

ALL ABOUT ITALY

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FASHION, FOOD, MUSIC, ART & LEISURE

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A YEAR IN CELEBRATION
OF THE GENIUS OF ROSSINI

Alternative tours

TELL ME ABOUT
THE REAL BOLOGNA

Fashion Empire

THE GUCCIFICATION
OF FLORENCE

Wines of Italy

WINE SPECTATOR SELECTS
THE BEST ITALIAN WINES

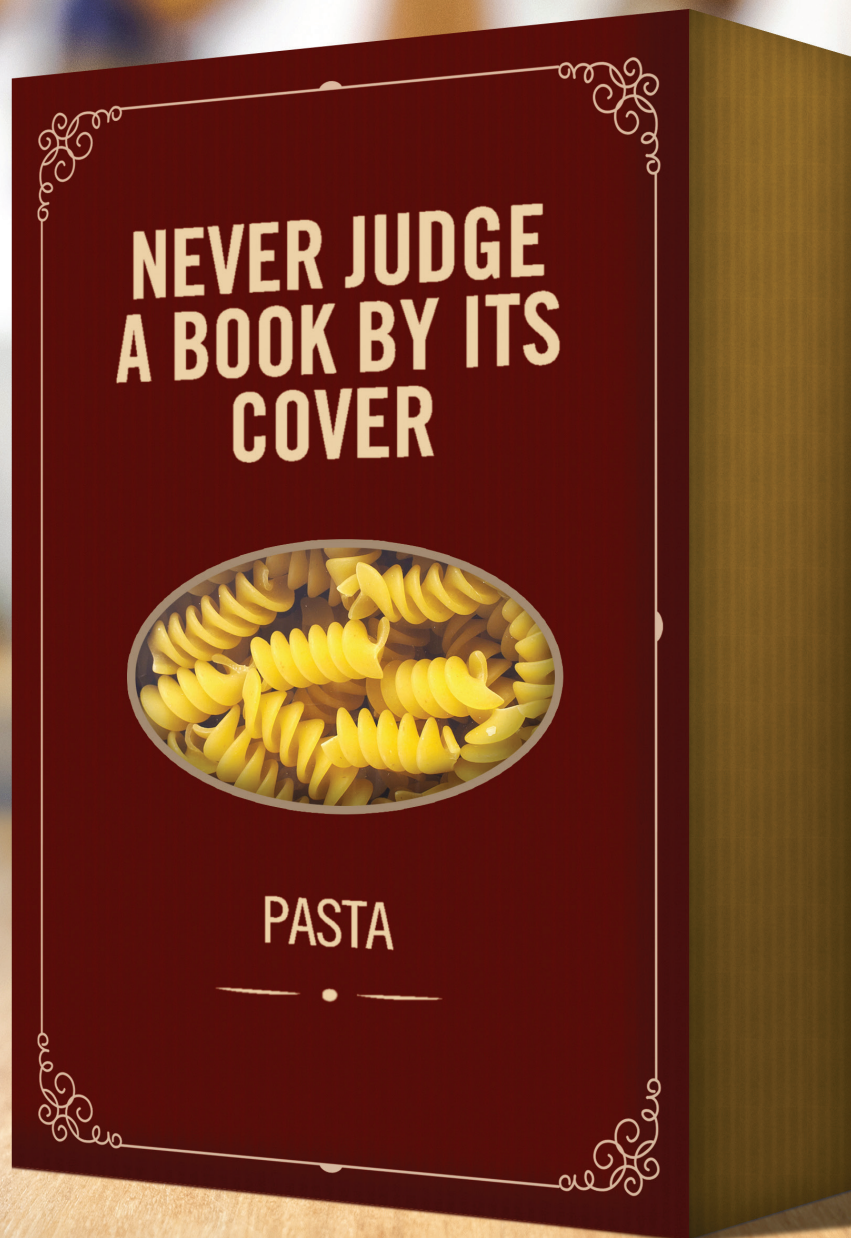
Discovering Rome

THE 'DOLCE VITA' ACCORDING
TO MARCELLO GEPPETTI

Passion for the sea

BENETTI SEASENSE:
WITH THE WIND IN FAVOR





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EDITORIAL

ISSUES OF GREAT BEAUTY

Tradition and modernity, craftsmanship and technology, aesthetics and functionality. It's called "Made in Italy", a brand, a guarantee of excellence, the unique and universally recognized capacity for the co-existence and consolidation of the many strong points of that beautiful country - Italy. It is an achievement, which testifies both to a cultural legacy, transmitted and enriched from generation to generation right up to the present day, and to a widespread and, one could even say, "genetic" sensibility towards beauty. It is the very essence of typical Italian products and their symbolic value, which directs the buyers imagination towards the countryside, colors, bel canto, art.

We shouldn't, however, neglect to tell you of the myth behind the myth, that spotlight, open-air stage that is, and has always been, Italy.

Spotlights, which illuminate an era that is impossible to replicate for no other reason than its unique combination of worldliness and intellectual ferment, which has generated an immortal image.

As immortal as the shots of Marcello Geppetti, witness to, and interpreter of, a legendary era, consciously and happily frivolous, to which we would like to take this opportunity to dedicate a tribute.

It's a story, which continues to grow, like the proverbial "Rossini's Crescendo", that magnificent and evocative musical moment which well sums-up the power of an absolute musical genius. For Gioacchino Rossini, 150 years after his death, a celebration of his maxim "Eating, loving, singing and digestion are the four acts in the comic opera that is life".

It is a culture that lives by and within places, in the memories of those who have visited them, however briefly, and in the remembrances of those who have lived there, for however long, of their own history of that aura of beauty and elegance, which over the years they have been a part of.

All the world's markets look to this when assessing an Italian product, each one bound closely to a vision of the history and culture of Italy, and the spirit of its cities and their beauty.



Editor in Chief
Franco Del Panta



Co-Editor & Vice President
Paolo Del Panta

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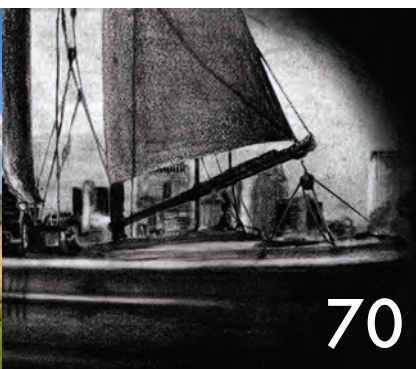
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SPRINGTIME REBIRTH IN ABRUZZO

At the foot of the Gran Sasso is a city “as strong as stone and as delicate as snow”. L’Aquila, a historic university center loved by tourists and students alike was brought to its knees by a tremendous earthquake in 2009. Yet today, the city rises again, starting with its priceless artistic heritage.

To begin with, the altar of Santa Maria di Collemaggio — the restored basilica that illuminates the road leading to the capital of Abruzzo. While distant from the historic center, its marvelous buildings and ancient churches, an ambitious project and unique model of collaboration between Italian universities, the city, the superintendency and energy company Eni, brought it back to its original splendor. It is a spiritual sanctuary immersed in the greenery of the Parco del Sole, an area of 130,000 square meters with an open theater designed by the internationally renowned American architect Beverly Pepper.

Bearing three rosettes, and white and red stones arranged in a cross-shaped pattern that characterize the facade, this medieval-art haven tells the story of Celestino V, the “hermit father”. At 78, Celestino was profoundly loved and revered, despite his ascetic life and living in an age when Church corruption was being publically chided. He was crowned Pope in the Basilica of Collemaggio, a structure of his own making, by Carlo D’Angiò.

He preached forgiveness — specific religious and penitential conditions through remission of the temporal punishment of sins, opening the way to the first Jubilee year, proclaimed by his successor Boniface VIII. Celestino V was remembered by Dante in the Divine Comedy as “the one who refused cowardice” since he decided to renounce the papacy almost immediately after being elected. He paid the price with imprisonment under harsh conditions and extreme suffering. Today the masterpiece facade, the symbol rosette, the Holy Door and the remains of Pope Santo Celestino V find new life and rebirth in the most lively of seasons.

Margherita Pituno





PEOPLE

GIOVANNI SOLDINI.

THE HISTORY OF A MODERN “PIRATE”

“He was a man who must have traveled everywhere, at least in spirit”. A phrase taken from the novel “Around the World in 80 Days”

by Jules Verne and which describes Giovanni Soldini as if it had been tailor-made for him. It was not only with his mind that he did his travelling, in fact this Italian skipper actually did travel everywhere, and he did it on his own boat. The Milanese mariner can boast of having sailed all (or almost all) the seas and oceans of the world and he recently set a new record for the crossing from Hong Kong to London.

Other than the 80 days imagined by Verne to circumnavigate the globe: for Giovanni Soldini and his crew, aboard a Maserati Multi 70, 36 were enough. A little over a month to complete the journey, beating the previous record by 5 days: despite many difficulties (headwinds, bitter cold, high seas, thunderstorms and a broken rudder) Soldini, aboard his 21 meter trimaran, completed the trip in 36 days, 2 hours, 37 minutes and 2 seconds. He shares the record with four other crew members: an Italian, two Spaniards and a Frenchman, plus a meteorologist on land who kept in constant contact with him to advise of the weather conditions awaiting him on the open sea. Giovanni Soldini crossed the finish line under Queen Elizabeth Bridge in London on 23rd February 2018, allowing himself a celebratory moment or two at the end of the trip. “We are super happy but also tired”, the sailor announced on landing. “The last 48 hours have been very tough. In the Channel with high winds, rough water and terrible cold. The record attempt went really well,

we are very happy with our voyage”. An achievement with historical significance for Soldini and his team: the route taken by the Maserati Multi 70 intersected with the historic one of the clippers which brought tea from China to England in the second half of the nineteenth century.

This is merely the latest of the adventures characterizing the career of the skipper from Lombardy: in fact Soldini has achieved, amongst his many “outings”, two solo world circumnavigations and a record time for completing the historic route from New York to San Francisco: 13,219 nautical miles, passing Cape Horn and completed in 47 days (beating the previous record by 10 days). In 2014 another record fell, further enriching Soldini’s extraordinary list of achievements: the crossing between Cape Town and Rio De Janeiro in 10 days, 11 hours, 29 minutes and 57 seconds.

“You must admit that you’ve found a most agreeable way to show how the earth has shrunk; simply because now, one can go round the world in three months...” and nowadays, considering the achievements of Soldini, those lines, penned by Verne in 1872, will bring a smile to the lips of anyone re-reading them.

Alessandro Creta





NEW PROJECT

GARDA BY BIKE, THE BIKE PATH AROUND THE LAKE

Thanks to a deal signed with the northern region of Veneto, Lombardy, and the autonomous region of Trentino Alto Adige, the Italian Ministry of Infrastructure and Logistics launched the “Garda by Bike” project, a spectacular 140 km bike route that, going through the above regions will create a ring around the largest and most picturesque Italian lake. The ambitious project will allow both beginner and expert cyclists to circumnavigate the lake’s perimeter while enjoying its breath-taking surrounding scenery. It will also be possible for the less experienced cyclists to skip the more challenging sections of the path, like, for example, the 27 km hilly stretch between the towns of Gargnano and Limone, by catching a ferry that will take them and their bikes to their destination. Garda by Bike will be completed in 2021 with a predicted budget of 102 million EUR. However, the most impressive stretch, from Corno Reamol by Limone all the way to Riva del Garda, should be finished by this summer. This brand-new bike path will cost 7,6 million EUR and it will feature 2 km of pathway mostly suspended from the rock surrounding the lake, just a few meters above the water. The project puts its hopes in attracting larger numbers of tourists and boosting the area’s appeal, connecting individual cities and villages, and making cyclists safer by separating them from vehicular traffic. Local counselor Silvia Razzi said the project is intended to promote “sustainable tourism” as well as to offer “greater visibility for trade, restaurants, and hotels in the Garda area.”

John Daporto



The new place to be in the Renaissance city

THE NEW LOBBY AT HOTEL SAVOY, FLORENCE



ROCCO FORTE HOTELS

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ASSILA HOTEL JEDDAH BROWN'S HOTEL LONDON THE CHARLES HOTEL MUNICH HOTEL DE RUSSIE ROME VERDURA RESORT SICILY
HOTEL ASTORIA ST PETERSBURG FUTURE OPENINGS: ROME & SHANGHAI

ROCCOFORTEHOTELS.COM

TASTE TO GO

CALL ME GELATO!

The 2018 edition of Gambero Rosso's guide to the best gelato to be found in Italy was presented at this year's SIGEP (International Exhibition of Gelato and Pastry) and it has been distributed in bookshops since the end of April. In this year edition of the guide there are 4 new Three Cones – indicating extraordinary gelato –, for a total of 40 throughout Italy. Emilia Romagna is the leading region with 7 Three Cones, followed by Piedmont and Lombardy with 6, then Tuscany and Lazio with 5, Liguria, Veneto, Friuli Venezia Giulia, and Campania with 2, while Marche, Basilicata, and Sardinia have 1 each. The new Three Cones are:

MARCO SERRA GELATIERE, CARIGNANO (TO)

The talented gelato maker, opened his first parlor in the center of his hometown. The impressive 6 meters long counter presents about 20 silky, clean and tasteful flavors thickened with baobab bark and maranta for a divine result.

AMERICAN BAR OASIS, FARA GERA D'ADDA (BG)

Candida Pelizzoli, president of the Association of Italian Gelato Masters, conquers her Three Cones thanks to her passion, studies, experiments, and love for combinations of fruits and vegetables that turn into a light gelato with an intense taste.

GREED AVIDI DI GELATO, FRASCATI (RM)

Dario Rossi is a tireless researcher, an aware promoter of his territory, and a careful craftsman with a sweet tooth. He aims straight to the original taste of the sweet or salty ingredients of his gelato, without alterations or unnecessary frills.

LA GOURMANDISE, ROME

Dario Benelli's workshop is wrapped in a unique alchemy, and there he creates a gelato that conquers the taste buds at the first taste; but strictly from a cup, because Benelli's creations must be enjoyed in their wholeness without adding the flavor of the cone.

Alessandro Creta



Enjoy the height of Roman life

THE VIEW FROM THE TERRACE OF THE POPOLO SUITE
AT HOTEL DE RUSSIE, ROME



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HOTEL ASTORIA ST PETERSBURG FUTURE OPENINGS: ROME & SHANGHAI

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FOOD

CRACCO'S NEW RESTAURANT IN MILAN

Finally, after a waiting of one and a half year, Carlo Cracco inaugurated his new restaurant in an almost cinematographic location in the heart of Milan, between Piazza Duomo and Piazza della Scala, in Galleria Vittorio Emanuele II. With a proud smile, side by side with Milan Mayor Giuseppe Sala, the chef, wrapped in an elegant gray suit, pointed out: "This is the first restaurant truly and completely mine." The refined nineteenth-century architecture is an amazing space of 1,118 square meters on 5 floors – rented for just over 1.2 million dollars a year- that, with the uttermost attention to detail, Cracco, chef but also entrepreneur, has turned into an impressive multi-function venue. The spaces are organized so to have a cellar in basement – with 2 thousand labels -, a café and pastry shop on the first floor – opening directly on the main nave of Galleria Vittorio Emanuele II -, a restaurant on the second floor – with an average price of just over 55 dollars per dish -, a hall for private functions on the second floor, and, obviously kitchens and service areas not accessible to the public. This mixed culinary proposal is expected to boost the turnover of Cracco's restaurant that used to be in Via Victor Hugo and that in 2016 had exceeded 7 million euro.

Stefano Valentini



Relax by the sea amid the culture of Sicily

THE VIEW FROM THE POOL AT VERDURA RESORT, SICILY



ROCCO FORTE HOTELS

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HOTEL ASTORIA ST PETERSBURG FUTURE OPENINGS: ROME & SHANGHAI

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CARS

NEW STRATOS, THE RETURN OF A LEGEND

The Lancia Stratos has undoubtedly been one of the most legendary sports and rally car names of all time and visitors of major motor shows during this year will be able to please their eyes with its new version, the New Stratos, built by bespoke sports car manufacturer Manifattura Automobili Torino (MAT). MAT will produce in an extremely limited series of only 25 specimens of the concept car designed by Pininfarina in 2010 at the request of rally enthusiast and chairman of vehicle parts supplier Brose, Michael Stoschek, who fortunately authorized the reply. The striking design of the New Stratos pays homage to its world-famous predecessor – of which just 492 examples were produced between 1973 and 1978 – offering a new exciting interpretation of the most famous and successful rally car of the past and fully representing its character as design and sport icon. The New Stratos – whose interior retains the characteristics of the original car, such as integrated support for the helmets in the doors – promises an experience that no other super-car can assure on tight and twisty roads thanks to its engine that can deliver over 550HP, lightweight design, and specially tuned suspensions and the ideal balance deliver.

The 25 units will be offered worldwide, with the customer having a choice of different options and versions – a GT racer, a Safari version, and a third that MAT refers to as “a competent super-car for daily use”.

www.manifatturaautomobilitorino.it

Stefano Valentini





Il Terzo Pilastro
su scala internazionale
per un nuovo sviluppo
sociale, economico
e culturale.



La Fondazione Terzo Pilastro – Internazionale, presieduta dal Prof. Avv. Emmanuele F. M. Emanuele, è la naturale evoluzione della Fondazione Terzo Pilastro – Italia e Mediterraneo, in quanto si fa portatrice e sintesi, su più ampia scala e senza alcun vincolo territoriale, delle due strategiche direzioni di intervento originarie: il Terzo Settore (o Terzo Pilastro, il non profit) e le tematiche urgenti ispirate dall'osservazione di ciò che accade al di fuori del mondo Occidentale, con uno sguardo che va oltre l'area mediterranea per approdare nei Paesi emergenti in Medio ed Estremo Oriente, futuri protagonisti della nostra Storia. Essa, infatti, opera nei campi sanitario, della ricerca scientifica, sociale e del Welfare, educativo e formativo, culturale ed artistico e svolge la funzione di ponte tra le diverse culture fra Oriente ed Occidente, fra Nord e Sud del mondo.

www.fondazioneterzopilastrointernazionale.it



FONDAZIONE TERZO PILASTRO
INTERNAZIONALE

T FONDACO DEI TEDESCHI'S RETAIL RENAISSANCE

One can get blasé about new retail venues or revamps. They appear all the time. But rarely does one of Venice's great landmarks become a shopping haven of the type that duty free retailer, DFS Group, opened in October 2016.

The Fondaco dei Tedeschi, dating back to 1222, has a prime location on the Grand Canal near the Rialto Bridge and was once a base for the city's German (Tedeschi) merchants. An exceptional renovation by Dutch studio OMA, guided by renowned architect and town planner Rem Koolhaas, has breathed new life into the historic building. Furniture designed by Jamie Fobert that celebrates elements, textures and forms of Venice, has given the inside as much appeal as the outside. Red escalators and gold finishes certainly pull no punches – they add a wry touch of decadence to the refined architecture. Now called T Fondaco dei Tedeschi, and the first flagship store of DFS Group in Europe, the expansive shopping offer covering 7,000 square metres has had to live up to its enhanced surroundings. 'Made in Italy' and international brands have been carefully curated – it is not bursting at the seams with product... space is a luxury here, something Venetians know all too well with cruise tourists overrunning the town at certain times of the year. It helps that DFS is majority-owned by luxury goods conglomerate LVMH Moët Hennessy Louis Vuitton. The ground floor is dedicated to Venetian and national excellence so, as well as Gucci and Bottega Veneta boutiques, there are corners dedicated to local accessories and jewellery,

alongside delicatessen, wines and gifting ideas from top regional producers. The AMO by Alajmo restaurant occupies the courtyard, with décor designed by Philippe Starck. The menu from Massimiliano Alajmo, the youngest chef ever to gain three Michelin stars, reinterprets classics of Venetian and Italian cuisine with a contemporary touch. Take the red escalator up to the first floor for woman's fashion, jewellery and accessories featuring Bulgari, Damiani, Fendi, Lanvin, Max Mara, Tiffany & Co, Valentino and more. The second floor encloses an area dedicated to luxury watches from Cartier and Hublot, to Omega and Panerai. Here, too, is men's fashion from the likes of Brioni, Burberry, Ermenegildo Zegna, Moncler and Salvatore Ferragamo. Woman's shoes stamp their mark on the third floor with some special designs from René Caovilla, Jimmy Choo, Louboutin, Aquazzura and Giuseppe Zanotti. Facing this space is a full-force beauty offer. The fourth floor hosts the skylit Event Pavilion where art exhibitions and a calendar of cultural initiatives are hosted. From here a terrace with panoramic view on the whole of Venice completes what many might consider an inimitable shopping experience.

