

Gentleman

THE MONTHLY FOR MEN LOVING LIFE

21ST
CENTURY
ICONS

BEAUTIFUL AND
WELL-CRAFTED

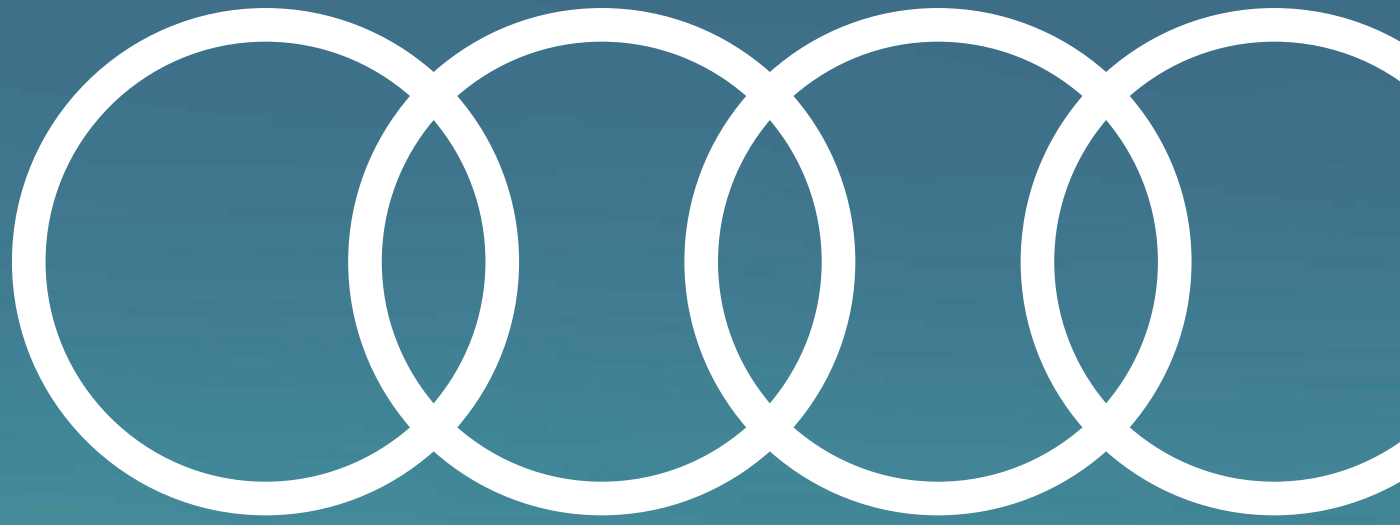
LOVE FOR LAND, HISTORY AND CULTURE. UNIQUE AND EXTRAORDINARY BASES, SOURCES OF A NEW RENAISSANCE FOR THE ITALIAN RESTART, INVOLVING EVERY FIELD.



Audi e-tron Sportback. Il vero progresso cambia tutto. Tranne la natura.

Un nuovo rapporto fra tecnologia e natura: più sostenibile, innovativo, emozionante. Nasce da questa idea la nuova Audi e-tron Sportback, che combina il carattere sportivo della silhouette coupé, per un'aerodinamicità perfetta, e le incredibili performance di due motori elettrici. Per essere all'avanguardia anche della sostenibilità e affrontare il futuro nel modo migliore: connessi alla bellezza che ci circonda. [audi.it](https://www.audi.it)

Con **e-tron Bridge** è possibile mettersi subito alla guida della mobilità elettrica ed essere liberi, già dopo sei mesi, di scegliere un altro modello della gamma Audi, senza penali e costi aggiuntivi per il recesso anticipato*.



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Gamma Audi e-tron Sportback. Consumo ciclo di prova combinato (WLTP): 21,7 - 26,2 kWh/100 km; autonomia ciclo di prova combinato (WLTP): 446 - 280 km; emissioni CO₂ ciclo di prova combinato: 0 g/km.

