

Cultural Introduction to Italy
AND
Art, Food, Fashion, and Wine: Creative Advertising of Italian Destinations
LECTURE NOTES

CULTURAL INTRODUCTION TO ITALY

Lesson One

3/2: Geography and Short History of Italy

- Italy is a **peninsula** of Southern Europe, in the center of the Mediterranean Sea
- For this reason, Italy represents a **bridge** between Europe and Africa
- Italy borders Switzerland, Austria, France, and Slovenia. San Marino and Vatican City are enclaves
- 1870
 - ◆ When Rome and Florence could have been called two cities apart of the same nation
- 1870: Rome was apart of the Vatican state
- Lifestyle and routine → different
- Pope = highest power in Rome
 - ◆ Used to act like a King
- Divided down the middle by the Apennines Mountain range
- First civilization before the Romans was the Etruscans
- The Etruscan Federation
 - ◆ “Dodecapoli” = 12 cities
- Florence was founded by the Romans
- Republican Rome
 - ◆ 509-27 BC
- Roman Empire in 117 AD
- Italy around year 1000 - Early Middle Ages
- Movements that made Italy into just one nation
 - ◆ 1796
 - ◆ Italy before the “Risorgimento”
- Today, Italy is formed by 20 Regions
- Each region is characterized by the presence of different local traditions, and morphological components

Seas of Italy

- The **Tyrrhenian** Sea is part of the Mediterranean Sea and touches the **western coast** of Italy. It is named for the Tyrrhenian people, identified since the 6th century BC with the Etruscans of Italy

- The **Adriatic** is the **eastern** and **northern** arm of the Mediterranean Sea, extending from Apulia to Slovenia
- The **Ionian** Sea is an embayment of the Mediterranean Sea, south of the Adriatic Sea
- The **Ligurian** Sea lies between the Italian Riviera (Liguria) and the island of Corsica

Mountains of Italy

- The three main Mountain Ranges of Italy are the Italian Alps, the Apennines which form the spine of the country and the Dolomites in the north east
- There are points of crossover between the three mountain ranges, the Apennines touching the Ligurian Alps in the north west being one example which the Dolomites also form part of the Southern Limestone Alps
- At 4,806 meters above sea level, the highest mountain in Italy is **Monte Bianco** (Mont Blanc)

- Italy is a product of different ancient cultures and populations who inhabited the land
- The Romans were not always the predominant population of the country
- Etruscans, Gauls, Cathaginian, Latini, and greeks were the principal populations

Magna Graecia

- Magna Graecia was the name given by the Romans to the coastal areas of Southern Italy, where Greek settlers, who began arriving in the 8th century B.C., brought with them their **Hellenic civilization**
- This created a lasting imprint on Italy, including Ancient Rome and its myths, histories, and stories

Ancient Rome

- The history of Rome is generally divided into three periods:
 - ◆ The rule of the kings 753-509 B.C.
 - ◆ The Roman Republic 509-31 B.C.
 - ◆ The Roman Empire 31 B.C.-478 A.D.
- The maximum expansion of the Romans occurred in 211 A.D.

Roman Florence

- Florence was founded in 59 B.C., during the Roman Republic. It was established by Julius Caesar
- As per usual in the foundation of new settlements, the city was shaped according to a precise plan that involved the urban layout and agricultural territory
- The etymology of the name seems to come from the benaugural name meaning “may you be florid”
- First military shape used

◆ Like a square

Discovering the Ancient Roman Florence

- The Roman colony of Florence is founded on the right bank of the Arno river. In a flat area that had already been inhabited by the Villanoviani (starting from 9 century BC)
- The foundation date of the colony is uncertain, now attributed to General Silla 82-79 BC, now to General Giulio Cesare around 59 BC. Many historians believed that Florence had taken the name of Florentia because it had been founded during spring “floral games”
- The urban layout of the colony is the classic model of Roman urban planning, a military camp, a “Castrum”
- Definition of “Castrum”: Ancient Roman fortified camp

Florence: Roman “Castrum”

- The internal; road network is bounded by blocks “insulae” (60x60 m.) and it is organized orthogonally around the main 2 axis: **Cardo maximus** (north-south direction) Via Roma and Via Calimala; **Decumanus maximus** (east-west direction) Via del Corso, Speziali, Via Strozzi
- Florence was also surrounded by an outer wall which has now almost completely disappeared. The ancient wall is mentioned in some medieval documents as “first wall” or “old wall”
- At both ends of the two main roads where they met the wall there were four gates flanked by circular turrets
- Among all the gates, one is well documented, the north gate. This was known in the Middle Ages as “**Porta del Vescovo**” (**Bishop’s gate**) due to its proximity to the Bishop’s palace. It was also near what we know today at “Borgo San Lorenzo”, which continue to be called “borgo” because it stood outside the city walls
- At the other end of the road, in the south of the city by the river, was the “**Porta di Santa Maria** (**St. Mary’s gate**). To this day, the old town that had stood between the gate and the river has been known as “Por Santa Maria”
- The other two gates, one was in the east where now, Via del Corso runs into Via del Proconsolo; the other was in the west, where Via Strozzi joins Via Tornabuoni

Forum and Capitol of Florence

- **Forum.** At the point where the two main axes met was the “Forum”. **WALKS around and through the actual Piazza della Repubblica**
- Definition of Forum: it is the center of social and political life. It is the main square of the Roman city, born with the function of market, becoming to follow the political, religious and commercial center of the city
- Become the hub of city life. On one side there often stood the Capitol, or other important temples where the pagan rites were celebrated

- The forum occupied a rectangular area, now covered by Piazza della Repubblica. At one point, this area was turned into a market, and later became the former Jewish ghetto at the end of the 16th century
- The column which stands in the center of the square still acts as a remainder of the city's links with the Roman era
- The forum was enlarged and made even more monumental in the Hadrian period (117-138 AD)

The Capitol of Florence

- **The Capitol.** Definition of Capitol: it is the religious center of the city
- The temple stood on a quadrangular podium, about 3 meters high. It was accessed from the forum through a staircase. The temple was dedicated to the important deities of Jupiter, Juno and Minerva
- The temple represented the divine protection of the city and the state
- Facade: Central portico, surmounted by a triangular pediment
- Inside: 3 cells, of which the central one was larger than the lateral ones. Until the end of the 19th century the name and the sacred character of the place were preserved by the church of Santa Maria in Campidoglio, built on a corner of the podium of it
- The church was destroyed at the end of the 19th century. Today only the street dedicated to it remains, Via del Campidoglio

Roman Theater of Florence

- **Theater.** The area of the Roman theater is now occupied by the Palazzo della Signoria and the Palazzo Gondi, which have incorporated a large part of the monument into their foundations. **(WALKS from Piazza Signoria, along the left side where Palazzo Vecchio is located and Via Gondi)**
- The archaeological excavations carried out at the end of the 19th century have confirmed that the theater dates back to the 1st century AD and had a capacity of about 15,000 people
- This confirms a phase of great demographic development for Florence. The Roman theater building is directly inspired by the Greek model, namely the Hellenistic one
- "Theater" comes from the Greek "théatron", which means I look, I contemplate. It is a building used for representation. It's main ground plan is semi-circular
- In Ancient Greece, the theater offered more than entertainment; it was used as a vehicle for the communal expression of religious beliefs through music, poetry and dance

Amphitheater of Florence

- **Amphitheater.** The building appears to be located between Piazza Santa Croce and Borgo de' Greci. **(WALKS from Piazza Peruzzi, Via de' Bentaccordi e Via Torta)**

- It is possible to determine the precise location of the Roman amphitheater as the medieval buildings were set up on the remains of the perimeter structures and the wedges of the steps
- The building technique and the use of polychrome marble date the building to the 2nd century AD when Florence achieved great urban expansion even outside the walls
- The amphitheater is an original Italian architectural model
- It is an arena surrounded by steps for spectators. The area is oval, enclosed by continuous and concentric steps
- The building was intended for performances by gladiators and wild beasts, hunting, and events that attracted a large number of spectators. The most important example in Italy is the Colosseum in Rome, the Flavian amphitheater destroyed in a fire in 64 AD but immediately rebuilt

Glossary

- Castrum
- Decimanus Maximus
- Cardo Maximus
- Forum
- Capitolium (Capitol)
- Theater
- Amphitheater
- Brogo
- Por or Porta

Lesson Two

3/9: *Unification, the Southern Question, & Florence as Capital*

Il Risorgimento

- Protagonists:
 - ◆ Giuseppe Mazzini was a patriotic writer who founded a national revolutionary movement known as *Young Italy* (1831)
 - ◆ Camillo Cavour: prime minister of Regno di Sardegna with King Vittorio Emanuele (later to be First King of Italy)
- Key dates: 1848-1861

Fighting for a United Italy

- Mazzini was in favor of a United Republic. His ideas quickly spread among the Italian population and cells of Young Ital members proliferated in the peninsula
- The first revolt took place in the Kingdom of Sicily. Then, a revolt in Rome forced Pope Pius IX to flee

- The **First Italian War of Independence** was fought by the Kingdom of Sardinia (Piedmont) and Italian volunteers against the Austrian Empire and other conservative states from 23 March 1848 to 22 August 1849
- External powers prevailed, but the ideologies behind a United Italy did not perish

The Unification of Italy

- An insurrection occurred in 1860. It was led by patriot and general Giuseppe **Garibaldi** and his army, made of 1000 men (the “**Mille**”), who conquered the island of Sicily and Naples
- At the same time, the northern states had joined up with Piedmont-Sardinia and accepted Victor Emmanuel II as their King
- **In 1861, the independence of Italy was proclaimed**
- In 1866, Venice is annexed to Italy
- In 1870, Latium is also annexed to Italy

The Southern Question

- At the time of the Italian unification, **the gap was between the former Northern states of Italy and the Southern two Sicillies was significant**
- Northern Italy was home to roads for about 75,500 kilometers and railroads for 2,316 kilometers. Iron and steel production was 17,000 tons per year
- On the contrary, in the former Bourbon Southern state, no channels connected to rivers and iron and steel production was 1,5000 tons per year
- In 1860, illiteracy rates on the Italian peninsula of 1860 had an average of 75%, with the lowest peak of 54% being in the northwestern Kingdom of Sardinia (also known as "Piedmont"), and the highest to the south, where illiteracy in the Kingdom of the Two Sicillies reached 87%

Brigandage

- It is estimated that in 1862, only one year after the proclamation of the Kingdom of Italy, more than 350 bands of brigands were active in Italy
- Amongst the brigands were a mixture of people: desperate peasants, farmers, people who the Italian government considered criminals, many former soldiers and loyalists of the Bourbon army, and also nobles
- Many turned to brigandage in the mountains of Campania, Calabria, Abruzzo, and Molise to continue the fight against the northern invaders
- The unrest in southern Italy around 1861 was much more prevalent than in the other annexed states of northern and central Italy

Florence is the Capital

- Florence is the capital, 1865-1871

- Following the declaration of Florence as the capital of Italy, the city was entirely revamped
- The so-called **Risanamento** of Florence occurred (not to be confused with Rinascimento)
- The city, which was still enclosed in ancient walls, was opened

Giuseppe Poggi Enlarges Florence

- Architect Giuseppe Poggi was instructed to enlarge the city
- **Piano Poggi** (Poggi Plan) was enacted
- The majority of the ancient walls were demolished, and following the model of Paris, so-called “viali di circonvallazione” (*boulevards*) were constructed
- These culminate in **Piazzale Michelangelo**, the most significant project of Piano Poggi
- The Piazzale Michelangelo was built on the hills located south of the Florence’s historic center following the design of the architect Giuseppe Poggi