T Fondaco dei Tedeschi on Calle del Fontego dei Tedeschi in Venice is open everyday from 10am to 8pm.

www.dfs.com/it/venice

Kevin Rozario





TEATRO DELL'OPERA DI ROMA

JULY 3 - 20 GIUSEPPE VERDI

LA TRAVIATA

JULY 14 - AUGUST 2 GEORGES BIZET

CARMEN

JULY 27 - AUGUST 4 SERGEJ PROKOF'EV

ROMEO AND JULIET

EXTRA

JULY 17 AND 18

ROBERTO BOLLE

AND FRIENDS

JULY 23

JAMES TAYLOR

AND HIS ALL-STAR BAND

AUGUST 6

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ON THE ROAD

VESPA'S ELECTRIC STING

It had to come. The Vespa scooter – for many an iconic image of Italy – is going electric, with worldwide distribution starting this year. The brand's new Vespa Elettrica, first unveiled at Milan's EICMA International Cycle and Motorcycle Show in November, will use new electric mobility technology from its parent company, Piaggio Group. But Piaggio is keen to point out that the new line – with a guaranteed 100km range – is not just any electric scooter but “a contemporary work of art with a technological heart”.

What does that mean? Essentially that the switch to electric does not detract from Vespa's classic characteristics where cool meets function. It adds to them. Silent running is one new aspect – total silence; another is a multimedia platform connecting the rider's smartphone to the vehicle through a man-machine interface that incorporates digital colour instrumentation. Meanwhile, the X version combines a generator with the electric motor, that can double the range by constantly recharging the batteries. It sounds too good to be true. Piaggio also points out that the lithium-ion battery does not require maintenance or special handling: for charging you

only need to find the cable in the seat compartment and connect the plug to a normal wall-mounted electrical outlet or to one of the growing network of public charging station found in larger towns and cities. The time required for a full charge is four hours. “No vehicle in the world is now as in line with zero-emission propulsion as Vespa, and electrical mobility has never been so fascinating, full of style and elegance,” says Piaggio Group modestly. The heart of Vespa Elettrica is a unit delivering continuous power of 2kW, peaking at 4kW. That achieves a performance superior to a traditional 50cc scooter, especially when it comes to acceleration, which electric motors do rather well. The combination ensures an agile and nimble ride on urban roads in a serene silence which helps to reduce the noise pollution cluttering our cities.

Vespa Elettrica will be wholly produced in Pontedera but there is no word as yet on pricing. An international press presentation will be held on October 2018 when more details will be announced.

Kevin Rozario



ROGGI



Albero della Vita
Andrea Roggi
bronzo
2016
altezza cm 110
foto Ela Bialkowska

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ITALY HAS 368 BLUE FLAG BEACHES

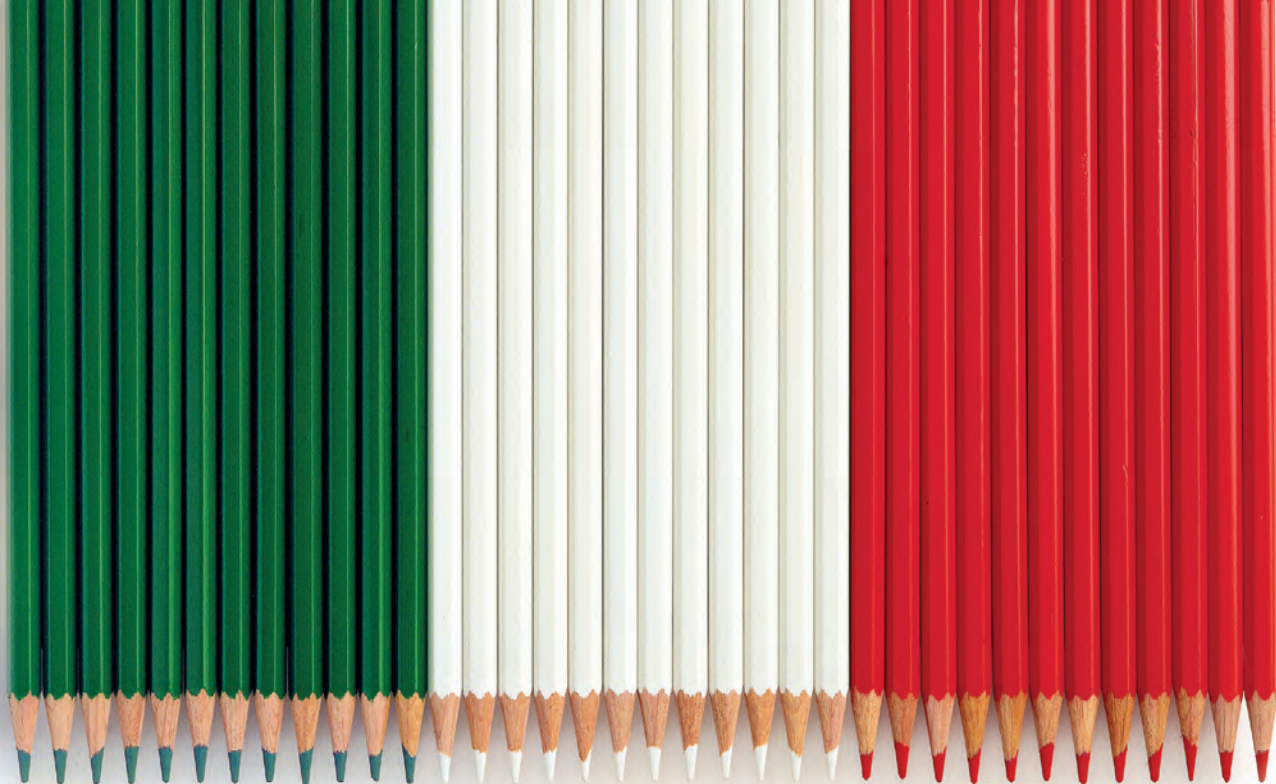
The international Foundation for Environmental Education (FEE) for 2018 has awarded 10% more Blue Flags to Italy's resorts. The resorts that can boast the prestigious eco-label for cleanliness, sustainability, and services grew from 342 in 2017 to this year's 368, about 10% of those awarded worldwide. These have not only been awarded to seaside beaches, but also to 70 tourist ports and to 16 lake resorts, 10 of which are in Trentino-Alto Adige.

Considering the different regions, Liguria leads the national ranking, confirming the certification for 27 localities, followed by Tuscany with 19 locations, while Campania, with 3 new entries (Piano di Sorrento, Sorrento, and Ispani), reaches 18 Blue Flags. Fourth place for the Marche with certified 16 municipalities. Puglia conquers 3 new flags (Peschici, Rodi Garganico, and Zapponeta) for a total of 14. Sardinia is present with 13 locations with 2 new flags entrances (Bari Sardo, Trinità d'Agultu, and Vignola).

Abruzzo goes up to 9 with the certification of a lakeside location (Scanno), the same number of flags obtained by Calabria with 2 new ones (Tortora and Sellia Marina). Veneto and Lazio confirm their 8 flags, even if in Lazio one certification has not been confirmed (Anzio) and a new one has been awarded (Trevignano Romano). Emilia Romagna adds one flag (Cattolica) going up to 7, while Sicily loses one (Pozzallo) going down to 6. Basilicata obtains 4 certifications, with 2 new flags (Nova Siri and Bernalda), and Friuli Venezia Giulia confirms the 2 Flags of the previous year. Molise closes the ranking with 1 Flag.

Ilona Catani Scarlett





Anche l'identità più complessa può essere disegnata con semplicità

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Not the usual round of churches and museums, nor a cheap tour of monuments and famous places: the story of the city of red-walled arcades deserves to be told by someone who has really lived, eaten and drunk it.

Tell me about the real Bologna...



Looking at it from above, what emerges, as great splashes of bright color, are reds: the reds of roofs and of walls. Bologna is one of the most beautiful cities in Italy, and perhaps Europe. Capital of Emilia Romagna, it is simply unique: there's no other place like it, nor anywhere else that could replace it. It's beautiful because of the fullness, the abundance of color; and the color, which predominates is in fact mostly red. Interviewed for a magazine, the Italian singer Gianni Morandi listed those that for him are the unforgettable sites in "his" Bologna. "The Santo Stefano Basilica in the piazza of the same name, the works of Guido Reni at the San Domenico Basilica, the courtyard of the Archiginnasio Library. Then the two towers: the Garisenda and Asinelli". And then: "We have the marvelous San Petronio Basilica and right in front of it, the Crescentone in Piazza Maggiore, a rectangle of red and pink granite as high a

step. We mustn't forget the Madonna di San Luca Sanctuary with its breathtaking panoramic view. All splendid, beautiful destinations, especially for those travelling, for the first time, to this part of the world. But Bologna is much more than just these wonderful "institutions", the city of arcades has so much more to offer, alleys and surprises that only show themselves to those who really want to explore it, to eat it - literally, seeing as one of its boasts is to cater to the greedy gastronome. I do not have a Gianni Morandi (an Italian singer) to ask for advice and suggestions. I do however have something much better: my friend Elisabetta, who has lived in this city for 9 years, thus giving me the opportunity to visit on many occasions and to savor, at least in part, some of Italy's most beautiful treasures. And it was to her that I turned to show me round this corner of the world,



this student town par excellence (seat of Europe's oldest university), this place where the coffee drinkers under the arches interact with passing, smiling cyclists.... In short, "her" Bologna, which thereby also becomes a little bit of our own. "I'll tell you what comes to mind as a suggestion" - she says, outlining a potential itinerary which mixes things to see with places to eat or drink - "As a starting point I would suggest a trip round the center during the morning to enjoy the calm of the historic streets in the heart of the city (closed to traffic at weekends) and to soak-up the atmosphere of the fish market and small shops around Via Clavature and Via degli Orefici. In this area, if you want, I recommend trying some of the cold-meat and cheese nibbles at either Tamburini's, Zerocinquantino or Zerocinquantello. During the Christmas period, in the area around Via Oberdan or Via Altabella, one can find charming



mini-markets and hopefully, stop to try some of the excellent prosciutto ham from various sources at either Pane Vino e S. Daniele or Prosciutteria. This area is also a characteristic 'Jewish Quarter' with, at its center, Piazzetta Marco Biagi. If there's time, I would suggest stopping at two charming little places, Il Marsalino and The Camera a Sud where one can drink a glass of delicious wine.

At this point we can go on into the actual university area, which grew up around Via Zamboni and Via Irnerio, pausing to visit the gardens and look at the street art in the renovated Via Del Guasto. Here we could decide to pop into a very reasonably priced Greek taverna in Via Delle Moline or there is a (fairly expensive) Alce Nero organic restaurant. It's essential to linger in Piazza Verdi just to have



Bologna is the city of aperitifs: from Zerocinquantino to Marsalino, there's no shortage of choice.



a coffee at one of the bars with little tables outside and enjoy the general coming-and-going of people. Hopefully, if you're lucky, it might be possible to hook-up with a recent graduate, out celebrating with a group of friends: in Bologna the tradition of acting-the-fool and making jokes on such occasions is still very much in evidence.

Alternatively, one could go from Piazza della Mercanzia (right below the two towers) towards Via Castiglione, where you will find the atmosphere

much quieter, more like a residential suburb. It's essential to have a look round the church of San Giovanni in Monte and, above all, visit the wonderful Piazza Santo Stefano, seat of the eponymous basilica, also known as the complex of the Seven Churches.

If you then decide to carry on towards Porta Castiglione, you'll come across the absolutely beautiful Santa Caterina auditorium and, turning into Via Orfeo, there is one of the most popular, traditional bars in town, Miki & Max's.

From Porta Castiglione, one can get (by bus if you don't drive) to the Rizzoli hospital: from there you can enjoy a wonderful view of Bologna from a panoramic terrace, which is ideal for taking some beautiful photos. At this point, if you're going to carry on into evening, I would suggest heading









towards the area round Via del Pratello. Firstly, because I recommend stopping in Via Belvedere at the Senza Nome (the No-Name) - a charming little bar started by a team of young deaf-and-dumb people - or at the Fun Cool Oh!, or alternatively, at the “red-hot” Mercato Delle Erbe (Herb Market). Walking along Via del Pratello, one can take a break in Piazza San Francesco where there will often be groups of young people “comfortably” sitting on the ground, beer-in-hand, while enjoying the university atmosphere and other, more grown up groups, singing and dancing in the square. Other places of interest in the area are Altotasso (which often plays host to some great concerts) and De Marchi, both of which are very cheap-and-cheerful. On Via del Pratello, if you’re hungry, you could eat at the Cantinone or in another of the numerous small restaurants lining the street. To enjoy a good ‘amaro’ however, I suggest the Barazzo, a very popular bar.

Bologna is much more than just these wonderful “institutions”, the city of arcades has so much more to offer, alleys and surprises that only show themselves to those who really want to explore it

For lovers of the dance floor I suggest shaking-a-leg at the Arteria, right in the city center which hosts various types of evenings, or at Cassero, a gay-friendly venue with good music. Nearby there is the MAMbo, the Bologna Museum of Modern Art, with its, always very interesting, temporary exhibitions (apart from hosting a bar of the same name which serves great aperitifs). Obviously, for anyone with the time and the inclination, a pilgrimage to the San Luca Basilica is a must (accessible on-foot via a beautiful route), or a trip by car around the Bolognese hills, among farms and the inns which serve tortellini, lasagna and glasses of superb Lambrusco and Sangiovese”. I don’t know about you, but if I had the good fortune to end up in Bologna, I would not ignore these suggestions.

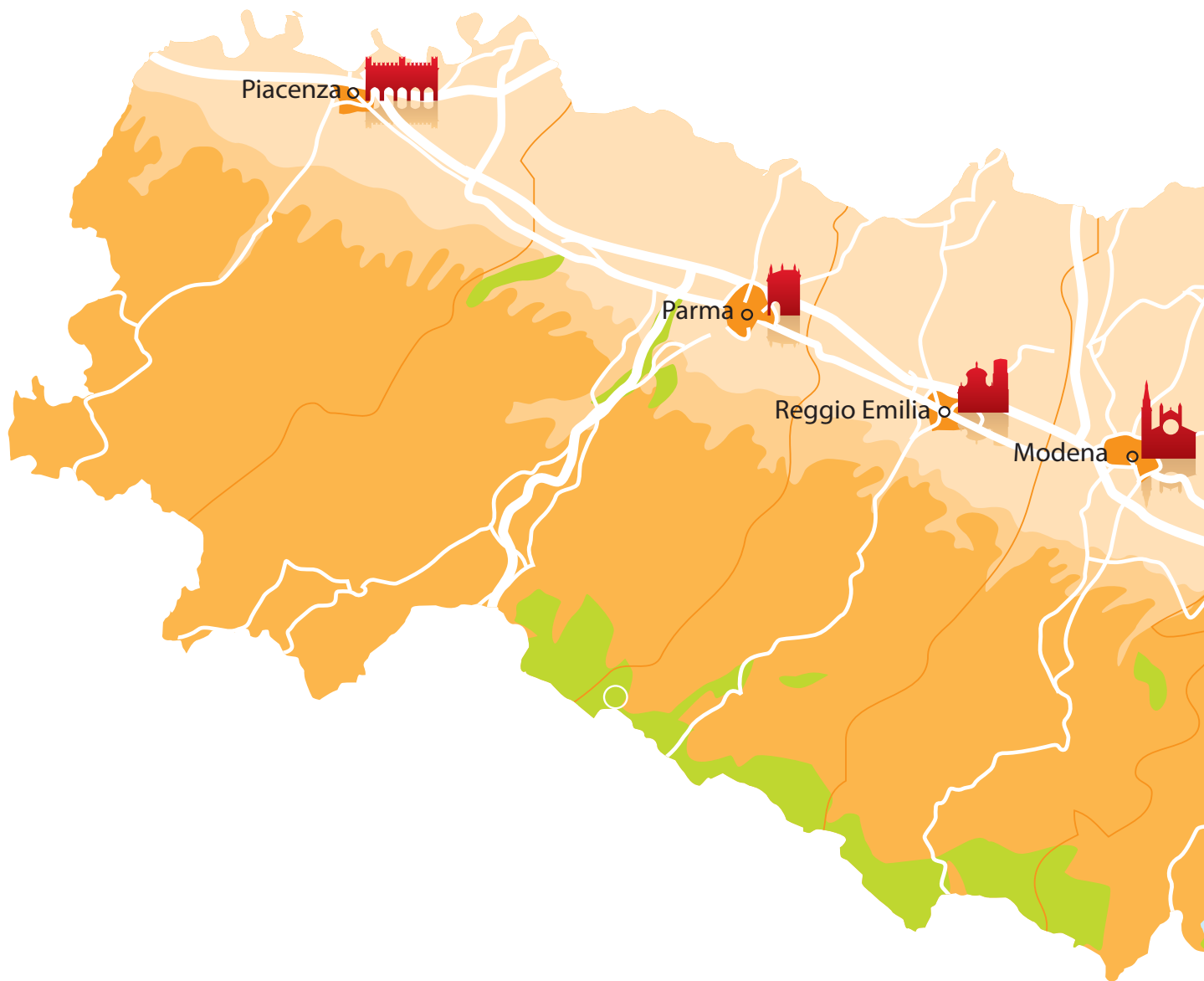
Lucia Mancini



The Fountain of Neptune, one of the symbols of Bologna, is sited in the historic center.

Since Roman times it has connected the Adriatic Coast to the Po Valley: the route, which symbolizes the expansion of Rome, “Capital of the World”, even today, still represents a fascinating itinerary for tourists.

Fun along the Via Emilia: The Italian Route 66

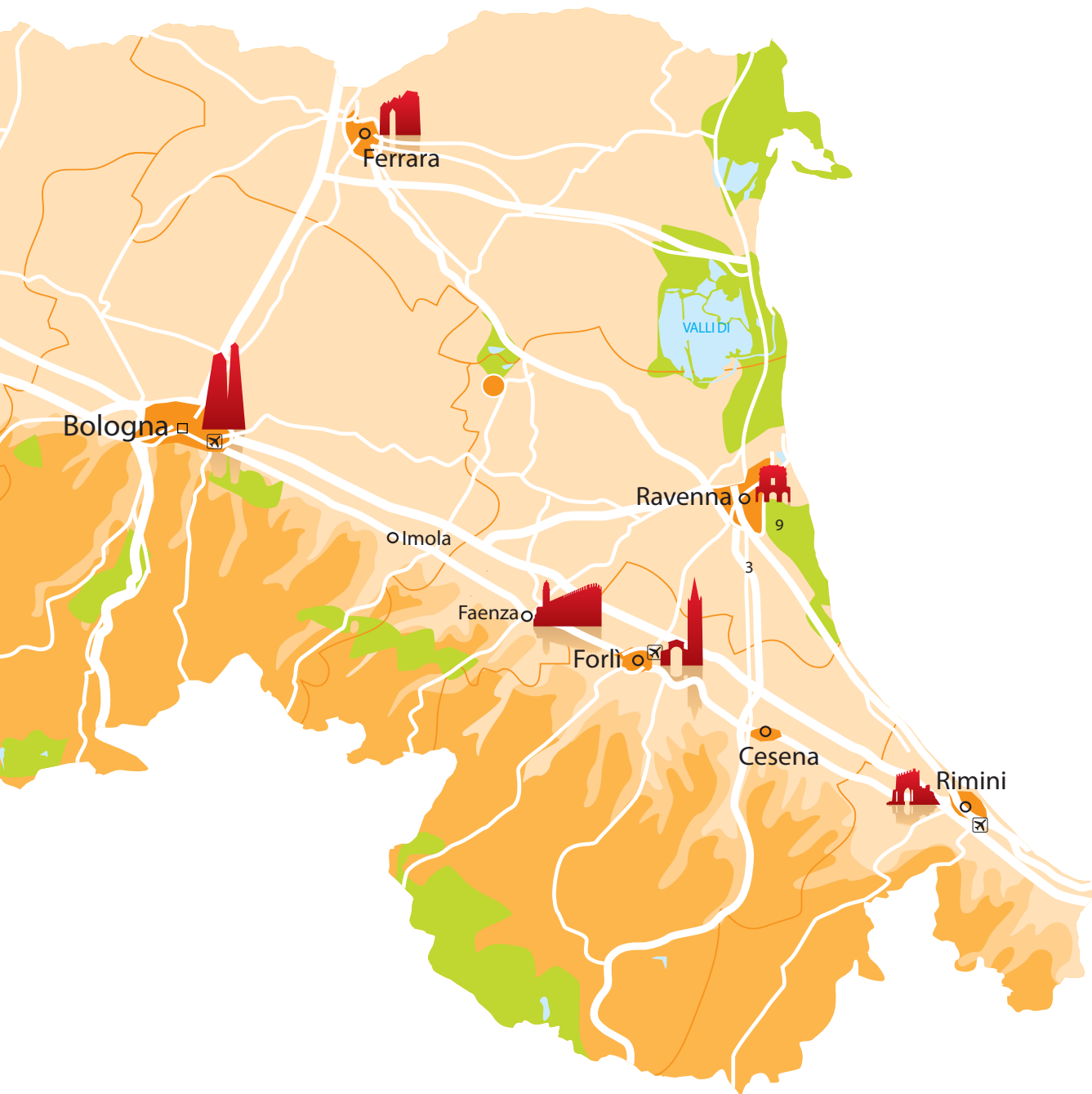


Along with Florida's Highway One, Australia's Coastal Drive and California's Big Sur, Italy can boast of its own dream route, a Route 66 completely "Made in Italy" and amongst the world's best 20 itineraries for a road trip. English tabloid newspaper The Sun included the Via Emilia amongst its own best 20 of the world's roads: this is an important recognition for the country, that this tract of land dotted with urban centers is valuable for its heritage just as much as from the point-of-view of tourism.

