FOCUS on Italy

Focus on Lazio and Surroundings

Italian & British Excellence

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Upcoming Exhibitions

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by John J. Law

The British Chamber of Commerce for Italy (BCCI) is a private non-profit making association of some 400 members which was founded in Genoa in 1904. With headquarters in Milan and regional branches operating throughout the country, we pride ourselves on being the main point of reference for the English speaking business community in Italy. We offer a range of business and personal services (either directly or through our members) as well as working closely with the UK Trade & Investment Team at the British Consulate General and with the British Embassy in Rome.

I am delighted to have this opportunity to address you as the incoming President of the British Chamber of Commerce for Italy and delighted too to be taking over leadership of a Chamber which is in good financial shape and which enjoys a broad and vibrant membership. Given the events of the last two years, these achievements should not be underestimated. Credit and warm thanks for them go first and foremost to our members for their energy and enthusiastic support. Without them, the Chamber does not exist. Thanks too to outgoing President David Crackett, who has worked tirelessly over the last 4 years to drive the Chamber forward, and to the Chamber’s excellent Staff (led by Simona Frignani), Councillors and Regional Representatives. Their collective efforts were fittingly acknowledged earlier this year by receipt of the COBCOE (the Council of British Chambers in Europe) Chamber of the Year Award for 2010.

So where do we go from here? In a sense, that’s quite simple. Our mission is to be recognized as the major point of reference for the English speaking business community in Italy, not as a goal in itself, but as a means of enabling us to do what we’ve been doing for 100 years – helping companies and individuals to succeed in business in and between the UK and Italy (and, more recently, with the wider European Community and beyond). We will continue therefore to work on perfecting the virtuous circle which gives us a wide range of quality members who are increasingly keen to take part in the events which are the cornerstone of our activities. Over the last 12 months we have organized around 100 different events – examples include our monthly business lunches with high quality guest speakers, regular seminars on tax and legal developments, Scottish dancing lessons, an election night pub evening, a wine tasting event in Verona and personal development seminars in Milan, Rome, Turin and Verona. We are committed to working with our members to ensure that our activities maintain their high quality and relevance.

So, if you’re new to the BCCI, come and join one of Italy’s most vibrant business organizations. Have a look at our Website and explore the range of services and activities available. If you are already a member, we look forward to seeing you often.

John J. Law
President of the British Chamber of Commerce for Italy

John is a Managing Director & Chief Risk Officer of HSBC Bank plc in Italy. He has been a banker for 30 years, the last 17 of which have been spent in Italy.
The BCCI represents in Italy the interests of the Confederation of British Industries and the British Standards Institute. It also maintains ties in Great Britain with the Department of Trade and Industry, with the Association of British Chambers of Commerce and – throughout Europe – with COBECOE, the Council of British Chambers of Commerce in Europe.

The BCCI was founded in 1904 in Genoa but today its headquarters are in Milan. Regional branches of the Chamber are operative throughout Italy and there is also a Secretary in London. The Chamber has about 400 Members, for the most part Italian and British companies, including branches of British businesses operating in Italy. Italian companies that have trade relations with the United Kingdom, service providers and professional consultants. We believe that the Chamber’s fundamental mission is to serve our Members well, remembering at all times that, besides being Members, they are our main source of financial support. We anticipate their needs and do our utmost to satisfy them, by providing a service of excellent quality and value.

Our Objectives

The BCCI’s objectives can be summarized as follows:

• to serve as a point of reference for British commercial interests in Italy and to provide congenial meeting opportunities for business men and women, particularly British and Italian;

• to provide services and advice to both private individuals and companies, who may not necessarily be Chamber Members but who intend to start a business activity in the UK or in Italy;

• to support the British export development activities of departments of the Foreign and Commonwealth Office (FCO) with a view to facilitating trade between Italy and the United Kingdom;

• to offer Members a full range of services in the areas of trade, business promotion and both business and social networking;

• to encourage Italians to study English in Great Britain and other English speaking countries throughout the world, taking advantage of the services offered by the English Language Consultancy Service (ELCS);

• to promote specialized language learning (commercial and legal), through the International Professional English Certificate (IPEC).

There are clearly many reasons for joining the British Chamber of Commerce for Italy and being a member opens up a world of opportunities within the Italian – British business community. The Chamber is a unique focal point for a wide variety of people and businesses looking for contacts, ideas, advice and stimulation. The Chamber also offers many opportunities to socialize and make new friends. Whether you are a large multinational company or a freelance individual, the Chamber has something for you. The British Chamber of Commerce for Italy provides a focus and a forum for daily interaction of a very large number of individuals and companies. It allows them to network and discover shared areas of interest; it allows them to identify new trends and share new business ideas. In a very real sense, the BCCI is at the heart of UK-Italy trade.

BCCI Events

The British Chamber of Commerce for Italy organizes a number of events in the firm belief that creating opportunities for networking is essential for doing business. Events organized by the BCCI include:

• monthly Milan business lunches;
• Sustaining Members’ events;
• monthly social evening in Milan;
• aperitifs and business lunches in Rome;
• round tables, seminars and workshops also in collaboration with other European Chambers;
• cultural and business events in collaboration with Chamber Members;
• annual golf day;
• wine club including wine trips and wine & cheese tasting;
• regional activities.

Join us!

Visit our website

www.britchamitaly.com

For information and membership

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The Council of the British Chamber of Commerce for Italy is composed of high international profile representatives from over 20 Member organisations. The Secretary General and her team have been selected to look after the day to day running of the BCCI.

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HM Ambassador

**HONORARY VICE PRESIDENT**
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HM Consul General
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Regional Secretaries

Throughout Italy’s regions change is in the air and new business opportunities continue to emerge. The BCCI is in touch with these evolving scenarios and its Regional Secretaries are ready to provide the advice, insight and support needed. Besides Lombardy the BCCI is represented in ten different Italian regions and in London by Honorary Regional Secretaries, all active in their local business community.

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The BCCI has various communication tools and publications created throughout the year.

Britaly is the Chamber’s monthly newsletter, which is sent via e-mail to over 1,200 addresses. The newsletter contains a full listing of Chamber future events and news as well as information concerning BCCI Members. Each month Britaly also acts as a journal, allowing BCCI Members to send their articles to the whole Membership and beyond. We can help you to communicate directly to the English Speaking Business Community in Italy. Contributions are welcome. To discuss promotion opportunities in our Chamber Magazine, please contact Maria Rosa Allegra, Business Development & Commercial Service:
Tel.: +39 02 877798
m.allegra@britchamitaly.com

Focus on Italy, the Chamber user-friendly magazine to business and pleasure in Italy, is full of facts, figures, forecasts, essential information and articles drawing on the experiences of Members working in Italy. Enjoying a shelf life of one year Focus on Italy has a print run of some 5,000 copies and is distributed to Chamber Members, through the British Consulate, the British Embassy in Rome, hotels, business centres, airport lounges and the network of member companies’ reception areas. To discuss promotion opportunities in our Chamber Magazine, please contact Maria Rosa Allegra, Business Development & Commercial Service:
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Speak to the world is published every year and contains information on the about 40 UK and international member schools of the ELCS scheme, including details of the many English language courses offered as well as details on the cities and towns where the schools are located. It also carries general information which is invaluable to a foreign student studying in the UK for the first time. For further information please contact Susan Boyle:
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To discuss promotion opportunities in our Chamber Magazine, please contact Maria Rosa Allegra, Business Development & Commercial Service:
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The History of the British Chamber of Commerce for Italy was published to celebrate the Chamber’s centenary in 2004. This publication covers 100 fascinating years of the evolving business relationship between the two World Wars, and taking us from the Chamber’s foundation in 1904 in Genoa to the present day.

New BCCI website
The new website of the BCCI www.britchamitaly.com was launched at the end of June. The new site is lighter, faster and easier to navigate, and offers higher visibility for members, as well as Chamber news and services. Its fresher graphics and lighter colours make finding the information you are looking for easier than ever. The new home page is characterised by a new eye catching section, a so-called “carousel”, where all the important Chamber news and forthcoming events are highlighted and presented in a continuously scrolling loop. Sustaining member logos are larger and more visible on all those pages where they are present. The “member search” function is now available on every page of the new website, meaning it will be quicker to find all the information about any given member. The beating heart of this website is its database, containing not only all Chamber members, but also contacts for them. A new “press materials” section is available to provide information to journalists and stakeholders. The new site allows members to choose different promotional options: banners, member news, a discount and offer section or the brand new “post it” box to provide different information according to the region the member is located in, or has interest in. So, please take your time and explore the new website and don’t forget to let us know your views. Please be aware that the newly restyled website is optimized for a 1280 x 1024 pixel display.

Speak to the world cover 2010
Events and Sponsorship, Office & Meeting Facilities and Business Services

The BCCI offers a full range of business services, either through its own means or through those of its Members, who are experts in their respective fields and offer efficient, effective services at advantageous conditions.

**Events and Sponsorship**

The British Chamber of Commerce for Italy (BCCI) prides itself on the outstanding networking opportunities it offers via the organization of high-quality events throughout the year. These take place regularly in Milan and Rome, and we have recently developed this successful initiative in other Italian regions, where the BCCI has an Honorary Regional Secretary. And then there’s London, where apart from the Annual COBCOE (Council of British Chambers of Commerce in Europe) Conference, the BCCI has organized seminars and other tax and legal events of great value in partnership with its Members over the past year.

Being a Member of the British Chamber of Commerce for Italy gives you the opportunity to participate in various social and business events thus creating and consolidating a business relationship among the Members and outstanding institutions, which are part of the BCCI environment. The BCCI partnership with other European and non-European Chambers of Commerce has also contributed to this enrichment.

The close relationship of our staff with BCCI Members and the careful consideration of their needs has led the BCCI to give particular attention towards its Sponsorship Activity. During the past few years, all the BCCI Milan Business Lunches have been successfully sponsored by Members wishing to gain greater visibility during the event but also on our website and on Brititaly - the BCCI newsletter - according to a scheduled programme of initiatives aimed to feature the Member’s activity over a long period of time, not limited to the date of the lunch. On a regular basis we organize different types of seminars and the recent experience of bringing together more than one Member in the creation of a seminar has proved of great interest.

Upon request, we also create tailor-made events such as the two Big Cat Aperitifs organized in conjunction with Jaguar Italia, during which 2 fantastic test drives were available!

All our events are visible on our homepage: www.britchamitaly.com and if your company is interested in sponsoring one of them please feel free to contact Maria Rosa Allegra, Business Development & Commercial Services, in order to discuss availability and/or space for new events on the BCCI agenda: Tel: +39 02 877798 m.allegra@britchamitaly.com

**Office & Meeting Facilities**

The British Chamber of Commerce for Italy promotes a wider range of commercial services via internet and throughout its respected and consolidated global network, belonging to a centenary institution, the sponsor could take advantage of a widespread visibility among Trade Associations, Chambers of Commerce, COBCOE (Council of British Chambers of Commerce in Europe), British institutions and companies in Italy and Great Britain with which high-partnership relationships are constantly kept.

Considering the success of this initiative, we are going to create further new services very soon.

**The already existing services are:**

- Business Flights
- Certification and Training
- Dinners and Working Lunches
- Company Formation
- Concerts & Exclusive Events
- Corporate Gifts
- Credit Collection
- Due Diligence (in Italy and the UK)
- Events
- Free Corporate Training
- Hotels & Resorts
- Import/Export Services
- Interpreting
- Italian for Foreigners
- Market Research
- Offices and Meeting Facilities
- On Line Recruitment / CV
- Payroll
- Translations
- VAT / IVA Recovery
- Workshops & Seminars

If the service you require is not mentioned in the above list, the BCCI prides itself on being able to find the most suitable service provider amongst its Members, whatever your business needs. But new further services are going to be added to this list.

If you feel that your company could fit well in the commercial section of the BCCI website, or to discuss business opportunities in Italy and the UK, please contact Maria Rosa Allegra, Business Development & Commercial Services: Tel: +39 02 877798 m.allegra@britchamitaly.com

**Business Services**

The BCCI has developed a brand new website also with the aim of increasing the visibility of those Members who are interested in promoting their business through the sponsorship of a web commercial service page.

While the British Chamber of Commerce for Italy promotes a wider range of commercial services via internet and throughout its respected and consolidated global network, belonging to a centenary institution, the sponsor could take advantage of a widespread visibility among Trade Associations, Chambers of Commerce, COBCOE (Council of British Chambers of Commerce in Europe), British institutions and companies in Italy and Great Britain with which high-partnership relationships are constantly kept.

Considering the success of this initiative, we are going to create further new services very soon.
International Professional English Certificates (IPEC) & English Language Consultancy Service (ELCS)

The British Chamber of Commerce for Italy offers Italians a comprehensive service designed to meet their English learning needs.

The service moves in two directions:

IPEC is a benchmark qualification, at several levels, for English as a second language for use in business, the legal sector and many other specialist areas; ELCS provides full information and advice for people who intend to study English abroad, in the UK, the USA, Australia or other English speaking countries.

International Professional English Certificates (IPEC)

The British Chamber of Commerce IPEC examinations continue to expand both in terms of the number and variety of users and in terms of the level and choice of examinations offered. Currently the basic IPEC examinations are offered at three of the levels established by the Council of Europe: Entry (Threshold B1 Level), Executive (Vantage B2 Level), and Excellence (Effective Proficiency C1 level), while the Legal English Module which was developed in collaboration with Milan’s Just Legal Services is offered at B2 and C1 levels, and is recognised as an external qualification for the degree course in law at Milan’s Bocconi university. In 2006 this was joined by the Environmental English Module and the Enological English Module for sommeliers, while our latest modules, developed in response to the needs which will be created by Milan’s Expo, include English for Policing, English for Doctors, and English for Paramedics. The examinations are recognised as “crediti formativi” in Italy, and are also used or recognised as credits by several other important Italian universities. Apart from the universities, other users include Istituti Superiori, private language schools and individual students.

Features of the examinations appreciated by our users include the challenging and stimulating nature of the examination materials, their topicality and authenticity, the flexibility in terms of availability at any time for groups of any size, and the rapid turnaround of results. The authenticity is assured by our agreement with the prestigious British magazine “Management Today” for the use of their articles as texts in our examinations. Naturally, the fact that the examinations are offered by the British Chamber of Commerce, apart from guaranteeing their direct relevance to the world of work, and the high quality of their preparation, provides an introduction to the Chamber and its networking opportunities for the next generation of high fliers.

For more information please visit our website: www.britchamitaly.com or contact David Gibbon:
• Tel.: +39 02 877798
• ipec@britchamitaly.com

English Language Consultancy Service (ELCS)

The British Chamber of Commerce for Italy offers a free consultancy service for anyone wishing to improve their English abroad.

The English Language Consultancy Service was set up in 1986 with the aim of providing as much information as possible about the best English language schools in Britain. However, since the turn of the century when global horizons widened, so have those of the ELCS. We are able to counsel students for quality courses in recognised schools in all English speaking countries. Through visits to the schools and keeping in close contact with the rest, we have got to know these organisations well and consequently can steer prospective students towards the schools that best suit their needs. The feedback we have received shows that we made the right choices. In the twenty-five years of our existence we can boast having advised thousands of students and solved hundreds of problems. Not only that – by Jove - but we’ve helped them to learn English too! Whether you want to study in Cambridge or Cape Town, in London or Los Angeles, for one week or for one year, one of our partner schools will have the course you are looking for.

Visit: www.britchamitaly.com
For information or appointments, please contact Susan Boyle:
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The British Chamber of Commerce for Italy wishes to thank its Sustaining Members

Updated 8th November 2010

Sponsoring Sustaining Members

Special Sustaining Members

Sustaining Members
The British Chamber of Commerce for Italy welcomes its 57 new Members and thanks its 6 Members who decided to upgrade their membership.

**New Members 2010**

Updated 5th November 2010

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<th>Member type</th>
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<td>ABSOLUTELY ENGLISH</td>
<td>ELCS School</td>
<td>International School of Siena</td>
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<td>ALTIS Alfa Scuola Impresa e Società</td>
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<td>BASIL PATERSON COLLEGE</td>
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<td>Massimago 1883 - Wine producer Valpolicella</td>
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**Upgrades to Special Sustaining Member**
- Italfinance
- Sir James Henderson School

**Upgrades to Sustaining Member**
- International School of Milan
- Studio Bemoni Professionisti Associati

**Upgrades to Corporate Member**
- Corabi Catucci & Partners
- Strategia & Sviluppo Consultants
COBCOE Chamber of the Year 2010

A light-hearted look at our victory

by Simona Frignani

If winning the COBCOE prize on the evening of 23rd March 2010 was emotional, bringing the cup back to Milan, into the office, was even more so. It’s not an everyday event to fly with a cup and two crystal trophies as hand luggage (because in addition to being Chamber of the Year we also won the Effective Events Management Award 2010). I was flying British Airways, and aware that they might be strict about what I could carry on as hand luggage I was concerned there could be a problem at check-in. But it all went smoothly. I held the cup in my arms throughout the flight, and the hostesses didn’t raise any objections. It was probably my happy and simultaneously worried face that did the trick. Once I’d taken the bus from Linate to Milan I felt safe, until some sharp braking from the driver put everything at risk. The cup is now here in the office, in Via Dante, in the heart of Milan. The Past President, David Crackett, brought the cup to the Business Lunch in March, showing it off with pride to his fellow diners and members, and no doubt we will bring it out again on special occasions in future. But for now it is in the perfect position, and looks great at the entrance to the Chamber offices. The team is very proud of the result which has been achieved, above all because it is recognition of their effort and commitment in the last few years under David’s guidance. We have received congratulatory emails from many of our Members and this is also important: it underlines the hard work performed every day which has led our Chamber to this victory. After all these months the box dedicated to the event is still there on our renovated website. Work is frenetic as usual, but the welcoming cup at the entrance gleams at me every morning on my arrival. As I said earlier, we think the cup looks very good there and we are working hard to see that it stays there for the longest possible time.