Piazzale Michelangelo

- In 1873 a copy of Michelangelo's David was taken to the square with the help of nine pairs of oxen
- This square was dedicated to the great Renaissance artist Michelangelo and the copy of the David was located in the center of the square next to the four allegories of the Medici Chapels of San Lorenzo

Piazza della Libertà

- Piazza della Libertà - one of today’s most trafficked areas - is found on the most northern apex of the old city walls
- It was constructed in the 19th century when the old walls were demolished and the ring roads were created, where 7 roads and 3 avenues meet
- In the center of the square there is the Triumphal Arch of the Lorraine
- In Piazza della Libertà you can still find the Porta San Gallo from 1285 with sculptures and paintings dating back to 1300s (on the left in the picture above)
- The map of Florence before Piano Poggi
- The outside of the city is rather inhabited, and people worked in the agricultural sector
- Following Piano Poggi, all the neighboring areas started to be industrialized and annexed to the city through better roads and transportations
- Florence in the direct aftermath of Piano Poggi
- Florence now a new train stations, military areas, a gasometer, Lungarni, the Central Market, and vibrant outside-of-the-walls areas

The Facade

- Florence Cathedral of Santa Maria del Fiore and Santa Croce Basilica had no facade until the 1860-70s

- In 1491, Lorenzo De' Medici had promised a facade, but all the projects had been suppressed for lack of funds and inadequacy of the projects
- Various contests occurred, and finally architect De' Fabros was declared the winner

Fratelli Alinari

- Fratelli Alinari is the world's oldest photographic firm, founded in Florence, Italy in 1852
- Its archives contains 5.5 million photographs, ranging from daguerreotypes to modern digital photos from around the world

Piazza della Repubblica

- With the increase of the significance of Florence, new influences flourished in the city
- The process of development started before the city became capital, as some of the key bars of the city demonstrate
- Piazza della Repubblica has always been a key player in the city's historic events
- In the center of the piazza you'll find the Column of Abundance. The pedestal's pietra serena sandstone statue portrays the goddess of abundance, a statue by Giovan Battista Foggini that replaces Donatello's original figure (which was irreparably damaged in 1721)
- It has been noted that the column is positioned in the exact center of the Roman city of Florence, marking the official city "center."

Caffè Gilli

- Caffè Gilli was opened in 1773. In the 20th century it was moved to Piazza della Repubblica, and it became one of the most important literary cafes of the city. The building represented the period of Belle Epoque

Paszkowski

- It was founded in 1846 by the Polish family Paszkowski as a pub, and shortly after it became a "caffè concerto"

Caffè Donnini 1894

- It was opened in 1896 as a bar-beer pub by the Reininghaus brothers. The name was too difficult to pronounce, so people started to call it Giubbe Rosse (red jackets), after the outfit of the waiters
- It was the most important florentine literary café in Florence

Language Component

- What's your name?
 - ◆ Come ti chiami? (informale) (tu)
 - ◆ Come si chiami? (formale) (lei)

- I am _____
 - ◆ Mi chiamo Grace
- Where are you from?
 - ◆ Di dove sei?
- I am from _____
 - ◆ Sono di San Francisco, California
- How are you?
 - ◆ Come stai?
- I am good, thank you, and you?
 - ◆ Bene, grazie, e tu?
 - ◆ Benissimo (very good)
 - ◆ Così così (so, so)
 - ◆ Male (bad)
 - ◆ Malissimo (very bad)
- What do you do for work?
 - ◆ Che lavoro fai?
- I am a teacher
 - ◆ Sono L'insegnante
 - ◆ Lavoro part time (work part time)
- How old are you?
 - ◆ Quanti anni hai?
- I am 21
 - ◆ Ho ventuno
- Where do you live in Florence?
 - ◆ Dove abiti a Firenze?
- I live on Via Dell'Agnolo
 - ◆ Abito in Via Dell'Agnolo 34 (trentaquattro)
- What do you study
 - ◆ Che Cosa Studi?
- I study marketing
 - ◆ Studio per marketing
- Ciao
- Salve (formale)
- Buongiorno
- Buonasera (formale)
- Arrivederci (formale)
 - ◆ Goodbye
- Buon Pomeriggio
- Buonanotte
- Buona Giornata (formale)

- ◆ Have a good day
- A Domani
- ◆ (Civediamo)
- Me as well
- ◆ Anch'io
- On the phone → Pronto!

Lesson Three

3/16: *Italian Fashion*

Questions to Ask Yourself

- Do you have a dress, suit, or object made by an Italian fashion brand?
- Are you aware of what made you buy that object instead of another?
- Can you imagine the history behind that object?
- This is what we will try to understand today...

Fashion

- Why does fashion have to be considered as part of a culture?

What is Fashion?

- Fashion is a **multi-sided-phenomenon**. It is hard to define its nature as a unique thing
- Fashion is tangible and abstract at the same time, and it is the result of a complex mix of relations and functions
- Fashion is the answer to **body** and **soul** questions, to **individual** and **collective** issues
- J.C. Flugel, *The Psychology of Clothes* (1928)
 - ◆ It is through clothes that we form our first impressions of our fellow-creatures – visible at a distance as the face is not. Flugel was one of the first to write about this. He noted that clothes are always socially significant, and “worn in much the same way we wear personality”. A person’s clothed appearance reveals several important social facts long before they speak, setting the scene for and limiting any social interaction. A believer in social evolution, in social evolution, Flugel (and others in his era) concluded that clothing is “destined to vanish from the earth”

Definition

- A **popular** or the **latest** style of clothing, hair, decoration, or behavior
- The **production** and marketing of new styles of clothing

Magazines

- This is what we first link to when we speak about fashion

- Fashion represents a visible **narration of a given epoch** illustrating the contradictions and manifestations of **class and gender** conflicts
- It can tell a lot on habits, culture, traditions, social level, events of a specific age, people, person

What is Fashion

- Clothes cover, adorn dress the body, bear the signs of a complex relationship with identity
- Performance of the self
- How to dress politics
- The way you are dressed tells how you feel
- The way you dress tells who you are
- In our cultures, black clothes are the expression of grief when someone dies (in China white is the color)
- **Fashion is part of a culture**, and represents that specific culture
- Fashion is an **industrial product** and a **handcrafted product**

History of Fashion in Italy

- 14th century
- High Renaissance: bourgeois displayed self-awareness about fashioning
- Concept of fashion as linked to modernity, emerged as a phenomenon in **early capitalism**
- Expansion of **trade** and growth of cities
- **Baldassarre Castiglione, The Book of the Courtier, 1528**
 - ◆ "... So my advice to our courtier is to shun this kind of dress; and I would add that he should decide for himself what appearance he wants to have and what sort of man he wants to seem, and then dress accordingly, so that his clothes help him to be taken for such, even by those who do not hear him speak or see him perform anything at all. (...) Moreover, habits and manners, as well as actions and words, provide clues to the quality of the man."
- (performance of the self)
- **Cesare Vecellio, the clothing of the Renaissance World, Venice, 1590**
- Guide to the dress and customs of the world
- The **choice** of clothes, the **trade** in clothes and the **perception of the function** of clothing **tells us more** about the values of a society than the study of any other single commodity
- There was a "vestimentary revolution" in the later 18th century as all sections of the population became caught up in the world of fashion and fast-- moving consumption
- Social status through appearance was so prevalent during the reign of Louis XIV
- It was gradually eroded during the 18th century, yielding a culture of clothing that was profoundly consumer--driven and oriented around style rather than social status

- Florence was the **world center** for cloth production (12th century)
- **Arte di Calimala**
 - ◆ Guild of merchants that produced cloth (corporation) and exported it
 - ◆ Importing **raw wool** (Flanders and England)
 - ◆ Exporting **finished cloth**
 - ◆ **Dried**, stretched, fulled, calendared, and finished in Florence
 - Tintura = corsoTintori
 - Most important color was **RED**
- Cloth trade was the engine that made Florence great = pulled the economy
- Arte della Lana
- Merchants became so rich with cloth trade that they started to loan money
- **Bankers**
- Great Florentine families
 - ◆ Medici
 - ◆ Rucellai

More recently...

- Imagine Europe in the first half of the 20th century...
- Fashion for women was dominated by **maisons** in **Paris: Chanel, Schiaparelli, Lanvin, Balenciaga...**
- Fashion for men was inspired by **British models**

Then...

- 950s - Boutique Fashion - Freedom from Paris dictatorship
- 1970s - Pret à Porter - invention of **fashion designers** in **Milan**

Italian Fashion - 1950s

- **Count Giovan Battista Giorgini** (1898-1971)
- First Italian High Fashion show in February 12, 1951 in Florence. It took place in his house in via de' Serragli 144
- Thanks to personal acquaintances he convinced US buyers and journalist who already were in Paris to come to Florence at the show
- Fashion shows moved then to the iconic Sala Bianca in Palazzo Pitti
- Short **video footage** from Rai (1950s) in which Giorgini describes how he did the First Italian High Fashion Show
- Giorgini organized parties inspired by **Italian Renaissance**
- **Photo shoots arranged in monumental and artistic context**
- **Aristocracy myth**
 - ◆ Noble families open the doors of their palaces for fashion shows = Mythical place

- ◆ Noble girls are among models: they know how to wear dresses
The dress is the **magic factor** that allows the transformation into a “noble someone” (Cinderella)
- US buyers started to come to Florence looking for high quality style clothes at good prices for the USA large market
- Fashion boutique became more and more oriented toward US market
- We can consider United States as among authors of Italian fashion success
- Refined artisans and styled aristocrats shaped the idyllic image of Bel Paese that America had of Italy in 1950s
- Italian government too wanted to increase American tourism
- **1950s**: Two main fashion cities: **Florence & Rome**
 - ◆ **Florence**: custom practice of relationships with anglo saxon world; Tuscany as a well affirmed brand
 - ◆ **Rome**: Hollywood on Tiber; movie stars, etc.