Between ancient towns and enchanting villages, sandwiches stuffed with Parma ham and a plate of pasta dusted with Parmigiano Reggiano cheese, winds one of the most iconic ancient roads in Italy. In 187 BC the 240 kilometer route, built

by the Roman consul Marco Emilio Lepido, began to develop, connecting, in a straight line, Rimini and Piacenza. Along the route we find towns and villages of varying sizes and note, united by the distance that separates them. 25 kilometers on average between one and the next, a distance of historical significance, being the mean daily distance a marching army could travel.

Setting off on a journey we begin to discover characteristic villages, famous and less well known, that populate and stamp their identity on the Via Emilia: whether by car, motorcycle, bicycle or even on-foot, the important thing is to enjoy one of the most evocative and historic roads in the world.



With our backpacks on and a desire to get going, Forlì is the first city to welcome us.

Our trip just has to begin from the Tiberius Bridge in Rimini from which the Via Emilio rises. We get up early today and head-off dead straight in a north-westerly direction: passing by Cesena, we reach our first stop: Forlì.

The city has around 117 thousand inhabitants and was probably founded at the same time as the Via Emilia. Back in 188 BC the Romans established a tiny settlement, which has expanded over the centuries to become today's flourishing capital of the province of Emilia. It's bizarre though that beautiful Forlì, jewel in Emilia's crown, proud of its traditional food and wine, should have been the first city in Italy to welcome the "controversial" Hawaiian pizza, the one garnished with pineapple and ham, into its pizzerias and bars. The purists turn up their noses but the contrasting choice actually underscores the whimsical character of the place, always able to surprise and at the same time embrace and reassure with established specialties such as thistles in parmesan with truffles, creamed rice with parmesan, and the unusual and delicious scampi with ham.

TRATTORIA PETITO

Via Filippo Corridoni, 14

47121 Forlì

Tel: 0543 35784

www.trattoriapetito.it





A break amongst ceramics: Faenza and Dozza the first stops in Bologna

After a lavish and filling meal courtesy of Forlì, we can resume our journey heading north-east. It's a pleasant journey, the afternoon is sunny and, a mere 25 km further on, there is Faenza, a city of 60,000 souls that merits a look round. The center, famous for its ceramics, put down roots in Roman times even though its exact historical origin is difficult to trace. The main monuments are gathered in two adjacent squares dating from the early 1300s: Piazza del Popolo (where the clock-tower stands) and Piazza della Libertà. In the first you can admire the Mayor's Palace and Palazzo Manfredi (now city hall); in the second you'll find the cathedral. Should you be visiting Faenza during the last days of May, you can witness the passing-through of the historic 100 km race known as the Passante, an ultra-marathon which starts from Florence and, taking in the hills and passes of the Apennines, finishes in the city of Emilia. It's a race considered a legend by many and is extremely demanding, which every year attracts more than 1,000 participants from all over the world.

This area is also full of vineyards and for wine lovers here is an opportunity to try some of the best, such as the Albana di Romagna, a white, typical of the hilly areas in the southern part of the Via Emilia, or the red Cagnina di Romagna. After a glass of excellent wine, we set off on the trail once more: the Via Emilia is a long road and we are expecting to arrive in Bologna in late evening after having made a necessary detour to the little town of Dozza, very near Imola and at least 40 km from Bologna. A colorful but small place (of about a thousand inhabitants) characterized by murals painted on the walls of the houses: in fact in Dozza there are many artworks decorating the streets of this little town which make for an occasion to take some great photos.

TRATTORIA MARIANAZA

Via Evangelista Torricelli, 21
48018 Faenza
Tel: 0546 681461
www.marianaza.com

For dinner, tortellini, ragù and meatloaf: in Bologna hunger wins through and we fill our stomachs.

After a walk round the narrow streets of Dozza we resume our journey. Evening is upon us and Bologna is a city more than capable giving us what we need to eat and regain our strength. We could not have chosen a better place to sample typical Emilian cooking: Bologna is popularly known as “The Fat One” because cooking has always played such an important role in the local’s lifestyle. Tagliatelle in Bolognese sauce, stuffed tortellini, lasagna verdi and meatloaf are just some of the characteristic dishes that one can enjoy, prepared according to traditional recipes. After dinner, a walk round the old town is a must: Bologna is rich in monuments, churches and various curiosities that merit our attention. If you don’t suffer from vertigo you might visit the two towers that loom over the city or, close by, Piazza Maggiore with its San Petronio basilica within which is housed the largest sundial in the world. If you are fond of interesting “magic” tricks then you could try the wireless telephone underneath the Palazzo del Podestà. What is required to make the magic work is that two people place themselves on opposite sides of the vault both facing the wall, and then start communicating in whispers. Each will clearly hear the other’s voice, and it is said that the sick and victims of plague might thus make confession. It’s getting late and tomorrow we need to get started early. So let’s go and get some sleep in one of Bologna’s numerous high quality hostels, and then, after a good night’s rest, set out once more. Modena and Fidenza will be our last two stops before reaching Piacenza.

AL SANGIOVESE

Vicolo del Falcone, 2
40124 Bologna
Tel: 051 583057
www.alsangiovese.com









In Modena amongst history and tradition. From the seeds of independence to the folk carnival.

It's about 50 kilometers to Modena and we decide to do it in one go. In 1831 the city was one of the first centers of rebellion against Austrian rule in an attempt to gain independence. These insurrections did not achieve the hoped-for result and ended in bloodshed: the actions of Italian patriots had nevertheless shaken-up the minds of the people and were an incentive for subsequent decisive revolutionary action 30 years later. When visiting this city, one must not forget the Cathedral, a Unesco World Heritage site and one of the most important Romanesque monuments in Italy and Europe. Then in the town square, Modena's carnival, a great big celebration and a very popular traditional event. The undisputed centerpiece is the local mask, the Sandrùn, symbol of sly cunning and rustic peasant intelligence.

Talking about Modena from a culinary perspective, we can't fail to mention its famous balsamic vinegar, the authentic king of the table. A product documented as far back as the year one-thousand: a particularly fine vinegar, based on cooked Trebiano and Lambrusco grape must. Flat-bread (tigelle) and stuffed pig's trotters (zampone) are two of the town's most popular specialities.

RISTORANTE ANTICA MOKA

Via Emilia Est, 1496
41126 Modena
Tel: 059 284008
www.anticamoka.it



Labyrinths and bamboo: Masone Park is a must-see.

Let's set out once more, the last stretch of the bewitching Via Emilia awaits us. We pass by Reggio Emilia and Parma to reach another characteristic town. Fidenza is one of the last places in the province of Parma and is famous for the miracle of the Roman Domninus, Chamberlain to the Emperor Maximilian, beheaded by the Romans in 296 AD for converting to Christianity. Legend has it that after his beheading he collected his own head and walked a few steps with it, letting it fall onto the spot where the cathedral now stands. In the town center we also find the little square of Sambòt, a splendid glimpse of the middle-ages with the apse of the cathedral dedicated to San Domninus as a backdrop. If you have time for a small detour, it's worth visiting the Masone Labyrinth, about 10 km away. It's a culture-park covering approximately 7 hectares including the labyrinth, the largest of its kind in the world, which is made up of various sorts of bamboo. Opened in 2015, this site is one of the major tourist attractions in the area.

OSTERIA DI FORNIO

Località Fornio, 78
43036 Fidenza
Tel: 0524 60118
www.osteriafornio.it



We cross the finish line and enjoy Piacenza: 240 km and a unique experience behind us.

After a trip around the bamboo corridors, we are preparing for the final stage of our perfect adventure. Another 50 km and here we are in Piacenza having completed the length of the original Via Emilia. Don't be deceived by the small dimensions of the city: Although not large, Piacenza offers plenty to see and do. We start as usual from the center in Piazza Duomo. Take your time, especially if it's a nice sunny day, treat yourself to a coffee and watch the world go by. The heart of the city is focused on its most scenic square, Piazza Cavalli, which takes its name from the two equestrian statues of Alessandro and Ranuccio Farnese, masterpieces of baroque sculpture. Overlooking the square there is the Town Hall (known as Il Gotico) where the poet Petrarch spent time in 1351.

Piacenza is a place that has always cultivated interesting and unpredictable flavors that enrich its food and wine with powerful and tantalizing deviations. Pork salami (coppa piacentina) and the local pancetta for example are ideal as tasty starters, pisarei and fasò is a typical first-course consisting of small dumplings and boiled beans, as is the traditional egg pasta stuffed with stewed beef, bread crumbs, grana padano cheese and nutmeg and cooked in a savory meat stock. From amongst the main courses, we recommend the picula 'd caval, a recipe based on finely minced horse-meat, or the donkey stew, braised for several hours in red wine (Barbera or Gutturmo), tomato puree, lard, butter, carrots, celery, bay leaves, garlic and onion. To finish the meal and hopefully our trip, begun in Rimini and now at its end, a slice of fig or almond cake.

A glass of Gutturmo wine, perfect for toasting the end of our journey and between sips, remembering its most beautiful moments, and perhaps making plans for our next one.

OSTERIA SANTO STEFANO

Via Santo Stefano, 22
29121 Piacenza
Tel: 0523 327802
www.osteriasantostefano

Franco Del Panta



Undoubtedly, food is one of the highest expressions of Italian quality, but also one of the areas most vulnerable to fraud.
How to recognize quality and spot imposters.

The importance of being Italian

“What’s in a name?” asks the Juliet immortalized by William Shakespeare. “That which we call a rose by any other word would smell as sweet.”

No poetry lover would deny the beauty of those words by the Veronese maiden. Yet, while Shakespeare’s heroine’s words hold their charm, in some cases the question of name becomes of crucial importance, especially when we talk about flavor. In fact, if a rose by another name held the same fragrance, the same rule would not apply. Take for example, an Italian culinary jewel Parmigiano Reggiano. There is an abyss between Parmigiano and Parmesan, created by of flavor nuances, quality of the ingredients, preparation rules and ageing, which goes well beyond a handful of letters. The phenomenon of Italian Sounding is a real betrayal: it exploits a phonetic assonance to associate an uncertified and low quality product with one of Italian excellence. It is truly a crime against the tradition of Belpaese. Perhaps, then, starting from the name in this case is not at a misguided idea: call an Italian delight by its official name and the related certification becomes the starting point for familiarizing its organoleptic characteristics that make it truly unique and special around the world. Why yes, let’s face it, Parmigiano, as well as Gorgonzola or Pomodoro San Marzano dell’Agro Sarnese-Nocerino PDO and many other specialties, have absolutely no taste if you find them on the shelves under another name.

PARMIGIANO REGGIANO

It is called “the King of Cheeses”, and there is a reason. The intensity of taste, the meticulous workmanship and the quality of the product make Parmigiano Reggiano one of the most loved and widespread cheeses in the world and - perhaps for this reason - among the most counterfeited. But a mispronunciation of the name does not make an imitation taste authentic. Although the issue of the cheese’s origins may only seem like bureaucracy to some, in reality this is fundamental to understand the differences between the cheeses available on the market. The PDO (Protected Designation of Origin) of Parmigiano Reggiano, in fact, guarantees the respect of well-defined standards, and the application of stringent rules on the nutrition of milk-producing cows that are sourced to prepare the Parmigiano. It also includes which types of cows can be used during the production of cheese, how it must be processed and how long it has to age. These

aspects are pinnacle in defining the main characteristics of the product and therefore if a cheese does not have the PDO of Parmigiano Reggiano - but rather of Parmesan (a simple name translation) - there is no certainty that these procedures have been respected during production and therefore there is no guarantee that the product you are buying respects the high standards that have made the Parmigiano Reggiano famous worldwide. Think, for example, that Parmigiano Reggiano is aged for at least two years, whereas for a Parmesan-labeled cheese can be aged as little as 10 months.



MOZZARELLA DI BUFALA CAMPANA PDO

God save mozzarella, particularly that from buffalo milk. The distinctive organoleptic characteristics of Mozzarella di Bufala Campana PDO are tied to the micro-biological nature of the buffalo milk produced only by buffaloes raised in select regions of Italy (mostly Campania and some limited areas of Lazio, Molise and Apulia). The buffalo milk from these territories presents a higher concentration of lactobacilli strains than cow's milk. To avoid confusing it with imitations, simply cut it: the consistency of Mozzarella di Bufala Campana PDO is not an indifferent detail. There is a tougher outer part and if the inside is too dry when sliced, it was likely produced with frozen milk. A good buffalo mozzarella when observed under a light must have a uniform color — white and a shiny appearance. Hence its nickname “white gold”. What stands out is the smell of fresh milk, a characteristic aroma of buffalo milk. One taste and you can clearly understand why it is unmistakable: sweet and salty together, with a hint of acidity that is recognizable only in authentic Mozzarella di Bufala Campana PDO.



PROSCIUTTO SAN DANIELE

The difference between authenticity and imitation of Italian cold cuts is rooted in the meat from pigs that are used. Pigs used for Italian ham weigh twice as much as the American ones. This reflects in the meat's ability to absorb the salt and, ultimately, influences the taste. Authentic Prosciutto San Daniele PDO is produced in Friuli Venezia Giulia, not in Brampton: Prosciutto San Daniele, basically, is not San Daniele Ham. The visual, olfactory and taste differences are easily defined. PDO means that a pork leg can become a Prosciutto San Daniele only if it comes from pigs reared exclusively in 10 regions of central and northern Italy (Friuli, Veneto, Lombardy, Piedmont, Emilia Romagna, Tuscany, Lazio, Abruzzo, Marche and Umbria), and must respect traditional methods prohibiting freezing the meat and chemical additives or preservatives.



EXTRA VIRGIN OLIVE OIL

Much of the credit goes for Italian cuisine is thanks to the oil produced on the peninsula — an essential element of most Italian dishes and Mediterranean diet. Its importance is no secret and over the years the world has learned to appreciate products from the Belpaese's various regions. It is estimated that about 2 million tons of extra virgin olive oil are consumed every year around the world. A true extra virgin olive oil is recognizable by its medium-low fluidity, by the olive, grass, fruit and vegetable aromas. A good quality olive oil should have a bitter, spicy taste: if you taste these qualities, it is most likely quality oil. Look for Italy's PDO seal in order to have 100% Italian product. Assuming you are not an expert, the best approach to finding good olive oil is not unlike that for choosing good wine: find a knowledgeable retailer to guide you.



BALSAMIC VINEGAR

Traditional Balsamic Vinegar is produced in the Emilia Romagna region and made by slow-cooking grape must. That process is followed by a minimum of 12-years of aging. It is then certified through the European system of protected designation of origin (PDO). Five wooden barrels of decreasing size are specific to the ageing process. It is in these barrels that the product undergoes profound changes over time. In Reggio Emilia, the label color designates the different ages of Reggio Emilia PDO Traditional Balsamic Vinegar. A red label means the vinegar underwent at least 12 years of ageing, the silver label indicates at least 18 years and, finally, the prestigious golden label indicates that the vinegar is 25 years or older. In the city of Modena, a different system is used to indicate the age of its balsamic vinegars, called Traditional Balsamic Vinegar of Modena PDO. A white cap means that the vinegar is aged for at least 12 years while a gold cap with the name "extra-old" (extra-vecchio) certifies that the vinegar has aged for 25 years or more. Balsamic Vinegar of Modena PGI has a burgundy-colored mark if the product is aged for less than three years. Aceto Balsamico di Modena PGI Invecchiato has a white mark if the product is aged more than three years. In short, balsamic vinegar of this quality is a true king, and certainly deserves a worthy crown, to underline his unique, noble and inimitable being.



WINE

With 20 winegrowing regions and more than 600 indigenous varieties, Italy is by far the country with the greatest wine diversity. And it isn't only a matter of numbers — more than 520 DOC (Controlled Designation of Origin) and PGI wines are produced. Also, there is the fact that 80 of the world's most cultivated varietals are grown in the country's numerous vineyards. White, red or rosé wines uniquely linked to a territory's identity — and that wield a great influence on the local culture — are found in every single region. Wine producers are subjected to systematic checks at all stages of the supply chain, and approximately 120 Consortia protect quality by verifying compliance with the rules and specifications that certify a product's quality. Italian wine is variety, richness and uniqueness.





Hotel Bijou
★★★★
FORTE DEI MARMI

Hotel Bijou

★★★★

FORTE DEI MARMI

Via Salvador Allende, 31 55042 Forte dei Marmi (Lu) - Tel 0584 787181 fax 0584 787296
www.hotelbijou.it e-mail: info@hotelbijoufortedeimarmi.it



The Hotel Bijou is situated right in the centre of Forte dei Marmi. It's just 700 metres to the nearest beach, the pedestrian zone is in the immediate vicinity, and the hotel is easy to get to by bike or on foot. This makes it the ideal meeting place for everyone who loves not only the sea, shopping, art, golf and walking, but also tasty food, a glass of fine wine and the enjoyment of some peace and quiet and the chance to relax. Rooms come with terrace or balcony, there's an extensive garden where breakfast is served during the summer months, a car park and free Wi-Fi throughout the hotel. This is the perfect place to enjoy life style of Versilia and its spectacular coastal scenery, and to be looked after by our charming staff in enchanting surroundings.

Forte dei Marmi is 35 km. from Pisa and Lucca, 100 km. from Florence, 40 km. from Cinque Terre and 100 km. from Portofino.

Walking from one destination to another is not only sustainable and social form of tourism, it allows the traveler to take all the time needed to savor every detail of the road, the scenery, and the small and big treasures found on the way, including the people met.

The following five routes, selected by Agnese Gentilini for Le Nius, are among the best ones to explore Italy making the most of this way to travel.

5 walking tours to discover Italy



**CAMMINO DI FRANCESCO
(TUSCANY-UMBRIA-LAZIO)**

In La Verna (Arezzo) there is a beautiful Franciscan sanctuary perched on a spur of rock surrounded by forest in the Tuscan Apennines. Here begins the Cammino di Francesco (Saint Francis' route), the path that traces the places where the history and life of the Saint took place and which connects La Verna to Assisi and Assisi to Rome. It is a very spiritual journey, which crosses part of Tuscany, Umbria and Lazio and jewels such as Sansepolcro, Città di Castello, Gubbio, Perugia, and Rieti, as well as many small villages touched by the saint.



LINEA GOTICA

(TUSCANY-EMILIA ROMAGNA)

The Gothic Line tour traces the long fortified divide built by the German army in 1944 in an attempt to slow down the advance of the allies towards the north and that cuts Italy in two from Massa Carrara through the Apennines, up to the Adriatic Sea between Rimini and Pesaro, for a front of about 300 kilometers.

Crossing some of the most beautiful natural landscapes in Italy – Apuan Alps, Tuscan-Emilian ridge, Contrafforte Pliocenico, and the Romagna plains – this is also a path of memory that still bears the signs of the war in its trenches, bunkers, battlefield remains, tombstones, monuments, and dedicated museums.