Changes in the BCCI Council

It is with great pleasure that the Council of the British Chamber of Commerce for Italy informs its Members that Mr John J. Law has been appointed as new President at the AGM on 24th June 2010.

The BCCI would like to thank Mr David Crackett for his hard work and dedication during his four year term as President; Mr Crackett is now Vice President - Immediate Past President.

The Chamber also announces that the following Councillors have been re-elected: Mr Arnaldo Carpi, Mr Ian Dunhill, Mr Giuseppe La Naia, Mr James Meikle, Mr John A. Stewart and Mr Bart-Jan Verhagen.

Mr Roger King has been coopted as new Councillor by the unanimous vote of the Councillors present at the meeting of the Council which took place last 15th July. During the same meeting Mr Roger King was appointed as new Treasurer, while Mr Arnaldo Carpi and Mr Colin Jamieson were appointed as new Vice Presidents.

The BCCI also announces that the following Councillors have been coopted by the unanimous vote of the Councillors present at the meeting of the Council which took place last 26th October: Ms Donatella Cungi, Mr Martin Pugsley, Mr Steven Taylor and Mr Fabrizio Zucca.

The BCCI would like to thank the former Treasurer, Mr Arnaldo Carpi, the former Vice Presidents Mr Michael Taylor and Mr Colin Vincent, and the former Councillor Mr Alastair Robertson for their support and dedication. The Chamber also takes the opportunity to thank the former Councillor Mr Steven Anderson, and welcomes the new Councillor Ms Elsa Einarsdottir.

Particular thanks go to Ms Maria McCarthy for her dedication over her ten year term as Councillor.
Events

An overview of some events organised by the British Chamber of Commerce for Italy

John J. Law and Tiziano Treu, Sustaining Members Dinner, 18th October 2010

March Milan Business Lunch, 25th March 2010

Aperitif & Fashion show by Roberta Redaelli, 21st October 2010 ©Ph. De Vree

Tax & Legal Chapter Seminar, 30th March 2010
David Crackett and Gabriele Albertini, April Milan Business Lunch, 29th April 2010

Christmas Lunch, 17th December 2009

John Hooper, September Milan Business Lunch, 30th September 2010
ALTIS
Alta Scuola Impresa e Società

ALTIS, the Postgraduate School Business & Society of the Università Cattolica del Sacro Cuore of Milan, is an international research and education centre for the study and promotion of a responsible and competitive business culture.

-founded by Mario Molteni, Professor of Business Administration and Corporate Strategy at the Università Cattolica del Sacro Cuore, ALTIS embodies both an openness towards the international world of business and the willingness to effectively serve the interests of the students and enterprises with which it interacts.

Following its mission, “Entrepreneurship and management for sustainable development”, ALTIS is involved in a wide range of activities, from basic and applied research, to MBAs and executive educational programs, from seminars and workshops to enterprise-tailored projects, observatories and national and international awards.

The guiding idea of ALTIS is that entrepreneurial creativity reaches its peak when it creates innovation generating simultaneously competitive advantage for companies and a wider fulfilment of social and environmental expectations.

The School dedicates particular attention to the fastest growing economies: the BRIC (Brazil, Russia, India and China) and, in general, several countries of Latin America, Africa and the Mediterranean Basin. In these contexts ALTIS has developed both contacts with major academic and research institutions, and important on-the-field projects, in partnership with Italian companies and agencies.

ALTIS can count on an ever growing team (professors, researchers, consultants, managing and operative staff), focused on developing the activities of its seven divisions, whose themes and activities are closely intermingled:

- Corporate Social Responsibility and Sustainability
- Globalization and New Markets
- SMEs and industrial districts
- Public management
- Non profit
- Finance for development
- Social entrepreneurship

Università Cattolica del Sacro Cuore
ALTIS, Alta Scuola Impresa e Società
Via San Vittore 18
20123 Milano
Tel 02 48517156
ALTIS@unicatt.it
www.unicatt.it/ALTIS

Focus on:

MBA Global Business and Sustainability
MBA Global Business & Sustainability offers participants from the BRIC area (Brazil, Russia, India, China) as well as Eastern Europe, Latin America, Africa and the Mediterranean Basin, including Italy, the unique opportunity to study in close contact with Italian and European companies interested in doing business in their countries of origin. Participants will gain the skills, knowledge and first hand experience that will make them, the ideal management candidates for those companies.

(One year, full time, in English. Next edition Autumn 2011)

Executive Master PMI and Competitiveness
Tailored for entrepreneurs, their relatives and collaborators and for managers in charge of the development of SMEs, the program is aimed at providing knowledge and skills to manage the processes of growth, internationalisation and generational transition of SMEs.

(In Italian, 14 months, two days per month in class + distance learning. Next edition March 2011)

Special conditions for BCCI members, relatives, collaborators

BCCI Past President, David Crackett; ALTIS Director, Professor Mario Molteni and Joseph, MBA Alumnus and winner of the 2010 edition of the Global Social Venture Competition.
COBCOE represents and links 34 British chambers of commerce and over 10,000 businesses across Europe. In what is proving to be an increasingly tough business environment, we aim to provide synergies, ideas, resources and a unique business network for our members and in turn their own members.

COBCOE is an umbrella organisation working closely with its chambers to advance international trade and business with the United Kingdom. Considered to be an effective voice for British business, COBCOE has access to key political and business decision makers both in London, Brussels and other parts of Europe.

Available from COBCOE:
- Promotion and marketing opportunities for goods and services across the European network
- Professional Development for member Chamber management teams and staff through the COBCOE Training Commission
- Recognition of Chamber network achievements through the prestigious Chamber of the Year Awards scheme
- Promotional tools via high profile publications and dynamic new website
- Joint ventures, support and practical assistance for members’ and partners’ activities and initiatives
- Varied networking, education and social events, including the prestigious Annual Gala Dinner in London
- Access to other COBCOE chambers’ events
- Access to UK Government and official representatives
- A pool of over 10,000 potential customers, Inter-market links and regional expertise
- Special benefits and services with hotels and other UK suppliers through COBCOE’s partnership arrangements
- Sponsorship and strategic partnership opportunities
- Multilateral representation of issues and views affecting Chambers’ members through the COBCOE Public Affairs Commission in UK and EU
- Strong working relationship with UK Trade & Investment and other public organisations and like-minded associations
- Dedicated, focussed geographic regional groups

There has never been a more important time to consider joining a COBCOE British Chamber in Europe. The COBCOE Chambers are membership focused and membership driven and will give your business a competitive edge. Thanks to their presence in local markets, they are best placed to service their members and the business community at large, and initiate and provide continuously improving benefits and services for their members through their activities, events and general services. British Chambers in Europe are recognised, by policymakers, the media and business people at the grass roots level, as an effective voice for the business communities that trade between the countries that they represent. Moreover they help pro-actively to promote and assist their members in realising their objectives in the relevant markets.

For more information about us and our members please visit us at www.cobcoe.eu
Intervista con Marco Magnifico

by Simona Frignani

La sede nazionale del FAI – Fondo Ambiente Italiano si trova in viale Coni Zugna, una via come ce ne sono tante a Milano, in uno dei tanti palazzi di un quartiere di prestigio della città, dove abiti se puoi, ma non lo vuoi dar troppo a vedere. Nulla di fastoso, specie se comparata allo splendore di Villa Necchi Campiglio, proprietà del FAI nel cuore di Milano aperta al pubblico nel 2008.

L’ufficio del Dottor Marco Magnifico, Vice Presidente Esecutivo del FAI è pieno di libri, vissuto e accogliente. Io sono in ritardo, al solito. Come rappresentante della British Chamber of Commerce for Italy la mia puntualità non ha nulla di Britannico.

Ho fortemente voluto questa intervista e ora che ho davanti a me un ‘pezzo di storia’ della Fondazione sono emozionata. Questo è un incontro che ho molto desiderato come prosecuzione e coronamento della partnership che lega da più di un anno FAI e BCCI.


Marco Magnifico è al FAI da venticinque anni, ha iniziato a lavorarvi giovanissimo, appena laureato. Questa esperienza gli ha permesso di sviluppare una particolare sensibilità verso tematiche che ancora oggi sono difficili da far ‘arrivare’ agli italiani: l’importanza di avere uno straordinario patrimonio artistico e naturalistico e al tempo stesso la necessità di doverlo tutelare. Non c’è ancora abbastanza consapevolezza della fragilità e del pericolo che corrono i nostri beni culturali, architettonici e ambientali: se ne sente parlare in televisione o sui giornali solo in casi di emergenza, come quando frana una collina o quando crolla un palazzo.

Magnifico mi dice che il FAI ha avuto la fortuna di trovare in Ilaria Borletti Buitoni la perfetta prosecutrice dell’opera iniziata dalla Signora Crespi.

“Il FAI nasce dalla generosità pratica della borghesia imprenditrice milanese del dopoguerra. La stessa borghesia che ha dato i natali ai Pirelli, ai Moratti, ai Visconti e che li ha visti impegnarsi in prima persona per ricostruire una città e una nazione piegata dalla II guerra mondiale, costruire nuovi imperi economici nel boom degli anni ’60, creare il boom stesso e sentirsi in dovere di rendere alla società da cui provenivano una parte della loro ricchezza con...
ospedali, biblioteche, università e, nel caso della Signora Crespi, con il recupero di beni architettonici.

"Ilaria Borletti" riprende Magnifico "proviene dello stesso background sociale e culturale della Signora Crespi. Il nonno ha fondato la Rinascente. Anche lei ha una mentalità pratica e laboriosa, la stessa discrezione, la stessa attenzione al risultato, caratteristica tipicamente milanese, una particolare vicinanza ai mezzi di comunicazione, anche quelli utilizzati dai giovani (internet, sms), e una grande energia vitale."

"Questa borghesia milanese illuminata purtroppo va scomparendo" prosegue "e quindi siamo doppiamente fortunati ad avere avuto l'energia e la forza magnetica della Signora Crespi, che possono continuare a vivere con la nuova Presidente". Continuità nell'innovazione, quindi, e novità nella tradizione è il messaggio che percepisco, unito a una conoscenza profonda del mondo no-profit, che la Signora Borletti ha accumulato in anni di militanza in associazioni quali African Medical and Research Foundation (AMREF).

La mia seconda domanda è più legata alla British Chamber. Chiedo infatti al Dottor Magnifico quali sono, se ci sono, i legami tra il National Trust britannico e il FAI. "Giulia Maria Crespi", mi risponde Magnifico, "si è ispirata al National Trust quando, nel 1975, ha fondato il FAI. La prima opera donataci, e non è un caso, è l'Abbazia di San Fruttuoso a Camogli (GE), regalo di Orietta Pogson Doria Pamphilj che amava profondamente l'arte e il National Trust. Il richiamo al National Trust è chiaro anche nel sito del FAI: "Il 28 aprile 1975 Giulia Maria Mozzoni Crespi, Renato Bazzoni, Alberto Predieri e Franco Russoli fondano ufficialmente il FAI, Fondazione senza scopo di lucro nata da un'idea di Elena Croce nell'ottica di emulare il National Trust inglese". "Certo la posizione economica del FAI è diversa da quella del National Trust, perché il sentire popolare britannico è diverso" mi spiega ancora. "In Italia la beneficenza è vista solo o quasi esclusivamente verso l'eccesso umano. Che sia ricerca scientifica, educazione scolastica, aiuto del povero tout court, la carità verso la persona bisognosa, sia che viva vicino a noi o che si trovi in un altro continente, è subito percepita dall'italiano, che si mostra generoso. Donare soldi per recuperare beni storici o ambientali è invece un'idea ancora lontana.

In Gran Bretagna ogni edificio storico ha la sua raccolta fondi e i suoi volontari che ne permettono l'apertura al pubblico o fanno da guide (quasi sempre molto preparate). Sono castelli imponenti o magioni enormi, ma anche piccoli edifici e a volte solo ruderi. La loro cura è la testimonianza di un attaccamento al territorio e alla propria storia che da noi manca."

"La sfida del FAI" riprende "è quella di cambiare la mentalità degli italiani, quelli di oggi e quelli di domani, sensibilizzandoli sulla difesa dei monumenti e del paesaggio che costituiscono la nostra identità nazionale, in modo da stimolarli a dedicare parte del loro tempo e a sostenere economicamente le attività della Fondazione. Dall'esterno si immagina che il FAI sia ricco, perché si vedono i beni che tuteliamo, le ville, i castelli che ci vengono donati, ma siamo sempre, continuamente poveri. Recuperare alla perfezione edifici storici così importanti costa infatti moltissimo. Il FAI impiega solo professionisti di altissimo livello e questo costa moltissimo. I fondi non sono mai abbastanza. Parafrazando il motto del National Trust "ask, ask, and ask again" io vi dico donate, donate, donate! Lo scriva chiaramente ai soci della BCCI". Come ultima domanda chiedo cosa si aspetta il Dottor Magnifico dalla partnership con la BCCI. "Mi aspetto molto" dice "sia dai singoli soci sia dalle aziende consociate. Se sono veramente british allora amano l'Italia e hanno a cuore la cura del territorio, che sia in madrepatria o laddove vivono al momento."

L'intervista è finita. Saluto il Dottor Magnifico, squisitamente esaustivo, e ritorno nella canicola padana. Esco con una sensazione di ‘debito’ verso il FAI e verso quanto fanno questi beneficiari silenti per preservare la bellezza dell'Italia, e con essa una parte della nostra storia e coscienza. Quest’anno, il giorno del suo compleanno, regalerò a mio figlio un’iscrizione al FAI. Per accrescere nella generazione futura l’attenzione alle ricchezze ambientali e architettoniche del nostro Paese mi pare un buon inizio.
Un caffè con Marco Lavazza

Incontriamo Marco Lavazza, Development & Acquisition manager della Lavazza SpA presso gli uffici della Camera Indiana di Milano. Dal 2008 ne è il Presidente, anche per la profonda conoscenza che ha del continente indiano dove l’impresa di famiglia ha deciso di investire fin da tempi non sospetti.

Il dottor Lavazza è stato ospite come speaker al Business Lunch della British Chamber of Commerce for Italy nel settembre del 2009.

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**BCCI: Presidente, quando la Lavazza ha iniziato a investire fattivamente in India?**

**Marco Lavazza:** E’ dal 2006 che il Gruppo Lavazza ha iniziato a penetrare il mercato indiano, attraverso l’acquisizione dei noti brand locali “Barista” e “Fresh&Honest”.

A distanza di qualche tempo posso affermare con certezza che gli sforzi profusi in India dal mio Gruppo continuano ad essere ripagati da enormi gratificazioni che, del resto, riflettono l’importanza strategica che questo Paese ha ormai acquistato nel futuro dell’economia mondiale.

Nell’attuale, difficile scenario economico, l’India è infatti uno dei pochissimi stati che mantiene un ottimo livello di crescita, circostanza questa che ritengo debba essere sempre tenuta presente dal mio Gruppo.

**BCCI: Che importanza riveste l’Italia nel sistema economico ed imprenditoriale indiano?**

**Marco Lavazza:** All’interno dell’Unione Europea, l’Italia è già oggi il quarto partner economico dell’India ed il numero delle aziende italiane radicate nel territorio indiano con unità produttive, joint venture o uffici di rappresentanza è in continua crescita. In questo contesto si colloca l’impegno della Camera di Commercio Italiana per l’Italia, che ho l’onore di presiedere.

**BCCI: Ci può dire come, in maniera concreta, la Camera Indiana opera per favorire il solidificarsi degli investimenti italiani in India ed indiani in Italia?**

**Marco Lavazza:** La Camera Indiana è stata fondata il 14 gennaio 2002 per creare, incentivare e sviluppare gli scambi commerciali, culturali e turistici tra India e Italia. Grazie alla sua attività e al suo impegno dedicato alle PMI, è stata riconosciuta a tutti gli effetti come Camera di Commercio dal Ministero delle Attività Produttive ed iscritta all’albo delle CAMERE DI COMMERCIO ITALO ESTERE O ESTERE IN ITALIA presso Unioncamere col N° 33 del 5 febbraio 2003.