Italian Fashion - 1960s

- **Fashion democracy age**: short price and good quality are no longer the main features of clothes
- **Fashion content**: clothes express more
- Student protests
- New fashion manufacturers address to **young audience**
- **Benetton**: 1965 first shop in Italy (Belluno), 1969 first shop in Paris
- **Fiorucci**: 1967 First shop in Milan
- **Gilles Lipovetsky** (french philosopher, sociologist), *The Empire of fashion. Dressing modern democracy* (1987): «With the advance of youthful styles, mimesis has become democratic. It has shed its fascination with the aristocratic model that had prevailed through the ages.» (p. 102)
- **By the end of 1960s, expressing eternal youth becomes the very essence of fashion**
- **Crisis of High Fashion**: with its delicate and aristocratic models for wealthy and well established ladies, is not able to profess this youthness need at all

Italian Fashion - 1970s & 1980s

- It's by the end of the 1970s that **Milan** became the fashion capital of the world
- Why?
 1. Milan specialized press
 2. Fashion fairs and shows
 3. Connection between textile industry and stylists
 4. Connection between fashion and design
 5. Hollywood love for Italian fashion
- Milan specialized press

- ◆ Milan was traditionally the editorial center of Italy. All main Italian publishing houses, magazines newspapers were located in Milan
- ◆ All **fashion magazines** were published in Milan: Novità (then **Vogue Italia**)
- ◆ This established relationship between **journalists, photographer and new stylists**
- Fashion fairs and shows
 - ◆ Good efficiency of Fashion system in Milan made all people converge there: buyers and stylists
 - ◆ Everything was in one place: trade associations, industries associations, structures, fashion shows
- Textile industries
 - ◆ Textile district in Milan and Turin
 - ◆ Interest in producing new clothes in large quantities for export trade
 - ◆ Licensing agreements with stylists. Stylists realized products that were manufactured and distributed by textiles industries. The stylist earned % on sales, and had absolute control over the models he created
 - ◆ The stylist was connected to all textile production stages from fabric to product
- Connection between fashion and design
 - ◆ No more tailors...
 - ◆ Many stylists did not have any practice of tailoring: **Armani, Ferré** (the architect of fashion)
 - ◆ **Versace** alone had been working in his family tailor workshop since he was a kid
 - ◆ This meant a **new approach** to lines and forms of dresses
- Hollywood love for Italian fashion
 - ◆ Diane Keaton in 1977 with Armani dress
 - ◆ *American Gigolo* (1980) movie with Richard Gere wearing Armani
 - ◆ Hollywood was the go-between for Italian fashion and American market

Italian Fashion - 1980s

- Made in Italy's blessing era... Milan becomes the capital of fashion
- Models are now **Top Models**: new style and beauty icons that take place of movie stars
- Fashion shows become **party events**
- Even politics take advantage of Italian fashion's great success. In 1986 Armani, Versace, Ferré, Valentino, Fendi, Krizia and Ferragamo were appointed with Honorary Republic titles (sort of Beatles MBA...)
- Versace with top models in 1990s:
 - ◆ Linda Evangelista
 - ◆ Naomi Campbell
 - ◆ Claudia Schiffer
 - ◆ Christy Turlington

- ◆ Carla Bruni
- ◆ Cindy Crawford
- ◆ Helena Christensen, etc.

Italian Fashion - 1990s, 2000s, 2010s...

- In 1990s we see the creation of **large luxury groups** with several brands reunited :
Kering, LVMH
- Crisis of relationship between Italian fashion and its country?
- In 1996 Italian journalist Michele Serra writes about Milano fashion week as “The same old story, worse than pizza and mandolino”: a stereotype
- **Has Italian fashion lost its identity?**
- Vogue Italia Director, **Franca Sozzani**, in 2010 writes: “I think it cannot exist a fashion that defines a country specifically. It all depends on stylists. [...] You can’t talk of Italian style because there isn’t a unique fashion style... [...] There aren’t fashions according to their country, but according to stylists (*I capricci della moda. I post del Direttore*, 2010, pp. 190-91)
- Some claims that what is important is that the creative workshop remains in Italy which is a unique fact
- Tomas Maier, creative director of Bottega Veneta (till 2108): Italy is the only place in the World where you can ask anything and nobody will tell you “this cannot be done”. People always find a solution
- This is the great resource of Italy High handcrafts tradition

Language Component

(l') abbigliamento clothing	(i) vestiti clothes	(il) cappello hat	(la) camicetta blouse
(la) gonna skirt	(i) pantaloni pants	(la) camicia shirt	(la) maglietta t-shirt
(la) giacca jacket	(il) maglione sweater	(i) calzini / (le) calze socks	(le) scarpe shoes
(gli) stivali boots	(l') impermeabile raincoat	(i) jeans jeans	(l') abito suit/dress
(i) pantaloncini shorts	(le) mutande underwear	(le) scarpe da ginnastica sneakers	(la) sciarpa scarf
(i) guanti gloves	(la) cintura belt	(la) cravatta tie	(il) pigiama pajamas
(il) cappotto coat	(la) felpa hoodie	(la) tuta tracksuit	(i) sandali sandals
(i) lacci laces, shoestrings	(la) camicia da notte nightgown	(il) costume da bagno bathing suit	un paio di... a pair of ...

→

Lesson Four

3/23: Renaissance

David

- Donatello's *David* (circa 1440)
- First **free-standing nude** of the Renaissance
- In the National Museum (Bargello)
- **Rinascimento** = rebirth (of Classical learning)
- Period in European history, from the second half of the **14th to the 16th century**
- Started in Italy – Florence, Rome, Milan, Venice, and other minor cities in Central Italy – and spread to Northern Europe, including England by the 16th century
- Renewal of interest in **Classical antiquity**, seen as a **Golden Age**
- **Revival and study** of ancient **Greek and Roman** art, sculpture, architecture, literature, poetry, philosophy, mindset and values
- Importance of learning **Latin and Greek**
- **Humanism** (Umanesimo), from the Latin word *humanitas*
- **Literary and philosophical** movement that promoted the values of the Renaissance
- Development of **human virtue**, in all its forms, **to its fullest** extent
- **Virtues to develop**: benevolence, compassion, mercy, fortitude, judgment, prudence, eloquence (the art of speaking well), love of honor
- Ideals of the **Renaissance courtier**: **educating** oneself (studying the Classics) acquiring **good manners**, becoming intellectually **sophisticated**
- Achieve a fine balance between **action and contemplation** (*vita attiva e vita contemplativa*)
- Emergence of the **individual** (man) and of the idea of the **dignity of man** — man as the center of the universe...

The Renaissance was characterized by:

- Intellectual **curiosity**, new discoveries in many fields
- **Experimentation**, open minded perspective, creativity
- **Challenge** to tradition and commonly accepted beliefs
- Spirit of **competition** among great minds
- Striving for **utopian ideals**, perfection
- Belief in the extraordinary **potential of the human being**
- The emergence of the figure of the **patron of the arts**
- Blending of **Christian and pagan values**

Beginning of a new era...

- **Art**: the use of **perspective**
- **Geography**: the exploration of the “**New World**”, going beyond the limits of the known world

- **Astronomy: heliocentrism**, the earth and the planets revolve around the sun (Copernicus and Galileo)
- **Engineering and mechanics**: the invention of new machines (Leonardo daVinci)
- **Religion**: the Protestant Reformation, denouncing the corruption of the Catholic Church (Martin Luther)

Many “firsts” Happened in Florence

- Dante’s *Divine Comedy* (circa 1307-20)
- First use of the **vernacular language** in literature
- Based on Tuscan/Florentine

- **Brunelleschi’s dome** (1420-36)
- First **massive dome** since antiquity
- Inspired by the **Pantheon** in Rome
- Discovery of **perspective**, creating the illusion of spatial depth on a flat surface (Brunelleschi)

- Machivelli’s *The Prince* (1532)
- First **handbook of political science**
- Advice to the ruler of Florence on how to stay in power

- First **public library** created by Cosimo the Elder (de’Medici) in the convent of San Marco

3/23: *Medici Family*

Cosimo il Vecchio (Pater Patriae) (1389-1464)

- 1434 starts the dominance of the Medici Family in the city of Florence (Palazzo Medici - 1444) BANK OF MEDICI
- Branches in Milan, Rome, Ginevra, Bruges, Avignon, London

“Signoria”

- 8 priori + 1 Gonfaloniere di Giustizia (2 months, 1 time election)
- To eliminate any kind of tyranny

Secret of the Medici Power

- Network & Relations

Lorenzo de Medici (1449-1492)

- Lorenzo **the Magnifique** was lord of Florence **from 1469** to his death, the third of the Medici dynasty
- He was also a writer, patron, poet and humanist, as well as one of the most significant politicians of the Renaissance
- Lorenzo became, together with his younger brother Giuliano, the de facto Lord of Florence after the death of his father Piero
- In the first years of government (1469-1478), the young Lorenzo led an internal policy aimed at strengthening on the one hand the republican institutions in a pro-Medici sense, on the other hand to suppress the rebellions of the cities subjected to Florence
- On the foreign policy front, however, Lorenzo manifested a clear plan to stem the territorial ambitions of Sixtus IV, in the name of the balance of the Italian League of 1454
- He was the needle of the balance of Italian politics in the eighties, treated as a sovereign by foreign monarchs, Lorenzo linked his name to the heyday of the **Florentine Renaissance**, surrounding himself with intellectuals - **Poliziano, Ficino, Pico della Mirandola - and artists such as Botticelli and the young Michelangelo**
- His premature death was in 1492

Conjuring of Pazzi (1478)

- Lorenzo was the object of the Pazzi Conspiracy, in which his brother Giuliano de 'Medici was assassinated
- The failure of the conspiracy provoked the wrath of Pope Sixtus IV, the king of Naples Ferrante d'Aragona and all those who were frightened by the strengthening of the Medici power over Florence
- Lorenzo will learn the need to control another power:
 - ◆ The Papal Power!
 - ◆ That is why he will let his son Giovanni become Cardinal, in 1492
 - ◆ The same Cardinal that will become Pope Leone X, in 1513

Leone X and Clemente VII

- He will call Raphael in Rome
- He will be the Pope that will crash with Martin Luther
- This international path will continue with the 1523 with his cousin, Giulio, that will become Pope **Clement VII**
- Clemente VII vs Carlo V (1527)
- Clemente VII will ally with Carlo V and will ask, for Florence, a very particular request

Grand Duke

- Clemente VII got from Carlo V a very incredible concession:
- The Medici, till now had a strong power, economically, and politically, but they never had a TITLE

→ From now, The Medici will become DUKES.

◆ **1530 – Alessandro de' Medici DUCA DELLA REPUBBLICA**

→ THIS IS THE BEGINNING OF THE DYNASTIC POWER OF MEDICI

Military Power

→ FORTEZZA DI SAN GIOVANNI – ALESSANDRO DE' MEDICI (FORTEZZA DA BASSO)

Cosimo I (1519-1574)

→ FORTEZZA OF SAN MINIATO – FORTEZZA DA BASSO Military Politics – Fortifications – Strategic Urbanizations Eleonora di Toledo – Spain – link with Carlo V Accademia of the Language Premacy of Tuscan Language in the Peninsula Premacy of Arts 1° collection – 1° MUSEUM From UFFICI – to UFFIZI FESTINA LENTE

→ GALILEO GALILEI THE DISCOVERY OF THE JUPITER SATELLITES STELLE MEDICEE

The Last Medici Anna Maria Luisa De' Medici (1667-1743)

→ The great merit of the Electro Palatina lies in the drafting of a legal act, the so-called "Family Pact", with which she bound to the Grand Duchy of Tuscany, all the assets that were part of the immense and marvelous Medici collection accumulated over the centuries by his family.