CAMMINO DI SAN TOMMASO

(LAZIO-ABRUZZO)

Cutting Italy with a horizontal line from Rome to Ortona, Saint Thomas's route is another deeply spiritual walk, starting from the Basilica of San Pietro in Rome and going through Lazio and the least touristy parts of Abruzzo to end at the Basilica of San Tommaso Apostolo in Ortona, the itinerary traces the path walked by the saint in the mid-1300s the by St. Bridget of Sweden who went on a pilgrimage from Rome to Ortona to visit the tomb of St. Thomas. On this tour spirituality is combined with nature, art, culture, food, and wine in natural parks, medieval abbeys, castles, characteristic villages – such as Albano Laziale, Subiaco, Tagliacozzo.





TRATTURO MAGNO (ABRUZZO-MOLISE-PUGLIA)

Tratturo Magno, which connects L'Aquila to Foggia, was the most important, as well as the longest, of the five sheep trails that constituted a network of trails that were still in use until 50 years ago. The 244 kilometers of the Tratturo Magno start on the Gran Sasso mountains and arrives in the Tavoliere delle Puglie crossing Molise and touching the shores of the Adriatic Sea. This walking tour, as well, is a journey through the history of the country, its traditions, crafts, colors, and flavors. Along the way there are plenty of churches, bridges, medieval villages, castles, palaces, all in a territory that is still little-known and rich in traditions.



VIA VANDELLI (EMILIA ROMAGNA-TUSCANY)

Eponymous of its creator, the route Vandelli is a path that dates back to the end of the 1700s, when it was traced to allow the Duchy of Modena access to the sea. The journey, in fact, connects the city of Modena to Marina di Massa through the Tuscan-Romagnolo Apennines, the Apuan Alps, Garfagnana, and the marble quarries. This walking tour is relatively unknown and inaccessible, but also incredibly fascinating. History, legends and natural beauties are the heart of this journey. Along the way you will encounter, for example, the village of San Pellegrino in Alpe (1525 meters above sea level) where there is the medieval Sanctuary of San Pellegrino, who, according to the legend, during a fight with the Devil slapped him so hard that he took off crashing into the Apuan Alps and forming Monte Forato, visible from the village.

Margherita Pituno



The renaissance of Gucci under the creative direction of Alessandro Michele is hitting new heights as sales at the luxury fashion brand soar. A perfect time, then, for the maison to open the much-anticipated Gucci Garden inside the historic Palazzo della Mercanzia in Florence, very close to the Uffizi Gallery.

The Guccification of Florence

Michele's influence is evident in this multi-faceted space that hosts the green-walled Gucci Osteria restaurant with a menu masterminded by Massimo Bottura, owner of the three-Michelin-starred Osteria Francescana in Modena; the Gucci Garden Galleria exhibition area curated by the critic Maria Luisa Frisa; and a boutique filled with unique and beautiful items.

Bottura has pulled together a menu celebrating pasta – naturally – with the addition of dishes influenced by his world travels. Examples include mushroom risotto, Parmigiano Reggiano tortellini, Peruvian-inspired tostadas and pork belly buns. Talking to reporters at the

opening Bottura commented: “Haute couture and haute cuisine are a recipe made in heaven.”

Gucci, founded in Florence in 1921, has embodied a new vision of the maison through the Garden Gallery. Composed of several themed rooms, the gallery pays homage to the Gucci archive, displaying historical ad campaigns and focusing on craftsmanship and vintage pieces. The two-floor exhibition area opens with the Guccification room dedicated to the double G of the house. The most modern takes by the brand are here: GucciGhost by Trouble Andrew, the new denominations of the maison – Guccy, Guccify and Guccification as promoted by Alessandro Michele on social media.





Next come the so-called Paraphernalia halls dedicated to Gucci's codes, and Cosmorama, which explains the evolution of the crest of the house and details the historical rise of Gucci and its ties to the international jet-set. On the second floor, two De Rerum Natura rooms explore Alessandro Michele's passion for animals and gardens and the experience ends with Ephemera, a space that traces the history of Gucci through objects, videos and memories. For fans of experimental film, a decadent chamber cinema is also part of what is a lavish mix. The Gucci Garden gives visitors an immersive 360-degree view of Gucci – represented by the Gucci Eye in the courtyard – where the brand's current eclectic, romantic, and contemporary components can be seen in the context of its almost 100-year history.

Kevin Rozario





The Italian approach to photography, from the iconic 1960s, stardom and headlines, living the unseen.

Beyond the scoop.

The 'Dolce Vita' according to Marcello Geppetti

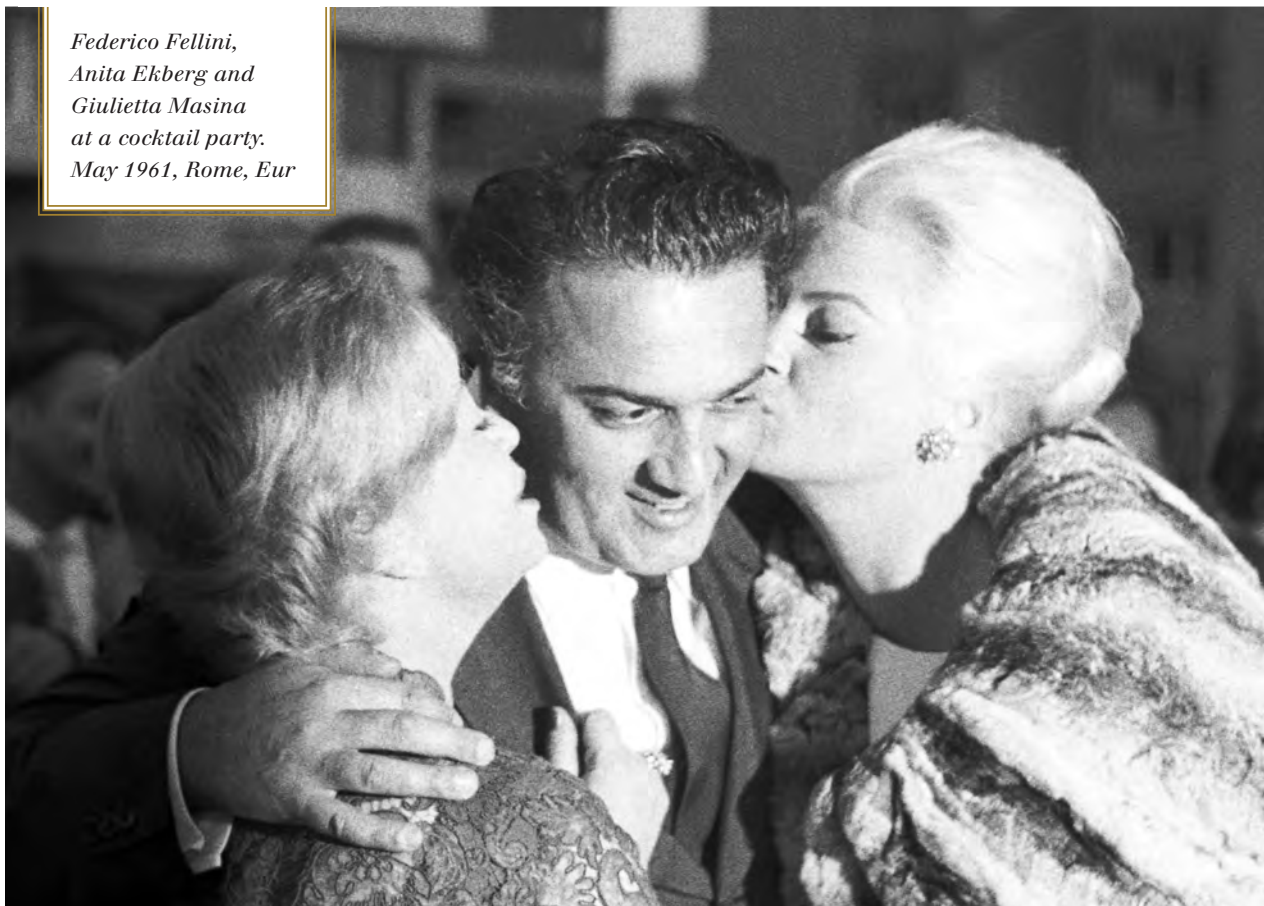
An epoch of cultural and social change for an entire country plays out on less than a kilometer of asphalt. The hidden myth of the world in transformation. Italy has shaken off the rubble of war, and starts to rediscover individual well-being and an economic miracle that stretches beyond the collective identity. And finally finds lightness after years of searching in the dark. That kilometer of asphalt is via Veneto, an open-air stage connecting verdant Villa Borghese to the historic center of Rome, and where many young actors found their chance to make it... either to Italy's Cinecittà studios or to Hollywood. It is impossible to replicate that era, the unique conjuncture of worldliness and intellectual ferment that have generated an immortal image.

It is a legendary period, consciously and happily frivolous, dominated by a morbid curiosity for a previously unknown stardom that preceded. Rome - and Italy overall - was the ideal set for the extremes, overwhelming loves, star-clad quarrels and scandals, bars, restaurants and nightclubs. That curiosity could not foment the moment, however, without photographic care and patience. Endless stalking around the city waiting for the right moment, speed and dexterity to elbow into the crowd, amongst the fans encircling the protagonists. A burst of photography — somewhat overwhelming — delving into a routine that many desired and envied. All with a ideal-image city as a backdrop. For years they have been shamefully labled as simple “paparazzi”, a category far from the high standards of photography, and yet today we realize that thanks to those moments, privacy profaned or not, they gave us the ability to go beyond what we see, beyond the objective, beyond the scoop — making us breathless spectators of an unrepeatable era. Marcello Geppetti is one of these interpreters. As a film artist, he was able to transpose the unpredictable, the impalpable charm of everyday life. Yet for years he was only associated with Rotogravure... in other



Anita Ekberg on the set of "Boccaccio '70". Rome 1961

*Federico Fellini,
Anita Ekberg and
Giulietta Masina
at a cocktail party.
May 1961, Rome, Eur*



words, a paparazzi. So much so that David Schonauer, editor of American Photo, has defined him as “the most underrated photographer in history”. Think back to 1960 in Rome. The iconic film, the masterpiece of Federico Fellini with Marcello Mastroianni and Anita Ekberg “La Dolce Vita” is about to usher in a small, yet great, revolution. The season of fantastic myth is upon us and Geppetti, who has just returned from a few years of freelance activity on the streets of Rome, immediately senses the event’s further reach. All the greatest characters of the time pass front of his camera: Federico Fellini, Sophia Loren, Marcello Mastroianni, Totò, Audrey Hepburn, Brigitte Bardot, Claudia Cardinale. He shoots two images that will become world famous: the first is the kiss between Liz Taylor and Richard Burton in Ischia, marking the beginning of the most talked about relationship in the history of cinema; the second, Anita Ekberg furiously pointing her bow at paparazzi. Marcello Geppetti witnessed not only one of the most iconic and famous films in the history of cinema, but also, and above all, the events of a country that finally, even ostentatiously, returned to life and living. He was much more than a paparazzo. He was the narrator of a long and complex transformation, from the post-war period to the ‘Anni di Piombo’ or Turbulent Years, and beyond, through poignant and emblematic images. A photographic history comprised of a million film negatives, and that appeared on the pages of “Time Magazine”, “Life”, “Vogue”, not only in the Dolce Vita season. Marcello Geppetti was a worthy interpreter, using a unique visual grammar. He portrayed a historical passage, at the same time something ephemeral and of fundamental importance. He was the narrator of an all-Italian dream destined for eternity.





*Sophia Loren
in a car. Rome,
November 1961*



*Alain Delon,
Claudia Cardinale and
Burt Lancaster at the
press conference
of the film "The
Leopard". May 1962*



*Brigitte Bardot
surrounded
by photographers.
Spoleto, June 1961*



*Brigitte Bardot
on the set of "Le
Mépris".*

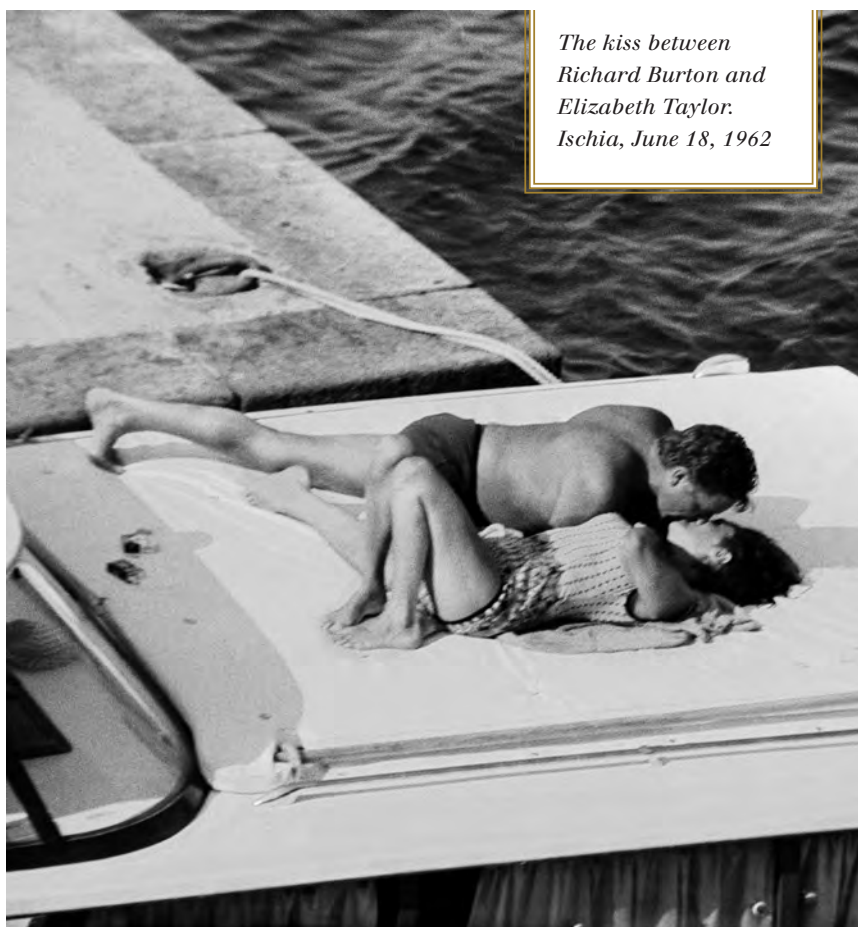
*Raquel Welch and
Marcello Mastroianni
on the set of
"Shoot loud, louder...
I don't understand".
Rome, June 1966*







*Marcello Mastroianni
and Pamela Tiffin
on the set of "Paranoia".
October 1965*



*The kiss between
Richard Burton and
Elizabeth Taylor:
Ischia, June 18, 1962*

THE GALLERY

The space dedicated to the spirit of the Dolce Vita and the Sixties was uniquely destined for Rome.

The dolceVita GALLERY is a special place — 200 square meters to discover and rediscover the scoops and the most famous characters of that period and a collector's invitation for an endless archive, accessible through touch-screen monitors. In addition to the permanent exhibition of the great masterpieces of Marcello Geppetti, the gallery also hosts a multimedia path flanked by an events-and-exhibitions area.

Martina Morelli



Via Palermo, 41 - Roma

tel +390648907239

Tuesday through Friday from 3pm to 8 pm

Saturday 1pm to 9pm

info@dolcevita-gallery.com

www.dolcevita-gallery.com



*Alain Delon
and Monica Vitti
during a break on
the set of "Eclipse".
Rome, 1961*



To mark the 150th anniversary of the death of the great composer from central Italy town of Pesaro, there is going to be a year full of events to celebrate the artist.

A year in celebration of the genius of Rossini

“It’s hard to write the biography of a man while he is still alive.... I envy him more than someone who has simply been born rich. He, on the other hand won for himself an imperishable name, genius and happiness”. So wrote Stendhal in his famous, although, according to critics, unreliable, “Life of Rossini”, written when the famous composer, who was born in 1792 in Pesaro was just thirty-two years old and at the peak of his career as a composer of operas, a career that would end abruptly, just a few years later in 1829, crowned by his masterpiece William Tell. Gioacchino Rossini was a character worthy of the music he bequeathed to the world: the proverbial “Crescendo Rossiniano”, that suggestive and magnificent orchestral crescendo on a repeated phrase that summarizes the power of his absolute genius which over twenty years produced forty or so works, his erratic output sometimes reaching 4-5 per year. His entire existence unfolds in a double movement, with a precise caesura delineating the outline of each of two separate lives: the first, dedicated to opera, under the banner of a quick and instant triumph.

Rossini composed his first opera at the age of fourteen and in nineteen years produced thirty-nine significant works, before his sudden abandonment of the theater in 1829.

The second, less prolifically creative and more lazy and secluded, but with some memorable peaks such as the Petite Messe Solennelle. He was a hypochondriac, a smoker and very emotional, possibly the victim of depressive crises, but he was also joyful, a lover of good food and beautiful women: his dual nature in continuous oscillation between the frenzied life of a bon-vivant and dark introversion, giving us the picture of a complex individual, fascinating and multifaceted,

his own life, set to music, would have resembled the works of art that he gave birth to during his long and glittering career.

In 2018, to mark the 150th anniversary of the death of the Swan of Pesaro or ‘Cignale di

Lugo’ (as he was known) in France, at the villa di Passy near Paris, where the artist had withdrawn following his abandonment of the opera scene, Italy will be certain to celebrate an Italian who, thanks to his immeasurable talent, changed forever the history of music and drama and because of this, is loved and admired throughout Italy and beyond.

*“Teatro Gioacchino Rossini” is Pesaro’s
most important theater where the Rossini
Opera Festival takes place every year.*





This ‘non-birthday’, a term coined by Rossini himself who was born on the 29th of February and thus proud to celebrate his birthday every 4 years, will take the form of a huge music festival throughout the year, conceived as a proper theatrical production with set-pieces and surprise acrobatics.

The first act was Rossini Week, from 23 February to 4 March, which opened the celebration of the Swan’s 150th anniversary, an intense ten days of concerts, shows, workshops, sophisticated events that have galvanized Pesaro, turning the town into a national and international musical center-of-the-universe.

Up until February 2019, the story of ‘Il Maestro’ will be told with a mixture of music, theatre and good food and wine. Alongside the music, the

Rossini was defined by Giuseppe Mazzini as “a titan. A titan of power and audacity, the Napoleon of a musical age”.

The Maestro’s signature throughout his work was the orchestral crescendo on a repeated phrase, immortalized as the “Rossini Crescendo”.



cuisine also plays its part in the rediscovery of the world of the Swan. Rossini was a lover of good food, legend has it that as a child he became an altar boy just so he could try communion wine: “To eat, to love, to sing and to digest are the four acts in the comic-opera of life.”

That is one of the most famous mottos of the author of The Barber of Seville, food must be an integral part of the journey of self-discovery, to enable one to get in touch with the true spirit of the composer. As evidence of Rossini’s culinary passion there are numerous recipes, in which the truffles of Alba and Acqualagna always make an appearance, such as Maccheroni alla Rossini, sauteed in the pan with truffles, and Tournedos Rossini - beef fillet hearts cooked







In this celebratory year, the story of 'Il Maestro' will be told with a mixture of music, theatre and good food and wine. Alongside the music, the cuisine also plays its part in the rediscovery of the world of the Swan.

rare, then covered in foie gras and garnished with truffles. "Rossini is The Man", so said the Mayor of Pesaro, Matteo Ricci. His is "the universal language that sticks in the minds of billions of people." As part of this occasion the website gioachinorossini.it was launched, which gives details of what's on: the program of events far-and-wide, and provides for investment in permanent projects such as the Rossini Museum in Pesaro. An opportunity for Italians since the occasion represents a helping-hand in the promotion of Italy around the globe. The main objective will be the "enhancement and dissemination of Rossini's work" as underlined by the Chairman of the Celebrations Committee, Gianfranco Mariotti. On this path, he explained, "the municipality of Pesaro has come a long way, we didn't start from scratch. The city of Pesaro is Rossini's heir: the 1882 Conservatory has given to the world artists of the highest caliber; the Rossini Foundation is the foremost Rossini music institute and has built up a collection of almost the entire operatic oeuvre of the composer." "Rossini", he added, isn't just about his music but also his legend, his image: his reputation makes him a key commercial and touristic attraction. A premise on which a whole series of events is based, not just in Pesaro but in many other cities throughout the world". In this way Rossini's genius continues even after 150 years, to burst upon the cultural landscape with the irresistible emphasis and contagious frenzy of his most famous works, thanks to their rhythmic brilliance, a maniacal attention to harmonic detail and orchestration, and their capacity for melodic invention without precedent nor equal. To Pesaro, material and spiritual heir of this immense out-of-control genius, devolves the responsibility of being spokesman for an inestimable heritage, a piece of Italianness to share with the world, to demonstrate how much more beautiful and profound it might be in a newfound fraternity.