La Camera di Commercio Italiana per l’Italia ha la sede operativa principale a Milano, in via Moncalvo 80, un ufficio corrispondente di appoggio a Mumbai e un altro a Nuova Delhi in India. Per i prossimi mesi ha l’obiettivo di aprire nuovi sportelli in collaborazione con le maggiori associazioni d’impresa delle Regioni d’Italia e dei Paesi dell’India.
Promos and the British Chamber of Commerce for Italy: a strong and effective relationship to strengthen the British community in Milan and to speed up the establishment of British companies all over Lombardy.

The relationship between Promos, the Special Agency of the Milan Chamber of Commerce for the development of international activities, and the British Chamber of Commerce for Italy, has grown so strong in the last few years, that in 2008, the two bodies signed an agreement for the promotion of Milan and the Lombardy region within the British business community, through specific territorial marketing actions. This agreement was only the starting point for new and important opportunities for cooperation, contributing to the enhancement of the activities of Invest in Milan, Promos’ area responsible for attracting foreign direct investments to Milan which is now a real reference point for the growing number of British companies ready to expand their business in Milan. The work done by Invest in Milan has contributed to the huge growth of British investors in the Lombardy region, especially in Milan. According to data for 2009, the number of British companies is about 400 in Lombardy, and 328 in Milan, that is to say 8% of the total number of British companies in Italy.

The assistance to British companies provided by Promos through Invest in Milan, focuses on various strategic activities aimed at promoting and publicising among British companies the opportunities offered by Milan. Invest in Milan is responsible for identifying potential investors, providing assistance to companies setting up in the area and continuously monitoring the British investment market in Italy.

“We believe that what has been done so far by Invest in Milan and BCCI – explains Pier Andrea Chevallard, Promos director – has positively contributed to the establishment of new British companies in Milan. This drives us to continue our work, further strengthening our cooperation with the British Chamber of Commerce for Italy, to achieve even more customized solutions for the companies we serve. Our intention is to develop assistance that is more and more tailored to the services required companies intending to set up in Milan and, at the same time, to support those already established in extending their investments.” This objective is echoed by John J. Law, newly elected President of the British Chamber of Commerce for Italy, who commented that “the relationship with Promos is special and provides us both with a sound platform to work off in expanding British investment in the Milan area”.

In recognition of the excellent work over the last few years, in June the Special Agency of the Milan Chamber of Commerce was elected as the representative of Investment Promotion Agencies of the European Union within the Steering Committee of Waipa (World Association of Investment Promotion Agencies). For the next three years, Promos will therefore represent the 50 plus inward Investment agencies of the EU countries.
UK Trade & Investment Italy

Helping your business to internationalise

UK Trade & Investment (UKTI) is the UK government organisation which promotes UK-based companies in the global economy and helps overseas companies bring their high quality investment to the UK’s economy. UKTI offers expertise and contacts through its extensive network of specialists in the UK and overseas.

The bespoke Overseas Market Introduction Service (OMIS) puts businesses directly in touch with UKTI staff in overseas offices, which can help access vital information and contacts, understand the market environment and identify opportunities. This can include relevant market research or contacting target customers or partners on customers’ behalf and assistance with overcoming barriers. Thanks to UKTI, businesses can also access venues in embassies or consulates to hold meetings or host receptions and seminars.

Dr. Laurence Bristow-Smith, HM Consul General and Director General for Trade and Investment, has over 20 years of trade and investment experience overseas and considers the very active UKTI Italy team “the best I have ever worked with”. Teams deployed in British diplomatic posts in Milan, Rome and Naples offer their services and good knowledge of the Italian market to British-based companies of all sizes, the majority being SMEs. The fact Italian economy is also characterised by thousands of SMEs makes cooperation much easier.

Many big scale events are organised by the team throughout the year. One of the most important is the UK-Italy Business Awards, held each year in January. This year the event is scheduled for 20th January. The last edition saw the likes of FIAT, Missoni, Grimaldi Group and Accademia Teatro alla Scala being awarded, to mention just a few. The event, held at Borsa Italiana (Italian stock exchange), represents a great opportunity to show UKTI’s support to investors and a successful format to meet and influence high level decision-makers in industry. The Awards also attract a huge amount of media interest making it a perfect showcase.

The Milan-based Communications Team, headed by Raffaella Previtera, offers a Commercial Publicity service which aims at generating editorial coverage in Italy for products, technologies or services. Over the years we have managed to raise awareness and capture the interest of agents, distributors and potential customers.

“We can provide a flexible service — explains Raffaella Previtera, for example an Italian translation and publication of your press release on our Italian language website; distribution to appropriate sections of the press and trade media in Italy; lists of media outlets (trade and other suitable publications); press events or conferences arranged and organised on the Consulate roof terrace and also Italian translation of your website.”

Recent events obtained an overwhelming amount of media coverage in Italy. Last November saw Scottish singing sensation Paolo Nutini perform a live-set and a very successful press conference on the Consulate’s terrace in Milan, promoting the UK’s creative industry sector. February saw Alan Rankle’s moment of glory in Milan with an art exhibition in Fondazione Stelline showcasing his landscape art which so impressively proves his attention to “climate change”. April then saw the project 100% British Design take the stage at la Rinascente’s flagship store in central Milan during the world-famous Salone del Mobile. Twenty-three of the best UK design companies and studios took part in the initiative, exhibiting and selling their products for the first time in Italy.

The Salone del Gusto held in Turin last October highlighted the British presence with a reception to celebrate 150 years of fish & chips. A wide selection of British regional food & drink products proved to be a great success with the visiting public.

“UKTI cooperates closely with the British Chamber of Commerce for Italy and recognises the importance of perfecting the relationships between the two teams,” says Dr. Laurence Bristow-Smith. “Joint action and an effective use of resources is very important in today's challenging economic situation”.

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Le Camere di commercio Italo Estere o estere in Italia raccolte all’interno della Sezione delle Camere di Commercio Miste ed Estere, istituita dall’Unioncamere, svolgono ormai da vari anni un importante ruolo quale punto di incontro e di assistenza tra imprese e mercati esteri.

La funzione delle Camere Miste ed Estere, interna al Sistema Camerale italiano come ribadito dal Decreto Legislativo 15 febbraio 2010 n. 23, è infatti quella di fornire fondamentali servizi di assistenza e consulenza, informazione, formazione e promozione alle imprese, per assicurare un contatto più diretto con il sistema imprenditoriale italiano e locale e supportare le imprese nell’accesso ai mercati internazionali.

Allo scopo di migliorarne la visibilità e facilitare l’accesso ai servizi da loro svolti, nel 2006 è stato creato il sito tematico delle Camere Miste (www.cameremiste.it), realizzato sulla base di una stretta collaborazione con le Camere Miste stesse per offrire alle imprese un punto di accesso unico all’ampio ventaglio di attività e informazioni erogati.

Il sito ha da subito raccolto sia l’attenzione degli utenti - grazie ai suoi moduli per le richieste online e i numerosi rimandi tematici ai siti delle Camere Miste - sia il plauso delle Camere - che hanno ottenuto, attraverso un layout chiaro e una navigazione semplice, la giusta visibilità istituzionale per i servizi e le attività svolte.

Data la sua rilevanza quale vetrina istituzionale e, soprattutto, insostituibile punto di riferimento sul tema dell'internazionalizzazione per le imprese italiane e internazionali, il portale viene rilanciato con un nuovo layout grafico e una struttura reingegnerizzata.

La definizione delle specifiche tecniche necessarie alla messa in produzione del sito web e in seguito l’attività di pubblicazione dei contenuti sarà gestita da un Gruppo di Lavoro che dovrà nella fase di avvio del sito nello specifico:
- definire le sezioni del sito web;
- definire le modalità di presentazione delle informazioni e del layout grafico da adottare.

La nuova release si prevede che sarà a regime entro il prossimo mese.
The BCCL-Rome and Lazio

Lazio or Latium, as the Romans called it, is the birthplace of the early Roman empire that today has a population of 5,632,221 of which 4,097,085 in the province of Rome, with a concentration in the city of Rome itself, otherwise known as the eternal city. Below is an aerial view of what Rome must have looked like in Roman times: not much different from today!

by Steven Taylor

Rome is the hub of central and local government, services (banking, insurance, IT, etc.) and, obviously, tourism. The Lazio region over the last decade has seen a significant growth in the small enterprises’ arena with a focus on new technologies, design, agriculture, small industry etc. This is leading to increased business investment opportunities in the whole region. The Rome metropolitan area has a GDP of €109.4 billion (US$ 149.14), and according to a 2008 study, the city is the world’s 35th richest city by purchasing power, with a GDP of €94.376 billion (US$ 121.5 billion). Rome is also the world’s 18th most expensive city (in 2009), and is the richest in Italy in terms of total earnings, and 30th globally. The city has been recognized, by different studies, to be a leading European business and economic centre.

In 2007 Rome was the 11th-most-visited city in the world, 3rd most visited in the EU, and the most popular tourist attraction in Italy. The city is one of Europe’s and the world’s most successful city brands, both in terms of reputation and assets. Its historic centre is listed by UNESCO as a World Heritage Site. Monuments and museums such as the Vatican Museums and the Colosseum are amongst the world’s 50 most visited tourist destinations (the Vatican Museums receiving 4.2 million tourists and the Colosseum receiving 4 million tourists every year).

The city hosted the 1960 Olympic Games, and is also a potential candidate for the 2020 Olympics with the Rome Council and the Rome Metropolitan City Council (see the article on page 25) taking the lead with foreign and local investors for the 2020 Olympics with the Rome Council.

The city of Rome itself, otherwise known as the eternal city. Below is an aerial view of what Rome must have looked like in Roman times: not much different from today!

The Activities of the British Chamber of Commerce

As with all the chapters in Italy, the role of the Chamber in Rome is to create the marketplace to enable both members (and non) to meet and discuss possible business interests.

Furthermore it helps both existing and new members to find the right contacts to assist them either in setting up a new business, finding new clients or simply pointing them in the right direction to solve any issues they might encounter.

Over this year we have held monthly networking evenings enabling people to meet up and create new connections. The venue is in a very friendly café in Via Veneto in Rome and the wine is supplied from a different Italian regional wine producer each month in unlimited quantities that ensures the evening is a success and most frequently running on to very late in the evening!!

Meetings are held on specific technical issues regularly (tax and legal issues, financial issues etc.) and this year saw the starting again of the luncheons hosted by the Chamber with a guest speaker talking on topics and aspects that are of current interest. The last event luncheon was held on the 20th May 2010 with the British Ambassador in Italy HE Edward Chaplin as guest speaker.

The members of the British Chamber in Rome cover all areas of business activities from automotive, to banking, to hospitality, food and drink, aerospace, auditing and consultant, tax and legal, advertising, education, tourism and many more.

The British Chamber of Commerce in Rome works closely with the British Embassy and has very good relations with the Commonwealth Club and the British Council. Together with these and with many of our also new members we will be increasing our activities over the coming months covering a wide range of topics in either luncheon meetings or specific sponsored events. We are in the process of coming to an agreement to set up some smaller specific activities, focused in some of the provincial areas of Lazio, aimed at helping the numerous small and medium sized enterprises present in the region, to approach the UK market and widen their network.

A few words about myself. I have been living in Italy for almost 38 years working in a series of multinationals, Italian (Alitalia and Olivetti), British (Courtaulds), US (Digital and Ernst and Young), French (Cap Gemini) and Dutch (Getronics) before deciding to work for myself as a consultant in various fields. Today sees me involved in various activities ranging from being Chairman of St. George’s British International school, to running my own aviation consulting company and in owning a wine importing business that imports and distributes Italian wines into the UK market. This last business is the most exciting!! Finally, as from the beginning of June, I have become CEO of the Ambrosetti Group UK with the objective of expanding the activities of Ambrosetti – The European House in the UK market.

I am British by birth but Italian by choice. My main task over these last thirty years has been to try to explain how one does business and lives in Italy to the various multinationals that I have had the privilege to work with and this has set me up in a good stance to help the British Chamber of Commerce for Italy to do exactly this. Admittedly this is not always an easy task (!) but Italy has so much to offer (and a few things it could do without!) and it is always such a great country to live in. (and a few things it could do without!) and it is always such a great country to live in. I look forward to seeing you at the next cocktail evening in Via Veneto in Rome. Look out on the BCCL website to find out when.
Rome is opening its gates to foreign investors in general, with particular attention paid to investors from the UK. The staging of a meeting of the International Business Advisory Council and the visit of Rome’s Mayor to his London counterpart, Boris Johnson, are evidence of Gianni Alemanno’s strategy. The Mayor hopes to change Rome’s image and relaunch the city internationally; whilst the Italian capital undoubtedly benefits from its millennial history and incomparable beauty, making it one of the most popular tourist destinations on the planet, he seeks to maximise growth, economic development and the modernisation of its infrastructure.

At the time it was founded, and for many centuries afterwards, Rome was one of the most important and dynamic economic centres in the Italian Peninsula, alongside Naples; and all this centuries before the birth and growth of Milan. The Mayor of Rome now wishes to take his city to the next level by once again placing the emphasis on this particular part of the capital’s historic soul, which over time has gradually been obscured by the city’s importance for tourism, religion and politics.

This openness towards UK business is without doubt aided by Rome’s status as a 2020 Olympics Candidate City. It is only natural that Rome looks to London, set to host the 2012 Olympics, as a source of advice, suggestions and best practices and for the exchange of ideas and opinions on the subject. For this reason Alemanno flew to London in December 2009 to meet with his opposite number, Boris Johnson.

The two capitals have never before been so closely united, thanks also to the excellent assistance provided by the British Embassy in Rome, and this represents an important and positive new development in the relationship between Italy and the United Kingdom.

Another channel through which this opening towards British business has found expression has been IBAC, the International Business Advisory Council, whose congress was hosted by Rome last May for the first time. Over fifty Chairmen and Chief Executives of the most important global multinationals met to discuss the future of Rome and its prospects for growth and development, with an eye on the 2020 Olympic goal.

The inaugural session of IBAC for Rome 2010 examined various matters, in particular environmental sustainability, urban development, sustainable mobility and territorial marketing. “I consider it extremely significant that after Shanghai and London, IBAC has held a meeting in Rome”, declares Alemanno. “This choice confirms the central position our city occupies within the globalised scenario of metropolitan areas serving as the principal engines of development and growth”. “IBAC is a big opportunity for the city”, the Mayor of Rome adds. “and is important because Rome thus lies at the centre of this network. We will relaunch the Rome brand internationally”.

The Chairman of the event was Sir Martin Sorrell, the CEO of WPP and a Briton with numerous links to the Italian capital. “Rome is not only the gateway to the Mediterranean”, Sorrell states, “but also reaches out to Asia, Africa and Latin America”. During the meeting the will of numerous multinationals to focus on the Italian capital as a future strategy came across loud and clear.

Lastly, Alemanno underlined that the event had not involved any cost to the Municipality of Rome “because all expenses were borne by the participants”.

One of the main UK Rome promoters is a Member of the Roman British Chamber of Commerce for Italy. Maximilian Coleman, who has close ties with the Municipality of Rome and worked as a consultant for IBAC Roma 2010. The British Chamber of Commerce for Italy would like to take this opportunity to thank him for providing us with the information and obtaining the go-ahead from the Municipality for its publication.
Orvietoshire

There has long been a connection between Orvieto and English culture, a manifestation of which is the famous Turner painting “View of Orvieto” dating from 1828, depicting in the background as it does the rock upon which Orvieto is built, whilst in the foreground a peasant washes clothes in the fountain. In the nineteenth century Orvieto was a destination on the Grand Tour, the genteel tourist trip on which Europe’s nobility and wealthy gentefolk visited the beautiful cities of Italy. Indeed the Duomo at Orvieto was an obligatory stopping point on the route between Florence and Rome.

Today the British are back, and in numbers, dotted as they are around the countryside that stretches from the Paglia plain as far as the gates of Rome. By their having purchased and renovated many previously abandoned farmhouses, the area has become something of a British outpost, almost a kind of Orvietoshire.

Responsible for this peaceful invasion is the wine, Orvieto Classico DOCG, the local-produced salami, the simple but delicious local cuisine and, last but not least, the property prices, which are decidedly more sensible than those of nearby Tuscany. Orvieto is well connected by train and motorway to Rome and Florence, and offers all the basic services that are necessary for comfortable living, not least the presence of a good hospital. In recent years the town has become the focus of regular musical and gastronomic events, the most famous of which is Umbria Jazz Winter (this year from 29th December 2010 to 2nd January 2011, www.umbriajazz.com). Let us not forget that Orvieto is a “slow town”, that is to say a place where the food is good and the living is easy; indeed it was in Orvieto that the Italian “slow town” movement was born in 1999. Good food, good wine, clean air, numerous small bars that crackle with life after dark, a vivacious theatre and a multimedia library make this volcanic rock a pleasant refuge that should not be missed.

C&W team reaches summit of Kilimanjaro

In August this year, a team of 13 staff representing 8 of the European countries where Cushman & Wakefield (C&W) operates, set out on a gruelling trek to reach the summit of Kilimanjaro, the highest point in Africa, in support of the firm’s registered charity, Schools Around The World (SATW), which helps young people whose opportunities are limited by their domestic, social and financial circumstances.