→ Here are his words:

◆ «... Galleries, Paintings, Statues, Libraries, Jewels and other precious things [...] on the express condition that it is for the ornament of the State, for the benefit of the Public and to attract the curiosity of foreigners, and not it will be nothing transported and removed outside the capital and the state of the Grand Duchy »

Lesson Five

3/30: *WWII, Liberation, Republic, and Current Political System*

Brief History of Italy

– from Fascism to the Post-War period –

→ Benito Mussolini held the power from 1922 to 1943 (Fascist dictatorship)

◆ No freedom of speech, censorship on the press

◆ No political opposition was tolerated

◆ Secret police, use of violence and threats

◆ Women were supposed to be only mothers and wives (biological function of reproduction)

→ In 1938 Mussolini became allied with Hitler and during the WWII **Italy was allied with Germany and Japan**

→ He proclaimed the **racial laws** against Jewish population, many were deported to the concentration camps in Germany

- Ital was eventually liberated by the **Partisans** (group of armed citizens who fought against the Nazis) and by the **Anglo-American allies** — Mussolini was killed
- **25 Aprile**, Festa della liberazione

Post-War Italy

- 2 June 1946: **a referendum was held** to choose between two forms of government, monarchy or republic
- Italy became a **democratic Republic**
- The **right to vote** was granted to **women**
- The King Umberto II di Savoia was sent into exile

Timeline of the Fascist Era

- 1922
 - ◆ Fascist leader Benito Mussolini forms government after three years of political and economic unrest, then establishes authoritarian system
- 1935
 - ◆ Italy invades Ethiopia
- 1936
 - ◆ Benito Mussolini forms an alliance with Nazi Germany
- 1940
 - ◆ Italy entered the Second World War on the German side. Italian forces occupy British Somaliland in East Africa
- 1943
 - ◆ Sicily invaded by Allies. Benito Mussolini overthrown, armistice signed with Allies. Italy declares war on Germany
- 1945
 - ◆ Benito Mussolini, who had been rescued from prison by Germans, is captured and executed by Italian partisans
- 1946
 - ◆ Referendum vote for Republic to replace Monarchy

Rise of Fascism

- The instability the the First World War created led to large elector consensus for Mussolini in 1924
- Although Italy had won, the country was left in great dissatisfaction
- “Much alike modern populists, Mussolini’s political agenda was vague and mostly defined by a strong anti-establishment identity”
- “The increase of consensus for the Socialist party led Italy to the verge of the revolution. Scared by the realization of this scenario, members of the industrial elite, large

landowners and part of the middle class solidified their consensus around Mussolini to restore order in the country”

→ Education during Fascism was key to ...

Italy in War

→ Italy joins WWII alongside Germany in 1940, after one year from its beginning

→ The beginning the war was harsh for Italy, and Mussolini's opportunistic hopes for a fast victory faded soon

→ In 1943, the Italians surrendered in North Africa so the Germans forecasted a collapse of the Italian army soon

→ The Italian partisans decided to execute Mussolini, who had fled due to the imminent loss

Occupied Florence

→ The Nazis occupied Florence for around a year, from 1943 until 1944, as a result of Italy's exit from the war in 1943

→ As the German army was forced to retreat up through Italy, it formed a final line of defense in the north of the country, along what was originally called the Gothic Line

→ In the summer of 1944, there was a great fear in the city that the Nazis would ravage the city, and in particular detonate the Renaissance bridges across the River Arno

→ Despite frantic negotiation with the Nazis by high-ranking members of the city council among others, it seemed that the Nazis were intent on the detonation.

Bombing of the Bridges

→ The demolition of the bridges was felt throughout the city. Many of the refugees sheltering in the Medici palace heard tremors and began shouting, “The bridges! The bridges!”

→ All that could be seen over the Arno was a thick cloud of smoke

→ Only Ponte Vecchio was spared, but the old buildings at its south end were demolished in order to block that passage.

The Liberation of Florence

→ The Liberation of Florence occurred on August 11th, 1944

→ In the so-called Battaglia di Firenze, 205 partigiani lost their life

Italy became a Republic

→ An institutional referendum was held in Italy on 2 June 1946. This was a crucial event of Italian contemporary history

→ Until 1946, Italy had been a kingdom ruled by the house of Savoy

→ The role of the monarchy weakened during WWII, with the devastation that the Fascist Regime, endorsed by the Savoy, brought to Italy

- The common desire for democracy led to a vote
- The results were tight, but the Republic won

- First free election after Fascism was held to choose the assembly which would write the new constitution
- The results of the election were:
 - ◆ 31% for the Democrazia Cristiana (DC)
 - ◆ 20% for the Partito Socialista (PSI)
 - ◆ 19% for the Partito Comunista (PCI)

Italian Constitution

- The Constitution of the Italian Republic was enacted on 22 December 1947, with 453 votes in favor and 62 against
- The Constituent Assembly was elected by universal suffrage on 2 June 1946 (day of the Referendum)
- It was formed by all the main figures of anti-fascist forces that contributed to the defeat of Nazi and Fascist forces during the Italian Civil War
- The Constitution is composed of three main parts: the Fundamental Principles (articles 1–12); the Rights and Duties of Citizens (articles 13–54), the Organization of the Republic (articles 55–139)

First Three Fundamental Principles

- Art. 1: Italy is a democratic Republic founded on labor. Sovereignty belongs to the people and is exercised by the people in the forms and within the limits of the Constitution
- Art. 2: The Republic recognises and guarantees the inviolable rights of the person, both as an individual and in the social groups where human personality is expressed. The Republic expects that the fundamental duties of political, economic and social solidarity be fulfilled
- Art. 3: All citizens have equal social dignity and are equal before the law, without distinction of sex, race, language, religion, political opinion, personal and social conditions. It is the duty of the Republic to remove those obstacles of an economic or social nature which constrain the freedom and equality of citizens, thereby impeding the full development of the human person and the effective participation of all workers in the political, economic and social organization of the country

1948 – A new democratic Constitution

- The nominal head of the State is the **Presidente della Repubblica**, elected by the Parliament for a period of **seven years**

- Executive power: **Presidente del Consiglio** (Prime Minister) who leads a **Consiglio dei Ministri** (Council of Ministers)
- Legislative power: **Parlamento** which is divided into **Camera dei Deputati** (Chamber of Deputies) and **Senato** (Senate)
- **20 Regioni (Regional Governments)** were created and bureaucracy was to be **decentralized**
- Main principles contained in the Constitution:
 - ◆ Sovereignty belongs to the people
 - ◆ Free education
 - ◆ Free health care

Italian Political System

- Italy is a parliamentary democratic Republic, based on a multi-party system
 - ◆ Republic = Res + Publica = Public Thing
 - ◆ Democracy = Demos + Kratia = People Power/Rule
- The Key Figures of the state are:
 - ◆ Prime Minister: Exercises Executive power (enforces laws)
 - ◆ Two Houses of Parliament: Exercise Legislative power (makes laws)
 - ◆ President of the Italian Republic: guarantees that laws comply with the Constitution
- Italy had been devastated by 20 years of dictatorship and by the disastrous outcome of the Second World War
- In **1947 the country was still predominantly agricultural** and many Italians lived lives of poverty in very basic rural houses
- High percentage of unemployment and illiteracy
- Social and economical **gap** between North and South
- In the **years 1959-62** the economy took off and the basis was laid for Italy to occupy its current position among the elite of the industrialized world

1950s-1960s

- the period of the so-called **‘economic miracle’** or **‘economic boom’**
- **‘Golden industrial triangle’** of Milano, Genova, Torino where the major industries were located (FIAT, OLIVETTI, PIAGGIO)
- Massive wave of internal immigration from the south into the northern cities
- The “Vespa” produced by PIAGGIO
- The “500” produced by FIAT in Torino
- After the “500” FIAT produced the new “600”

→ The typewriter “lettera 22” produced by OLIVETTI

Language Component

- Ieri, oggi, domani = Yesterday, today, tomorrow
- 1-10: Uno, due, tre, quattro, cinque, sei, sette, otto, nove, dieci.
- 10-100: Dieci, venti, trenta, quaranta, cinquanta, sessanta, settanta, ottanta, novanta, cento
- Mesi (months) = Gennaio, febbraio, marzo, aprile, maggio, giugno, luglio, agosto, settembre, ottobre, novembre, dicembre
- Oggi è il (giorno) di (mese)...
- Che ore sono? Sono le tre e mezza.

Lesson Seven

4/13: *Modern Italy*

Extended and Nuclear Family

- At the times of the Unification, there are two main types of families:
 - ◆ The **traditional extended family**: typically spread in the countryside, its members are the workforce
 - ◆ The **nuclear family**, preferred pattern of the emerging urban bourgeois

Nuclear Family

- The affirmation of the middle classes causes a rise of the nuclear family. Containing births allows parents to offer well-being to children
- The bourgeois family also changes perspective about its foundation: **marriage**. Marriage before depended on interest and necessity, now the nuclear family tends to increasingly take on the characteristics of a love relationship
- In the bourgeois family, the child is no longer workforce or a mouth to feed, but the very purpose of the conjugal union, in particular the object receiving paternal and maternal care; as a consequence, the increase in attention and care for children leads to a significant reduction in infant mortality

Important Laws

- 1946
 - ◆ Right to **vote granted to women**
- 1970
 - ◆ **Divorce** was legalized and confirmed by a referendum in 1974
- 1975
 - ◆ **Reform of family law** to give equal rights to both parents in case of divorce
- 1978
 - ◆ **Abortion** was legalized in (Law 194)

- 1981
 - ◆ A **referendum** was organized by conservative and Catholic parities to **overthrow Law 194** but it was defeated
- 1996
 - ◆ Law against sexual violence: rape is defined as a **crime against a human being**, not against “morals” (as it was before) with important juridical consequences!

Changing Patterns

- Statistics carried out by ISTAT (Italy’s National Statistics Institute) show that there has been a consistent reduction in the number of average members per family
- This is due to three important factors:
 - ◆ Reduction in the number of new births
 - ◆ Decrease in the number of marriages
 - ◆ Rise in the number of single-parent families
- The changing role of women has fostered major changes in the Italian families. Italian women today want to study and work
- 2000
 - ◆ Introduction of the **military service and career for women**

Medical Assisted Reproduction (Law 40, 2004)

- For adult couples of different sex, either married or cohabiting
- The law contains numerous prohibitions and restrictions:
 - ◆ **No heterologous insemination** is permitted (in 2014 declared illegitimate by the Constitutional Court, opening the way to heterologous assisted reproduction)
 - ◆ **No more than three embryos** can be implanted (in 2009 declared illegitimate by the Constitutional Court)
 - ◆ **Embryos** not implanted are preserved by **cannot be used for research**
- 2015 — the Constitutional Court granted access to MAR to couples who **are fertile but carriers of genetic diseases**
- The law still **denies** same-sex couple, single women and those of advanced reproductive age access to MAR
- **Same-sex marriage** is illegal in Italy
- 2016 — **Law on Civil Unions**, it provides same-sex couples with many of the rights of marriage
- **LGBT adoption** is still **prohibited**
- Transgender people can legally **change their gender** since 1982

Saint Catherine of Siena (1347-1380)

- Usually depicted holding a **white lily**
- She is one of the two patron saints of Italy, together with St. Francis of Assisi
- She acted as an ambassador and **counselor for the Pope**
- In 1374 she cared for **plague victims** in Siena
- She had **visions and ecstasies** and in 1375 she received the **stigmata**
-

Artemisia Gentileschi (1593-1653)

- Most famous **Italian woman painter** of all times
- She was **raped as a young girl** and forced to marry
- She later **became a professional painter**
- She worked in **Genoa, Florence, Rome, Naples**
- She was the first female painter to become a **member of the Academy of the Arts** in Florence
- Some of her paintings are in the **Palatina Gallery inside Pitti Palace** and in the **Uffizi Gallery**

Maria Montessori (1870-1952)

- **Physician and educator**
- She created **the education system** bearing her name
- Her educational method is characterized by an emphasis on **independence, freedom within limits, and respect for a child's natural psychological development**
- Montessori's ideas were **well received internationally**
- **Societies to promote her work** were created in many countries including the United States

Sophia Loren (born in 1934)