Paolo Del Panta



Starting with the 1920s German masterpiece, the video artist Andrea Mastrovito explains how basically nothing has changed. An animated feature film that recounts the story of the vampire Nosferatu and transposes it to modern-day New York. The director from Bergamo explains the genesis and meaning of his cinematic debut.

“NYsferatu” from Murnau to 2018, strange is always scary



It was in 1922 that the German expressionist masterpiece “Nosferatu - Eine Symphonie des Grauens” by Friedrich Wilhelm Murnau first came to light. At that time the film terrorized the audiences of the Weimar Republic due to its sinister evocative power, capable of whipping up all the fears of the society of the time. Today it is one of cinematic-history’s cornerstones, a sacred monster still praised by the critics and a subject of discussion amongst film lovers of every generation.

For Andrea Mastrovito however, it was much more. It was a source of inspiration, to begin with, but also a basis (strictly speaking) on which to build his own cinematic narrative. Thus, after a gestation period of three years, “NYsferatu - Symphony of a Century” was born as an animated, silent feature film, created and directed by the video artist Mastrovito and presented at the recent Rome Film Festival. From MAXXI in Rome to MAD in New York, having exhibited all over the world (with transient and permanent installations), Mastrovito makes his cinema debut with a

“Drawing is the basis of every artistic process, because it is a transition from idea to reality.

We live in an age where we need to reinvent the meaning of the world, and drawing can help with this”.

Andrea Mastrovito

precise stylistic statement: one that is entirely in-tune with the spirit of Murnau, working frame-by-frame using a technique known as rotoscoping, he brings new life to the story of the vampire Nosferatu. The characters as well as the plot are the same, but the setting has changed: with a considerable jump forward in time, the protagonists, their dress and the things they use are now transposed to contemporary New York. Not only that:

Count Orlok, the restless undead, now resides not in Transylvania, but in war-torn Syria, and it is from there that he comes and lands in America bringing his coffin with him. A symbolic journey redolent of the odyssey so many are forced to endure, fleeing conflict, famine and violence, or in many

other instances, of the journeys of those who decide to settle abroad to seek their fortune and pursue a career, as in the instance of Mastrovito, who years ago moved to the Big Apple. He himself will now tell us something of his fascinating creature.





Nowadays movies are made using the most advanced technology, whereas you, with “Nysferatu”, returned to basics. How come?
Drawing is the basis of every artistic process, because it is a transition from idea to reality. We live in an age where we need to reinvent the meaning of the world, and drawing can help with this. Thanks to it I rediscovered hidden meaning in the film “Nosferatu”, a lot of hidden meaning. I understood how to rebuild everything from the basics and what was there to highlight. So for me, drawing is a fundamental tool for investigation and reconstruction.

In Murnau’s movie, the vampire Nosferatu arrives in Germany from Transylvania, whereas in your remake he comes from Syria. Why this geographical location?

At the time Bram Stoker wrote the novel “Dracula”, Romania was one of those places perceived as being beyond of the civilized world. Now for the USA, and not only the USA, Syria is perceived the same way. Isis is, unfortunately, a topic present in every discourse. A kind of *bête noir*, that’s what Syria, is now.

And why did you chose to have the protagonists, Hutter and Ellen, living in New York?



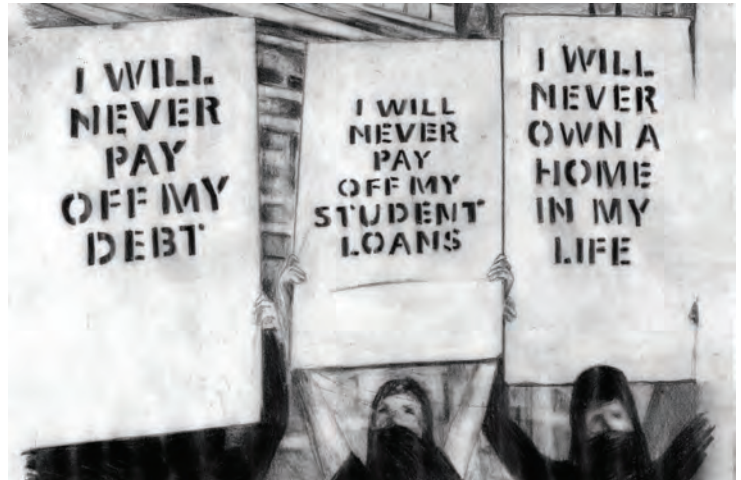
I’m from Bergamo, but I think it would have been far less interesting to set the film there, at least, not interesting in the way New York is. Then I chose a specific place in the Big Apple: Ellis Island, in the Upper Bay Area where all the millions of immigrants who disembarked into the USA passed through. It is no coincidence that the real estate agency where Hutter works, wants to give Count Orlok, a foreigner from Syria, the Ellis Island building as a home.

In the film, apart from captions that narrate the story and act as dialogue, other text is visible, what does it mean?

Living in New York, I can assure you that every day I’m bombarded with all sorts of slogans and catch phrases for advertizing or whatever. Watching “Nysferatu”, you can see how the slogans are completely disconnected from the plot: sometimes they are political and sometimes they are quotations from other artists... They tell a different story, running parallel to the one in the film.

In your film, the chronological aspect is certainly very interesting, as the characters, their clothes and their various objects are the same as in the 1922 movie, but everything takes place in a completely up-to-date setting. Why this particularly discordant choice?





Honestly, the notion that everything should be chronologically exact didn't interest me. Modern day New York itself is a city full of contradictions, both temporal and social. Those same contradictions are found in the character of Nosferatu: he represents the "alien" who comes from another place, something difficult to accept. He arrives in the city with a coffin, moving on foot: he is very reminiscent of the immigrants that we are used to seeing on the news, fleeing on their own-two-legs carrying all their belongings with them. And just like them, Nosferatu is also perceived as a threat. These days, New York is a city often living in fear. In the movie, what is so scary is Nosferatu's shadow: so, that which strikes terror is whoever or whatever casts that shadow and in what way. Nowadays the situation is pretty much the same.

Let's talk about the soundtrack that, it being a silent film, plays a particularly important role. How did you find working with the composer Simone Giuliani?

Simone was very good at centering on the focal points of "NYSferatu", and emphasizing them within the music, as for example with the character of Ellen, who represents freedom: in the movie, one hears it as sort of cry, a groan. His sources of inspiration were Queen and Metallica, although not only them. He also relied heavily on the contrast between the music of the USA and that of Syria, inviting some Syrian musicians with their traditional instruments to collaborate with him. Out of which came a very good job of work.



Andrea Mastrovito, a 38-year-old from Bergamo, one of the most internationally respected artists of this generation

Lucia Mancini



Given his choice, Pier Daniele Seu prefers to be called a “pizza chef”, the best label for his intelligent and creative approach. One of the best emerging talents in pizza art who is enchanting Rome today sat down to talk to us.

“Don’t call me Pizza Man”

The frenetic pace of Pier Daniele Seu’s business makes it seem as if he has been at it longer than he has. Originally from the town of Ostia, born in 1987, Pier Daniele is one of the top pizza makers - or rather, Roman pizza chefs – known today. Though he has been tapped as “emerging”, he is anything but. His pizza was all the rage over the summer of 2017. Winner of Luigi Cremona and Witaly’s “Best Pizza by an Emerging Chef 2016” award and MangiaBevi’s “Excellence in Rome and Lazio 2017”, last February Pier Daniele opened his pizzeria at the Central Market in Termini Train Station in Rome, garnering praise and appreciation immediately. He also has expanded to Florence’s Central Market in the Gigli shopping center. Moreover, he opened a pop-up pizzeria in his hometown of Ostia at Plinius beach, giving even more flavor to summer outings. Despite all of this, the “young expert” is tireless in his mission to show the whole world how pizza can be a masterpiece that, like all masterpieces, exudes art and creativity.



Pier Daniele, what is your inspiration?

It all started, well almost, as a challenge: I worked in my father's condominium management studio but wasn't really interested. So I started studying, exploring how I could get myself to get into this world. I started by taking on work in Ostia, where I was born.

From there you started studying under great pizza makers in Rome. What and who were most important during your training?

Definitely Mastro Titta was formative and a key step. I started working there when I was 22: it is a Roman establishment that stays open until 5am, and it fills up with restaurateurs when they close at night. So I met chefs and pizza masters such as Stefano Callegari, Gabriele Bonci and Giancarlo Casa. My wealth of knowledge grew during that time as I could talk, serve and mingle with the most famous restaurant owners and chef from Rome and beyond.

And some of them have become your mentors.

Exactly. Stefano Callegari was the first one who believed in me, who insisted on getting me involved in contests. Then Gabriele Bonci, who was the person who helped me get here to the Central Market.

And what among the lessons learned is the one that is most significant for you?

When I was working on the Gazometer 38 I worked with Dino De Bellis, one of the most established chefs now working in the capital. He runs a classic Roman kitchen with numerous innovations. He helped me understand that a good pizza maker needs to have in-depth knowledge of the whole kitchen, including, for example, the combinations of different ingredients and the various cooking times. It made me shift my approach from pizza maker to pizza artist – in other words, not just a mass of dough slathered in toppings. I studied toppings that, without him, I may have never known.

Despite your very young age, you have succeeded in gaining many remarkable and important professional awards. What is it, in your opinion that makes your pizza so outstanding?

Along the way, great chefs have passed me their knowledge and insight, which I have incorporated into my pizza. I embrace an open mindset that



combines all types of cooking that I learned from chefs, bakers, pastry makers and so on. I tried to soak it all in as much as possible, and to learn. And moreover, I thank my team: Without them, without their important contribution, I wouldn't be where I am now, and I can't tell them enough how appreciated they are by me. Of course, I also have to thank my partner, who helps me manage the restaurant and who may, in the future, leave her job to join me full time in this adventure.

How do you come up with your pizzas? And are you of the school of thought that Naples-style pizzas are the only real thing?

Like most, I think that pizza is Parthenopean. But I also believe that each region, every Italian city should look at its traditions: In Naples, for example, the crisp Roman pizza crust would be considered a mistake, but not to us. So I tried to squeeze together Neapolitan tradition with Roman gastronomic culture: high crusts, but without sacrificing crunchiness.

"I embrace an open mindset that combines all types of cooking that I learned from chefs, bakers, pastry makers and so on."

Working at the Central Market, you have an international clientele, mostly made of tourists travelling through Termini station. Have you noticed a difference in approach to your cooking from other Italian and foreign customers?

A foreigner is more open, even to the higher prices.

Italians, who are used to pizza, do not stop to think that by using a quality tomato, our prices are more expensive. It is easy to overlook what goes into it. Even the job itself is seen differently in Italy and abroad: here you are a "pizzaiolo", a pizza man, in other countries you are a "pizza chef".

Some say today's chefs are the new rock stars. Having been in the business for some 20 years now, what do you think of 'fame'?

Most certainly media attention has positive aspects. For example, it has changed the way people look at some trades, such as the pizza maker. On the other hand, there is a great deal of ignorance on the part



of viewers, that is, of potential customers, which is not answered in any way. Looking at MasterChef everyone thinks they can be a judge. TripAdvisor is the supreme evil in many ways: a person, without having the foggiest idea, is given free reign to criticize in an absolutely non-constructive way. Today, there are ever more food bloggers, while journalists who really understand cooking are fewer and fewer.

What is your next goal?

I would like to open a pizzeria by this winter, a nice place with an exclusive wine list to polish up the classic pizzeria concept. I've got my eye on several locations here in Rome.

Would you like to open abroad, as well?

Yes, absolutely. Also because the tax burden in Italy has reached dizzying levels. Many great chefs have now struck out for fun-loving Ibiza, where eating well is also part of the experience.

Then, of course, I dream America. Every opening would be market adapted to the place.

Even if you have an open approach to pizza art, as an Italian, doesn't seeing pizza with pineapple rub you the wrong way?

I'll say this – it is a challenge I want to face. Obviously throwing three random pineapple slices on a pizza does not make any sense, but I want to be able to conceive a recipe that involves using this fruit in a tasty way, perhaps turning to Asian cuisine and playing with sweet flavors.

"I would recommend the classic Margherita, with yellow tomato, smoked turkey and mint. A pizza that plays strongly on contrasts."

Describe one of your pizzas.

I would recommend the classic Margherita, with yellow tomato, smoked turkey and mint. A pizza that plays strongly on contrasts.

Lucia Mancini



Rovagnati helps you discover Italian cuisine in the United States. This retailer, which has always paid attention to quality and taste, a real flagship of Made in Italy goodness, is your guide to the most representative and interesting examples of traditional Italian cuisine to be found in North America, leading you on a journey of discovery which will satisfy both the heart and soul as well as the appetite.

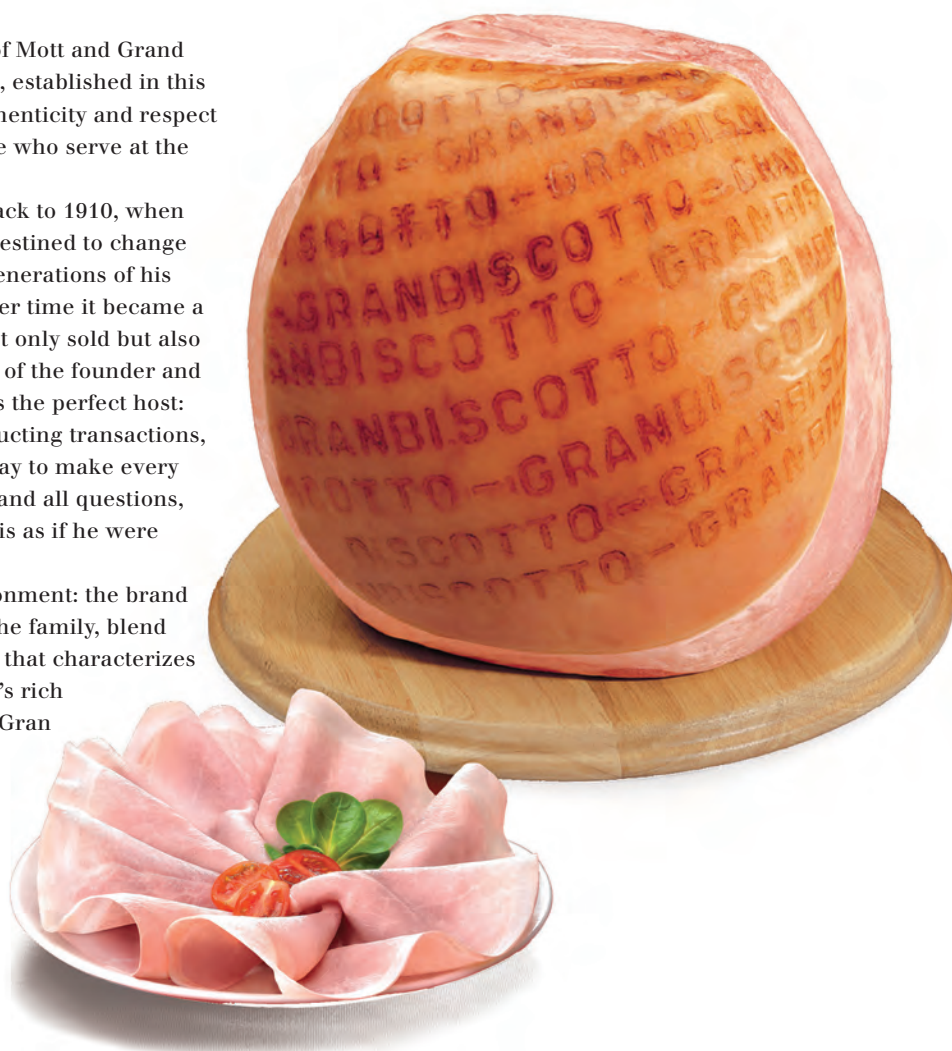
America's Italy

DI PALO'S FINE FOODS, NEW YORK THE HISTORY OF QUALITY OVER FIVE GENERATIONS

Travelling to New York, at the junction of Mott and Grand Street, is Di Palo's Italian fine-food store, established in this metropolis for over 100 years. Here, authenticity and respect for tradition are the basic values of those who serve at the counter and work behind the scenes.

After all, the history of this place goes back to 1910, when Savino Di Palo embarked on a journey destined to change both his own life, and the lives of four generations of his family. Di Palo's began as a dairy, but over time it became a place where the best Italian food was not only sold but also discussed. Luigi di Palo, great-grandson of the founder and nowadays known to everybody as Lou, is the perfect host: greeting, listening, explaining and conducting transactions, because he knows that this is the best way to make every customer feel at ease. Lou answers any and all questions, giving generously of his time, the effect is as if he were handing over a little piece of Italy.

Rovagnati fits very easily into this environment: the brand values, conceived and nurtured within the family, blend perfectly with the authentic atmosphere that characterizes classic New York gastronomy. Rovagnati's rich selection of specialties, from its famous Gran Biscotto cooked ham to its mortadella, are present among the delicacies on offer at Di Palo's, which appreciates its quality and acknowledges its Italian authenticity. Rovagnati, rather like Di Palo, has chosen not to be just a retailer, but also a living embodiment of history: such as its own, its personnel and products, stretching back over 70 years. Every salami has the mark of experience on





it, individually created by hand in a process far removed from an anonymous automated production-line. So the extra value of hand production has contributed to a product such as the Gran Biscotto becoming iconic, the fruit of tradition, know-how and the careful selection of the best raw-ingredients.

When Lou selects the products with which to supply his store, he does in fact also choose their histories, the tradition of values that hides behind every brand - big or small. Amongst the options there is always Rovagnati which from the beginning, has strived to be an interpreter of that Italian taste profoundly connected to its country of origin.

The sense of Rovagnati as a family business, born out of the passion of founder Paolo and carried on by the dedication of his wife Claudia and sons Ferruccio and Lorenzo is the added ingredient in its many of specialties, which lend themselves to be enjoyed at table by sharing amongst the diners. That same sense of participation is present in the approach of Di Palo, who from behind the counter has chosen to be surrounded by his loved ones, due to the same vision of the promotion and protection of excellence. Together with Lou, working alongside him are his brother Salvatore, sister Maria and various children who, each day, welcome the many customers who stand in line to go to or return from Italy because, inside, it is effectively an Italy recognizable to all in every way. Lou delights in this as he has become effectively an ambassador for fine Italian food, thanks also to his tasting events and advice he bestows. Rovagnati could not find a better outlet in the US, entrusting its products to such as Luigi Di Palo, in the certain knowledge of maintaining its identity and reputation beyond Italy.

Di Palo's Fine Foods - 200 Grand St,
New York, NY 10013, USA

CAFE MILANO, WASHINGTON THE EMBASSY OF ITALIAN CUISINE

If you arrive at the front of 3251 Prospect Street NW in Georgetown, there to welcome you, you will find Franco Nuschese, the Italian who brought the excellence of Italian cuisine to Washington. The door is that of Cafe Milano, present in Washington since 1992, since that same 3 November when Bill Clinton ascended to the White House as President of the United States and who later became a friend of Franco's. In fact, some of the greatest political representatives (Clinton, Bush, Obama and now Trump) have taken their place at a table in his restaurant, politicians who from Washington have made some of the world's most important decisions. Whether Presidents, Secretaries-of-State or other famous personalities, Nuschese welcomed them into his restaurant with the same care with which he welcomes all his regular, humbler customers every day.