Since the charity was founded in 2005, a total of 12 schools or organisations across Europe have been adopted by SATW and a variety of successful programmes put in place to assist in providing a formal education, opportunities for work and cultural experiences to enhance individuals’ overall development and learning.

Kilimanjaro is an often under-estimated mountain that deserves and earns your respect as you go up it. The SATW Kilimanjaro expedition lasted for 8 days and culminated in probably the hardest, longest, and toughest day that most of the team had ever experienced. Starting at midnight on Friday the team climbed the final 1,295 metres up to the summit at 5,895 metres in over 7 to 8 hours and then descended back down to sleep at 3,100 metres, a trip that took over 17 hours in total.

Harry Farthing, Managing Partner of Cushman & Wakefield’s Italian operations who led the climb, said “A 100% success rate for a group summit attempt on Kilimanjaro is rare and the sheer will and determination of the team was extraordinary and I congratulate them all.”

James Meikle, Partner and Head of Cushman & Wakefield Business Space Team in Italy and Councillor of the British Chamber of Commerce for Italy, says “What was really exciting about this climb was that we had a truly pan-European Cushman team and whilst we ranged from experienced climbers, trekkers to complete novices, we all shared a common aim which was to achieve this challenge and by doing so, champion SATW and make a real difference to the lives of disadvantaged young people in all of our countries of activity.”

With the raised funds C&W Italy wants to refurbish a five-a-side football court in Villa Sant’Angelo (L’Aquila) in the shortest time. The ground will be in the memory of Christian Legat, a young employee prematurely passed away who was fond of sports and football. Thanks to the commitment of the team, up to today it has been raised a total of € 30,000 but we need to increase the funds and we would be pleased if you would like to donate; it is as simple as clicking: www.justgiving.com/satw-kilimanjaro-2010
UIR
Unione degli Industriali e delle imprese di Roma
by Aurelio Regina

Nella geografia dello sviluppo economico i sistemi cresciuti attorno alle grandi realtà urbane hanno guadagnato terreno come attori economici globali. Oggi 40 città-regione rappresentano il 40% dell’economia mondiale e il 90% dell’innovazione e le attuali sfide della globalizzazione sono state gestite meglio a livello di città più che di nazioni.

Se nel 1900 solo il 13% della popolazione mondiale abitava in città, entro il 2050 la percentuale salirà al 70%. Questa urbanizzazione è emblematica del progresso economico e sociale e rappresenta una sfida per le istituzioni pubbliche locali, le Imprese, i responsabili dello sviluppo economico, che va affrontata con strumenti di governo efficaci.

L’Europa in particolare è oggi luogo di competizione fra aree urbane, ambiti territoriali sufficientemente grandi per racchiudere la molteplicità di fattori di competitività necessari alla crescita, ma anche sufficientemente piccoli per garantirne una governance efficace. In esse si generano opportunità e al contempo si concentrano criticità. Traffico e mobilità, sicurezza e decoro urbano, sostegno alle attività produttive e commerciali sono solo alcuni dei nodi da affrontare nelle grandi aree urbane, in contesti peraltro investiti dagli effetti della crisi economica.

Inoltre, concentrano l’industria finanziaria, il 48% dei depositi, il 52% degli impieghi, il 34% delle unità locali del settore finanziario e il 45% degli addetti. Infine, sono sede dei maggiori centri di istruzione universitaria, con il 44% degli atenei.

È sulle città metropolitane che occorre investire per far ripartire un Paese ancora bloccato, le cui prospettive di ripresa sono state ritoccate al ribasso nelle recentissime stime di Confindustria. Nelle città – fra l’altro – è oggi più facile realizzare quella “società imprenditoriale” dove si ripartiscono i rischi e i risultati degli investimenti e delle grandi iniziative, dove collaborazione e partecipazione devono essere condivise e ricreare tutti i soggetti attori dello sviluppo.

Per Roma, poi, si apre finalmente una nuova storia: quella che, grazie al definitivo riconoscimento del ruolo e dello status di Capitale, fa sì che le sue esigenze siano considerate specifiche e prioritarie anche nei confronti delle altre metropoli italiane, facendo della nostra città non solo il simbolo dell’unità nazionale, ma il segno della caratura internazionale di Roma nella competizione con le grandi capitali del mondo.
A look at the new class action and private antitrust litigation in Italy

Business must get ready for class action in Italy…

by Barbara Veronese

As of January 1, 2010 Italy has its own “class action” law allowing a collective remedy to protect group interests. This has no precedent in the Italian legal system, which might be one of the main reasons why it took so long to finalise the law since proposals were first discussed several years ago. Here are some details about the Italian class action. Although a number of aspects have been derived from the US experience, the Italian law differs significantly from the US rules. Many commentators would argue that because of these differences the Italian class action is a weaker tool for consumers compared to the US class action; nonetheless the business community in Italy needs to be prepared to the changes that the introduction of the class action may bring about and consider carefully in this new setting the reputational risks (as well as the more obvious financial ones) associated with certain conduct. Consumers (but not businesses, however small) may now bring class actions against businesses as well as the public administration. The grounds to bring a class action against businesses (in addition to product liability, breach of contracts, unfair commercial behaviour) include liability for damages following from a violation competition law, the so called antitrust abuses. The type of conduct that will probably lead to most class actions on antitrust grounds are the agreements between businesses that may result in increased consumer prices (because of companies’ concerted action on prices and production level setting). Such agreements have a more direct and measurable impact on consumers than other abuses and are the kind of infringement investigated most frequently by competition authorities. As the legal and economic analysis of antitrust cases is rather complex, class actions will most likely occur after public antitrust enforcement has taken its course, that is following an administrative proceeding against the class action defendants. If this prediction is correct, we will mainly witness follow-on antitrust class actions that bear on the findings of an earlier administrative investigation. However, even in follow-on cases, complex aspects of the quantification of the damage will have to be determined in Court as competition authorities so far have appeared reluctant to engage in the quantification of the effects of antitrust abuses on consumers after having ascertained that firms infringed competition law. This calls for significant expertise to support (or challenge) the claimants’ petitions.

…the as well as preparing for growing private antitrust enforcement (with sizeable damage claims)

The need to establish the quantum of damages is common to class action and private antitrust enforcement that firms or companies may individually bring in. At EU level the European Commission in recent year has been devoting significant efforts to an agenda to facilitate the development of private enforcement of competition law and has commissioned studies aimed at providing guidelines that facilitate the job of Courts in establishing antitrust damages. Arguably both the policy drive of the Commission and the current state of the economy are likely to increase the propensity to take companies to Court with antitrust damage claims when the occasion arises. The consequences of these developments are already apparent, in fact specialised companies have begun chasing up businesses that may act as claimants with significant stakes (after having been penalised by antitrust infringements established by the Commission or National Competition Authorities) and a number of cases are in development in various European jurisdictions. There is reason to believe that Italy will be no exception and growing damage claims will arise as a follow-on both from national and community administrative proceedings. Indeed the Italian Competition Authority might now draft findings of its antitrust proceedings in a way that gives consumers (through class actions) and firms (through private litigation) higher chances to obtain a compensation for the damage suffered, that is the ICA may decide to focus also on the necessary ingredients of the quantification of the effects of abuses (ie the damage) to facilitate the work of Courts and creating a greater deterrent for anti-competitive behaviour.

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* CEG Europe is the trade name of Competition Economists LLP, a limited liability partnership registered in England and Wales
Gi Group is the Italian group leader in labour market development services, operating in the fields of temporary and permanent employment, recruitment and selection of personnel, outsourcing, training, outplacement, and executive search.

Gi Group is also present in France, Germany, Romania, Poland, Spain, Brazil, China, Hong Kong, India, and Argentina.

Gi Group’s mission is to be a quality leader in the human resources market and to contribute to the development of this market in Italy and abroad. Thanks to its flexible and diversified structure, Gi Group is able to offer the full range of services foreseen by the Italian legislation known as the Legge Biagi; it offers a local presence in every market segment on the entire Italian territory.

Gi Group’s strategy aims to consolidate its position on the national and international market, extending its range of services, through new acquisitions and partnership agreements, and implementing an ambitious plan for expansion into the various foreign markets.

Abroad, Gi Group operates directly on temporary and permanent staffing and outsourcing. It also provides HR services with high added value in high growth markets. This is accomplished through Gi Group’s flexible, highly specialized organization, focused on excellence and with strong central coordination.

Gi Group encourages relationships with foreign countries in order to provide a smooth international flow between labour supply and demand in personnel supply and permanent selection.

Gi Group Corporate, operating through specialized divisions and with its own differentiated methods of approach for each market, offers a qualitative and structured approach towards the candidates and businesses. In particular recruitment and evaluation processes are planned and implemented in agreement with the client, and our specialized staff guarantees that the specific continuity of each professional area is emphasised so that the candidates perceive the specialization they are applying for as consistent with the internal processes of each client they are interviewed for at various moments in the selection procedure.

Gi Group Corporate’s attention to foreign recruitment is also seen in the supplemental services offered to the candidates themselves, such as:
- Facilitation of spouses’ employment
- Assistance with finding accommodation
- Support for integration into the community through follow-up with candidates and their situations following their arrival in Italy

In 2009, Gi Group facilitated hiring of 33,386 (FTE) workers worldwide, serving more than 11,500 companies, turning over 600 million Euro, with 1,730 direct (internal) employees around the world.

Gi Group’s Headquarters, Milan
The International School of Milan

For a World Without Frontiers

The International School of Milan celebrated its 50th Anniversary in 2008 and has started its second half-century with a range of new initiatives to build on an established track record of success.

Our core business in Milan has always focused on offering the best educational provision to students between 3 and 18 years of age, with a special emphasis that is evident in our name and in our timeless motto. Over the years, our international focus has led us to move away from the UK national system and to implement the International Baccalaureate. In fact, our involvement with the IB Diploma goes back as far as 1987 and we have since become the first school in Italy to be awarded full IB authorization in every one of our sections – Primary, Middle and High Schools in Milan – and Primary and Middle Schools in Monza. The latest IB results place us as the highest achieving school in Italy and at the forefront of all IB schools around the world. For a school which retains a relatively open admissions policy for expatriates, this is a clear indication of the quality, commitment and climate that define ISM.

In the past year we announced the building of a new state-of-the-art campus with projected opening in 2012 and this will be Milan’s largest purpose-built school project. The new campus will provide outstanding facilities for sports, theatre and learning for the 1,000 students currently enrolled across our three Milan sites. Our Monza Section will continue to operate as a distinct unit serving the international community in Brianza, with particularly strong links with ISM’s base in Milan.

The other initiative which characterizes development today is our formation of a network of schools across Italy. For over a decade we have managed the International School of Modena, initially as a joint venture with Tetra Pak and more recently as an independent school following construction of a purpose built campus. Just this year we opened the International School of Siena in partnership with Novartis Vaccines and the Banca Monte Paschi di Siena in a magnificent villa that has been donated by the Provincia di Siena. This extended network comes under the banner of the International School of Europe (ISE) and includes a much wider range of schools to which we provide educational consulting and management support.

ISE now operates a partnership network of 9 schools across Italy with more projected in 2011. Although most of the ISE schools operate under independent management, they must all commit to the IB programmes and to the ISM core values in order to join our group. ISE is also a provider of languages services through the Oxford Institutes.

ISE has clearly a dynamic and enterprising vision for its future, but its core remains the International School of Milan and the continued commitment to high quality educational provision for families in Milan who are looking to educate their children towards “a world without frontiers”.

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Il salone monumentale è stato creato per onorare e ricordare il Conte Luigi Valperga di Masino e di Caluso, nato il 27 novembre 1930 a Torino e scomparso a Rovereto il 10 febbraio 2002. Qualunque cultura di musica - così lo ha definito il quotidiano "La Stampa" di Torino, il 3 ottobre 2008 - un ammiratore e seguace della grande musica e dei grandi compositori di ogni tempo, essendo lui medesimo l’autore di alcuni libri su Mozart, Wagner e Gluck, giusto per menzionarli alcuni, vi spese una profonda dedizione.

Il salone monumentale "Scalone Valperga" è stato realizzato con l’aiuto di fonti pubbliche "eletto" di non più di ottanta, le antiche sale monumentali "fuori dal tempo" sono mobilitate per esclusiva attività culturali, che inglobano i concerti, i teatri delle associazioni e il Salotto Valperga.

Salotto Valperga

"Salotto Valperga" è creato per onorare e ricordare il Conte Luigi Valperga di Masino e di Caluso, nato il 27 novembre 1930 a Torino e scomparso a Rovereto il 10 febbraio 2002. Qualunque cultura di musica - così lo ha definito il quotidiano "La Stampa" di Torino, il 3 ottobre 2008 - un ammiratore e seguace della grande musica e dei grandi compositori di ogni tempo, essendo lui medesimo l’autore di alcuni libri su Mozart, Wagner e Gluck, giusto per menzionarli alcuni, vi spese una profonda dedizione.

Sabbato 12 febbraio 2011, ad ore 16

DOPO QUEL BACIO IO SON FATTO DIVINO...

leggere letterarie e musicali fra settaceto e ottocento

Elena Zegna - voce recitante

Elia Zegna - voce recitante

Elena Zegna - voce recitante

Elena Zegna nata a Biella nel 1961, si è laureata con lode in Storia dei Teatri nel 1986 presso la facoltà di Lettere di Torino. Ha frequentato il Corso Triennale di recitazione direttamente da Massimo Scaglione, il Corso di dizione e per speakers presso il Centro di dizione e fonetica di Torino, diretto da Dina Benvenuti. Il Corso di doppiaggio presso il Centro Teatro Attivo di Milano. Ha realizzato spettacoli teatrali con vari associazioni culturali presso Circozzi, Circoli privati e Teatri, tra i quali Teatro Carignano, Teatro Gobetti, Teatro Nuovo, Teatro Miragrid, Teatro Massari di Torino, Teatro Matteotti di Moncalieri, Teatri Municipali di Moncalieri. Ha lavorato come speaker presso emittenti radiodifuse, come speaker pubblicitaria e come doppiatrice presso la Mera/Film di Milano, come presentatrice di libri di narrativa e di poesia. Recita come voce narrante in letturc-concerto per pianoforte e arpa: dal 2002 ad oggi è iscritta in una serie di concorsi in Piemonte, Valle d’Aosta e Liguria, in particolare a Torino per il Circolo dei Lettori presso Palazzo Granier della Rocca, per il Circolo della Stampa presso Palazzo Ceriana Mayneri, per la Regione Piemonte presso il Palazzo dell’Accademie delle Scienze, per l’Associazione Amici del Teatro Regio, l’Associazione Orfeo, l’Unione Industriale, il Circolo dei Dipendenti Comunali, presso il Castello del Roccio (CJ) per l’Associazione Marastuola, a Collegio presso la Certosa Resale, ad Avigliana nella Chiesa di S. Maria Maggior e nella Chiesa abbaziale della Sacra di San Michele, a Cuneo per la Grande Fiera d’arte, a Saluzzo per Festivaltaria, a Savignano presso Palazzo Taffini per Pari Mundi in Musica, a Genova presso Palazzo Rosso. Collabora con l’impresa Silvia Maso, con la pianista Eliana Grasso, con la mezzo-soprano Tamara Tarskikh, con il fondatore Ubald Rosso e con il festivo Maurizio Pianetti.

Sala concerti

Scalone monumentale

per nominare le poche fortunate, ma soprattutto adatti a concerti di musica classica.

questa sede prestigiosa ospiterà tre eventi del genere melologo (lettura-concerto) che consiste nella recitazione di un testo, in poesia o in prosa, accompagnato o alternato a musiche strumentali. Nel melologo il testo recitato consente di seguire lo sviluppo dell’azione e si rafforza dell’accompagnamento strumentale che sottolinea la figura dei personaggi ed enfatizza le emozioni insite nel testo.

Il melologo ha visto in Italia un rinnovato interesse negli ultimi anni, con la proposta di opere di autori celebri a fianco di composizioni contemporanee.

Sabbato 12 febbraio 2011, ad ore 16

PAGINE DAL NOSTRO RISORGIMENTO: IL GATTOPARDO

Elena Zegna - voce recitante

Ubald Rosso - flauto

Elia Grasso - pianoforte

Il principe don Fabrizio Salina

Tancredi si arruola con i garibaldini

Viaggio per Donnafugata

La comparsa di Angelica

Il cioncolo amoroso fra Tancredi ed Angelica

Un piemontese, Chevalley, arriva a Donnafugata

Il ballo: Don Fabrizio balla con Angelica

La morte del Principe
Sir James Henderson School

The Sir James Henderson School was founded in 1969 by a group of British businessmen who wanted to give their children a quality British Education in Milan. 40 years later we continue to provide our parents and students with this service in a thriving educational community in the heart of Milan. We are amongst the top British schools in Europe.

The School began its life in the beautiful cloisters of Santa Maria Bianca della Misericordia but due to the ever increasing numbers, the governors were obliged to look for new accommodation. After a few years, during which the Lower and Upper Schools were split, the school moved to its current site in via Pisani Dossi where we have been since 1996. Our 800 students, aged from 3-18, are drawn from a diverse range of 40 nationalities and this successful mix gives our school an international dimension which enhances all that we do. We follow the English National Curriculum with the General Certificate of Secondary Education taken by all the students at the age of 16 (Year 11). The IB Diploma, post 16, serves further to underline our on-going commitment to high academic standards and openness to the global society within which our students will live and work.