I valori indicativi relativi al consumo di energia e alle emissioni di CO₂ sono rilevati dal Costruttore in base al metodo di omologazione WLTP (Regolamento UE 2017/1151 e successive modifiche e integrazioni). Eventuali equipaggiamenti aggiuntivi, lo stile di guida e altri fattori non tecnici possono modificare i predetti valori. Per ulteriori informazioni sui predetti valori, vi invitiamo a rivolgervi alle Concessionarie Audi e a consultare il sito audi.it

*Contratto di noleggio valido fino al 31/08/20. Opzione di estinzione anticipata gratuita se esercitata tra il sesto e il dodicesimo mese e unicamente nel caso di un nuovo contratto finanziario con Volkswagen Bank, Volkswagen Leasing oppure Volkswagen Financial Services; a pagamento, secondo le condizioni contrattuali, oltre il periodo indicato. Maggiori informazioni nei documenti contrattuali, presso la rete Audi.

SEEN BY JOAQUIN LAGUINGE



CHAMPAGNE

LA GRANDE DAME

Veuve Clicquot

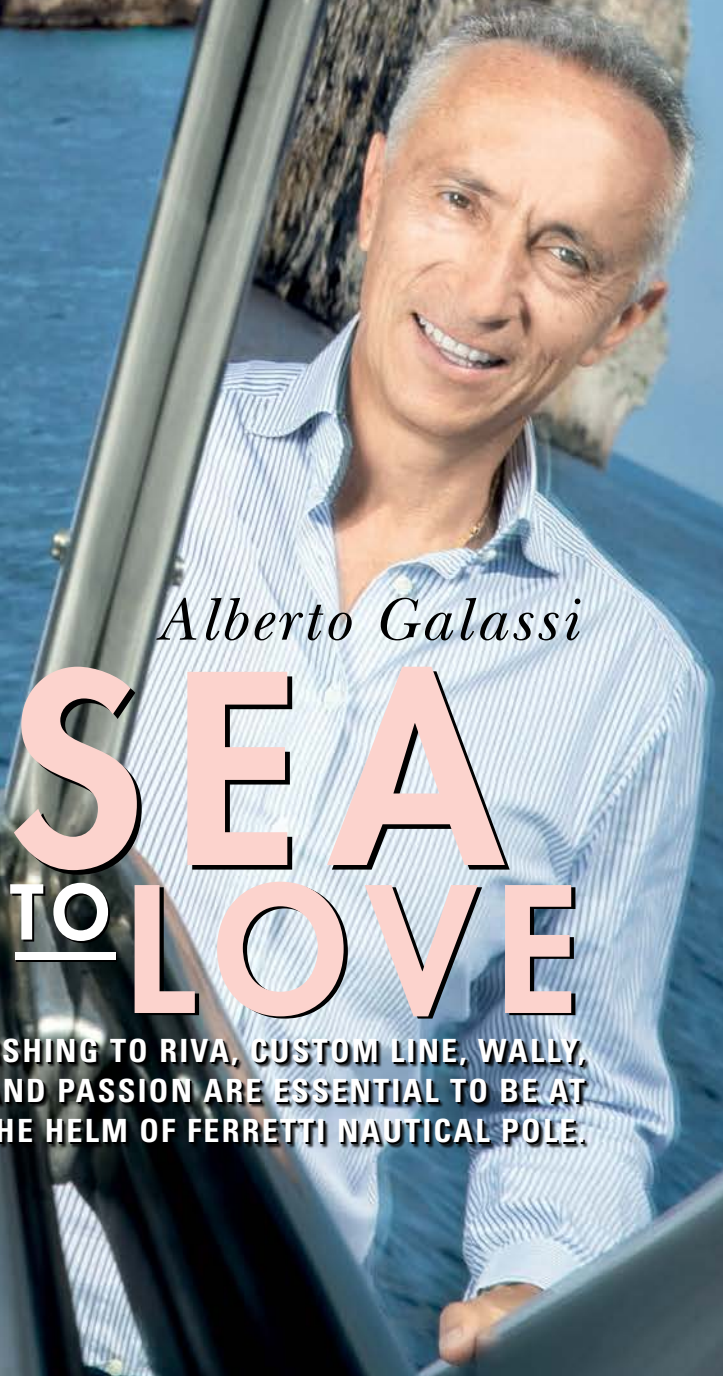
PLEASE DRINK RESPONSIBLY

G **MF**
il quotidiano
dei mercati finanziari

Gentleman

THE MONTHLY FOR MEN LOVING LIFE

Ferretti Group CEO
Alberto Galassi on
Pershing 5X, before
Capri Faraglioni.



Alberto Galassi

SEA TO LOVE

FROM PERSHING TO RIVA, CUSTOM LINE, WALLY,
ITAMA... SPEED AND PASSION ARE ESSENTIAL TO BE AT
THE HELM OF FERRETTI NAUTICAL POLE.

CHARLES LECLERC
for

GIORGIO ARMANI
MADE TO MEASURE





inhale
exhale

WALLY



20 years ahead

LA BELLEZZA
NON SI
ESAURISCE
CON
LO SGUARDO.

Alcune bellezze nascono
per catturare gli sguardi.
Altre, invece,
per suscitare emozioni
che restano impresse.
Per questo abbiamo creato
BMW Serie 8 Gran Coupé,
un'auto audace
in grado di trasformare
la bellezza in una nuova
esperienza sensoriale.



Piacere di guidare



THE 8

GRAN COUPÉ



[BMW.IT/THE8](https://www.bmw.it/the8)

Gamma BMW Serie 8 Gran Coupé: consumo carburante ciclo misto (litri/100km) 5,9 - 10; emissioni CO₂ (g/km) 155 - 229. I valori sono già stati determinati sulla base del nuovo Regolamento WLTP e sono riportati in valori equivalenti NEDC al fine di garantire il confronto tra veicoli. Tutti i dettagli su [bmw.it](https://www.bmw.it)



— DREAMING —

ITALIAN

Gentleman - Icone 2020 tells about the beautiful and the well-crafted, the basis of Dolce Vita, the philosophy so beloved the world over. A winning and ever topical brand.