- Real name: Sofia Scicolone
- Most famous **Italian actress**
- Born in Rome, she was **raised in Naples in extreme poverty by her mother**
- She began **her film career in the 1950's** and came to be regarded as one of the world's most beautiful women
- Loren won the **Best Actress Academy Award** for the film *La ciociara (Two Women)* in 1961, one of the most important movies of Neorealismo
- In 1991 she won the **Academy Honorary award**
-

Dacia Maraini (born in Florence in 1936)

- One of the most important women writers in Italy
- As a child she lived in **Japan and Sicily** with her family
- She finally **moved to Rome** to become a professional writer
- She addresses **feminist issues**, such as the **female body**, the **role of women in society**, **maternity** and **abortion**
- One of her bestsellers, is *La lunga di Marianna Ucrìa (The Silent Duchess)*, the story of a Sicilian noblewoman in the **18th century**

Rita Levi-Montalcini (1909-2012)

- Most famous **Italian woman scientist**
- She **graduated in medicine** and started working at the University in **Turin**
- Since 1938, as a Jewish person, she was not allowed to teach or do research at the university, so **she set up a laboratory at home**
- In **1947 she migrated to the States** to continue her studies and became a Professor at Washington University in St. Louis
- In 1986 **she shared the Nobel Prize for medicine** with American Prof. Stanley Cohen for their discovery of the **Nerve Growth Factor (NGF)**
- She died in Rome in 2012, **at the age of 103!**

Samantha Cristoforetti (born in Milan in 1977)

- First Italian woman astronaut
- She joined the **Italian Air Force Academy**, got her degree in **aeronautical sciences and became a pilot**
- In 2009 Samantha **was selected as an astronaut for the ESA** (European Astronaut Center)
- Samantha has been working and living on the **International Space Station** to complete **scientific experiments that cannot be performed on Earth**

Italian Education System

- Education in Italy is compulsory from age 6 to age 16. Students are also required to stay in education or training until they reach 18 (called diritto dovere di istruzione e formazione) or until they have earned a training qualification
- Students are first tracked into different educational pathways at the age of 14, on par with the OECD average
- According to OECD evidence, some system-level features can favor equity, such as a **longer period of compulsory education, delayed tracking, limited school choice and low levels of ability grouping**. In Italy, school competition is lower than average and ability grouping is not used

Funding

- The state is the main source of school funding in Italy, with some participation from subnational governments. Enrolment and attendance is free for pre-primary, primary and lower secondary education, with very low fees for post-compulsory upper secondary level
- The state also funds higher education institutions, but universities receive other funding from compulsory contributions of students and autonomous sources (voluntary contributions, surpluses and earnings from activities)

LANGUAGE COMPONENT

La Famiglia

Family	famiglia
Father	padre
Mother	madre
Grandfather	nonno
Grandmother	nonna
Grandson	nipote
Granddaughter	nipote
Grandparents	Nonni
Grandchildren	Nipoti

Brother	fratello
Sister	sorella
Son	figlio
Daughter	figlia
Uncle	zio
Aunt	zia
Nephew	nipote
Niece	nipote

Random

(io) Ho	I have
(tu) Hai	You have
(lui/lei) Ha	Has
Noi Abbiamo	We have
Voi Avete	You have
Essi (loro) hanno	They have
1 anno	1 year
Anni	years

Lesson Eight

4/20: Food

KEYWORD: SEMPLICITY

- Tuscan cuisine is an ancient and skilled cuisine made up of tasty ingredients and never excessively elaborate; in fact the dominant character of our cooking is certainly its simplicity.
- Simplicity however that is more apparent than real, in that each dish is made up of well balanced portions, never inspired by haste, but by patient attention to the choice and the amalgamation of the ingredients.
- Even the classical French cuisine, which everyone admires, for the most part has its origins in Firenze, transported by the chefs who followed the French court of Caterina de'Medici in the 1500s.
- Roots originating from “cucina povera”, or peasant cookery.
- The Tuscans are well known for their superior yet simple dishes, which arise from using the freshest available products.
- They believe in enhancing the purity and natural flavor of ingredients, rather than trying to camouflage with excess sauces and seasonings.
- The Etruscans can be considered the true ancestors of Tuscan cooking: together with the Romans they were famous as great eaters and drinkers.
- The land of Etruria was very fertile and productive: Etruscan cooking was based above all on farro and pulses such as lentils, broad beans, chick peas.

Meat

- We know that also great quantities of meats were consumed, such as ovine, swine and wild animals, above all deer and wild pigs.
- During celebrations also fish was cooked, but it was certainly less used in respect to meat because it was less available. Widely used instead was milk and its derivatives. The most popular drink was wine, which, however, needed to be mixed with large quantities of water, since it was very strong

Seafood

- Tuscany is a large region, being made up of seacoasts, mountains, plains, villages and large cities, which all heavily influence its cuisine. A vast selection of seafood can be found along the coast, giving way to the invention of a famous seafood soup called Cacciucco whose ingredients may vary from day to day depending on the daily catch.

Bistecca Alla Fiorentina

- Almost everywhere in Tuscany, meat is grilled over open fires, but one of the well known grilled dishes must be Bistecca Fiorentina.
- This is a perfectly cooked T-bone steak, which is often served with a splash of olive oil, or thinly sliced and topped with peppery arugula lettuce as in my recipe for Tagliata con Rucola recipe.

- Wild game such as pheasant, rabbit, partridge and wild boar are plentiful across the Tuscan hills and have been hunted to supplement the meals of farmers for centuries.

Vegetables

- Vegetables grow freely across the region, and the people have perfected methods necessary to bring forth their full flavor. Many vegetables are eaten raw, steamed and drizzled with olive oil and a little garlic, or cooked in a method called "saltare".
- This method simply consists of gently steaming the vegetables, draining them, and then sautéing them briefly in olive oil, chile pepper and garlic. Artichokes, asparagus, spinach, fennel, broad beans and cannellini beans grow freely in kitchen gardens everywhere. Tuscans are named the "bean-eaters" of Italy, as they are renowned for their love of beans.
- One particular favorite are early fava beans eaten raw or lightly steamed. The other favorite are dried white cannellini or toscanelli beans.

Herbs

- Herbs grow wild across the Tuscan hills and are used constantly in various recipes, rosemary and sage being particular favorites.

Olive Oil

- Driving across Tuscany, you can't help but be amazed at the vast number of olive trees, growing everywhere from the flat, dry plains to up the sides of rocky hills. Good Tuscan olive oil is not considered something to be used for cooking, but is considered a condiment, and drizzled over almost everything from meats, vegetables and bread.

Cheese

- One can't discuss the food of this region without mentioning its pecorino cheese, or sheep's milk cheese, ranging from a version as fresh as ricotta, ora piquant aged version

Bread

- Tuscan bread, is eaten with almost everything in Tuscany, and is made without salt. This is because historically it was found bread retained its freshness longer when salt was not added, and it has been made that way ever since.

No Waste

- Tuscans are very thrifty people, hating any food product to go to waste so have developed delicious dishes to use up their stale bread.
- panzanella, a bread salad is a personal favorite of mine, as are the two soups Ribollita, a mixed vegetable soup, and Pappa al Pomodoro, a hearty tomato soup.

- The typical Crostini are small rounds of stale bread that are grilled and topped with everything from a creamy liver and caper mix, to a simple tomato, basil and garlic topping.

Pasta

- Pasta is not generally an integral part to the Tuscan meal, but when Tuscan's do eat pasta, it is usually some type of fresh pasta. You will often see pappardelle on a restaurant menu, topped with a meat or tomato based sauce.
- Pici, a hand rolled, worm shaped small pasta made of solely flour and water is common in southern Tuscany.
- Although rice is also not a native dish, many types of gnocchi are made, particularly the Spinach and Ricotta type, which they top with a simple butter sauce, or light tomato sauce.

Desserts

- Not many cakes or desserts are native to Tuscany, but the ones that are can be found worldwide. The area around Siena is famous for its Cantucci, which are simply almond biscotti made to be dipped into a sweet wine called Vin Santo. Another famous sweet of the area is Panforte, a rich, dense, flat fruitcake. Other cookies such as Amaretti, or Ricciarelli, made of ground almonds can be seen in every pastry store in the region. Chestnut trees are plentiful in the mountainous area of the regions, so Tuscans have perfected the best recipes in which to use them. Castagnaccio, is one of the most traditional Florentine cakes, and is made with fresh chestnut flour.

Wine

- One cannot talk about Tuscan cuisine without mentioning the wines, Chianti in particular. It is said Chianti wines were first invented back in 1860. Today they are produced across the region and exported on a massive scale. Chianti Classico however only comes from the area between Florence and Sienna and every bottle proudly bears the growers label of a black cockerel on a gold background.
- Tuscan cuisine is said to go back thousands of years, and even today it sets the standards other areas of Italy strive to meet. Simply put, the Tuscans approach to food is based on a love of wine, fresh pressed olive oil, bread, as well as the freshest produce, seafood and meats of the season.

Food and Cultures in the Middle Age

- ROMANS -> AGRICULTURE BOVINE BARBARIANS ->FORESTS <- OVINE <- HUNTING

Discover of America

- Potato
- Tomato
- Basis of tuscan cuisine

SEC. XVIII

- Population increase
- Extreme scarcity of food

Solutions/consequences

- Increase of crops
- More crops of american products (mais + potato)
- More rice and buckwheat

City vs Countryside

- City
 - ◆ Food privileges of the city: the aristocracy eats meat and the urban classes have guaranteed, from the authorities, the products in the city market.
 - ◆ In the city are born the first places where food prepared for money is exchanged: The first restaurants
- Countryside
 - ◆ Dominance of cereals: polenta, soups, dark bread

Consumer Revolution

- 1800 – 1900 Development of industrial production.
- Industry needs consumers Food Industry: Social enlargement of the food market.
- The working class begins to eat meat and wheat is distinguished among cereals. White bread has become common.
 - ◆ REVOLUTION OF WHITE BREAD
- With the transport revolution and the invention of refrigerators. The foods become accessible.

Favors

- During the Middle Ages the distinction of sweet, bitter, sour, salty flavors in the prepared dishes was little perceived with mixing the flavors.
- The perfect dish in the Middle Ages was when all the flavors were mixed Tuscan cuisine at the time of the Medici was with a substantial SWEET-BITTER flavor with many spices

- Spices belong to the Roman era. In fact, APICIO wrote about it, extolling its merits for proper digestion
- Only with the introduction of French cuisine, since 1500, the flavors are separated and the separation of flavors back to Italy

How was the French Cuisine born?

- In 1533 Caterina de' Medici married the future King of France and moved to Paris, followed by her troop of chefs. A lover of fine food and drink, Caterina revolutionized the essentially medieval cooking of France and transformed it into a refined cuisine.
- France owes many of its basic ingredients and signature dishes to Caterina's Florentine cooks: olive oil, beans, peas, spinach, artichokes, and ricotta were unknown in France until Caterina introduced them. Béchamel, one of the sauces the French are usually credited with inventing (called "colla" in Caterina's time, meaning glue, since it binds a dish) is Italy's besciamella.
- Caterina's cooks also taught the French the art of frying and were the first to pair the now-classic poultry with oranges. Crespelle (crêpes) filled with spinach and ricotta were served at Caterina's court, and this dish - new to sixteenth - century France - gave rise to the term ... la Florentine (after France's detested Florentine Queen), a term now mistakenly used to describe anything that contains spinach. Caterina was known to eat impressive quantities of food, and at a banquet in 1576 guests were astounded by the amount of cibreo that she ate.