An emphasis on caring for the individual is very much part of the fabric of the Sir James.

This emphasis provides the secure foundation for our students to discover and develop their talents through the broadest possible range of opportunities. An education at the Sir James extends far beyond a set curriculum into a true exploration of the creative, intellectual, personal and spiritual potential of each and every child. We are the centre for the Associated Board of the Royal Schools of Music for the North of Italy. Over one third of our student body study a musical instrument and take ABRSM examinations. We excel in Sport and have recently been accepted to join the very competitive SST (International Schools Sports Tournament). Our Art Department is a centre of excellence for Edexcel and our Drama Department is very much in the forefront of the Performing Arts Programme giving regular performances throughout the year. An extensive range of Extra-Curricular Activities completes the educational programme.

The success of the school may be measured in the numbers of students who move on to Universities throughout the world. Indeed the Sir James has educated some of today’s top Managers in careers linked to Banking, Finance, Fashion, Business Management and the Arts. Our students are fortunate in having the support and guidance of a highly motivated and experienced teaching staff whose commitment to the school community and shared joy in its achievements represent a real strength of the school. We aim to work closely with parents and see the success of the home-school partnership as key to the continuing vitality and progress of our school.

A decision was taken a few years ago to search for new premises and shortly the school will know where the future site of the Sir James Henderson will be. At that point we will start a brand new chapter in our history, and we will be calling on all those connected with the school, past, present and future, to help secure SJHS’s position as one of the finest British educational institutions outside of the United Kingdom.

We must continuously invest in resources and technology and we must constantly improve our facilities. At the same time, our school is like most private schools in that fees paid by parents do not completely cover the costs of many things important to our children’s education, nor do they cover the costs for funding major investments such as new facilities. In anticipation of the greater need for financial support and the development of deeper relations between the school, alumni and the wider local and international community, the school recently established a new Development Office, directed by Gregory Wright. By supporting the efforts of the SJHS Development Office in the years to come we can all rest assured that the tradition of educational excellence that the founders of the Sir James established 40 years ago will continue for generations to come and that a high quality British education is always available for our expat and Italian communities in Milan and the North of Italy.

It would be our pleasure to welcome you to the school. Words and images can convey only so much and a visit to our living and working school would allow you to capture some of the reasons why it is so enjoyable and satisfying to be connected with this vibrant educational community.

www.sjhschool.com for more detailed information about the Sir James Henderson School.
L&S Srl un partner globale per gestire la comunicazione e il marketing della tua azienda

Il giusto approccio al Vostro business

Chi Siamo
L’outsourcing delle funzioni di marketing e comunicazione sta diventando sempre più popolare non solo fra le piccole e medie imprese che spesso mancano di tempo, competenze e personale da dedicare a questa funzione aziendale, ma anche fra le imprese di grandi dimensioni o multinazionali, per le quali l’outsourcing si rivela un modo per ottimizzare le risorse e raggiungere tempestivamente gli obiettivi prefissati.

L&S Srl è un’agenzia di servizi grafici in grado di offrire un servizio globale ed efficace di consulenza marketing&comunicazione, rispondendo con tempestività alle esigenze del cliente. Forniamo consulenza, gestione, progettazione e/o produzione di tutto ciò che grava intorno al marketing e alla comunicazione: dall’immagine coordinata ai siti web, dai gadget agli allestimenti per fiere ed eventi.

Flessibilità, qualità, professionalità e attenzione al cliente sono la nostra missione.

Cosa Facciamo
Marketing & Comunicazione
Ogni giorno viviamo l’evoluzione tecnologica e professionale nella nostra attività, con attenzione e curiosità. Contribuiamo, attraverso l’utilizzo di nuove tecnologie, nuovi materiali e nuove flessibilità operative, a migliorare e rendere più accattivante il linguaggio comunicativo del cliente.


Creatività
Grazie al nostro reparto grafico siamo in grado di progettare dal biglietto da visita al layout grafico di stampati di ogni genere, dallo studio del logo all’advertising, dalla realizzazione di stand alla gestione di eventi; il tutto con passione, creatività e competenza.

Sviluppiamo idee creative e forniamo i suggerimenti necessari per garantire un prodotto ottimale con un ottimo rapporto qualità / prezzo.

Produzione
Il valore aggiunto di L&S è costituito dai reparti interni di pre-stampa (battitura di testi, scanioni digitali, video impaginazione, gestione di file progettati ed elaborati da noi o dal cliente su piattaforma Macintosh oppure PC/Windows, prove colori certificate) e stampa (dotato di macchina da stampa a 5 e 6 colori nonché di attrezzature per la confezione/postalizzazione finale dei prodotti).

Ciò ci consente di costituire un’interfaccia unica per il nostro cliente che, nell’affidarcì un progetto di comunicazione, avrà a che fare con unico team di professionisti.

I Vantaggi Della Nostra Soluzione?
Un unico operational partner su cui contare in ogni momento per tutti i processi contigui di creatività e produzione. Grazie al nostro supporto i clienti possono aumentare la propria competitività, migliorare il posizionamento del proprio prodotto, ottimizzando le proprie risorse interne.

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L&S Srl
viale Evaristo Stefini, 2 - 20125 Milano
Tel. 02 66716246 - Fax 02 67490466
www.ls-srl.com - info@ls-srl.com
Monticello SPA

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by Paola Giraldo

MONTICELLO SPA è un’oasi alle porte di Milano che offre le migliori soluzioni in termini di benessere e fitness per le più diverse esigenze dei clienti. Presenta quattro aree fondamentali: Acque Vive, Calore e Tepore, Massaggi & Bellezza e Total Fitness, dove trascorrere un’ora o una giornata per riscoprire il significato del tempo, riequilibrare il fisico e liberare la mente. E’ un luogo prezioso e unico in cui acqua e calore, uniti a nuove tecnologie per il benessere e la bellezza, si prendono cura dei visitatori.

In cinquemila metri quadrati nulla è lasciato al caso: l’architettura del centro, i suoi arredi, i materiali, le luci, il colore, i suoni e persino i profumi sono curati nei minimi dettagli e in perfetto equilibrio, per garantire a quanti giungono alla ricerca di armonia ed energia un’esperienza unica.

Nell’area Acque Vive, che ospita 4 vasche interne e 1 vasca esterna ad acqua salina riscaldata tutto l’anno, potrete abbandonare il ritmo frenetico della corsa alle nuove tendenze del living immergendovi in spruzzi, getti, turbini, cascate e idromassaggi, per un pieno recupero delle energie.

Nell’area Calore e Tepore potrete invece vivere l’esperienza del piacere legata allo spettacolo, grazie alle più moderne tecnologie per effetti di luce, calore e getti d’acqua caldi e freddi. Potrete essere avvolti da nebbie aromatiche o colti da goccioloni d’acqua, scrosci improvvisi, piogge fitte, fino ad un vero e proprio temporale monsonico con tuoni e lampi e all’esplosione della natura in una foresta primordiale nella Stanza dell’Energia.

CALORE E TEPORE: ambienti estremamente confortevoli che riequilibrano in modo naturale le tue condizioni psicofisiche.

Total Fitness è un’area complessiva di oltre mille metri quadrati e attrezzata con le migliori tecnologie per l’allenamento e prevede due ampie sale destinate ai corsi di gruppo. Uno staff altamente qualificato di istruttori e Personal Trainer aiuta a raggiungere gli obiettivi.

Per completare una giornata speciale cosa può essere più indicato di un pranzo o una cena basati su alimenti semplici e genuini? Il ristorante-bio NORI Bio Bistrot, all’interno del centro, propone una cucina vegetalista, naturale, con menù biologici e biodinamici da assaporare dopo una sauna, un bagno rinfrescante o un massaggio.

Il centro è aperto al pubblico tutti i giorni dal lunedì alla domenica dalle ore 9.00 alle 22.30. Ma non è tutto! Per potervi far godere pienamente la vostra pausa di benessere Monticello SPA vi offre la possibilità di essere avvolti dalla magia della sera e dalla suggestiva atmosfera notturna prolungando l’apertura fino a mezzanotte il venerdì e il sabato.

L’acqua è fonte di vita ed è anche l’elemento di cui è composto per la maggior parte il nostro organismo. Le sue proprietà benefiche sono innumerevoli, dalla depurazione al relax fisico e mentale, dal tenersi in forma all’eliminazione delle tensioni muscolari.

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Il Salento è una terra di arcani miti, di forti sapori e dai mille colori, una terra in cui il sacro ed il profano si incontrano dando vita ad un’infinita serie di manifestazioni ed eventi. La cucina salentina, povera e semplice, impregnata di sapori forti, genuini e caserecci, è una perfetta commistione tra tradizione gastronomica contadina e marinara. Oltre che per la sua tradizione culturale e le bellezze paesaggistiche a cavallo fra il Mar Adriatico e il Mar Ionio, l’area del Salento è apprezzata nel mondo anche per la produzione vinicola variegata e di altissima qualità, che dà vita a vini di grande spessore come il Negramaro e il Primitivo.

Il B&B Villa San Nicola e il progetto “Coltivatori di Emozioni” nascono per offrire agli appassionati del vino, ma anche a semplici privati, un’esperienza indimenticabile: un soggiorno a pochi passi dai più bei mari italiani e la possibilità di ‘affittare’ una porzione del vigneto che circonda la villa, estendendosi per oltre due ettari, per produrre alcune bottiglie con una propria etichetta personalizzata, seguendo tutte le fasi della produzione, dalla coltura alla vendemmia fino all’affinamento in bottiglia.

Paolo Gallosso, ideatore e fondatore del progetto, ci spiega come “Coltivatori di Emozioni” sia un nuovo modo di raccontare la storia del vino e dei prodotti della terra attraverso la partecipazione emotiva e diretta del consumatore. “Coltivatori di Emozioni è il modo più immediato di rappresentare un’idea a cui sono da sempre legato: unire la tradizione del Salento, i suoi colori e il suo fascino ad un percorso emotionale, che sappia legare il consumatore ai profumi, ai suoni e anche agli splendidi silenzi di questa porzione di terra, ricca di fascino e di cultura”.

Numerose sono le formule di accoglienza offerte nell’ambito del progetto da Villa San Nicola. Localizzata al centro del Salento, fra la costa adriatica e quella ionica e a pochi chilometri di distanza da Lecce, capitale del Barocco Italiano, Villa San Nicola è un luogo ottimale per chi vuole coniugare le esigenze della vita moderna con la tranquillità di un soggiorno che privilegia il calore e la tradizione dell’ospitalità salentina. Oltre al relax offerti dal solarium e dalla piscina della tenuta, la struttura offre a tutti i suoi ospiti corsi di equitazione, kitesurf e un servizio navetta per raggiungere le splendide mete salentine Otranto, Santa Maria di Leuca e Gallipoli.

Per chi il vino lo vuole solamente gustare Villa San Nicola offre, nell’ambito di un weekend di due notti, la fornitura di 25 bottiglie di Negramaro con etichetta personalizzata del cliente. Per chi, al contrario, desideri prendersi cura della propria bottiglia fin dalla coltura dell’uva, il soggiorno è offerto gratuitamente contestualmente all’acquisto di un minimo di 25 bottiglie. Il periodo della vendemmia, in Salento, inizia i primi di settembre e si prolunga fino alla fine del mese, ma Villa San Nicola è un’ottima location anche per lunghi weekend estivi culturali, enogastronomici o semplicemente di relax sul mare.

Villa San Nicola
Contrada San Nicola
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73051 Novili – LE
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La piscina e il solarium di Villa San Nicola

Il dehors della Villa circondato dal vigneto al tramonto
A selection of the most interesting upcoming exhibitions in Italy and the UK

by Alessia Venturi

ART 2011 The Handicrafts Trade Fair, 75th Edition

Fortezza da Basso, Firenze, 30th April - 8th May 2011

ART 2011, organised by the FirenzeFiera, in collaboration with ArteX, is one of the most prestigious showcases for the Artistic Arts and Crafts and traditional quality, at both national and international levels. An appointment that cannot be missed by those who are passionate about Arts and Crafts.

It is not by chance that ART, the International Handicraft Fair, was born and developed in Florence, and it is now housed at the Fortezza da Basso, in the appealing exhibition areas of FirenzeFiera where you can enjoy the creativeness and the art of artisans from all over the world. ART 2011 is a unique meeting place for people who regard creativeness as valuable, for professionals working in the handicraft field and for consumers, whose tastes and needs are continuously changing. The 75th fair will be characterised by a very particular flavour: a look to the past, but mainly to the future, aiming at new shapes, new materials, new colours, taking into account, at the same time, the traditional refinement and taste that characterise products which are never out of date.

ART 2011, the International Handicraft Fair, is not only a trade show, with over 700 exhibitors, it is a cultural event as well, which crosses Florence’s and Tuscany’s history and focuses on one of the main sectors which made the ingenuity of “Made in Italy” products known and highly-regarded all over the world. www.mostraartigianato.it

Luxury Garage & Luxury Christmas Preview

Vicenza, 18th - 21st November 2010

Luxury as excellence, as exclusivity, as beauty, as extravagance, and as satisfaction of your wishes. Vicenza Fairground will host the first edition of Luxury Garage & Luxury Christmas Preview from 18th to 21st November. These two high-grade, exclusive, and well-selected events aim to introduce the best of creativity to visitors who appreciate beauty, innovations and tendencies. A place which grants the luxury of touching, admiring, wearing, caressing and even possessing the object of your desires.

The organizer of the shows is Optimist srl, a company based in Vicenza, which owns the brands Luxury&Yachts – international show about luxury, which took place last February in Verona – and Nauticshow – international exhibition on nautical industry, which took place last April at Jesolo marina.

Luxury Garage & Luxury Christmas Preview are the two latest jewels of Luciano Coin, who is Optimist’s sole director and creator of all the trade fairs organized by this company. Luxury Garage is the only Italian runway dedicated to luxury cars and Luxury Christmas is a precious showcase of original and customized items for an exclusive Christmas.

Source: Optimist Srl
**MiArt 2011 - The International Modern & Contemporary Art Fair**

**Milan, 8\(^{th}\)-11\(^{th}\) April 2011**

The 16\(^{th}\) edition of the International Modern & Contemporary Art Fair will take place next April in the Fieramilanocity pavilions and it will be accompanied by numerous events throughout the city of Milan. MiArt is a rarity of its kind since it is divided into two distinctive sections (Modern and Contemporary), exhibiting historic firsts and all the innovative features that are breaking into the art scene.

The aim of the MiArt is to become one of the most important fairs on an international scale, a hub for cultural meeting and a strategic trade market by fostering artistic excellence. It is this unique strategy of MiArt 2011; to select the best galleries that are present in today’s market. MiArt 2011 aims to become the only exhibition for excellence with art galleries which represent the best artists and the best works from Italian and international production from the beginning of ‘900 until our days.

MiArt 2011 will be a cultural event involving all the market components: artists, art dealers, collectors, curators, critics, museum directors, institutional authorities, specialist reviews and specialist book shops. Moreover the 2011 edition will be unique since it is the trade fair par excellence of Italian art galleries, not just a provincial selection, because all the galleries invited to participate have an international history and position. They are present at all the most important foreign trade fairs, they include both high quality Italian production and that of the most highly acknowledged international artists, working continuously with artists and curators from Italy and from abroad for the production of their exhibitions.

Therefore don’t miss the opportunity to visit this cultural and artistic event that will enable you to come into contact not only with Italian products but also international masterpieces.

www.miart.it

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**RomaCavalli - The International Horse Riding and Horse Racing Show**

**Rome, 7\(^{th}\) - 10\(^{th}\) April 2011**

RomaCavalli is a must for all of those who are interested in the equestrian world since it offers events, horse racing, exhibitions and plenty of fun that will allow you to discover the magic world of horse riding.

The show, since its first edition in 2010, has become the leading event of its kind, a point of international reference with special regard to the Mediterranean area, renowned for its antique equestrian traditions.

After the success of the first edition, RomaCavalli has scheduled a new show for the following spring with many new attractions, in this way admirers and horse lovers will not be disappointed.

Numerous exhibitions with world famous performers, horses of all breeds and enthralling races in the various disciplines will attract the viewers.

Moreover there will be the chance to visit the new thematic area “Lands and Horses” which is meant to highlight the equestrian tourism, the new type of tourism connected with the territory and the world of horses.

So why not indulge yourself in the delightful and entertaining world of horse riding by visiting RomaCavalli?

www.romacavalli.it
Ideal Home Show 2011

Earls Court, London, 11th - 27th March 2011

The Ideal Home Show is firmly back on track as the leading home interest exhibition in the UK, after a record-breaking 2010 event. Recognised by the industry as the “Best Consumer Show over 2,000 sqm” in this year’s AEO Excellence awards, the show attracted a staggering 250,000 visitors across a new 17-day format (an increase of nearly 100,000 on previous year, with 8 fewer days).

