite*, will try to reinterpret them using his own local products, making his own mixes cosmopolitan and the source of new ideas, like Futurist art, which influenced the entire world.