Now, Rovagnati is honored to have entered into this unostentatious temple of exclusivity, bringing its flagship products and sensing that in some way it has a duty to represent Italian excellence in this "Mediterranean Diplomatic School" where attention-to-detail is the first commandment whether regarding privacy or food preparation. "Confidentiality is my top concern." - says

Below: Franco Nuschese, the founder and owner of Cafe Milano. Next page: Franco Sangiacomo, the Executive Chef of Cafe Milano

Nuschese - "The privacy of my guests is sacred, along with their well-being while they're at Cafe Milano. People come here because they feel at home, perfectly at ease. No Paparazzi, no worries, no pressure." Franco is an Italian from Minori, a village in the province of Salerno in Campagna and his origin is very evident in his dishes even down to the way they are prepared and served. Move away from Italy but never leave it, which is what Nuschese chose to do. "I believe that my humble origins forged my character. If I had obtained everything easily, if everything had been served up on a silver platter, I would not be here today. I had to struggle against the reality in front of me. I closed my eyes and saw what I wanted to achieve. Then I reopened them and rolled up my sleeves. Nothing happens by accident." And in this "Cooking - the American Dream", Rovagnati has rediscovered its roots and it's calling: to create, perfect, innovate and distribute. The company, after having absorbed all the values of Italy and researched and secured the raw ingredients, has intensified its export activity, concentrating with maximum effort on the American market being fully aware of how open this territory is to Made in Italy. It is no coincidence that Nuschese, since his adventure began, has chosen to bring the best of Italian cuisine to America. "Being an Italian gave me an extra gear. Americans love our taste in everything from fashion to food-and-wine. My origin made the difference, it gave me the key to this melting-pot.



I learned to absorb cultures different to my own, to internalize them. Instead staying within rigid confines, I assimilated the art of compromise, of free exchange.” At Cafe Milano, Rovagnati products are also entrusted to the skilled hands of chef Franco Sangiacomo, who - with his almost thirty years of experience - offers Washington contemporary cuisine that does not renounce the basic premise of Italian tradition. “If I had to describe myself, I would simply call myself a craftsman of flavors.” - Sangiacomo told us - “I come from Tuscany, a region rich in extraordinary culinary traditions. I like fresh, simple but hi-quality cuisine. That’s why I pay meticulous attention to the choice of raw ingredients. I have a special list of ingredients that I personally select from around Italy; I visit the premises of our suppliers, I like to discover little tricks to help restore the true Italian flavors without compromising on quality. The choice of Rovagnati products is certainly a step in the right direction.”

As a result of all this research and attention to detail, Cafe Milano - which opened two years ago in the United Arab Emirates, in the heart of the new international financial center in Abu Dhabi - is not only a restaurant, but also a concept, an idea which is far more than a simple reference to good food, it is a vision encompassing the best of Italian tradition: refined cuisine combined with good taste and hospitality.

Cafe Milano - 5251 Prospect St.,
NW, Washington, DC 20007



THE CAFE MILANO RECIPE

TORTELLI WITH POTATOES AND MORTADELLA ROVAGNATI IN A PECORINO AND BLACK SUMMER TRUFFLE SAUCE

In acknowledgement of the Rovagnati tradition and its partnership with the cooking at Cafe Milano, the Executive Chef Franco Sangiacomo has created a dish combining the intensity of Italy's culinary history with the atmosphere of Washington's cosmopolitan clientele.

For the pasta

250 gr durum wheat flour
250 gr 00 flour
3 whole eggs
7 egg yolks

For the filling

1 kg potatoes
200 gr grated Parmigiano Reggiano cheese
200 gr Rovagnati mortadella
Garlic
Parsley
Extra virgin olive oil

For the sauce

250 gr fresh cream
500 gr fresh Sienese pecorino
Black summer truffle

Method

Boil the potatoes in their skins in plenty of water. In the meantime, prepare the dough: mix the two flours but set aside 200 gr to add while kneading. Mix in the eggs one at a time kneading the dough until you get a soft and smooth ball that won't stick to the hands. cover and leave the dough to rest for half-an-hour. When the potatoes are cooked and still hot, peel and mash them. Add garlic and chopped parsley, the Parmigiano Reggiano and finely chopped mortadella, then add extra virgin olive oil and season with salt and pepper.

Cut the dough into pieces and roll out flat using a rolling-pin or a machine to obtain strips with a thickness of about 2 mm. Make walnut sized balls from the filling mixture and place on the pastry strips about 2 cm apart up to halfway. Brush the edges of the ravioli pasta with water and fold over lengthwise, crushing the sides around each walnut to seal it inside and using a serrated pastry wheel, cut into ravioli squares.

Prepare the sauce by boiling the cream with a pinch of salt, remove from the heat and stir in the minced pecorino with a whisk.

Boil the ravioli in plenty of salted water for 5 minutes, drain into a pan and add a knob of butter then a little of the cooking water. Meanwhile put the creamy pecorino onto the center of the plates, then put the ravioli on top and finish off with grated black truffle.



Accademia



Carrara

Bergamo

Raffaello E L'ECHO DEL MITO

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Cooking through art and science, using quality natural ingredients with known chemical and physical properties. This is the winning recipe of Ettore Bocchia, the inventor of Italian molecular cuisine.

Cooking up Science with Chef Bocchia

Undoubtedly a particular way of cooking, a scientific approach, nudging at the borders of canonical definitions. Just enough outside of the box to not only conceptualize, but also propose a novelty that starts from the concept of the molecule, the smallest physical unit of a subject. Bocchia is considered the inventor of Italian molecular cuisine since, in 2002, he began to create new recipes and dishes by applying scientific and chemical theories during the preparation phase of dishes.

Careful – don't make the mistake of thinking about test tubes, laboratories or special alchemies: this isn't what molecular cuisine is about.

"The basic idea is to enhance the raw material, without distorting it," says Bocchia explaining his method, "you need to make a technical sheet for each product, indicate the chemical and physical properties, and the reactions to different types of cooking. This kitchen contains seven new techniques, from frying in sugars to the use of liquid nitrogen, which allows, for example, to transform an ingredient into ice cream at that very moment, crystallizing the molecules and debunking the concept of hot and cold." Maniacal attention to product choice, the

"Take a pot of water, put it on the stove, add a portion of spaghetti while in another pan we prepare the sauce: this is already molecular cuisine, it is simply a new language in the kitchen"

quality control of the ingredients, and raw-material superiority are the cornerstone of the chef's culinary philosophy: In fact, Bocchia has built a new way of working foods and presenting dishes based on the quality and integrity of the product. Going deeper into aspects of food that, until now, have been treated almost with indifference is what shapes Bocchia's work: his idealic starting point in the kitchen also includes this.

"Customers love to discover the essence of the product - says the Chef - the difference is imperceptible, but fundamental". The chef succinctly explains the essence of his profession in a mantra-like way.

Bocchia began to cultivate this new type of cuisine over 15 years ago and began rolling it out in 2002, with his first Italian "molecular" menu.

A revolution, a particular and unprecedented form based on the observance of four fundamental principles: new elements must continue, not destroy, the Italian gastronomic tradition; new techniques and new dishes must enhance natural ingredients and quality raw materials; nutritional values and the well-being of those who eat need to be catered to, not only to the aesthetic and



organoleptic aspects; new textures, designed at a microscopic level thanks to the knowledge of the physical and chemical properties of the ingredients, must be the vehicle to accomplish the chef's creative goals.

Collaboration with the physicist Davide Cassi, professor of Physics of Matter at the University of Parma, is essential to create this new type of cuisine that mixes art, taste and science. The aim was, and remains, to enhance every single ingredient in the dish.

Bocchia processes combines a honed-in selection of the raw material. His scientific research means that he chooses producers who work according to standards of excellence and respect the integrity of the product. Following this principle, the now Executive Chef at the "Grand Hotel Villa Serbelloni" in Bellagio on Lake Como offers the hotel's customers one of the area's principle elements: fish.

To do so he relies on a trusted fisherman who provides him fresh product that, depending on the outcome, varies from day to day. The fundamental aspect, however, is to serve fresh food, enhanced in all its flavor.

Among the chef's main innovations is the use of liquid nitrogen: an idea that initially caused quite a stir, but which was subsequently adopted by numerous other international colleagues. The crystallization of the molecules of the ingredient which is to be transformed

Ettore Bocchia, Executive Chef at the "Grand Hotel Villa Serbelloni" in Bellagio, on Lake Como. In 2002, he launched the first Italian molecular cuisine menu.





into ice-cream takes place very rapidly in contact with the liquid at -196°C . Molecules that, so treated, do not have time to form large crystals. Instead, they are assembled in much smaller structures, compared to traditional cooling, and melt just as quickly in the mouth. A novelty that has been very successful and that remains among the most significant innovations in the culinary field introduced in Italy by Ettore Bocchia.

Before putting down roots in Italy, the chef garnered

“My mouth does not forget what it tastes. Trying foods is no longer a pleasure, it is a job, that is the only way to train the palate”

extensive experience abroad and received a Michelin star in 2004 and in 2005, while the culinary guide Gambero Rosso consecrates his cooking as one of the 20 best cuisines of the country. Bocchia has little interest in this era when cooking programs are all the rage and talents are constantly broadcast ... at least for now. He has put aside broadcast participation for a very specific reason: He is dedicated to the training of engaged youth, interested in this culinary world. He prefers the process of teaching and passing on the secrets of his molecular cuisine.

Alessandro Creta





With 55 wineries applauded, Italy ranks the most represented country in the U.S. magazine's listing. Once again, the Belpaese manages to keep up its international reputation in the world of wine.

Wine Spectator selects the best Italian wines

Italy holds on to its title as the land of wine, with numerous Made in Italy products appearing in the Wine Spectator's "Grand Tour". The prestigious lifestyle magazine annually selects the best labels in the world. This season 107 Italian wines have been selected, a massive presence of Italian bottles (more than one wine out of four comes from the peninsula), nodding to the great success that our labels have in the States. The list signed by the Wine Spectator links two wine cultures — Italian and US — proof of American wine lovers attention to our products. The result not only showcases the best local products, but also brings Italian winemakers and importers from the other side of the Atlantic together in the same room. The list reflects Italian vitality in the glass and American taste. There many new entries to the wine bible's lineup, including three new producers from the region of Veneto: two Prosecco Docg, 47 from Bortolotti and Primo Franco 2006 by Nino Franco; the third is Acinobili 2009 by Fausto Maculan, the maker of Torcolato, a 1970s Italian wine icon from the land of author Meneghello. The "debut" Sicilian labels are just as diverse: Carolina Marengo 2014 by Feudi del Piscioti, Vigna Barbagalli 2013 by Pietradolce and Sangue d'oro 2015. Obviously, estates and historical wines are represented, as well: Piedmont's Baresi Marchesi with Barolo Sormassa 1988, or Prunotto recognized for Barolo Bussia 2011. Italian regions continue to leave their impression on US consumers and the Wine Spectator offers the right opportunity to bring these two seemingly distant worlds closer. Ever increasing wine tourism is emblematic of this growing "passion" that has continued growing over recent years, with many Americans choosing the most interesting Italian wine regions as their destination.

Alessandro Creta



THE 107 BEST ITALIAN WINES ACCORDING TO “WINE SPECTATOR”

ABRUZZO

BINOMIO

Montepulciano d'Abruzzo Riserva 2012

MASCIARELLI

Montepulciano d'Abruzzo Villa Gemma Riserva 2011

BASILICATA

ELENA FUCCI

Aglianico del Vulture Titolo 2015

SAN MARTINO

Aglianico del Vulture Kamai 2011

CALABRIA

ODOARDI

Calabria GB 2015

VINCENZO IPPOLITO

Cirò Colli del Mancuso Riserva 2012

CAMPANIA

FATTORIA GALARDI

Campania Terra di Lavoro 2015

FEUDI DI SAN GREGORIO

Taurasi Piano di Montevergine Riserva 2011

MASTROBERARDINO

Taurasi Radici Riserva 1998

QUINTODECIMO

Taurasi Vigna Grande Cezito Riserva 2011

SALVATORE MOLETTIERI

Taurasi Vigna Cinque Querce Riserva 2007

LAZIO

FALESCO

Lazio Montiano 2011

EMILIA ROMAGNA

DREI DONÀ

Sangiovese Romagna Superiore Pruno Riserva 2012

LA STOPPA

Emilia Ageno 2012

TENUTA PEDERZANA

Lambrusco Grasparosse di Castelvetro Cantolibero 2015

FRIULI VENEZIA GIULIA

GRAVNER

Ribolla Venezia-Giulia Selection 2005

JERMANN

Venezia-Giulia Dreams 2015

LA TUNELLA

Friuli Colli Orientali Biancosesto 2014

LIVIO FELLUGA

Rosazzo Abbazia di Rosazzo 2012

MARCHE

GAROFOLI

Verdicchio dei Castelli di Jesi Podium 2014

UMANI RONCHI

Conero Campo San Giorgio Riserva 2011

LOMBARDY

BELLAVISTA

Extra Brut Franciacorta Vittorio Moretti 2008

CA' DEL BOSCO

Franciacorta Cuvée Annamaria Clementi Riserva 2005

MAMETE PREVOSTINI

Sferzato di Valtellina Albareda 2015

NINO NEGRI

Sforzato di Valtellina 5 Stelle Sforzato 2011



LIGURIA

CANTINE LUNAE BOSONI

Vermentino Colli di Luni-Liguria Black Label 2014

MOLISE

DI MAJO NORANTE

Molise Don Luigi Riserva 2014

PIEMONTE

ALDO CONTERNO

Barolo Romirasco 2009

ANTONIOLO

Gattinara Osso San Grato 2012

BRAIDA DI GIACOMO BOLOGNA

Barbera d'Asti Bricco dell'Uccellone 2015

CAVALLOTTO

Barolo Bricco Boschis Vigna San Giuseppe Riserva 2010

ELVIO COGNO

Barolo Ravera 2008

FALLETTO DI BRUNO GIACOSA

Barolo Falletto Vigna Le Rocche Riserva 2011

GAJA

Barbaresco Sorì Tildin 2013

GIUSEPPE MASCARELLO & FIGLIO

Barolo Monprivato 2011

LUCIANO SANDRONE

Barolo Le Vigne "Sibi et Paucis" 2008

MARCHESI DI BAROLO

Barolo Sarmassa 1998

MASSOLINO

Barolo Vigna Rionda Riserva 2006

PAOLO SCAVINO

Barolo Rocche dell'Annunziata Riserva 1999 (Magnum)

PRODUTTORI DEL BARBARESCO

Barbaresco 2011

PRUNOTTO

Barolo Bussia 2011

RENATO RATTI

Barolo Marcanasco 2008

VIETTI

Barolo Lazzarito 2009

PUGLIA

GIANFRANCO FINO

Primitivo di Manduria Es 2013

LEONE DE CASTRIS

Salice Salentino Donna Lisa Riserva 2013

SCHOLA SARMENTI

Primitivo Salento Diciotto 2012

TORMARESCA

Aglianico Castel del Monte Bocca di Lupo 2012

SARDEGNA

AGRICOLA PUNICA

Isola dei Nuraghi Barrua 2011

ARGIOLAS

Isola dei Nuraghi Turriga 2008

CANTINA SOCIALE DI SANTADI

Carignano del Sulcis Superiore Terre Brune 2010

DETTORI

Rosso Romangia 2004

VALLE D'AOSTA

FRERES

Fumin Valle d'Aosta Vigne Rovettaz 2010



SICILY

CUSUMANO

Sicilia Sàgana Tenuta San Giacomo 2014

DONNAFUGATA

Passito di Pantelleria Ben Ryé Edizione Limitata 2008

FEUDI DEL PISCOTTO

Terre Siciliane Carolina Marengo 2014

MORGANTE

Nero d'Avola Sicilia Don Antonio 2013

PIETRADOLCE ETNA

Vigna Barbagalli 2013

PLANETA

Carricante Sicilia Eruzione 1614 2015

SERRAGLIA

Passito di Pantelleria Carole Bouquet Sangue d'Oro 2015

TASCA D'ALMERITA

Chardonnay Contea di Sclafani Vigna

San Francesco 2014

TENUTA DELLE TERRE NERE

Etna Prephylloxera La Vigna di Don Peppino 2010

TUSCANY

ALTESINO

Brunello di Montalcino Montosoli 2011

ANTINORI

Bolgheri Superiore Guado al Tasso 2013

AVIGNONESI

Vino Nobile di Montepulciano Grandi Annate Riserva 1997

BIONDI-SANTI

Brunello di Montalcino Tenuta Greppo Riserva 1997

BOSCARELLI

Vino Nobile di Montepulciano Il Nocio 2013

CARPINETO

Vino Nobile di Montepulciano Vigneto Poggio Sant'Enrico 2009

CASANOVA DI NERI

Brunello di Montalcino Tenuta Nuova 2006

CASTELLO BANFI

Brunello di Montalcino Poggio alle Mura 2012

CASTELLO D'ALBOLA

Chianti Classico Riserva 2013

CASTELLO DI AMA

Toscana L'Apparita 2014

CASTELLO DI VOLPAIA

Chianti Classico Riserva 2010

FATTORIA DI FELSINA

Toscana Fontalloro 2005

FONTODI

Colli della Toscana Centrale Flaccianello 2009

IL POGGIONE

Brunello di Montalcino 2010

LE MACCHIOLE

Toscana Messorio 2010

MARCHESI DE' FRESCOBALDI

Brunello di Montalcino Castelgiocondo 2012

MASTROJANNI

Brunello di Montalcino Vigna Schiena d'Asino 2010

MAZZEI (CASTELLO DI FONTERUTOLI)

Maremma Toscana Tenuta Belguardo 2013

PETROLO

Toscana Galatrona 2011



SAN FELICE

Chianti Classico Poggio Rosso Gran Selezione 2015

SIRO PACENTI

Brunello di Montalcino PS Riserva 2010

ORNELLAIA

Bolgheri Superiore 2012

TENUTA DI TRINORO

Toscana 2012

Tenuta San Guido Bolgheri Ssassiccia 2004

VALDICAVA

Brunello di Montalcino Madonna del Piano Riserva 1988

UMBRIA

ARNALDO CAPRAI

Montefalco Sagrantino Collepiano 2011

LUNGAROTTI

Torgiano Rubesco Vigna Monticchio Riserva 2010

TABARRINI

Montefalco Sagrantino Colle Grimaldesco 2006 Grosjean

VENETO

ALLEGRI

Amarone della Valpolicella Classico 2012

BERTANI

Amarone della Valpolicella Classico 2008

BORTOLOTTI

Extra Dry Valdobbiadene Superiore 47 U. Bortolotti NV

CESARI

Amarone della Valpolicella Bosan 2001

GINI

Soave Classico Contrada Salvarenza Vecchie Vigne 2014

LEONILDO PIEROPAN

Soave Classico La Rocca 2011

MACULAN

Veneto Acininobili 2009

MASI

Amarone della Valpolicella Classico Serègo

Alighieri Vaio Armaron 2006

NINO FRANCO

Dry Valdobbiadene Prosecco Superiore Primo Franco 2006

PRA

Soave Classico Monte Grande 2015

SUAVIA

Soave Classico Monte Carbonare 2015

TEDESCHI

Amarone della Valpolicella Classico Capitel Monte Olmi 2007

TOMMASI

Amarone della Valpolicella Classico Ca' Florian 2008

ZENATO

Amarone della Valpolicella Classico Sergio Zenato
Riserva 2009

ZYMÈ

Veneto Harlequin 2003

A full-page photograph of a man with dark, wavy hair and a light beard, looking down and slightly to his left. He is wearing a brown leather bomber jacket over a blue polo shirt and light-colored trousers. The background is a plain, light color.

QUESTIONS OF SAVOIR-FAIRE



Tradition and avant-garde technology. Loro Piana kicks off the Summer season, once again, with exceptional fabrics, rare, valuable and raw materials, crafted with great care by Italy's best craftsmen.

In the informal version of the classic, double-breasted suit, made of cotton and linen fabric. Every detail is a fusion between past and future. A tailored jacket and a historical Loro Piana model without pleated trousers: fitted details for connoisseurs only.

Never underestimate the importance, and the power, of accessories: combined with a classic, unlined suede moccasin sporting a light latex sole, softened by rust tones, brings to mind all the charm of sailing and life at sea.

Soft and light are the key words of an elegant Spring, but always with maximum comfort. A well-designed piece with hand-made precision make the three-layer Parka in cashmere sporty. A contemporary interpretation of the 70's tennis shoe made of suede calf leather and kummel-colored details is perfect for sport and city. Fashion and sport meet for an ever more dynamic daily life.





The new masculine elegance is classic, but less rigid, just like the thin, suede jacket with an impalpable lightness, perfect in the city and for free time, especially when enhanced by a cashmere scarf and Nuvola silk pocket handkerchief. Versatile and light, it completes even the evening looks. Even high-tech cotton harmonizes perfectly with the sporty and comfortable parka, graced by a loose fit and a mid-thigh length.