Ideal Home Show will explore the world of home interiors and style with a fresh, new, inspiring and entertaining show format. The exhibition offers a truly unique platform to showcase products to an affluent audience. As Britain’s best loved consumer event, with a rich 102 year history, it is a trusted event brand and a diverse mix of brands ranging from interiors to home improvements, gardens to home gadgets and much more.

www.idealhomeshow.co.uk

Natural & Organic Products Europe

Olympia London, 3rd - 4th April 2011

Natural & Organic Products Europe is Europe’s leading trade show for the natural products, health food and organic industries. It brings together the entire natural products industry under one roof – from natural and organic foods through to natural beauty, natural healthcare, Fairtrade and eco-friendly household products. Nearly every successful new natural product is launched at this event.

The show is a truly International event with many overseas pavilions and buyers from over 60 countries around the world. The largest of the pavilions at the show is the Italian Pavilion, which will return again in 2011. For overseas companies looking to maximise growth or establish themselves in both the UK and throughout Europe, Natural & Organic Products Europe provides one of the most effective routes into these markets. For over 15 years the show has helped thousands of companies from around the world set up distribution networks and retail deals in the UK, Europe and even further afield.

The show has a world class, multi-theatre seminar programme. The Keynote Theatre and Natural Beauty & Spa Theatre feature some of the biggest names in the industry - discussing some of the hottest topics around.

For further details about the show or to join the Italian pavilion, please contact Simon Barry, Event Director, on +44(0)1273 645125 or email sbarry@divcom.co.uk.

www.naturalproducts.co.uk
The London International Wine Fair

ExCeL London,
17th - 19th May 2011

London is a really important centre for the international wine market, one of the major importers in the world also due to a low national wine production. This is why the London International Wine Fair (LIWF) is so important. Wine producers worldwide chose LIWF to launch new vintages and new blends in May, the ideal month for both sellers and buyers. LIWF is the annual spring event featuring wineries and distilleries from across the globe. The fair is timed perfectly to coincide with the release of new vintages, and is a genuine meeting place for everyone involved in the wine and spirits industry who can discover and taste from an incredible selection of over 20,000 wines - including over 10,000 niche and smaller producers and take part in dozens of feature seminars and tutored tastings. The LIWF plays host to many tastings throughout the show’s three open days, often taking place on exhibitors’ stands.

www.londonwinefair.com

100% Design London

London,
September 2011

100% Design London is the UK’s leading design and architecture event. 100% Design London is about the best of contemporary interior design. It features a world-class interiors show (100% Design), an interiors and architectural interiors exhibition (100% Materials) and an emerging talent showcase (100% Futures). Celebrating its sweet 16th birthday last September, 100% Design London will be showcasing over 4,000 designs at the show. Future trends, design technology and innovation combine to make an exhilarating and unique destination for architects and interior design professionals. From workspaces to hotels, spas and residential interiors, the value of design in all its forms will be there to be discovered. 100% Design London offers visitors an opportunity to explore and experience a huge range of furniture, accessories, lighting, textiles, kitchens, bathrooms and bedrooms first hand.

100% Design London with an arresting mix of new materials, launches and a feature dedicated to technology and innovation in materials, is the source for architects and designers seeking out new companies specialising in materials.

www.100percentdesign.co.uk

“Leaning Man” designed by Frank Flavell
MAXXI, the National Museum of 21st Century Arts, is the first Italian national institution devoted to contemporary creativity and conceived as a broad cultural campus. MAXXI is managed by a Foundation constituted in July 2009 by the Ministry for Cultural Heritage and Activities and houses two museums: MAXXI Art and MAXXI Architecture.

by Alessia Venturi

MAXXI represents an awareness of the importance of promoting the current creative expression of a nation such as Italy, characterised by centuries of primacy in the artistic and architectural fields. The aesthetic tensions of our time are, in fact, the extension of the artistic and cultural expressions of past eras, albeit through radically different expressive forms. The programming of the activities reflects MAXXI’s vocation not only as a place for the conservation and exhibition of its collections, but also as a laboratory for cultural experimentation and innovation, for the study, research and production of the aesthetic content of our time.

Lastly, art and architecture are essential components of the image and perception of a nation abroad. MAXXI therefore intends to be a form of antenna transmitting Italian content to the outside world, while at the same time receiving from the outside the flux of international culture.

The Building

The building, located in Rome’s Flaminio quarter, is a major architectural work designed by the Anglo-Iraqi architect Zaha Hadid, chosen from among 273 candidates from all over the world. Zaha Hadid’s proposal convinced the jury thanks to its capacity to integrate with the urban fabric and for its innovative architecture successfully interpreting the potential of the new institution and equipping it with an extraordinary sequence of public spaces.

The MAXXI design goes beyond the concept of the museum building. The complexity of the volumes, the curving walls, the variations and intersections of the levels determine a very rich spatial and functional configuration that visitors may pass through via ever different and unexpected routes. Multiple environments coexist in a sequence of galleries illuminated with natural light filtered via a special roof system. The large full height atrium houses the reception services and leads into the auditorium, the galleries destined for the permanent collections, the exhibitions and the spaces devoted to the cafeteria and the bookshop.

MAXXI Architecture

The Museum of Architecture is an open and dynamic international institution utilising the most advanced instruments in order to spread the knowledge of architecture and to testify to its role in society. The activities of the museum develop along two distinct but complementary strands designed to present modern and contemporary architecture to the public and those working in the sector.

The first strand, of a historical-critical nature, is reserved for the architecture of the 20th century, proposed through major retrospective exhibitions devoted to leading figures or specific themes in the culture of twentieth century architecture, launching studies that help understand and rediscover its value.

The second strand, of a more experimental and innovative nature, is entirely devoted to the current debate and the emerging themes of contemporaneity, paying particular attention to young designers and international panoramic, in order to encourage the public and those working in the sector to confront the ideas and spaces of the future.

MAXXI Art

MAXXI Art has been conceived as the Italian point of reference on the international circuit of excellence in contemporary art. The collection and the exhibitions, reflecting the latest developments in art, but with a broad-based approach, ensure that the institution effectively legitimizes and acts as an international showcase for Italian art of the present. The production of works on the occasion of exhibitions, commissions for site specific interventions and the programming of competitions connote the museum as a place of experimentation and a true propulsive centre for the most up-to-date art.

Furthermore, MAXXI Art intends to act as the fulcrum of a coordinated programme and as a centre for exchanges with other Italian and international museums.

Upcoming events

- **Premio Italia Arte Contemporanea 2010**
  by Bartolomeo Pietromarchi
  4th December 2010 - 20th March 2011

- **Pier Luigi Nervi. Architettura come sfida. Roma: ingegno e costruzione**
  by Carlo Olmo - Roman wing by Sergio Poretti and Tullia Iori
  15th December 2010 - 20th March 2011

- **Michelangelo Pistoletto - From One to Many, 1956-1974**
  by Carlos Basualdo, in cooperation with Philadelphia Museum of Art
  3rd March - 26th June 2011

www.fondazionemaxxi.it
Tate Modern

by Alessia Venturi

Tate Modern is the national gallery of international modern art. Located in London, it is one of the family of four Tate galleries which display selections from the Tate Collection. The Collection comprises the national collection of British art from the year 1500 to the present day, and of international modern art. The other three galleries are Tate Britain, also in London, Tate Liverpool, in the north-west, and Tate St Ives, in Cornwall, in the south-west.

Created in the year 2000 from a disused power station in the heart of London, Tate Modern displays the national collection of international modern art (defined as art since 1900); international painting pre-1900 is found at the National Gallery, and sculpture at the Victoria & Albert Museum. Tate Modern includes modern British art where it contributes to the story of modern art, so major modern British artists may be found at both Tate Modern and Tate Britain.

The Building

An immediate problem was whether the modern art gallery should be a new building or a conversion of an existing building, if a suitable one could be found. As a result of extensive consultations, particularly with artists, it was decided to search for a building to convert. When the building that is now Tate Modern presented itself, it appeared something of a miracle. It was a former power station that had closed in 1982. It was a very striking and distinguished building in its own right, by the architect Sir Giles Gilbert Scott. Not least, it was in an amazing location on the south bank of the River Thames opposite St Paul’s Cathedral and the City of London. The fact that the original Tate Gallery was also on the river made a satisfactory symmetry, and meant that the two could be linked by a riverboat service.

An international architectural competition was held attracting entries from practices all over the world. The final choice was Herzog and De Meuron, a relatively small and then little known Swiss firm. A key factor in this choice was that their proposal retained much of the essential character of the building. The power station consisted of a huge turbine hall, 35 metres high and 152 metres long, with, parallel to it, the boiler house. The turbine hall became a dramatic entrance area, with ramped access, as well as a display space for very large sculptural projects. The boiler house became the galleries on three levels running the full length of the building. The galleries are disposed in separate but linked blocks, known as suites, on either side of the central escalators. The Tate collection of modern art is displayed on two of the gallery floors, the third is devoted to temporary exhibitions.

Above the original roofline of the power station Herzog and De Meuron added a two-storey glass penthouse, known as the lightbeam. The top level of this houses a café-restaurant with stunning views of the river and the City, and the lower a members’ room with terraces on both sides of the building, the river-side one offering the same stunning views as the restaurant. The chimney was capped by a coloured light feature, known as the Swiss Light, designed by the artist Michael Craig-Martin. At night, the penthouse lightbeam and the Swiss Light mark the presence of Tate Modern for many miles.

The Collection

The Tate collection of modern and contemporary art represents all the major movements from Fauvism on. It includes important masterpieces by both Picasso and Matisse and one of the world’s finest museum collections of Surrealism, including works by Dalí, Ernst, Magritte and Miró. Its substantial holdings of American Abstract Expressionism include major works by Pollock as well as the nine Seagram Murals by Rothko which constitute the famous Tate Rothko Room. There is an in depth collection of the Russian pioneer of abstract art Naum Gabo, and an important group of sculpture and paintings by Giacometti. Tate has significant collections of Pop art, including major works by Lichtenstein and Warhol, Minimal art and Conceptual art. Tate also has particularly rich holdings of contemporary art since the 1980s. The international modern art was formerly displayed alongside the British art at what was previously the Tate Gallery and is now Tate Britain. By about 1990 it was clear that the Tate Collection had hugely outgrown the original Tate Gallery on Millbank. It was decided to create a new gallery in London to display the international modern component of the Tate Collection. For the first time London would have a dedicated museum of modern art. At the same time, the Tate building on Millbank would neatly revert to its original intended function as the national gallery of British art.

Upcoming events

• Gauguin

30th September 2010 - 16th January 2011

Gauguin is one of the world’s most famous and best-loved artists from the early 20th century. For the first time in the UK in over 50 years, Tate Modern presents an exhibition dedicated to this master French Post-Impressionist, featuring paintings and drawings from around the world. His sumptuous, colourful images of women in Tahiti and beautiful landscape images of Brittany in France are some of the most popular images in Modern art.

• The Unilever Series: Ai Weiwei

12th October 2010 - 2nd May 2011

The Chinese artist Ai Weiwei will undertake the 11th commission in The Unilever Series for the Turbine Hall at Tate Modern. This annual commission invites an artist to make a work of art especially for Tate Modern’s Turbine Hall. The Series has resulted in some of the most innovative and significant sculptures of recent years.

www.tate.org.uk

Tate Modern © Tate Photography
Borghese Gallery
by Paola Giraldo

The Borghese Gallery is an art gallery in Rome, Italy, housed in the former Villa Borghese Pinciana, a building that was at first connected with its gardens, nowadays considered quite separately by tourists as the Villa Borghese gardens. The Galleria Borghese houses a substantial part of the Borghese family collection of paintings, sculpture and antiquities, begun by Cardinal Scipione Borghese, the nephew of Pope Paul V (reign 1605–1621). The Villa was built by the Dutch-born architect Giovanni Vasanzio (Jan Van Santen) who worked as assistant to Flaminio Ponzio and completed works in progress at Ponzo’s death.

It was built as a museum to house fine examples of ancient and modern art, as a music centre, but also as a place for the contemplation of nature (in the form of rare plants and animals), of fossil specimens and of modern technology of the time, i.e. automata, mirrors, bizarre lenses and special clocks.

The Villa administered a large farm with vineyards, vegetable gardens, hunting grounds, stables, barns, dovecotes in the towers (whose entrance are still visible), a large aviary, an ice store, a wine cellar and even silkworms.

The Building

After the purchase of land and vineyards and the concession of water from the AcquaFelice aqueduct in the first decade of the 17th century, work on the construction of the palace began in 1607 and was virtually completed in one year. While it was not until 1620 that the sculptures which were to decorate the building, the construction of the aviary by Giovanni Vasanzio (1550-1621) and the landscaping of the garden were completed. Apart from the contribution made by the Flemish architect Vasanzio, the architectural features are to be attributed above all to Flaminio Ponzio, an extraordinary architect in whom the Pope and the cardinal placed absolute trust. He freed its architecture from the traditional style of other villas, which was more monolithic and confined, causing unexpected front and side projections to emerge in a dynamic relationship with the upward movement of the towers. In contrast with its appearance in 1984, the glowing façade of the villa set in its green garden has now been returned to its original 17th century splendour. The original double staircase designed by F. Ponzo has been reconstructed and will be surmounted by a copy of an ancient vase with two cornucopias (the originals are in the Louvre). This replaces the late 18th century pyramid-shaped staircase and now provides access to the lower ground level containing various amenities. The shutters that altered the original design of the windows have recently been removed.

The Collection

At the Villa Borghese one will have the chance to admire many masterpieces of both Caravaggio and Bernini since Scipione Borghese was an early patron of Bernini and an avid collector of works by Caravaggio. The former is present with numerous works from the Goat Amalthea with Infant Jupiter and Faun (1615) to his dynamic Apollo and Daphne (1622–25) and David (1623-24) both considered as seminal works of baroque sculpture. In addition two busts of Pope Paul V (1618–20), an insightful portrait of his first patron, Cardinal Scipione Borghese (1632) and some early, somewhat mannerist works such as Aeneas, Anchises & Ascanius (1618–19) and the Rape of Proserpine (1621–22) enrich the entire gallery. The latter is well represented in the collection by his Boy with a Basket of Fruit, St. Jerome, Sick Bacchus and many others. Paintings of well known artists such as Titian with his Sacred and Profane Love, Raphael with his Entombment of Christ and Peter Paul Rubens are also part of the collection.

www.galleriaborghese.it
Compton Verney is an award-winning art gallery in Warwickshire. It offers a unique opportunity to view art in the setting of a Grade 1 listed Robert Adam mansion, located in more than 120 acres of classical parkland, designed by the most eminent landscape architect of the 18th century, Lancelot ‘Capability’ Brown. Compton Verney houses six permanent collections, focusing on areas currently underrepresented in British museums and galleries, and has a programme of exhibitions. The collections are owned by the Compton Verney Collections Settlement and continue to grow, supported by funds from the Peter Moores Foundation. The temporary exhibitions programme offers both historic and contemporary shows and it is designed to appeal to a wide audience.

Until the early 20th century, Compton Verney had been home to the Verney or Willoughby de Broke family for almost 500 years. It has now been transformed from a derelict 18th century Robert Adam mansion into a gallery of international standing, offering a combination of high quality attractions and facilities. The project took ten years to complete and over twenty gallery spaces have been created. Compton Verney is unique in that it is a place where art, architecture, landscape and learning blend together to offer the visitor an integrated and accessible experience.

The Robert Adam mansion house and group of service buildings have been conserved and extended using contemporary architecture and design, and this transformation has been led by two architects, Stanton Williams and Leamington-based Rodney Melville & Partners. Inside the mansion, restored eighteenth-century rooms on the ground floor lead to progressively more abstract and flexible spaces on the upper floors, where new galleries have been created within the existing shell of the historic building. The grounds are home to a rich variety of wildlife, such as birds and three species of bats, including the relatively rare Lesser Horseshoe. Compton Verney is working with the Department for Environment, Food and Rural Affairs (DEFRA) to preserve the bat habitats, which include the former ice house. Future plans also include restoring the network of footpaths laid out by Lancelot ‘Capability’ Brown and restoring the historic balance of trees and shrubs in the woodland. The landscape continues to present an opportunity for artists’ projects and large-scale events relevant to the site, such as outdoor film screenings and concerts initiated by Compton Verney to complement the exhibitions’ programme.

Upcoming events

- Kurt Tong: In Case it Rains in Heaven
  13th November - 12th December 2010

Traditionally, many Chinese people believe that when a person dies they leave with no earthly possessions. To provide for them in the afterlife, relatives burn paper versions of personal objects including money, cars and even ipods. Kurt Tong’s rich and highly-coloured photographs document the recent development of this tradition since they reflect a continued belief in life after death in China, and the influence of an increasingly westernized society. Furthermore the photographs are displayed alongside Compton Verney’s historic Chinese bronzes, once used for ceremonial offerings to the dead.

www.comptonverney.org.uk
The National Gallery Of Modern and Contemporary Arts

by Alessia Venturi

The National Gallery of Modern and Contemporary Art is today a museum with two personalities. On the one hand it maintains a firm bond with the past, being connected with Italian cultural history of the 1870s. In fact the first half of the 19th Century was a period of great political and cultural ferment in which Italy achieved complete political unity and this is the foundation upon which the museum stands. On the other hand the museum, since its foundation in 1883, has always looked to the present, its objective being to represent “living” art.