The Marriage Banquet of maria de' Medici

- Banquets were a feature of court life, a chance for the wealthy to display their fortune and good taste, and the opportunity to showcase extravagant or delicious dishes that took days for talented chefs to prepare.
- The most famous banquet was organized by the Florentine architect, Bernardo Buontalenti, for the marriage of Maria de' Medici to Henry IV, King of France, in 1600. Three hundred guests gathered in the splendor Salone dei Cinquecento at the Palazzo Vecchio in Florence, where they were served at least fifty dishes, each more stunning than the previous.
- When the guests sat and unfolded their napkins, a small songbird flew out of each, heralding a meal of unprecedented artistry. Sherbets of milk and honey, a new creation of Buontalenti's, were presented to the guests; the secret of their preparation was brought to France by Maria, where they were called cherberts.
- The ice cream we all lick on hot summer evenings is Buontalenti's Renaissance wonder, as miraculous today as it was nearly four hundred years ago to Florentine monarchs.
- Settled in France, Maria's chefs taught locals to make custards, shortcrust pastry, and batter for fritters (bignos).
- ...the food and the show to amaze

Contextualizing Food

- Food in terms of CULTURAL identity
- Work in groups
- Each group: – Find 4 examples of CULTURAL identity food
- Open discussion in class
- Food in terms of GEOGRAPHICAL identity
- What are the geographical causes that set differences in food?
- It's fundamental to be proud of our local food
- At the same time it's fundamental to be able to tell the cooking of other countries' cooking, to respect other peoples' cooking, and to tell other tastes.
- Tasting new foods is like knowing different cultures.
- The only way to make cooking universal, is not using all the same ingredients, uniforming cultivation and livestock, but to extend into food the variety of reality.
- Ingredients should not be the same, but should be equal in the production chain, from the seed to your mouth, in respect of quality.

ART, FOOD FASHION, AND WINE: CREATIVE ADVERTISING OF ITALIAN DESTINATIONS

Lesson Two

3/7: Introduction

Today

- Some movie cuts about Italy
- Italy seen by Hollywood?
- Your reactions/Perception from movies

Italian Movies & Italian Image

- Post WWII Italian movies = **Neorealism**
 - ◆ Poor and working class stories
 - ◆ Non professional actors
 - ◆ Filmed on actual locations
 - ◆ **Enormous impact** on many filmmakers and directors all around the world especially in the US
- Great Italian directors (just two...)
 - ◆ **Vittorio De Sica** (realism)
 - ◆ **Federico Fellini** (imagery)

Bicycle Thieves (1948)

- A drama
- Three years after WWII

Italian Movies & Italian Image

- With **Ladri di Biciclette** the image of Italy shaped around some clichés that lived on for some time
 - ◆ Poor country
 - ◆ Kids (Naples = “scugnizzi”)
 - ◆ Thieves = some danger
- **Kids in movies** became a sort of stereotype for Italian movies that wanted to gain some reputation in the US

Life is Beautiful (1997)

- La Vita è Bella

La Dolce Vita (1960)

- Most mythical Italian movie
- Important because Italy was not poor anymore
- The center of the Hollywood actors

The Great Beauty (2013)

- Represent a certain way of Italian society
 - ◆ Dreamy style

Italian Movies & Italian Image

- In **La Dolce Vita** the image of Italy shaped around other ideas, closer to glamor and style
 - ◆ Roma go-go = Dolce Vita
 - ◆ Paparazzi
 - ◆ Never-ending runaway
 - ◆ VIP People
 - ◆ Hollywood on Tiber

Italian Image

- Martini Commercial 1995
- Charlize Theron & Max Parrish
- In class discussion: identify core elements of the commercial
- **KEYWORDS**

Image of Italy

- Stereotypes?
- Mamma
- Kids
- Religion
- Latin lovers (womanizers)
- Sexy
- Fashion
- Paparazzi
- VIP
- Art
- Love
- ...and?

The Most Popular

- According to survey “Be-Italy” made by ENIT (Italian National Tourism Board)
- Italy is the most popular destination in the World: 37% would choose it as a destination for a vacation (47% wealthy classes). Second ranks USA with 32%
- 29% of World population declares to have planned a trip in Italy in the next 5 years

Significance of Made in Italy

- People in other countries perceive the image of Italy as mainly linked to food, art, fashion
- Italy represents also a place where people always research and invest on quality, on healthy and good lifestyle
- In opposition to current globalization and void “virtual reality”, Italy represents a country with a true identity
- Quality of life
- Creativity
- Beauty

Significance of Made in Italy

- **Quality of life, Creativity, Beauty** are all implications that run to establish the concept of Made in Italy as a distinguished sign and symbol
- Beauty
 - ◆ Art
 - ◆ Lifestyle
 - ◆ Elegance
 - ◆ Universal
- The Bel Paese
- The land of beauty
- Art
- Landscapes
- A country to be seen **sightseeing**

Made In Italy - Beauty

- **Sightseeing**
 - ◆ To go about seeing sites of interest (Webster)
 - ◆ Spot and see a “valuable object”
 - ◆ Considered also a leisure activity
- Look for the **authentic** and the **exotic**
 - ◆ Time and money required
 - ◆ Activity reserved to upper classes and èlites
 - ◆ Travel = luxury
- Classical art = Romantique eras
- Art = beauty
- Beauty = enrichment
- Venice, Florence, Rome, Naples

Made In Italy - Beauty

- **Grand Tour** (1700s) - For young nobles it was almost a duty

- They traveled to Italy to **gain exposure** to **artworks** made in classical times and in the Renaissance, but also to the **fashionable society** of the continent
- It gives a **cultural identity** and a **vision of the society** to **young European aristocrats**
- It is a travel toward the **Classic World** represented by **Rome** and by the **idea of the ancient**, therefore it is a **Travel to Italy**
- The travel to Italy in 1700s is indispensable component of the **symbolic capital** of wealthy people (if not, you were considered of *lower* class)
- **Cultural capital**: social assets (education, intellect, style of speech and dress, etc.) and cultural knowledge that confers social status (1977, **Pierre Bourdieu**, french philosopher)

Made In Italy - Beauty

- Image of Italy starts shaping around two main concepts
- **Beauty**. With thousands of sports to be seen... Where to perform the leisure activity of "tourism"
- **Luxe Life**. visiting Italy was considered something for upper classes

Significance of Made in Italy

- This is another concept that links Made in Italy to the idea of identity and creativity
- **Regionality**
 - ◆ History
 - ◆ Geography

Regionality

- Italy is a relatively young country...
- Formed after a process of unification in **1861** as a **monarchy (yes, we had a king)**
- A look at the map...
 - ◆ Savoia Reign
 - ◆ Lombardo-Venetian Kingdom
 - ◆ Duchy of Parma
 - ◆ Duchy of Modena
 - ◆ Grand Duchy of Tuscany
 - ◆ Papal States (Vatican)
 - ◆ Kingdom of the Two Sicillies
 - Regno di Napoli
 - Regno di Sicilia
- From 1922 to 1943 (end of war 1945) Fascist dictatorship
- It becomes a Republic after WWII in 1948 (first time women voted)
- Italians maintain strong local identities: **regions** and **cities**

- City states still exercise cultural hold, and from 1970 regions have political government too
- Political geo-historical implications set different regions
- Different regions = different local identities
- Not only **history**
- It's also the **geography** that explains why products (example food) are different from North to South
- Different climate
- Different soil
- Map of medium size industries in Italy 2019
- Concentration in the North area of the country
- **Historic** and **geographic** reasons

Regionality - Creativity

- Landscape, heritage, art, traditions, behaviors, the history itself, they all run to shape our product, our objects, even design objects
- **Regionality** means to understand a product through **geographical, historical and cultural lens**
- **It means: that particular object could have been created in that specific context only**
- **Context (Regionality) – Vespa example**
- Italy, Second World War
- Aircraft industry in Pontedera: Piaggio
- End of conflict
- Need to convert production = leave aeronautic division
- Need of an agile and affordable mode of transportation for masses:
 - ◆ Easy to ride for both men and women (women did not wear trousers...)
 - ◆ Able to carry one passenger
 - ◆ Able to leave the driver's cloths clean
 - ◆ Different from a motorbike
- Aeronautical engineer **Corradino D'Ascanio** worked on the Vespa project

Regionality - Food

- Each Italian has its tradition in food due to geographic and historical facts
- Example of cheese making
- Each Italian region has got its specialties

Conclusions

- **Regionality**: territorial context made of geo- and historical factors, that generates **products that are specific to that context only**
- **Italy as destination = Land of Beauty**

- All this means...
- Italian products are **peculiar** to this land only
- Italian products conceal the **idea of beauty, luxury, and exclusivity**

Lesson Three

3/14: *National Branding & Reputation*

The Importance of Reputation for a Country

- Companies that operate in markets highly competitive are well aware of the strategic importance and value of an image heritage built over time, to which consolidation they dedicate constant care and attention
- They know that it depends on the possibility of gaining market share and increasing their profitability
- Even for a country, the management of its image is the foundation of an intangible heritage that has tangible and measurable effects on the level of economic performance
- The way in which a nation is perceived is a decisive factor in its tourist attractiveness and the success of the products and brands that are linked to its territory

The Concept of <<Nation Building>>

- It was the American researcher Simon Anholt who first proposed the concept of "nation branding" (see "Competitive identity" - Branding of nations, cities, regions, 2007)
- Anholt has shown that a strong identity and a positive reputation create added value for the global competitiveness of a territory and help to activate a virtuous circle of development
- Every year, **Simon Anholt** finds the cultural, commercial and tourist attraction of 50 countries on multiple indicators that flow into the Nation Brand Index, an index of the overall strength of the national brand

The 6 Dimensions of the Nation Brand Index



The Components of the Image of a Country

- The heritage of nature and culture
 - ◆ The mountains, the lakes, the sea
 - ◆ The cities of art
 - ◆ The variety of landscapes and cultures
- The character of Italians

- ◆ Warmth
- ◆ Sympathy
- ◆ Hospitality
- The “system”
 - ◆ Organization/efficiency
 - ◆ Quality of infrastructure and services
 - ◆ Safety
- <<Made in Italy>>
 - ◆ Food/wine
 - ◆ Clothing/fashion
 - ◆ Furniture/design

Strong and Weak Points

- All surveys on our country highlight - in a coherent and stable way - the presence in our image of well-defined strengths and weaknesses
- No doubt that artistic / cultural heritage, natural beauty and cuisine / gastronomy are the cornerstones of our attractiveness towards foreign countries
- But these positive nucleuses that constitute the essence of the Italian experience positively coexist - in mature and emerging markets - with an unsatisfactory quality of reception, a lack of efficiency in services and a perception of poor security

Experience Confirms Expectations

- Who has visited our country gives a very positive judgment - higher than what our competitors get - on artistic heritage, natural beauty, cuisine / gastronomy and the inhabitants' sympathy
- So, to the proof of the experience, the Italian excellences are confirmed as such
- But tourists also confirm our critical issues related to the efficiency of services, security, order and cleanliness of public spaces. And it is not only Germany that overcomes us, but also Spain, which at this moment is the country that best knows how to hold together elements of strong attraction (nature, climate, cuisine, quality of products ...) with a satisfactory level of organization / hospitality and with cheaper prices than ours