“**T**HE BEAUTIFUL AND THE WELL-CRAFTED”: the epitome of Italy in the eyes of the world. The Italian lifestyle brand will always be desirable, attract, tickle the imagination and arouse emotion. From Roman Holiday to A Room with a View and Stealing Beauty, the **Belpaese is the place of passion**, a land to fall in love with. An incredible competitive advantage that an increasing number of people are aware of. But never enough. For this reason, communication and the diffusion of Italian lifestyle is essential.

The first ambassadors of Italian good taste have always been Italian entrepreneurs, standard bearers of the beautiful and well-crafted, who tell about the unique and extraordinary ability **to appreciate the positive side of life** through products, creations and experiences. Even in the most difficult moments. Dolce Vita, literally Sweet Life, is the synthesis of this philosophy. Not a superficial and empty way of living, but the ability to connect art, culture, food, wine, land, climate, people and history, and to appreciate the present intensively. Gentleman has always been inspired by this *modus vivendi*: it's certainly not a chance that the pay-off of the newspaper is “The monthly magazine for men loving life”. The magazine dedicates the special issue Icone 2020 to the desire of constantly looking for the beautiful and the well-crafted. A special issue because it is distributed like every summer by hand and with **tailor-made initiatives** to the most beautiful Italian resorts, from Portofino to Forte dei Marmi, from Capri to Costa Smeralda, from Courmayeur to Cortina. Furthermore:

beside this English digital edition, Icone 2020 will have other two, in Italian and Chinese. A new way to tread the ways of the world thanks to the international connections of Class Editori (the publishing house of this magazine) with prestigious media partners such as Global Finance, EBP (European Business Press) and Xinhua News Agency/China Economic Information Service (see p. 12). The goal is to bring the Italian lifestyle to the people who will not visit the country this year, and to provide them with positive examples, ideas and inspirations to love the Belpaese even more.