The Building

For the first three decades of its life, the museum was located at the Exposition Palace constructed by Pio Piacentini in 1883, and then transferred in 1915 to a monumental and more spacious building created by Cesare Bazzani for the exposition celebrating the 50th anniversary of Italian unification in 1911. Thanks to the construction of the gallery, the suburban area that gives home to the museum, beyond the city walls and Porta del Popolo, underwent a programme of urbanization at the beginning of the 20th century.

The Collection

The collection was organised according to a division into regional schools but also dedicating space to important foreign artists. Art works were purchased both from great national expositions and from the international Biennale of Venice, from great national expositions and from the international Biennale of Venice, which Italy achieved complete political unity and this is the foundation upon which the museum stands. On the other hand the museum, since its foundation in 1883, has always looked to the present, its objective being to represent “living” art.

In the 1960’s the collection was re-ordered, emphasizing its abundance and even its apparent completeness. Paradoxically the departure of Bucarelli along with the birth of the new Ministry of Culture deprived the Gallery of its independence regarding acquisitions. Reduced to the level of its fellow superintendents, the following twenty years were characterized by a notable decline in promoting contemporary art.

However this was compensated by a noteworthy policy of acquisitions, aimed at filling in the missing blanks regarding pre-unification Italy, the first half of the 19th century; this programme involved the purchase of historical, romanticist and purist works by artists such as Palagi, Koch, Gastaldi, Ciseri and Franchi. Important donations followed one another in quick succession with series of works by Italian masters of the 20th century, above all Balla, De Chirico, Guttuso. New museums were acquired as well: house-museums of collectors of the 19th and 20th centuries such as the Praz and Boncompagni museums and artists’ studios of the 20th century such as those of Manzù and Andersen.

A first sign of renewed attention to the contemporary came in 1995, under the supervision of Minister Paolucci, with the acquisition of a group of works from the 1980’s by exponents of the Transavanguardia movement, and the promotion of the initiative “Partito preso” (Taking sides) regarding the generation of 1990’s Superintendent Pinto. This initiative is based on a programme which dates back to Bucarelli’s time, focused on encouraging young artists. The National Gallery of Modern Art has thus acquired the status of ‘mother museum’, that is to say the museum of the 19th and 20th centuries.

Upcoming events

- Le vie dell’arte attraverso le emozioni
  2nd December 2009 - 30th November 2010

- “Cobra e l’Italia”
  4th November 2010 - 13th February 2011

www.gnam.beniculturali.it
Ikon Gallery

by Alessia Venturi

Ikon is one of Europe’s leading contemporary art galleries. Situated within a former Victorian school in the heart of Birmingham, it is one of the most exciting and innovative buildings in the region. With an award-winning, modern glass conversion, Ikon is a stunning combination of old and new, a fitting venue that showcases the very best of contemporary art from around the world. Being located within the heart of the city by the canal-side, Ikon is an ideal meeting place. The gallery is surrounded by major businesses, restaurants, hotels and venues such as the International Convention Centre, the National Indoor Arena, the Symphony Hall and the Birmingham Repertory Theatre. The gallery features temporary exhibitions over two floors totaling 450m². A variety of media is represented, including sound, film, mixed media, photography, painting, sculpture and installation. Birmingham’s Digbeth district is currently undergoing a period of cultural regeneration: once the city’s industrial heartland, it is now the home of empty buildings and dilapidated warehouses. Ikon has been presenting an ambitious programme of exhibitions, artists’ residencies, talks and events in Eastside since November 2005.

Upcoming event

• Len Lye
24th November 2010 - 6th February 2011
www.ikon-gallery.co.uk

Pallant House

by Alessia Venturi

Walter Hussey, the Dean of Chichester Cathedral, left his personal collection to the city in 1977 under the condition that the collection be shown in Pallant House, a Grade 1 listed Queen Anne town house dating from 1712 and located in Sussex. Since 1919, the house had been used as Council offices and from 1979 to 1982 it underwent a restoration programme aimed at making it a unique combination of historic house and modern art gallery. In 1985 an independent trust, consisting of the Friends and representatives of the Council, was formed to manage the Gallery. Since then the collections and the Gallery’s activities have expanded to such an extent that it was decided that a new building was needed in order for it to survive. The Gallery reopened in summer 2006 with a new wing and vastly improved facilities. From an architectural point of view, Pallant House Gallery is a remarkable hybrid: one of the country’s finest examples of domestic town architecture in the Queen Anne town house which dates from 1712, adjoined by an award winning contemporary wing, designed by Long & Kentish architects in association with Sir Colin St. John Wilson and opened to the public together as Pallant House Gallery in 2006.

Trustees, staff, volunteers and Friends aim to make Pallant House Gallery, its collections of 20th century and contemporary art and programmes dynamic, of high quality, and inclusive for all and preserve and develop the gallery and collections for the benefit of the current and future generations. Moreover Pallant House Gallery boasts one of the best collections of modern British art in the UK. Donated over the past thirty years, the collections tell the story of a number of individuals, all passionate collectors of art who generously offered their lifetime’s labour to the Gallery for the benefit of the public. Since Dean Walter Hussey’s gift of works by Henry Moore, John Piper, Ceri Richards, Graham Sutherland and others that led to its inception in 1982, the Gallery has attracted the interest of other benefactors, most notably Charles Kearley and Sir Colin St. John Wilson. The core of this ‘collection of collections’ is Modern British Art but other artworks figure, such as the Bow Porcelain of the Geoffrey Freeman Collection. Each group of works has been formed by different impulses and lends its own character to the collection, making the experience of Pallant House Gallery engaging, insightful and unique.

Upcoming events

• Gods & Monsters: John Deakin’s Portraits of British Artists
2nd October 2010 - 10th January 2011
Main galleries, Rooms 15 and 16
Iconic portraits of British artists by legendary Vogue photographer John Deakin (1912-1972).

• Contemporary Eye: Crossovers
2nd October 2010 - 6th March 2011
Main galleries, Rooms 12, 13 and 14 and throughout the house
A series of interventions exploring traditional craft techniques such as ceramics, textiles, wood carving, glass and taxidermy.

www.pallant.org.uk
In a wooded vale in the campagna north of Rome lies Bomarzo, a small town located on a tufa rock overlooking the Tiber valley. Houses are packed around two palaces belonging to the Orsini family which played a major role in Roman affairs for many centuries. In the 16th century, however, the fortunes of the Orsini were declining, while another family, the Farnese, were trying to consolidate their wealth and their power during the pontificate of Pope Paulus III, Alessandro Farnese (1534-50). Therefore the marriage between Vicino Orsini and Giulia Farnese helped both families. Giulia Farnese passed away in 1564 and her husband dedicated an intriguing garden in the valley below Bomarzo to her. The park was created in 1552 as “Villa of Wonders” to be the only one of its kind in the world. Populated by Fish-tailed Harpies, Fortified Elephants, a Grotto of Venus and a Mask of Madness, turtles, lions, dragons and bears, it was called a “sacred grove” - Sacro Bosco, by its creator, Vicino Orsini (circa 1513-84). The garden is today known as Parco dei Mostri, but this is a modern name and as a matter of fact many other late Renaissance gardens have sculptures portraying mythological animals or gigantic faces. Though the meanings of the statues in Vicino’s garden were consciously determined, their placement was not; in fact they were carved directly from large stones where they were found in the landscape. What makes Bomarzo so different from other Renaissance gardens is its lack of symmetry. Without doubt Vicino Orsini wanted to surprise his guests: he probably realized that his garden could not compete in size and richness with those of other more powerful Italian families and he therefore chose to enhance its originality. A relatively small area is crammed with gigantic statues which can be fully seen close-up: the shield of the tortoise comes into view a certain distance away and appears to be the dome of a small temple; the rest of the body can be discovered only a few yards from it. At the entrance to the garden, Vicino Orsini built a sort of temple, which is a mix of classical and Renaissance elements. The mermaid shown above had a practical purpose too: her long tail could be used as a bench. Like many other Italian Renaissance gardens, Vicino’s Sacro Bosco was anything but ornamental. Constructed rather with images and ideas, the garden and its statues can be read by the enlightened visitor like a book, providing a philosophical journey through themes such as love, death, memory and truth. Vicino’s garden-book is, however, obscure and ambiguous, and it requires a knowledge of poets such as Dante, Petrarch and Ariosto to unravel; every reading produces a different set of ideas that reflects the complex personality of Vicino himself.

The Park of Monsters remained in oblivion till 1954 when it was bought by Mr Giovanni Bettini, who has managed it with loving care. A visit to the park will unfold in a series of stages ranging between mythology and fantasy.

www.bomarzo.net
Founded in 1994 by Wilfred and Jeanette Cass, the Cass Sculpture Foundation leads the field of sculpture promotion with its 26 acre exhibition area. Over 70 monumental, eclectic and cutting-edge sculptures by the very best emerging and established British artists such as Tony Cragg, to name but one, are constantly on display.

The park is set in a spectacular tract of ancient woodland on the Sussex Downs: a stunning haven of peace and tranquility, without doubt a perfect location for those wishing to experience the best outdoor artistic creations located in complete harmony with the natural landscape. The aim of the Cass Sculpture Foundation is to commission approximately 20 monumental works a year, using profits from the sales of commissioned sculptures on the grounds, in aim of supporting and promoting contemporary British sculpture.

One of the main features of this park is the concept underlying its foundation. It has been set up with the idea of creating not a conventional overcrowded park, but a kind of outdoor gallery (where people can go not only to look at sculpture, but also to purchase it) and as a consequence of this, the Cass Sculpture Foundation can be considered a selling collection. In fact it is ever-changing and every work has at least a quarter of an acre, in order to encourage its contemplation.

Wilfred Cass, well-known for his emphasis on the importance of cultural elements in the redevelopment of the city, will invest millions of pounds commissioning 40 large street sculptures for the London Olympic Games in 2012. A special exhibition of these works will be on view at the Cass Sculpture Foundation in Goodwood during the summer of 2012, and then in Exhibition Road in Central London from September to November 2012.

www.sculpture.org.uk
Il senso più puro dell’alta cucina

by Alessia Venturi

Un oceano blu

Il D’O oggi non è solo un ristorante che fa il tutto esaurito ogni sera e che ha liste d’attesa di un anno per prenotare un tavolo, così come Oldani non si limita a fare il cuoco, ma è anche designer, scrittore e docente di marketing.

Il percorso imprenditoriale di Oldani rappresenta un “Oceano Blu”.

“Quando ho aperto D’O mi sono messo sul mercato con un’idea ben precisa – afferma Davide Oldani, che ha tenuto lezioni sul marketing destrutturato all’Università Cattolica di Milano. “Ho deciso di affermare un’idea e non un prezzo. La mia intenzione era avvicinare la gente comune all’alta cucina, farmi parlare il maggior numero di persone possibili, per poi avvicinare anche una fascia di clientela di livello più alto, ma senza favoritismi. Non è il denaro che consente di ottenere una prenotazione al D’O. Anche lo sconfimento in altri settori, come i libri e il design, è legato all’idea di miglioramento estremo di quanto gravita attorno a D’O”.

“Vincere in un oceano blu significa guardare ai non-clienti, darsi delle regole per aprire mercati incontrastati, dove non ci è stato il mio obiettivo sin dall’inizio – ci possiamo che oggi l’ha realizzato.

“Strategia Oceano Blu – vincere senza competere” (Kim W. Chan – Mauborgne Renée, Etas editore) è un libro dove i due autori hanno elaborato un modello sistematico, replicabile da qualsiasi impresa, per raggiungere alti livelli di crescita. Essi hanno identificato i principi e gli strumenti per neutralizzare la concorrenza e creare uno spazio di mercato incontestato, dalle possibili infinite come quelle di un oceano blu.

Bollito misto D’O

**Ingredienti per 4 persone:**

Per il bollito

- 400 g di guancia di manzo
- 400 g di lingua di vitello
- 400 g di testina di vitello
- 4 di acqua bollente
- 100 g di carote pelate
- 100 g di sedano lavato
- la buccia di mezzo limone verde
- 1 foglia d’orto
- 1 stella d’anice

Per la finitura

- 80 g di erbe cotte al vapore
- 20 ml di olio extravergine di oliva Taggiasca
- 10 g di burro
- 10 g di cipolla sbucciata e affettata finemente

**PREPARAZIONE**

Per il bollito

Cuocere la lingua e il guanciale in una pentola con l’acqua, le verdure, la buccia di limone verde, la foglia d’orto e la stella d’anice a fuoco dolce.

L’acqua dovrà sobbollire. Dopo 50 minuti scolare il guanciale e dopo 2 ore levare la lingua. Nel frattempo cuocere la testina di vitello in pentola a pressione per 3 ore. Terminata la cottura delle carni, salvarle con sale fino, avvolgerle nella pellicola trasparente e lasciarle intiepidire per scagliare il sale, infine tagliare il guanciale in 4 parti e la lingua a tranci di 2 cm di spessore.

Una volta che il brodo si sarà raffreddato, privarlo con delicatezza delle verdure e delle gocce di grasso rappresso, quindi scaldarlo e filtrarlo delicatamente. Resterà un brodo chiaro e limpio con un leggero sapore di carne.

Per i corzetti

Impastare tutti gli ingredienti fino a ottenere un composto liscio e omogeneo e, prima di utilizzarlo, lasciarlo riposare coperto in frigorifero per 4 ore. Trascorso il tempo necessario, con l’aiuto di un mattarello stendere la pasta a uno spessore di 4 mm, formare dei corzetti utilizzando l’apposito stampo per corzetti liguri, in modo da formare un composto liscio e omogeneo e, prima di utilizzarlo, lasciarlo riposare coperto in frigorifero per 5 minuti. Versare la panna, portare a ebollizione, togliere dal fuoco e aggiungere il pan carré, quindi lasciarlo riposare prima di frustare con la salma, il rapa, le zafferano e il sale.

Per la finitura

Disporre la salsa senape in un piatto adagiare i pezzi di bollito e terminare con le erbette e il corzetto. Servire il brodo chiaro a parte in tazza.
In the Twentieth Century, Italian memories have often been divided. Events have been interpreted in contrasting ways, and the facts themselves often contested. It has proved extremely difficult, if not impossible, for any group to create a consensus around the past, or around ways of remembering that past. Individual events as well as history itself have been understood in a bewildering variety of ways. The state and other public bodies have rarely been able to build durable and commonly agreed practices of commemoration. There has been no closure, no 'truth', little reconciliation. These issues are particularly important as Italy celebrates its 150th anniversary.

After all, on many occasions in Italian history public commemorations have been contested, in both their form and their content. Debates concerning memory-objects have been long-running and heated. Monuments and plaques have frequently been criticised, but also altered, attacked and removed. Memory was — and remains — a battleground for the hearts and minds of the people. Commemorations also created division, they were not just the products of debate. These were the moments when private and public memories merged, and where sparks flew. Monuments are not simply the end of a story, but part of the story itself.

Every word was important. Each phrase told its own tale, while hiding other stories. Over time, divided forms of public memory were created which allowed each ‘side’ public recognition. Of course, these debates were also political. Public memory was where the state showed its face around local questions of remembering, and this involvement often jarred with local opinions.

The weak legitimacy enjoyed by Italy’s state and its political élites, and the series of civil wars fought amongst Italians throughout the 19th and 20th centuries have been powerful factors in the creation of divided memories. Conflicts over the past, and over how to remember that past have exploded at various times into full-scale monument wars. Here I would like to discuss an example from World War Two.

Between 1943 and 1945 more than 10,000 Italians fell victim to massacres carried out by the German army. Of these, nearly half were killed in Tuscany. The hill town of San Miniato runs along a crest dominating the plain between Empoli and Pisa. In July 1944 the German army was withdrawing from the town after months of heavy fighting. San Miniato was packed with people fleeing from the bombed cities on the coast. All political and state authority in the town had vanished, leaving just the local Bishop — Ugo Giubbi — and the Germans.

On the 22nd July 1944 the German army ordered the local population to gather in the small square in front of the Cathedral. Elsewhere, such an order had been the prelude to the massacre of civilians. Bishop Giubbi, it seems, suggested that the crowd move into the Church, as San Miniato was being shelled by the US army.
At around 10 am that day, the Cathedral was packed with between 700 and 1,000 people (many of them older men and women and children). Giubbi blessed the congregation before leaving and German soldiers guarded the doors. Soon afterwards a loud explosion inside the church caused panic. At least fifty-six people died and many more were injured.

Almost immediately in the wake of these events, differing versions emerged of what had happened. The dominant account – that of most of the survivors, the Allies and others – blamed the Germans for the massacre. Many claimed that a German time bomb had been placed in the Church, others that a Nazi shell had hit the building. However, evidence also pointed to another possible explanation, as the remains of a US mortar were found inside the cathedral.