Navy style is a masculine-elegance classic, ready to return to the scene with an urban twist. Loro Piana interprets espadrilles with an unlined suede interior, light and perfect for the sea. The long-sleeved polo shirt is made of soft and light cotton, inspired by the My Song uniform, and was a key fashion element of the 2017 edition of Loro Piana Caribbean Superyacht Regatta & Rendezvous, in Virgin Gorda, and Loro Piana Superyacht Regatta, in Porto Cervo.

www.loropiana.com

Sascha Mallinckrodt





The Vivosa Apulia Resort is a state-of-the-art facility guaranteeing a holistic, wellness experience, combining innovation and nature for the whole family

The Vivosa Apulia Resort: an earthly paradise in Salento

Salento, on the southern tip of Apulia is a captivating and glamorous destination attracting hordes of travellers from all over the globe. Until a few years ago, the territory around Salento was hostage to its overwhelmingly wild and sometimes cruel nature, at the mercy of a disturbing and therefore unmanageable beauty. It lacked, perhaps, the right amount of expertise to maximize its potential. Today Salento has become very grand, tourist facilities have evolved with intelligent and innovative ideas that focus on eco-sustainability and the opportunity for guests to take advantage of tailor-made vacation packages to guarantee a relaxing experience for both body and soul. Thus were born the state-of-the-art facilities of the Vivosa Apulia Resort, a refined 4-star hotel set in the splendid surroundings of the Ugento Regional Nature Park on the east coast of Salento, caressed by the regenerating waters of the Ionian Sea. An eco-friendly structure endorsed by Eco-resort and Gold Travel Life, Vivosa Apulia is the standard-bearer of the Unique Antistress Quality brand, a process certifying the anti-stress policies within companies that it works with, as evidence of their commitment towards the well-being their workers, and hosts the International Wellbeing

Meeting Point in Salento, the international forum for discussion attended by guests and speakers from around the world and now in its third year.

Vivosa Apulia Resort with its tried-and-tested all-inclusive formula, today represents the point of excellence of a truly stress-free vacation format for everyone, from families looking to recharge their batteries to business teams wishing to optimize internal cohesion and productivity. It is the only resort in Italy to incorporate an anti-stress ethic and amongst the first in the world to undertake such a mission, the Vivosa Apulia, constructed entirely of local stone, to balance and harmoniously blend with its surrounding natural landscape, is the ideal location for team-building activities, conventions and meetings, both by virtue of its available space, as well as the facilities on-offer such as outdoor meeting rooms and programs targeting stress. Within such an intricate and farsighted framework, food also plays a major role in the activities. This is how the Energy Cooking project was born, in collaboration with the Nutritional Cooking Consultant Paola Di Giambattista: made-to-order, with healthy food suggestions, focusing on balanced ingredients and a series of related activities from dedicated laboratories, which deal with re-use





and creative recycling in the kitchen (Green Life), to vegetarian and vegan recipes (Kitchen With Love) and beauty (From Kitchen to Beauty which allows the creation of beauty recipes using foodstuffs), along with tasting itineraries customized to be both healthy and informed. The gastronomic choice of Vivosa is an assurance in itself, of the quality of the ingredients, organic and with a zero-mile footprint: for lunch, the sumptuous buffet from Via Appia tantalizes the eyes and palates of the patrons, while for dinner, nothing is more evocative than a table on the white stone terrace of the restaurant 'A Puteca, with its star vaults, open cellar and atmospheric lighting, there to enjoy the recipes of Executive Chef Mario Romano, a luxurious and special experience, with good wine, excellent food and a romantic window onto the sea. Vivosa Apulia Resort is a small, magical, protected world-of-its-own where you can get in touch with your inner self and feel closer to everyone. The 4 central pools with their hydromassage sessions and waterfalls allow you to wash away negative thoughts and are an ever welcoming liquid embrace, while children are unleashed onto the waterslides provided especially for them, and that's not counting the wide range of other activities absolutely "forbidden to adults".

Crossing the village, you can immerse yourself in the





coolness of a thick pine forest, then be astonished by a dazzling encounter with the white sands of the beach. The water around Ugento Marina is an explosion of blue nuances evoking thoughts of an ancient knowledge, one that hints at different times and ways, far from today's modern frenzy. The waters seem to say "Be calm, relax". The vacationer who chooses Vivosa Apulia Resort knows that he/she can rely without question on the care of our highly specialized staff, able to offer guidance and support in fitness, yoga, meditation, golf, adventure trails and much more.

To help you rest, regain your strength and consequently the best of your physicality and inner-being: this is the mission of Vivosa's spa, an oasis of well-being which includes saunas, purifying hammams, fitness rooms with the latest generation equipment, whirlpool-massage baths, Scottish showers, emotional showers based on the principles of chromotherapy and facilities for couples. The flagship treatment at Vivosa is the Sixth Sense Ritual Massage, which can inspire and stimulate all the senses, it's both a journey of self-discovery and an extrasensory experience.

Another specialty, the Tranquility Sleep Ritual



employs organic and natural products, to promote a healthy relationship with sleep. Relaxation is the sinuous red thread that holds together every element of the resort, but let's not forget the entertainment opportunities, an unmissable accompaniment to a summer evening: Damiano's Lounge Bar stands at the highest point of the resort and is a must as an after-dinner stop-off, in order to enjoy an intoxicating cocktail while seated between the grainy white Lecce stone terrace and the moonlight.

The satisfaction offered by Vivosa to its guests is not thought of as ephemeral joy but rather as a milestone that marks a significant moment in one's personal history. The Resort also pays attention to the safeguarding and management of its surroundings, thanks to its obviously green credentials, attested for example by the new photovoltaic panel in the parking area. A stone's throw from Ugento, Vivosa is today at the heart of the premise of multi-sensory well-being, holistically integrating all the benefits of tradition and innovation, offering a vacation which has the genuine flavor of a rebirth. Vivosa Apulia Resort is heaven on earth, without original sin. It seems like a dream, but in fact is a beautiful and promising reality, in fervent evolution.



VIVOSA

VIVOSA APULIA RESORT

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The Lungarno Hotel, Byblos Art Hotel, nhow Hotel and NYX Milan Hotel: a quartet of exceptional facilities focusing on art and design in order to offer their guests a unique and exclusive experience.

Hospitality is an art

To make a work-of-art out of one's own life is, for the poet Gabriele D'Annunzio, the essential prerequisite for sanctioning the authentic superiority of a true man of intellect. Certainly, aspiring to attain the spiritual heights to which the poet refers is not a feat, since the love of beauty can reasonably permeate the lives of each of us. But after all, if transforming one's entire existence into a work-of-art is a task for the chosen few, living within a work-of-art is not altogether impossible. Four top-notch accommodation facilities, the Lungarno Hotel in Florence, the Byblos Art Hotel in Verona and the NYX Milan Hotel and nhow Hotel in Milan have made it their mission to combine art and design with elegance, creativity and wisdom, to offer their guests a hospitality experience which is unique and incomparable.



The Byblos Art Hotel, Verona

A few kilometers from Verona lies one of the most original luxury hotels in Italy and possibly the world: the Byblos Art Hotel gives to the visitor the appearance of a museum of contemporary art & design with all the trappings, coffers of internationally known artists' works, amongst which feature names such as Philippe Starck, Marina Abramovic and Arnaldo Pomodoro. Each of the 59 "art design" rooms is different from all the others and together with a swimming pool, health center and a park of over 20 thousand square meters, they combine to render a stay in this facility unforgettable. The interior design of the Byblos Art Hotel has been created by Alessandro Mendini, an architect and designer who has managed to harmonize the contemporary elements

with the classical ambience of the original building - Villa Amistà. Bright colors and plastic forms blend with the frescoes and marble of seventeenth-century rooms to create a unique and exclusive project. This is the basis of the Byblos Casa di Mendini project, i.e. the marriage of the contemporary style of the Byblos brand, characterized by colors, glamorous prints and the innovative use of patchwork textiles, and the creative footprint of Atelier Mendini which also oversees the contributions of other important designers such as Anna Gili, Bruno Gregori, Margarini-Morra and Beatriz Millar. Today, from this Venetian villa's very long and important history, rises a new life like a fortress of beauty capable of safeguarding past memories and, at the same time, present-day creative outbursts for future generations.





nhow Hotel, Milan

Take a skillful assortment of classical and modern, trends and countertrends, international atmosphere and Milanese glamor, mix them all together and you get nhow Fashion & Design Hotel, a unique amalgamation of originality and contrasts, a place composed of innovative style and forms that leave you stunned. The building is an ex-industrial unit converted into an unconventional space, which redefines the concept of the “hotel”. A place of welcome, a hub of unique experiences in constant evolution, to be experienced live and joyously. nhow doesn’t just redefine the concept of architectural space, but also profoundly alters the visual and emotional experiences of its guests, transforming

the hotel into a showpiece. Every six months the public areas with their never-ending buzz, become - a gallery, a museum, a meeting-place, a crossroads of trends, with collections of ever-changing works by international artists. Functional, spacious and versatile, the communal areas and individual rooms have been designed to make your stay at the hotel one of total comfort and relaxation, with the plus of all the pure-design furnishings and artistic elements. Within the hotel you will encounter cult pieces such as the methacrylate Medusa candelabra by Jacopo Foggini in the lobby and you can lose yourself in the soft, light aesthetic of the rooms, without fixed structures but with modular and movable furniture juxtaposed in a refined way with bespoke pieces, such as the armchair designed by Matteo Thun, and lamps from the “Choose by Artemide” series.

The NYX Milan, Milan

With 500 rooms overlooking Piazza IV Novembre in Milan it has a single mission: to become a proper showcase for street-artists. In every corner of the NYX Milan Hotel there are to be found works by those who have contributed to the history of national and international graffiti-art, from Joys to Peeta, from Jair Martinez to Yama 11, to name just a few. NYX Hotel, part of the Leonardo Hotels group, allocates, in Milan, each one of its floors to a different artist. These include figurative and abstract exponents, sculptors and

The experimentation with new forms of living is underway, to further customize the spaces.

illustrators, amongst which figure the urban artist SKAN, Corn79 from Turin, Andrea Casciu from Bologna, and the Milanese UrbanSolid, not forgetting, amongst others, the works of Etnik and Moneyless, while the artistic direction of the project is entrusted to the Israeli artist Iris Barak, together with Question Mark, a recent Milanese art gallery founded by Daniele Decia and Stefania Sarri. Two of the key elements: Two Artwork Chairs, namely the creation of a unique piece by a local artist as an interpretation of the two chairs situated in the lobbies of all the Leonardo Hotels, and the Israeli ArtWall, dedicated to an up-and-coming artist on the Israeli scene. The place has a powerful imprint: the graffiti emphasize the local identity, creating a continuum between the hotel, city life and the surrounding roads. The majority of pieces are created by EAD Crew, a group of street-artists originally from Padua whose style blends traditional lettering with a 3D style to great effect.

Elisabetta Pasca



Rocco Forte Hotel Group celebrates the reopening of one of its flagship facilities, Hotel Savoy:
one of the historic venues of prestige hospitality returns to shine.

Breathe the new Italian Renaissance at the Savoy Hotel

Inspired by the Italian Renaissance, a creative force flows through the Savoy Hotel's rooms and halls. Located in the authentic heart Florence, it is the pride of the Rocco Forte Hotels brand. The prestigious location, founded 125 years ago, was officially and honorifically renamed April 13th and has undergone meticulous restoration and renovation to amplify the building's quality, offering guests a one-of-a-kind, unique and exclusive experience. Project design leader Olga Polizzi decisively set out to fully exploit the Savoy Hotel's immortal elegance, starting from the Renaissance motifs, reinterpreted by skilled craftsmen with an eye for contemporary taste. An aesthetic and cultural continuity for the whole renovation was tied together through the purposeful collaboration with world-famous Florentine fashion house Emilio Pucci. Brand Image Director and daughter of the founder Emilio, Laudomia Pucci worked closely with Olga Polizzi to create a truly formidable new environment. Laudomia is also a former hotel spokesperson for the "Rocco Forte City Insiders" program. A bright pink and turquoise blue scarf paying homage to the Savoy and its privileged position on Florence's Piazza della Repubblica, was designed in classic Pucci style by Laudomia for the occasion, printed with an image of Brunelleschi's Cathedral. There is a continuous Pucci style throughout the main hall where printed cushions and furnishings repeat a harmonious fusion of Renaissance motifs combined with a pop art spirit. The modern and sophisticated appearance of the hotel lobby is made even more delightful by a hand-tufted carpet with Emilio Pucci's iconic "Lamborghini" print in shades of pink, gray, white and black.





The fluid, predominately white space is punctuated by colorful artistic and design elements, among which are the eye-catching Luca Pignatelli paintings. “It’s wonderful to see how many Florentine artisans still work to create their masterpieces,” said Polizzi. The interior design combines pieces of furniture by local artisans and premium Italian brands, including tables by Il Bronzetto, chairs and mirrors from the Chelini Firenze workshop and C & C Milano fabrics. “Several commissions have been entrusted to the city’s artisans, a beautiful experience that I hope will make the hotel feel truly Florentine”, concluded the designer. In addition to rethinking the shared lobby areas, Olga Polizzi has also developed a completely new look for the rooms and suites.

Reduced from 102 to 80, many of them have been completely renovated and expanded to offer guests a more luxurious and spacious experience. The Savoy’s fifth-floor exclusive duplex suite, overlooking the rooftops of Florence, Giotto’s Bell Tower and Palazzo Vecchio and the new 153-square-meter Cathedral Presidential Suite, in a private wing of the hotel with an exclusive view of Brunelleschi’s dome, are the hotel’s jewels. Through this majestic renovation, Hotel Savoy begins a new chapter in its history as a modern and refined expression of luxury hospitality. The Florentine gem of the Rocco Forte Hotels presents itself to the world as the reference point for high-end travel, reaffirming the role of Florence as a world destination with a lively contemporary scene and the undisputed cradle of Italian fashion.





The fantastic Italian boating season never ends — in fact, it springs back to life with the first hint of summer. Performance, exclusivity and elegance: prerequisites for boat builders, musts for the entire sector.

With the Wind in Favor



Style, seaworthiness and safety at sea: the philosophy behind the best achievements of the last year, combining aerodynamic design, an edgy look and sportiness with flowing lines and clear shapes. Models that have conquered conventions and exhibitions managing to carve out an important slice in the Italian and international nautical market.

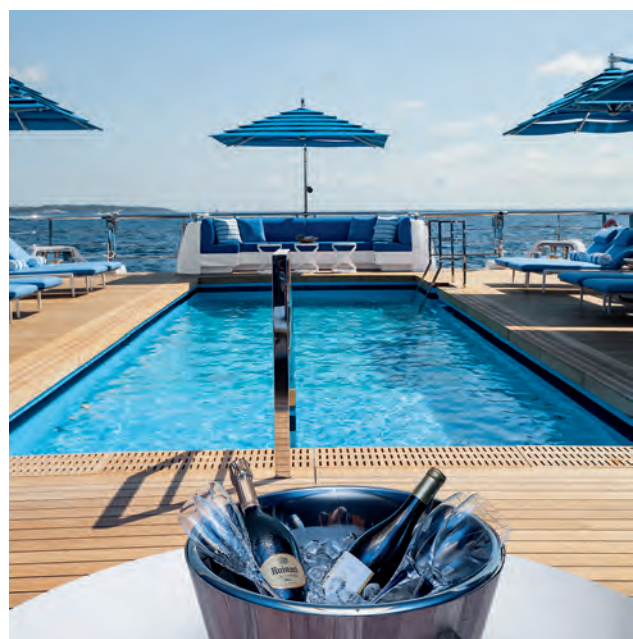
A series of surprises rolled out by Italian shipyards that attract the sight and imagination of experts and enthusiasts are proof renewed market vigor. Big brands are winning national and international public approval, thanks to constant research, an unmistakable style and a natural propensity for innovation. Among the many leading companies in boat design showing at the most important nautical events, Benetti is, of course, among those that most tickles the owners' curiosity by bringing luxury to the sea. Benetti's flagship creation is the SeaSense, the FB 268 mega yacht.

The "sense of the sea" ranked first for the owner who commissioned what has become a masterpiece of style and harmony with a strong innovative content. 67-meters long and 10.80-wide, they host the best in terms of personalization and attention to detail, thanks also to international collaborations. The new Benetti super yacht, moreover, belongs to the Custom line, which specializes in steel, aluminum and sometimes carbon fiber, ranging in length from 45 and 90 meters and built to specifications.

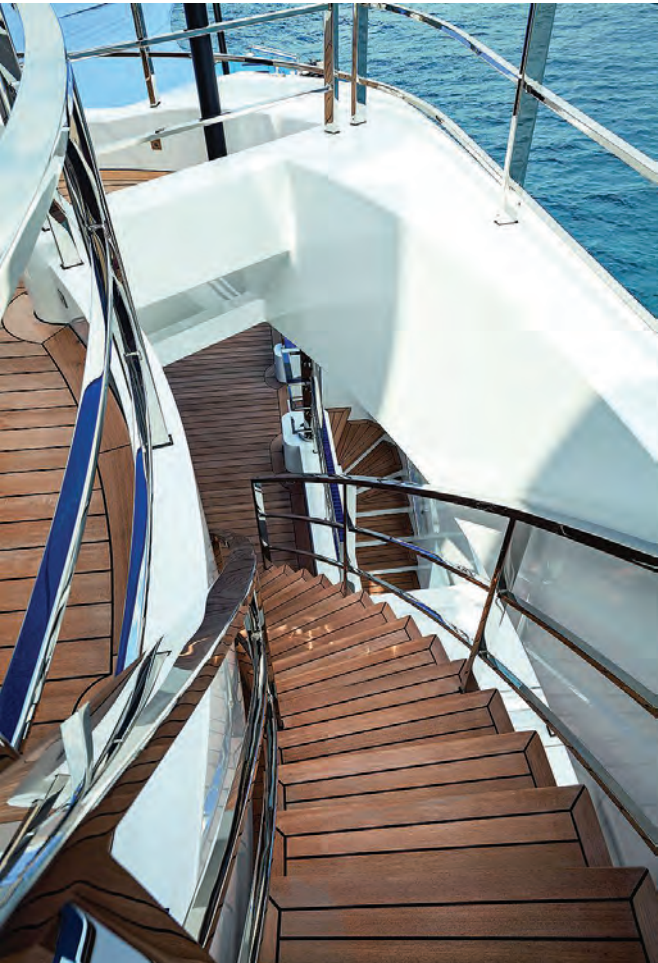
Dutch designer Cor D. Rover worked with Benetti for the first time, while the shipyard's technical office



developed the naval architecture all to ensure that the lucky owner's requests for dream on the water were satisfied. The designer's personal touch shows in many elements, first and foremost through the tall, narrow vertical windows along the wall and then, in an innovation that he has defined as "Benetti Beach concept". Despite its size, external lines of this super yacht are beautiful and elegant, and find continuity with the interior through a repeating marine element played out in shades of blue. The contemporary interior design comes from the collaboration with the Los Angeles design studio AREA, venturing into the super yacht sector for the first time. The end result is an exquisite ship at the forefront of style and content, the product of scrupulous material research and application of unique furnishing elements, such as the four types of wooden veneers in the cabins, or the marble and the carpets used in the bathrooms and for the floors. The SeaSense can easily host up to 12 guests, between the owner's cabin and the luxurious suites for guests. There are 14 places available to the crew. If the interior layout and furnishings seem incomparable, with the use of 100 different materials and the a modern, sculpture-chandelier nearly









three meters high featured in the owners cabin, then take in SeaSense extraordinary external areas, designed to flow with the sea.

On the main deck there is a large swimming pool (10x4 meters) with a sunbathing area directly connected to the internal hall, which, thanks to the opening of large sliding doors, further increases the open space. Called the Benetti Beach Concept, this area at the stern of the main deck can be transformed into a basketball court, thanks to a carbon-fiber and teak-beam covering.