Italians ... Private Image full of Virtues

- The image of the Italians is always characterized by a strong ambivalence ("great qualities and great defects")
- The agreement on the positive qualities that distinguish italians is unanimous:
 - ◆ Human, good, generous kind, hospitable
 - ◆ Cheerful, friendly, good-natured
 - ◆ Creative, imaginative, ingenious
 - ◆ Elegant, with a natural sense of aesthetics

Italians ... Public Image full of Defects

- Even on our vices and defects there is a general consensus:
 - ◆ Clever, opportunistic
 - ◆ Inefficient, unreliable
 - ◆ Superficial, approximate, improvisers
 - ◆ Unruly, not respectful of laws and rules
 - ◆ “Individualists”, unwilling to invest energy outside their own private sector
- The behavior of the Italians therefore appears to be governed by a "double morality": exemplars for availability in the family and friendship sphere but without attention to the rules of civil life in the public sphere

The Image of <<Made in Italy>>

- The image of investigations of products and Italian brands evidence always a strong evocative power. Italian products and brands recall a rich and positive image: places, landscapes, atmospheres, sensations, emotions ...
- The so-called COE (Country-of-Origin Effect) - for which some values are spontaneously attributed to products that come from a country - is particularly rich for Italian products

The 5 Distinctive Tracts of Italian Quality: Aesthetics

- The clothes, the shoes, the objects of furniture, the Italian cars like because they have a style that makes them unique and recognizable
- It's a feature associated with the trait that more than any other characterizes Italy and the Italians in the eyes of foreigners: good taste, style, natural elegance
- In the eyes of foreigners, beauty is a value that pervades the daily life of Italians: not only the wealth of the artistic heritage and the landscape but the elegance in dressing, the taste in furnishing the houses, the care in setting the table

The 5 Distinctive Tracts of Italian Quality: Craftsmanship

- The Italians recognize the passion of "doing their job well", the care for details, the transmission of production knowledge from generation to generation
- It is the "artisanal" quality that underlies the most qualified food products (wines, cheeses, cured meats, vegetables ...), recognized as expressions «Excellent» Made in Italy (fashion, design ...) and also to the most advanced productions from the technological point of view (Ferrari ...)

The 5 Distinctive Tracts of Italian Quality: Culture

- Culture not only as "technical-functional competence" but more in general as a living relationship with one's own history and roots

- Italian producers are often recognized as having a conscious sense of belonging to a region, a city, a territory
- This link can represent a strong element of identity and distinctiveness that is transferred to the quality attributed to products

The 5 Distinctive Tracts of Italian Quality: Relational Quality

- The character of the Italians is associated with a strong sense of family, of primary sociality and of the community
- This trait is perceived as an element of strength also from an economic and productive point of view (the company-family, the productive districts ...)
- ... and as a distinctive component of the quality of the tourist experience in our country as far as it can offer in terms of warmth, communicative vivacity, informality and conviviality

The 5 Distinctive Tracts of Italian Quality: Variety and Multiplicity

- Italy is a country to which a particular wealth is spontaneously associated with regard to both the cultural and productive aspects
- Many in Italy are cities, regions, landscapes, cultures, ways of life, culinary traditions...
- This variety translates into a great wealth (and potential replicability) on the level of the tourist experience and also on that of the opportunity to discover new Italian products and brands

But the most distinctive and strongest tract is,

The Quality of Life, In Complex

- Italians are considered people that KNOW HOW TO LIVE
- It's just an impression, when we look at relaxed timing (slow food, slow life...), also if for the most part is just an impression, and the capacity to enjoy daily pleasures, with a sense of lightness and authenticity
- The *Italian way of life* can be a decisive strength point of Italian products and Italian brands: «ingredients» of a better quality life, that evoke the “good way of life” in the most symbolic way

Who is the Consumer of “Made in Italy”?

- Similar tracts all over the world:
 - ◆ She/He comes from a medium/high status
 - ◆ An informed and cultured person
 - ◆ Curious versus new things and new trends, she/he wants to explore
 - ◆ With no budget problems
 - ◆ Very focused on the quality of own life

The Italian Life



The Italian Model

- The strength of the Italian model lies in the ability to achieve "good synthesis" between seemingly arduous polarities to reconcile: tradition and modernity, craftsmanship and technology, aesthetics and functionality
- It also resides in the happy correspondence between the values that Italy and Italian products today interpret and the "immaterial" needs - of aesthetics, culture, sociality, identity, emotionality, quality of life - that are emerging as priorities in increasing numbers of European consumers and outside Europe

Channels of Communication

- Through Media
 - ◆ Publicity
 - ◆ Advertising
 - ◆ Promotion

Publicity

- It's **free**, perceived as objective and defined as **any kind of media or news coverage**
- Perceived as **information that impacts lives**

Advertising

- It is the proper commercial
- Some **paid for this**

Promotion

- To create opportunities (events) to connect specific sectors of public with destinations
- Present territory resources into attractions
- It is finalized to obtain news coverage after it, increasing interest, and increasing tourism
- Destination Management

- Territorial Marketing

Promoting Italy

- Italy as **destination** for tourism
- Italy as **producer** of products in several fields
- Advertisements and other platforms
- Identify key elements, affinities and / or contrasts
- **Tourism**
- **Products**

Tourism - Official Channels - National

- **Brochure 2018** available at italiantourism.com
- Official Italian Tourist National Board - North America

Lecture Four

3/21: *Advertising*

Products - Official Channels

- Websites
- Promotional videos produced by Italian Ministry of Economic Development in 2015

Advertising of Italian Products

- What do they focus on?
- Which are the keywords?
- Case study: Barilla
- Barilla is one of the oldest and greatest producers of pasta in Italy
- Great export
- Icon brand
- Based in Parma since 1877

Two Barilla Commercials

- 1999 Commercial - global tradition
 - ◆ It represents values and sentiments that made up Barilla's communication campaign in the 1980s. Though this time it proposes situations based on more contemporary issues and in line with the idea of a new global society
- 2013 Commercial - movie metaphor
 - ◆ In this way the brand makes a deal with the audience declaring that this idyllic scene is fictional (a movie) Audience does not have to make a comparison with complicated reality. Since it is declared that this is a movie, you can imagine and eventually identify with the poetic history that the commercial tells
- Barilla **masters of pasta** (2017)

→ Roger Federer & Chef David Oldani

Persuasive Techniques in Advertising

→ The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: **pathos, logos, and ethos**

→ **Pathos**: an appeal to **emotion**. An advertisement using pathos will attempt to evoke an emotional response in the consumer

- ◆ Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi
- ◆ Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress
- ◆ Pathos can also include emotions such as fear or guilt: images of a starving child persuade you to send money

→ **Logos**: an appeal to **logic or reason**

- ◆ An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does
- ◆ The logos of an advertisement will be the “straight facts” about the products: one glass of Florida orange juice contains 75% of your daily Vitamin C needs

→ **Ethos** an appeal to **credibility**.

- ◆ An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product
- ◆ Often, a celebrity endorses a product to lend it more credibility; Selena Gomez makes us want to switch to Pantene

Rhetorical Devices: Anadiplosis and Synesthesia

→ **Anadiplosis**: is the repetition of the last word of a preceding clause. The word is used at the end of a sentence and then used again at the beginning of the next sentence

→ **Synesthesia**: is a neurological condition in which a person experiences "crossed" responses to stimuli. It occurs when stimulation of one sense (e.g. hearing) leads to automatic, involuntary experiences of a second sense (e.g. vision)

→ Imagine that when you see a city's skyline, you taste blackberries. Or maybe when you hear a violin, you feel a tickle on your left knee. Perhaps you are completely convinced that Wednesdays are light red

→ If you have experiences like these, you might have **synesthesia**

What is Fashion?

→ The way you are dressed tells how you feel

→ The way you are dressed tells who you are

→ In our cultures, black clothes are the expression of grief when someone dies (in China, white is the colour)

- **Fashion is part of a culture**, and represents that specific culture
- Fashion is an **industrial product** and a **handcrafted product**

Before...

- Imagine Europe in the first half of the 20th century...
- Fashion for women was dominated by **maisons** in Paris: **Chanel, Schiaparelli, Lanvin, Balenciaga...**
- Fashion for men was inspired by **British Models**

After...

- 1950s
 - ◆ Boutique Fashion - Freedom from Paris dictatorship
- 1970s
 - ◆ Pret à Porter - invention of fashion designers in Milan

Italian Fashion - 1950s

- WW2 sharply broke up relationships between Paris and the foreign buyers
- Furthermore, during the war, all other European countries had to learn to do it by themselves...
- Among these countries, Italy was the one that more quickly went back to its craftsmanship tradition (Renaissance) and “did it by itself”
- Boutique Fashion
- Founded by members of Italian aristocracy that used “noble taste & style” as their trademark (**Emilio Pucci**)
- High craftsmanship tradition was able to guarantee a luxury product at affordable prices
- But there was still one thing to do: attract buyers towards this new market of Italian fashion creation
- This is what **Giovan Battista Giorgini** was able to do
- Count Giovan Battista Giorgini (1898-1971)
- First Italian High Fashion show on February 12, 1951 in Florence. It took place in his house in via de’ Serragli 144
- Thanks to personal acquaintances he convinced US buyers and journalist who already were in Paris to come to Florence at the show
- Fashion shows moved then to the iconic Sala Bianca in Palazzo Pitti
- Short video footage from Rai (1950s) in which Giorgini describes how he did the First Italian High Fashion Show
- Giorgini organized parties inspired by **Italian Renaissance**
- **Photo shoots arranged in monumental and artistic context**
- **Aristocracy myth**
 - ◆ Noble families open the doors of their palaces for fashion shows = Mythical place

- ◆ Noble girls are among models: they know how to wear dresses
The dress is the **magic factor** that allows the transformation into a “noble someone” (Cinderella)

Italian Fashion - 1970s & 1980s

- It's by the end of the 1970s that **Milan** became the fashion capital of the world
- Why?
 1. Milan specialized press
 2. Fashion fairs and shows
 3. Connection between textile industry and stylists
 4. Connection between fashion and design
 5. Hollywood love for Italian fashion

Italian Fashion - 1980s

- Made in Italy's blessing era... Milan becomes the capital of fashion
- Models are now **Top Models**: new style and beauty icons that take place of movie stars
- Fashion shows become **party events**
- Even politics take advantage of Italian fashion's great success. In 1986 Armani, Versace, Ferré, Valentino, Fendi, Krizia and Ferragamo were appointed with Honorary Republic titles (sort of Beatles MBA...)
- Versace with top models in 1990s:
 - ◆ Linda Evangelista
 - ◆ Naomi Campbell
 - ◆ Claudia Schiffer
 - ◆ Christy Turlington
 - ◆ Carla Bruni
 - ◆ Cindy Crawford
 - ◆ Helena Christensen, etc.

Case Study

- Dolce & Gabbana
 - ◆ Sicilian
- Dolce & Gabbana started their campaign in 1980s with a unique model and testimonial: **Isabella Rossellini**, the iconic daughter of Hollywood star Ingrid Bergman and acclaimed Italian director Roberto Rossellini
- Let's have a look at the picture and see what the communication of this brand focused on at its start and in the following years

Lesson Five

3/28: *Wine*

Wine & Religion

- Wine is a thousand year old drink, typical of Mediterranean culture
- Since far off times, wine has always had a symbolic value, and it can be considered as expression of higher forms of civilization
- Wine as a sacred thing, used in religious celebrations from Ancient Greece, to Ancient Rome, to Christian rites and festivities

Wine & Religion

- Dionysus/Bacchus, Michelangelo Bargello Museum
- Dionysus, ancient Greek divinity god of grape harvest, winemaking and wine
- Also the god of fertility

Wine

- Is there a symbolic value today in wine?
- What does wine represent for our modern culture?
- Do advertisements & communication linked to this product reflect these values?