A series of enquiries were set up to establish the truth; the most important being a local government commission which reported in 1945. After listening to witnesses, the commission presented its findings to a judge for a final decision. The Judge ruled against the German time bomb hypothesis and concluded that 'the cathedral had been hit by two shells – one German and one American, but the killing was only caused by the German device'. This remained the official truth in the town for the next 60 years. The Germans had deliberately killed more than fifty people inside a cathedral.

In 1954 a plaque was placed on the wall of the town hall – in the centre of San Miniato, yards from the cathedral - to commemorate the tenth anniversary of the deaths of 1944. It was the first and most important act of public and official memory regarding the massacre. It read, and still reads, as follows:

Through the centuries this plaque will commemorate the cold-blooded killing of 60 people carried out by the Germans on 22nd July 1944. The unnamed, aged innocent victims were perfidiously encouraged to take refuge in the cathedral so that the evil deed could be carried out faster and more haughtily. It was not any necessity imposed by war that drove the murderers to launch a lethal shell into the cathedral, but pure ferocity as befitted an army that was denied victory because it was the enemy of all liberty. Italians who read this, forgive but do not forget! Remember that only through peace and work is civilization eternal.

The Council on the 10th anniversary

But despite this plaque (and in some ways because of it) divided memories around the events of 1944 were carried forward, and expressed in private narratives, other public memorials and debates. A number of residents of San Miniato continued to believe that the bomb had been American, and that the fifty or so people had died thanks to 'friendly fire. In the 1980s and 1990s, historians began to unearth documents that pointed back towards the US ‘version’ and local journalists dedicated hundreds of articles to the case.

Pressure came on the local council to act. They responded by calling on a group of academics to re-examine the old evidence and the new information which had emerged. In 2004 this new commission published its findings. In terms of the facts, the report was clear: The bomb had been American. The massacre had thus not been a ‘cold’ act of the Nazi army, but pure chance, an unfortunate by-product of war. But the historians also came to another, more complicated conclusion. They argued that the anti-fascist memories which had marked post-war San Miniato needed to be respected, despite the origins of those deaths. Divided memories could not just be eliminated at the stroke of a pen. Debate shifted towards the idea of German responsibility in a wider sense. The population had, after all, been forced to gather in an exposed part of the town at a time when San Miniato was under fire. Moreover, the Germans (and the Italian fascists) were responsible for the war itself.

The council took the new commission’s report at its word. They decided to create a second, ‘correcting’ plaque around the events of 1944. The delicate issue of the wording of the new plaque was handed over to a distinguished ex-president of Italy, Oscar Luigi Scalfaro. In February 2007 he came up with this version:

More than 60 years have passed since the terrifying massacre of 22nd July 1944 Which was attributed to the Germans. Historical research has now shown that the allied forces were responsible for those deaths. The truth demands respect and must always be declared. It is also true that the Germans were responsible for the war, for shameful and unjust reprisals and that in this area, with the complicity of Italian fascists, they sowed death, destruction and tragedy. This is what happens in war. For this reason the Italian constitution proclaims in article 11: ‘Italy repudiates war’.

The Town Council on the 64th anniversary

In this new plaque the responsibility is now shared, between ‘war’ in general, the Germans, the Italian fascists and the ‘Allied forces’.
One further – and crucial - question remained. **What was to be done with the old plaque?** The Council ruled that the second plaque would be put up on the walls of the Town Hall, whilst leaving the **first one in place**. The two plaques would contradict each other, but were also symbiotic, they talked to each other. By adding the second plaque, the Council had also fixed the first in place. The second text made little sense on its own.

This decision was criticised from all sides. One leading historian called it ‘hypocritical’. If the bomb was American, the old plaque was simply wrong, an ‘historical lie’. More predictably, the right wanted the 1954 plaque removed altogether. But the left-wing Mayor of San Miniato called the old plaque ‘an historical document’ and reminded people that it was protected by law. Others claimed that the 1954 plaque had been an expression of ‘what was felt’ in the town after the war. Some argued that the final truth lay in the cemetery, in the fragments of shrapnel which had penetrated the bodies of the victims. Perhaps only with a macabre re-exhumation could the story finally be laid to rest.

On the 22nd July 2008, the 64th anniversary of the deaths in the cathedral, the new plaque was finally unveiled in San Miniato. It was of identical size to the original, and was placed at the same height, just to the right. A small group of politicians, residents, journalists and survivors attended the ceremony. Yet, nobody in San Miniato was under any illusions that the new plaque would end the controversy over the events of 1944. The Mayor, in his speech, defended his decision to retain the original plaque. ‘The two plaques are testimony, he said, to a divided memory which was generated by the painful experience of the massacre in the Cathedral and which will continue to exist … but above all they show us how difficult and complicated it is to create what is called public memory’. The new plaque was both a contribution to the end of divided memory, and its codification. Debates were far from over, but now both versions of the past had their own forms of public memory, after one ‘side’ had been excluded in this way for over 60 years.

In San Miniato, therefore, we now have two plaques, which deal with the same ‘facts’, but with contrasting versions and interpretations of those facts. San Miniato provides us with a perfect example of divided memory; official – etched in marble. As one local councillor said, ‘in any case there can never be just one truth’.

But is divided memory a problem? Many see such divisions as a sign of failure, as a kind of original sin which has prevented Italy from moving forward. For Pietro Scoppola, ‘every time that the attention of the public looks back towards the past, arguments open up which often lead to the sad collapse of any sense of national identity’. For Rusconi ‘a common history and memory are a key part of recognising ourselves as a nation’. In recent years leading politicians from both left and right have made constant calls for the creation of shared sets of memories.

But different versions of ‘what happened’ and how to remember the past have also been interpreted as healthy, democratic and as preserving the idea of a historical dialectic. Sergio Luzzatto wrote a ‘eulogy to divided memory’ in the late 1990s; while Leonardo Paggi has argued that memory should remain divided, ‘in the sense that discussions over the origins of events should remain open’. These battles over the past also tell us about the complicated nature of historical processes, the ways in which it is often impossible to reduce history to simple, shared narratives. Divided memories are also a crucial part of free speech. Often, the suppression of different or counter-memories has been violent, a pretext to censorship and even to dictatorship. These are not merely academic debates. As George Orwell once wrote, **who controls the present controls the past, who controls the past, controls the future.**
The BCCI
Tax & Legal Chapter

by Colin Jamieson
Vice President, The British Chamber of Commerce for Italy
Responsible for the BCCI Tax & Legal Chapter
Partner, Pirola Pennuto Zei & Associati

A quick scan of the BCCI’s list of members will tell you immediately what a significant proportion of the membership is represented by professional services firms in the accountancy, tax and legal sectors. These firms range from multi-million pound businesses operating globally to self-employed professionals providing free-lance services. The Chamber must offer all of them real advantages and in particular a forum for meeting other members to explain and promote their businesses and services. With that overall goal in mind, the objective of BCCI’s tax and legal chapter is:

1) to continue our highly successful programme of tax and legal events. For those who are not aware the Chamber has organised and helped certain of our members organise regular tax and legal events, more or less on a monthly basis. These give the opportunity for our professional members to ‘show off’ their skills, and lead the debate on topical matters. Some of these events are technical in nature and targeted at other professionals whilst some are more public relations orientated. All ideas and suggestions from members for events are welcome.

2) More delegations and match-making – both the delegation from Leeds Legal and the return visit to Leeds were very successful. The Chamber’s first visit to London for a match-making event in conjunction with UKTI and the Law Society of England and Wales has been arranged for the end of November. It is our intention to pursue actively other opportunities for these types of events both here in Milan and abroad. We therefore welcome ideas and, especially, contacts, so that we can get in touch with institutions such as ourselves who may be interested.

3) Lobbying and technical responses. It is becoming ever more common for political institutions, both in Italy and the UK, as well as the European Union, to seek representations from interested parties in relation to new or proposed legislation. Volunteers are required to take on the organisational duties here. I am convinced that as a Chamber of Commerce we carry more weight together than each of our member firms.

4) Publications - in the push for ‘live’ events such as the tax and legal programme and match-making delegations we have perhaps overlooked the written word and again volunteers are sought to manage responsibilities.
EXPO 2015: Feeding the Planet - Energy for life

by Luca Failla

The 2015 World’s Fair, more commonly referred to as EXPO 2015, will be taking place in Milan, from 1st May 2015 through to 31st October 2015. The event, which has the central theme of FEEDING THE PLANET - ENERGY FOR LIFE, will be an extraordinary occasion for the people of Milan, Lombardy and the entire nation. The EXPO 2015 site will be divided into two main concept areas. The first will be developed around a ‘common market’ theme, allowing each country participating in the event to have visitors sample their local traditional cuisine and to illustrate the production cycle of their products from beginning to end. The second theme, integrated into the EXPO 2015 design, is the creation of large greenhouses which will show environmental climates from around the world, enabling individual nations to demonstrate and to educate visitors about local innovative cultivation techniques.

It has been calculated that EXPO 2015, which will take place on a 272 acre site on the outskirts of Milan, will create an overall estimated 20 billion Euro of new investment- with the city of Milan being the main beneficiary. The impact on the local tourism sector will also be a boon to the revitalization and stimulation of the economy which has been affected by the current global economic crisis. The organizing committee for the event guarantees that EXPO 2015 will attract an estimated 29 million visitors during its 6 month run.

This large number of visitors will also be due in part to the more than 7,000 smaller satellite events which will be held at the same time as the EXPO 2015. The total investment in all of these added events is expected to be in the region of 892 million Euro. A survey of 1,178 local companies, conducted by the Milan Chamber of Commerce, indicates that local trade and manufacturing businesses will experience a 10% growth in activity during the period leading up to the opening of, and during, the event itself, a growth of about 44 billion euro in revenues for activities linked to the event. More importantly, however, it has been estimated that approximately 70,000 new jobs will be created between 2010 and 2015, as a consequence of the investment necessary for the development, promotion and running of EXPO 2015. This is a massive undertaking.

The city of Milan has already held several meetings with leading local and national Trade Union representatives in order to agree upon a common Memorandum of Intent for the event. In particular this Memorandum will affect all of those who are employed in the running of the event, whether they are involved in the development of infrastructures, construction projects, promotion, or even the administration of the day to day activities when the event is fully operational. This Memorandum of Intent, which has been agreed by the city of Milan, the official organizers of the World’s Fair, and the leading Trade Unions, is an extremely important cornerstone of the project. In particular, it emphasizes the uniqueness of the EXPO 2015 opportunity. It is only on very few and rare occasions that a region, a city and trade unions have the possibility to unite and to work together in favour of the economic growth of their nation. This is, of course, in addition to the opportunity to reinforce Milan and Italy’s position on the world stage.

The parties have also signed a Protocol which specifically bans illegal working practices, including the use of illegal intermediaries for the recruitment of any form of labour. It also stipulates the need for full respect of Italian legislation in terms of compensation and working hours, in addition to explicit guarantees concerning the protection of health and safety in the workplace. The protection of workers will be especially significant during the initial building of the infrastructures as well as during the actual running of the events. This Protocol also provides for the creation of a ‘Monitoring Group’, composed of representatives from both employers and unions, to guarantee the following of the protocol by all parties as written and agreed. Coming to a common understanding now has further secured the future collaboration of all parties involved, and it will also discourage any labour disputes which could negatively affect the development or running of EXPO 2015. These agreements have been carefully thought out by the parties involved in order to ensure the smooth running and success of the event in general. Any counter-productive actions could, in fact, mean a devastating blow to not only the official organizers of the World’s Fair but also to the reputation of Italy as a centre for business, creativity and innovation as a whole.

An event of this magnitude can only be realised through collaboration and team work which transcends hierarchical structures. Beyond the participation of individual nations, governments, provinces and cities – this is an event created by the people for the people. Individuals from around the world, working together on Italian soil, will create something which is bigger than the individual self. Individuals from around the world crossing linguistic, cultural and socio-economic boundaries. Individuals from around the world working together, under Italian law, to make history.

Sources: www.expo2015.org

Italian Tax update

Colin Jamieson, a partner with Pirola Pennuto Zei & Associati in their London and Milan offices, takes a look at a couple of interesting initiatives contained in the Italian Government’s 2010 Summer Tax Package and looks at the impact for businesses investing into, and out of, Italy.

Transfer Pricing Documentation

The Tax Package contained an exemption from tax penalties deriving from ‘transfer pricing’ adjustments. Companies operating cross border need to prepare “adequate documentation” to demonstrate that the prices that one group company charges another for goods or services supplied are set at arm’s length. They must be able to show that they are not using these prices to transfer profits from one jurisdiction to another simply in order to obtain a tax advantage by arranging for those profits to be charged at a lower rate of tax.

The OECD and EU have produced guidelines on what constitutes adequate documentation. The new Italian regulations follow, for the most part, these international guidelines while inserting a series of detailed requirements specifying the kind of documentation required for different types of company/group and deadlines for preparation. In order to obtain entitlement to protection from the penalties taxpayers must notify the authorities on an annual basis of the fact that the taxpayer considers that it holds adequate supporting documentation as prescribed in the regulations. The deadline is the end of December for taxpayers to notify the authorities that they are holding proper documentation for the past four accounting periods in which case they will be entitled, assuming the documentation proves to be adequate on a future inspection, to exemption from penalties.

Harmonised tax regime for trans-European companies

One of the measures in the Summer Tax Package aimed at encouraging inward investment consists of the possibility for companies resident in an EU Member State other than Italy to elect to apply, to their Italian operations, the tax regulations in force in their Member State of origin instead of the Italian ones.

The idea behind the legislation appears to be based on proposals at EU level for small and medium sized enterprises to use their “Home State” tax regime thereby reducing the costs for these taxpayers of tax and accounting compliance in all regimes in which they operate. In an ideal Europe, companies, especially small and medium sized ones who do not have the resources for coping with the vast array of different tax and accounting regimes in the various EU Member States, should be able to prepare accounts and corporate income tax returns in one state, dividing up the profit between the states in which they operate according to some easily defined ratio, such as turnover or headcount. The proposed regime requires further legislation before it can take effect and it will be interesting to see if the Italian authorities intend to continue their pioneering approach on this front or whether they will await similar regulations in other Member States or a further push from the European Commission.

Conclusion

Both of these sets of rules must be welcomed by anyone conducting business cross border into or out of Italy. Although the transfer pricing rules at first sight may seem like an extra compliance burden for businesses, the rules really only bring the Italian legislation into line with legal requirements in other countries and best practice according to international guidelines. The home state taxation rules may be for the moment more nebulous, but again represent a positive and confident move by the Italian authorities to help reduce the compliance burden for businesses operating cross border.

Colin Jamieson, a partner with Pirola Pennuto Zei & Associati in their London and Milan offices, takes a look at a couple of interesting initiatives contained in the Italian Government’s 2010 Summer Tax Package and looks at the impact for businesses investing into, and out of, Italy.
It is always rather tricky for an Italian employment lawyer to explain to a British client why a senior executive (dirigente) and a director (amministratore) are so far apart in our system. From a legal standpoint, an employment relationship is governed by Italian Employment Law and often collective bargaining agreements while the relationship between a company and its directors falls under the umbrella of Italian Company Law. The governance of an Italian company may vary significantly, depending on whether it is a private limited as opposed to a public company, but one thing never changes: the administrative body makes the decisions, creates strategies, and is answerable to the shareholders for overall success/profitability or otherwise of the company, while employees (including senior executives) are bound to implement strategies and decisions, have a duty of loyalty to the company, must devote all their working time to their employer and are subject to the management, disciplinary and organizational powers of the company. Executives are a peculiar category of employees, which case law and the relevant National Collective Bargaining Agreements (NCBA) define as the alter ego of the employer. Their role is one of management and leadership but they are nevertheless answerable to the company and subject to its hierarchical power. On the other hand, a Director is by definition a member of the Board, does not (and cannot) have a boss, does not follow orders or instructions from the company and is bound by a general duty of care and trust toward the company and its shareholders. It is worth noting that as far as remuneration is concerned, the Executive receives a salary to all intents and purposes, which is paid according to the law and NCBA, whereas Directors’ fees are not compulsory and entirely left to the agreement between the parties. The shareholders’ meeting determines the fees due to all members of the Board, while the Board itself usually sets the remuneration for directors with special powers, such as managing directors. When the Director is also an Executive, Directors’ fees cannot be considered as part of the Executive’s salary, however it can happen that a company may request an Executive to sit on the board without being paid a fee. Based on the deep-rooted differences between a director and an employee, the Italian Supreme Court had at first excluded the compatibility of the two positions. However more recent case law recognises the co-existence of these positions as long as the duties carried out under the two relationships are separate. In other words, the two roles must remain distinct in order to avoid the situation arising whereby an Executive has no duty of reporting and does not have to comply with anyone’s instructions but his own. In light of the above, should someone wear both hats, i.e. Managing Director and General Manager (who is a Senior Executive), the latter shall not be vested with the power to run the company’s operations without being answerable to anyone but himself. Finally, due to the different legal principles that govern Directors and Senior Executives and their respective relationships with the company, terminating one relationship does not automatically terminate the other; different rules of law apply and separate procedures have to be followed. Keep it in mind!
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