For this special issue Gentleman started from **the wonders of Italian landscape and culture** (not surprisingly, the face of Michelangelo's David was chosen for the cover), because these are the true foundations, as well as inspirations for the beautiful and well-crafted, witnesses of the love and creativity with which they were made. A single aesthetic category including everything made with love, creativity and care of detail, **from food to fashion, technology and design, last-generation cars and great wines**. Even scientific research is an art form, as Alfonso Dolce, Dolce & Gabbana CEO, explains in his interview (page 56). Art is present also in sailboats, running very close to the wind line on Costa Smeralda (page 44), and in a dish of spaghetti in front of Amalfi Coast panorama (page 34), in a jacket perfectly tailored or in the mechanism of a watch, enclosing the value of super-luxury cars in just two square centimetres. These and many other ideas enrich this issue. Wishing you all good reading and plenty of fun.

(Giulia Pessani)

Giacca-camicia tre bottoni
da uomo, con patchwork
di carré in seta sovratinta.


HERMÈS
PARIS

l'innovazione nel creare



THE COUNTRY OF BEAUTY

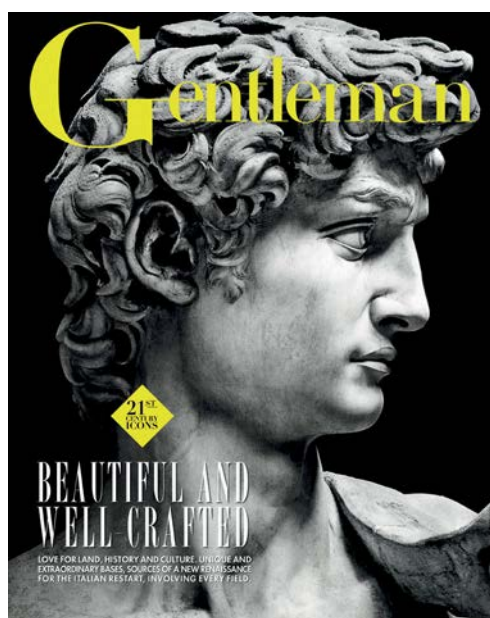
BRINGING THE ITALIAN WAY OF LIFE TO THE WORLD HAS ALWAYS BEEN THE VOCATION OF GENTLEMAN. THANKS TO CLASS EDITORI'S NETWORK OF INTERNATIONAL RELATIONS, THIS SPECIAL ISSUE RELAUNCHES WITH BOTH ENGLISH AND CHINESE DIGITAL EDITIONS.



Above, *Global Finance*, international finance magazine and media partner of Class Editori. Right, the logo of the European Business Press, which includes also Milano Finanza.

Bringing *Gentleman*, and above all the Italian lifestyle, a brand that will never fade, to the world. In this complex year, in which far fewer foreigners have reached the Italian cities and resorts for pleasure or on business, *Gentleman* has chosen to send them a message that tells about the strength of Made in Italy, the pleasure of living and appreciating the beauty and the great positive stories of internationally renowned Italian entrepreneurs and brands. All thanks to the network of international relations that has always distinguished Class Editori, the publishing house of this magazine.

How? By creating the issue *Gentleman Icone 2020 – Il bello e il ben fatto* in both English and Chinese digital editions, so that it can be read all over the world thanks to the media partners of Class Editori. Like **Global Finance**, the international finance magazine based in New York, with a network of 50,000 members of their C-Suite, an international subscriber club composed of ceo, cfo, coo, widespread in the United



Gentleman special issues in English and Chinese.