Wine Production in Italy

- Each region has got its traditional grape cultivation
- Each region produces different wines
- Tuscany:
 - ◆ **Grape:** Sangiovese
 - ◆ **Wine:** Chianti
- Piedmont:
 - ◆ **Grape:** Nebbiolo
 - ◆ **Wine:** Barolo

Wine Production Italy

- With all this diversification, some rules were needed
- Quality assurance label for Italian wines
- **DOC:** denominazione di Origine Controllata (controlled designation of origin)
- **DOCG:** Denominazione di Origine Controllata (controlled and guaranteed designation of origin)
- They all certify that the wine is produced in a specific region only with specified methods and using only required grapes
- It is regulated by laws
- New high quality wines are produced thanks to winemakers who dare to mix grapes and use new vitification techniques. These wines do not respond to the traditional requirements (DOCG or DOC), but are good anyway (even excellent). These wines get the **IGT** appellation: Indicazione Geografica tipica (typical geographic indication)

Italian Wines Classification

- DOCG:
 - ◆ Wine with Controlled Designation of Origin Guaranteed
 - ◆ Wine with indication of origin
- DOC:
 - ◆ Wine with Controlled Designation of Origin
 - ◆ Wine with indication of origin
- IGT:
 - ◆ Wine with Typical Geographic Indication
 - ◆ Wine with indication of origin
- Generic Wines:
 - ◆ Vini da tavola
 - ◆ Wine without indication of origin

3/28: *Italian Food*

- Topics
 - ◆ Food as culture
 - ◆ History (brief) of Italian cuisine
 - ◆ Food and health
 - ◆ Few words on food industry
 - ◆ Slow food
 - ◆ DOP | IGP
 - ◆ Rethink about food in Florence...

1. Food as Culture

- Food appears to be one of top to do things in Italy
 - ◆ Why is our food so good?
 - ◆ Where does it come from?
 - ◆ When was Italian cuisine its origin, in the form we know it?
- Before we start any analysis we should understand that food is not eating only
- FOOD IS A CULTURAL FACT

People Choose What to Eat Depending on... What?

- Cultural level
- Emotional experience
- Religious beliefs
- Medical limitations
- Moral beliefs
- Poorness: eat what you find
- Richness: eat what is valued

→ **Each one of these reasons are expression of culture**

Tasting New Food

- Tasting new foods is like knowing a new culture
 - ◆ Panino con lampredotto

Regionality

- **Ingredients** that you find in that specific territory
- Different **forms of cooking** ingredients that territory offers
- **History**
- If you think about any Italian dish, it will for sure belong to a particular region of Italy, before being famous everywhere

Pizza

- Most iconic Italian food dishes, pizza and pasta, are simply made with flour and water. It is a mix that is very old
- The kind of pizza we are used to think of today, was not possible till the arrival of tomato in Europe (following discovery of America)
- Pizza Margherita: according to an anecdote (some consider it fake) it was created in 1889 by the cook Raffaele Esposito in honor of Queen Margherita of Italy, and it represents the colors of Italian flag
- But there are sources that describe the ingredients of this kind of pizza that date back to 1796- 1810

Italian Dishes...

→

2. History of Italian Cuisine

- Bread is the basis of diet in ancient times (Ancient Rome)
 - ◆ It is the most essential element of diet
 - ◆ Almost 1 kg per person per day
 - ◆ Nobles = Wheat bread (white bread) bread with meat
 - ◆ Farmers = Rye bread (black bread) bread with vegetables proteins (chickpea...

What did we eat in the Middle Ages?

- **Meat** – sign of wealthy social position
 - ◆ Meat becomes
-
- In Middle Ages and Renaissance **strong flavors** were used in cooking
- **Sweet-and-sour**

- Wine is also used to cook
- **Honey and must** (from grapes) to sweeten food
- Sugar is rare and expensive, a luxury item, considered a spice used by nobles and high society members (imported from North Africa)

What did we eat in Middle Ages and Renaissance

- Some ingredients were not available till the discovery of America: **tomato, potato, corn, chili pepper, cacao**
- Spicy flavor was added just with pepper
- **Spices** = very important in Middle Ages cooking. There was a special dealer for it SPEZIALE (spices dealer) In his shop you could buy spices and aromatic herbs, used not only for cooking but also as medicines
- Link between cooking and cure, food and health

Did we eat better in the past?

- Theoretically speaking, we should be able to eat **better today**, with all the knowledge we acquire about food, and the quantity available
- But **processed food** and a **fierce industrialization** put us in the condition of **being subjected to food**, instead of **choosing it**
- This causes problems such as **obesity** or **intolerance** (gluten free, etc.)
- In our industrialized era, we are losing our food culture

3. Food and Health

- Mediterranean diet = Ancel & Margaret Keys
- 1950s Traveled to Mediterranean countries (Greece & Italy) and discovered that farmers lived longer and healthier than in USA
- 1959 - Eat Well and Stay Well
- 1967 - The Benevolent Bean
- 1975 - Hot to Eat Well and Stay Well: The Mediterranean Way
- Mediterranean Diet
 - ◆ Olive oil
 - ◆ **Legumes**
 - ◆ Unrefined cereals
 - ◆ Fruits
 - ◆ Vegetables
 - ◆ Moderate fish and dairy products
 - ◆ Wine (moderate, 1 glass)
 - ◆ **Low consumption of meat**
- 2010 - Intangible Cultural Heritage of Humanity, UNESCO
- Sustainable diet is good for health and for the planet

4. Loss and Production

→ Food Loss

- ◆ 1,3 billion tons globally is lost or wasted (source: FAO) 1/3 of the total amount of food globally produced is lost
- ◆ 870 millions of people are undernourished
- ◆ 1,5 billions of people are overweight or obese
- ◆ Waste of land, water, energy, soil, seeds.
- ◆ Increasing gas emissions in vain

→ Intensive Farming

- ◆ 2/3 animals come from intensive farms (on 70 billions farmed all over the world)
- ◆ 1/3 of cereal world production is used for feeding animals in farms
- ◆ Pollution
- ◆ Climate change

→ Sustainable food production

- ◆ As consumers we should become aware of what we eat and how it has been produced
 - Traceability
 - Local food

5. Slow Food

- International Association (non profit) to promote clean and good food consumption in the world
- The **consumer** orients the market and production with his or her choices and growing aware of these processes, he or she assumes a new role. Consumption becomes part of the productive act and the consumer thus becomes a co-producer
- The **producer** plays a key role in this process, working to achieve quality making his or her experience available and welcoming
- **Good**
- **Clean**
- **Fair**
- Good, clean and fair quality is a pledge for a better future
- Good, clean and fair quality is an act of civilization and a tool to improve the food system as it is today
- Everyone can contribute to good, clean and fair quality through their choices and individual behavior

DOP & IGP

- Denominazione di Origine Protetta (DOP) Protected Designation of Origin (geographical specialties)

- To avoid fake Parmigiano...
- Only the cheese that is produced in **that specific area** can bear the name of Parmigiano
- All production phases must be done in that area
- Cheese, salami, ham, olive oil
- To produce a DOP product you must be in the selected area and follow the production rules stated by EU
- Indicazione Geografica Protetta (IGP)
 - ◆ Lighter version of DOP

3/28: *How to Advertise Food?*

Advertising

- The advertisers always **want new ways to be involved with consumers**
- Boundaries between advertisements and journalistic content are being stretched: in some magazines it's already possible to buy sponsored articles
- In food magazines, the most common way to do commercial cooperation is by doing advertorials

Advertorial

- An advertorial is an **advertisement in the form of editorial content**. The term "advertorial" is a blend of words "advertising" and "editorial"
- In printed publications, the advertisement is usually written in the form of *an objective article and designed to look like a legitimate and independent news story*
- **Newspapers and food magazines are dependent on advertisers**. You need to keep the advertiser happy, yet to still write critically and objectively about food

3/38: **How Many Meanings, How Many Senses?**

- The most famous instance of involuntary memory by Proust is known as the "episode of the madeleine", yet there are at least half a dozen other examples in *In Search of Lost Time*

Marcel Proust, *In Search of Lost Time*

- *No sooner had the warm liquid mixed with the crumbs touched my palate than a shudder ran through me and I stopped, intent upon the extraordinary thing that was happening to me. An exquisite pleasure had invaded my senses, something isolated, detached, with no suggestion of its origin. And at once the vicissitudes of life had become indifferent to me, its disasters innocuous, its brevity illusory – this new sensation having had on me the effect which love has of filling me with a precious essence; or rather this essence was not in me it was me. ... Whence did it come? What did it mean? How could I seize and apprehend it? ... And suddenly the memory revealed itself. The taste was that of the little piece of madeleine which on Sunday mornings at Combray (because on those mornings I did not go out before mass), when I went to say good morning to her in her bedroom, my aunt Léonie used to give me, dipping it first in her own cup of tea or tisane. The sight of the little madeleine had recalled nothing to my mind before I tasted it. And all from my cup of tea*

... 1900 ...

The Contemporary Cuisine was born

- Economic BOOM!
- Women started to work
- Culinary Books adapted to the new society: more practical recipes, simpler, attention to diets and calories
- HEALTH AND DIET

3/28: *Italian TV*

... shows / cinema / advertising

- A new Italian LifeStyle -> economic BOOM!

... italian tv... food:

- After the WWII – 1 national identity vs regional identities Then... Started the “Regional Gastro-campanilism”

Carosello...

FROM ‘50 TILL ‘80

- In Italy, the spread of televisions began in the 50s. The first programs (basically news) were on air starting on January 3, 1954 and everything was managed by the Italian Communications Department
- It was in 1957, however, when **the first commercials appeared on Italian TV**
- The idea of advertising a product on TV was so new to Italy that advertisements were extremely innovative, even compared to other Countries
- **In those days, telecommunication managers believed that commercials had to be clearly identified by the audience and should be no longer than 30 seconds**
- Since advertising was a radical innovation a new TV show was developed to integrate ads. There would be **1 minute and 45 seconds to tell a story**, plus 30 seconds of commercial for each of a maximum of 4 products
- In 1970 made his debut at the Carosello della RAI the first spot of La Linea, which will become one of the most loved cartoon series and imitated by all the cartoonists of the world
- La Linea is the protagonist of a cartoon created by Osvaldo Cavandoli in 1969

Advertising/Carosello

- Stakeholders:
 - ◆ Italian wives
- New TV Programs for housewives
- New goal:

- ◆ Housewives had to take new ideas from TV to delight their husband at home (after work)
- ◆ Men = Work = \$
- ◆ Women = House = \$ (of the husband)
- ◆ How to get it???

Advertising Strategies

- Advertainment: advertainment is advertisements disguised as entertainment
- Product placement: while this technique has been used in films for many years, it has become more popular since the 1980s

New TV Programs

- Il pranzo è Servito 1980
- Corrado
- (MEDIASET)
- KITCHEN MTV
- Andrea Pezzi

Reality Show

- Master Chef