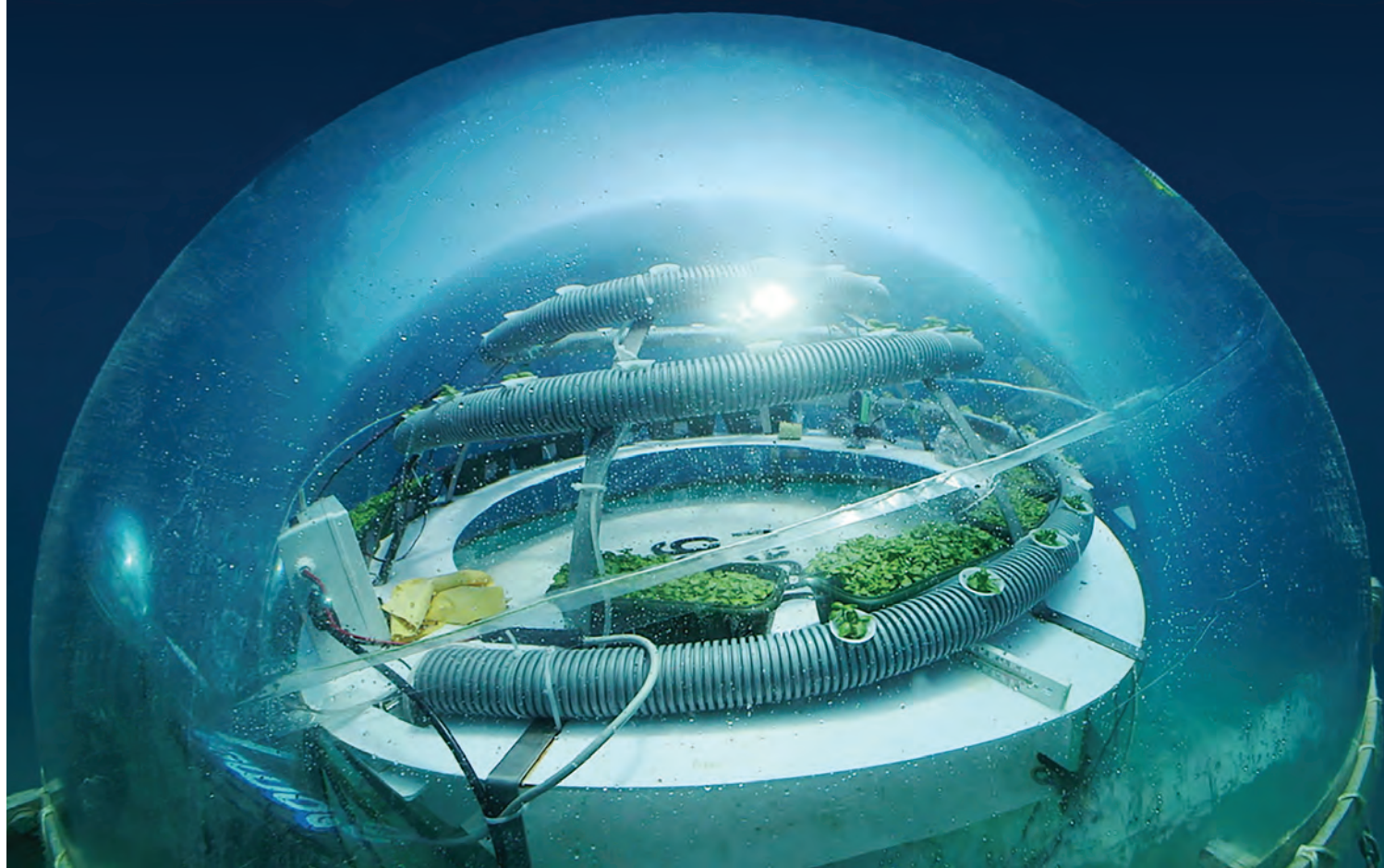
On the upper deck there is also a second living room, a more formal area than the main deck, which is in turn divided into the living room, office corner and bookcase. Outside towards the stern there is another living area furnished with sofas and sun decks. The dining area is enclosed in a circular veranda with a 12-setting table. The Sun Deck features a fully equipped indoor gym connected to the lounge, an American bar and pizza oven. The centrally-located garage hosts a limo-dingle designed specifically by Giorgio Cassetta.

If all of this is not enough to make this a true dreamboat, add the fact that Benetti's new mega yacht can reach a top speed of 15.5 knots, powered by two 1380kW Caterpillar Marine Power Systems.



Sergio and Luca Gamberini are the “inventors” of a new way to grow plants. Their underwater greenhouses have been around the world, and will soon be installed in NASA’s pool...

From Noli to the States, our underwater plants



From Liguria to the United States, passing below sea level. Sergio and Luca Gamberini, father and son, from the town of Noli landed in the States (and in other countries worldwide) with an idea as original as it was innovative: underwater plant cultivation.

A simple project in theory, but not as much in practice: Nemo's Garden is Gamberini's underwater cultivation that started in 2012 by planting basil plants under water.

An idea that was deemed one of the most interesting at the Expo in 2015 and that has conquered many countries of the world over the last few years, primarily the United States. In a short time the "underwater greenhouses" from Noli have reached many areas around the globe.

And many more can be reached and helped with vegetable cultivation, helping to provide an alternative cultivation method, especially in the driest areas of the planet.

Let's start with a presentation: what is Nemo's Garden and why did you choose this name?

Nemo's Garden is a project for sustainable and alternative agriculture: we cultivate plants under water. The name derives from the Jules Verne book "Twenty Thousand Leagues Under the Sea" and Captain Nemo's cultivation.

What is the cultivation depth? How does light and heat reach the spheres and manage to guarantee the plants' development?

The spheres are between 6 to 10 meters deep, allowing them to be illuminated with the right intensity, filtering the harmful parts of the light. The light itself reaches different frequencies, frequencies that interact with the plant, making it grow in a different way compared land plants.

What 2012 goals have been achieved to date? According to you, which are realistically reachable in a few years and which are achievable in the more distant future?

We started almost for fun in 2012, when my father made a bet with a friend. Realistically, the project took off in 2015 and we did more than we had expected. The idea is gradually becoming more and more famous. The project is extremely complex and requires more agronomy and biology skills than we have. We are more engineering-based with an understanding of chemistry and material science. There is still a lot to do. The ultimate goal, which requires time and investors, is the highest: an alternative system of mass agriculture that can partially compensate for land-cultivation shortcomings — lack of space, soil depletion, etc. We are looking at those areas



of the world that lack agricultural resources, have unstable temperatures and lack water for irrigation. We would like to create the possibility to grow in a place never used before.

The most outstanding feature of this project is the eco-sustainability and the ability to have organic products. Thinking about this big project, could there be any warnings, especially regarding the marine environment? We hope not. To keep going we need a truly efficient engineering process for the project. We need to calculate the number of biospheres needed for a certain amount of production and how much space they occupy. The worry in the near future is that too many biospheres could impact marine beauty and become invasive. This would mean that we are creating a problem. A logical plan needs to be mapped out for the highest efficacy. What we have seen until now is that fish are not disturbed by the spheres and live around them, especially small ones who seek protection from predators underneath them. If that weren't the case, we would not be reaching our goals.

"We started almost for fun in 2012... the project took off in 2015 and we did more than we had expected"

What are the production costs and above all the maintenance costs for this kind of project? We estimate that over the years we spent, between research and laboratory analysis, about 300,000 euros.

That is no small sum, but honestly it isn't that much considering our skills sets that are not specifically biology and agronomy. I always say, the principles we apply are simple, and with a little more we could do a lot.

In 2012 you started your cultivation project with basil plants. Besides a love for pesto, was there a more specific reason?

We were looking for a sharp marketing strategy. Many ideas are born every minute, but all manage to be known, and there aren't always sufficient resources to achieve what you want. We had to find the key to become known and we were lucky to find it.

The basil was a random experiment; we started with the basil because it was the first that came to my father's mind in testing.





The interest in your project is now international: the Washington Post has defined the “most beautiful greenhouses in the world”. How was your idea accepted outside of Italy? Do you believe collaboration is possible?

Breaking news: we already have agreements to install these greenhouses in Florida at the beginning of 2018, also for children’s education. It is a first step. Another will be installed in the NASA Space Center gym; we have one in Belgium in a former mine converted to a swimming pool. There is great interest and we hope to spread them everywhere. That will also help us increase our experience. In the US there is a lot of interest, as well as in the central part of the Middle East.

„The ultimate goal is the highest:
an alternative system of mass agriculture
that can compensate
for land-cultivation shortcomings“.

Do you have any other projects in the pipeline? How do you plan to develop the Nemo’s Garden?

The greatest collective dream is to create an alternative system to give relief to our exploited planet. To be honest, we will abandon this project if it doesn’t garner enough response during its development phase — we won’t continue to speculate just because of our personal interests. Research is also part of the dream, possibly including pharmacological. We want to see if the characteristics of our plants are different from those of grown traditionally. One of our scientific goals is to see if they are somehow better.

Stefano Valentini

The “niche” sport that is sweeping the nation
Since 2000, Italian golfer enthusiasts have shot up more than 50%

Sport on the rise in Italy

Statistics show that Italians are ever more inclined to pick up golf clubs: according to the official figures from the Italian Golf Federation (FIG), 2016 memberships top 90,000.

Over the last 50 years, golf has become less niche, growing more popular day by day. Consider this — in 1954, golf in Italy had a peak number of 1,220 association members, 7,000 in 1970 and slightly less than 60,000 in 2000, culminating into 101,817 in 2011. In recent years, constant increase of users on FIG’s Italian social network — Facebook, Twitter, YouTube and Instagram — highlight a certain golf appeal. A fascination that is also reflected in increasing television coverage, starting with the Rio 2016 Olympics, broadcast by state television RAI, with an 8.55% viewership increase due to the event. The triumph of Francesco Molinari at the Italy Open kept the wheels turning and finally, the Ryder Cup in

From north to south, in mountains or at sea, on the Peninsula and off, one can find a wide variety of greens set against spectacular backdrops, and characterized by significant cultural, artistic and enogastronomical histories.

Minnesota kept the viewers riveted. Over one million people watched the challenge between USA and Europe, aired on Sky Sport during the three-day competition. That number is expected to triple for the Ryder Cup finals, which will be held in Italy, 2022. Along with the number of memberships, the Italian sector is growing, as is the market, according to the International Golf Travel Market (IGTM), held in Palma de Mallorca (Spain) in 2016. Twenty-six foreign exhibitors and representatives from of 125 Italian clubs attended. Thanks to IGTM’s 2014 edition (Villa Erba, Como) and the to-be-held Ryder Cup 2022, Italy has finally found a well-deserved and accurate spot in the golfing world.





ITALIAN GOLF AND THE RYDER CUP

The countdown has begun for the most important global golfing event, which will be held in Rome, on the Marco Simone Golf & Country Club courses, and feature the 12 best European players and the 12 best American players. We spoke with Franco Chimenti, President of the Italian Golf Federation.

President Chimenti, five-time elected President of the Italian Federation. Can you give us a total budget for the recent years?

How has the world of golf changed in Italy?

“The recent years have been absolutely positive. The award of the Ryder Cup 2022 has been the turning point for the whole movement and will open unimaginable scenarios for Italian golf. Hosting the third most prestigious sporting event in the world (surpassing nominees Germany, Spain and Austria) has given great prestige to the Italian sports world. Each year our amateurs win numerous international trophies. In the last European Championships, the two women’s teams and the two men’s teams climbed the podium, with two second places and two third places: an unprecedented result. Among our professionals, Francesco Molinari is steadily on top of the world ranking. In addition, recent wins by Edoardo Molinari and young Renato Paratore in the European Tour have solidified our competitiveness and the fact that there is a generational turnover happening.”



As President, looking back, did you have to make decisions that you would consider a winning move today? Did you ever have second thoughts?

“No, no second thoughts. I have always acted in the interest of the growth of the golfing movement and in this respect I consider the introduction of free membership a winning move. Having the opportunity to play, even without being a member of a club, has given new impetus and increased the number of players. On the broader level, establishing Committees and Regional Delegations has given freedom to regional initiatives and spread golf all over Italy. The birth of the project “Engaged in Green” has also strengthened our dedication to environmental protection and eco-sustainability.”

According to many experts, in recent years Italians have become ever more competitive; do you feel that in the near future the trend will increase and be reflected in heftier club-member sign ups?

“Membership growth is one of our main goals leading up to the Ryder Cup 2022. Certainly, having some of the most prominent examples amongst our top players will help us make a very addictive sport even more fascinating and boost the number of players.”

Stefano Valentini



*Franco Chimenti, President
of the Italian Golf Federation*

All about... News

News in brief to recount an Italy on the move
between economy, lifestyle and culture

AIRONE BOUTIQUE HOTELS: GOING BEYOND THE BOUNDARIES OF HOSPITALITY

The Aironetour Group celebrates fortythree years of activity in the sector of tourism by expanding its attention to the hotel sector and by creating the brand name AIRONE BOUTIQUE HOTELS. This brand includes three boutique hotels in Naples: the B&B CHIAIA 32, the DELUXE RESIDENCE, and the AIRONE HOTEL, which opened in early 2016, in addition to a farmhouse in the countryside of the central Italian region of Umbria: the CASALE SILVIA. The **B&B Chiaia 32** is located in Naples at Via Chiaia 32, one of the oldest streets in the historic city center. It has 7 rooms and it was an immediate success with its guests. **The Deluxe Residence**, also on Via Chiaia, at number 197, is a bed and breakfast establishment with 8 splendid luxury rooms, each one dedicated to a particular area of Naples, and it includes a SUITE with a double bedroom in an attractive independent loft, its own kitchen area and a meeting room equipped with a table and armchairs for 6/8 people. The suite can accommodate up to five people, and is equipped with two bathrooms, heating, air conditioning and satellite TV. **The Airone Hotel** in Naples is located at Via

del Cerriglio 10 (on the corner of Via Guglielmo Sanfelice), close to three metro stations and a funicular railway, and it is just a short taxi ride from the Central Station and the International Airport of Capodichino. The hotel gives easy access to the historic city center and the main shopping streets of Naples. This is a superior three-star establishment with a breakfast room, a fully equipped kitchen, and the CERRIGLIO TERRACE, a roof-garden with a wonderful view of the skyline in the heart of Naples. It is ideal for business meetings and has over 40 beds in 20 fully renovated rooms that are equipped with every modern convenience and comfort. **The Casale Silvia** in the village of Parrano, about 15 km north of the historic town of Orvieto in the Umbria region, is perfectly placed for making excursions in the area. It has 6 rooms with air conditioning and heating, a swimming pool, a well-kept garden, an extensive vineyard and much more. It is possible to arrange for private transfers and multilingual hostess services, as well as airline, bus and railway tickets here, as well as excursions and tours by contacting Aironetour in Naples at Via Chiaia 197.

 AIRONE BOUTIQUE HOTELS

www.aironehotelnapoli.com

www.bbchiaia32.com



Airone Hotel - Napoli



Casale Silvia - Parrano



Cerriglio Terr



B&B Chiaia 32 - Napoli

ITALIAN DESIGN IN NEW YORK

The Italian design culture, with its unique charm, seems to have invaded New York. The magnificence of Italian style is presented by many historical design brands to meet the American vision in locations that become hotspots of reinvented beauty. Venini (ICFF Stand 3001 – Jacob K. Javits Center – 655 W 34th) – One of the symbols of Italian design, Venini presents “Where are my glasses?”, an ironic and provocative project created by Ron Arad. Glass and metal, shape and material, creativity and technique merge into the three vases in which the raw material is blown and shaped in a wise harmony between the spontaneity of the shapes and their delicate control. B&B Italia (135 Madison Avenue) – In this flagship store the historic Italian brand presents the new collections that includes “B&B Atoll”, a seating system designed by Antonio Citterio, “Alanda



’18” table by Paolo Piva, and “Eda-Mame” the day-bed by Piero Lissoni.

Flos (152 Greene St.) – The brand is celebrating the work of Achille Castiglioni, master of Italian design, for whom it produced masterpiece-lamps characterized by provocation and ironic lightness like “Arco”, “Taccia”, “Toio”, “Gatto”, “Lampadina”. It also presents two special re-editions of “Ventosa” and “Nasa”. Artemide (46 Greene St) – Icon of Italian lighting design, always focused on experimentation, as it is evident in its “The Alphabet of Light” line, conceived by BIG, which materializes the continuous research into innovation transforming the letters of the alphabet into luminous language.

Molteni (160 Madison Avenue) – designer Vincent Van Duysen signed the new Molteni Group’s flagship store in the NoMad Design District. A place to admire the beauty of Made in Italy and its timeless symbols, including the re-edition of furniture designed by Gio Ponti, considered one of the masters of Italian architecture, promoter of the Italian industrial design that he considered a sophisticated, democratic, economic, and modern solution.

MOPI: THE MUSEUM OF PIZZA

Opening on October 13, in Brooklyn. A whole museum which, for a limited amount of time, will delight visitors with a full-immersion experience in the pizza world on the initiative of Kareem Rahma, head of the Nameless Network, a Brooklyn company. The Museum will allow visitors to learn about the history pizza, retracing its origins and it spread all over the world. It will also offer an interactive overview of the important role of the food acquired in pop culture and customs, so much to be awarded the status of world heritage by UNESCO. On Mopi’s website the museum is described as “a place to capture timeless memories and take in larger-than-life, immersive installations. A space to bask in multi-sensory, psychedelic pizza joy. (...) an act of creation sure to make your every minute inside the museum a timeless pizza memory.” And it will do so thanks to exhibits such as: The Museum of Pizza artists “gallery”, the Pizza cave, the Pizza fun house, the Pizza beach, The interactive history (and untold story) of Pizza, “Pizza Zen”, Pizza games, and The official #MoPi Pizza Films screening room and media lab. In consideration of the numbers of pizza consumption in the US in general – the equivalent of 50 hectares every day –, and in New York in particular – where 10% of American pizzerias are concentrated –, it is not a surprise that an undisclosed, for the time being, location in the Big Apple will host this museum dedicated to the role that this food has in pop culture around the world. Indeed, in MoPi’s view pizza is “more than a tasty epiphany of cheese, dough, and sauce – it’s a uniter, a universal language, a cultural exclamation point.”





Bianco Bianchi

Tuscan artisan Bianco Bianchi has been making unique pieces using the refined scagliola technique since the 1960s. Well-known for his Medusa-head table made to order for the renowned Miami mansion of fashion designer Gianni Versace, Bianco Bianchi's marble works decorate the world's most beautiful homes. Bianco Bianchi's children, Alessandro and Elisabetta, now continue on the family tradition by translating century-old techniques into both classic and modern-inspired objects.

Tuscany, Italy
Marble Artist

www.artemest.com/artisans/bianco-bianchi



SLa6 GROUP

La6 Group manages a wide range of publications in Italy and in the world, offering its readers information and insights on Made in Italy, luxury, economy, Italian and international politics. Thanks to a longstanding presence in the publishing world, La6 Group boasts printed and online publications in multiple categories: from traveling to communication from marketing to current events, through fashion and social trends. Furthermore the Group is a consolidating element in the relations between Italian and American companies, promoting mutual trade through events and operating as a press office and interface for new business.

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Fratelli Levaggi

The passion shared by three generations of Fratelli Levaggi is pure and simple: shaping wood with their own hands. Young creativity is channeled by the experience and knowledge of the elders, who guide the process from the cutting of the tree to the assembling and painting of individual components. They work with a variety of woods that are part of the time-honored Chiavari chair tradition and leave very few steps of the process up to modern machinery, favoring a human assessment and manual approach to ensure high quality and attention to detail.

Liguria, Italy
Cabinetmakers

www.artemest.com/artisans/fratelli-levaggi








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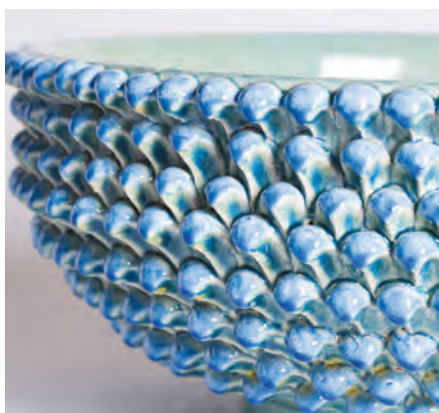
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ND Dolfi

Award-winning Bottega ND Dolfi specializes in maiolica pottery. Founded in 1941 by Giovanni Dolfi in a historic workshop in Montelupo, a hamlet on the Tuscan hills, the atelier continued with Silvano, who still creates internationally-acclaimed pieces, and is now run by his daughters Daria and Natalia. Master craftsmen keep traditional techniques alive while experimenting with materials and designs. Each piece is based on originals without becoming a replica, but retaining the unique quality and character of one-off productions.

Tuscany, Italy
Ceramist

www.artemest.com/artisans/nd-dolfi



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