States and in the Middle and Far East (gfmag.com). An initiative supported also by the **European Business Press**, association including Milano Finanza, Class Editori newspaper to which the monthly *Gentleman* is attached. Some of the 42 important European newspapers of economics and finance that the EBP brings together have, in fact, agreed to offer their readers this special edition of *Gentleman*. Last but not least, the government press agency **Xinhua News Agency**

/ China Economic Information Service. The partnership with Class Editori dates back to 2010 and spreads onto various fields: from the exchange of news to the joint organization of events, from online training services to consultancy, up to databases. Classxhsilkroad.it has been operational since 2019, a platform created with an exclusive agreement that provides companies with information and services to seize the opportunities of the Belt & Road Initiative. For this special issue, the

main Chinese media group will insert an introductory article in Chinese and English on the **Silk Road platform**, providing also the link to download the magazine, and will send it as a gift to its subscribers around the world.



We're family

From Melinda Gates to Ana de Armas, from Roger Federer to Brad Pitt, the protagonists of *Gentleman* international editions





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TOPICS

16♦21ST CENTURY ICONS

What makes Italy unique. From objects to sensations. An exclusive tour

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The mask has accompanied man since the dawn of civilization. Always to hide and protect. Even when it is invisible....

44♦ FLYING ON THE SEA

Two fascinating Mediterranean regattas organized by the Yacht Club Costa Smeralda: Maxi Yacht Rolex Cup and Rolex Swan Cup

50♦WHEELS TO DREAM OF

From Lancia, Alfa Romeo and Fiat special series to the new Ducati Scrambler 1100 Sport Pro. An icon in just 20 specimens

56♦THE MAGICAL CIRCLE

The new Italian Renaissance focuses on creativity applied to any field. As told by Alfonso Dolce, Dolce&Gabbana CEO

62♦EVER MORE FORTE

Coffee with a sight on Fortino and aperitif on the beach, Versilia keeps its discreet appeal, able to fascinate the Medicis and the Agnellis

69♦MARTINI AT ZERO METRE

At the Majestic in Sorrento, Dry Martini cocktail is prepared only with olives and lemons from their garden

74♦MASTERS OF THE SEA

Alberto Galassi leads the Ferretti group with the attention of a shipowner, the sensitivity of an art collector and the passion for engines

80♦THE FIFTH ELEMENT

Wood, aluminium, carbon and steel, moulded by expert hands, turn into boats to dream of at Cantieri Riva, icon of the Dolce Vita

89♦THE PRAISE OF WISDOM

The largest encyclopaedia ever published, Treccani is involved in safeguarding Italian historical and artistic heritage while planning the future

92♦A FLOWERS OF LEATHER

From the classic Oxford shoes to penny loafers, all shoe models for the gentlemen

96♦KEEPERS OF TIME

The models writing the history of watchmaking are reinventing themselves. Without forgetting the tradition and passion making them unique

102♦INTO THE WILD

The iconic pieces of men's wardrobe for next fall. From the classic pinstripe suit up to the tabard for the dandy and the unmissable in town

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Valet trays are the true secret place in a man's house. Small containers made of leather or silver, the ideal keepers for everyday inseparable objects

124♦WITH DEEPER SHADES OF BLUE

The new engagement of companies will be to grant a whole sustainable eco-friendly production. As demonstrated by the Italian brand Paul&Shark

128♦THE ISLAND OF EMOTIONS

Beloved by the international jet set, Capri appears in an arthouse version this year. A unique occasion to discover the Gulf Queen

136♦WELLBEING OVER THE TOP

Four addresses overlooking the most beautiful mountains in Italy. Trips, fabulous nights and gourmet lunches at 2,000 metres

138♦EXTREME THRILLS

In Horacio Pagani's atelier, where hypercars with extraordinary performances are produced. And each piece is unique

Touch DIGITALMAN

An app and many channels and platforms to read Gentleman and its widenings

For the readers who want to widen the topics in the issue, the pluses granted by Gentleman digital edition are many. It is available on App store and Google Play, in the subscription formula to one issue, as a link to Classlife.it, the site proposing the latest novelties in lifestyle. Unmissable its curios on travels and fashion, also on Instagram @gentlemanmagazineitalia



143♦CHALLENGE TASTE

How Madame Clicquot revolutionised the world of champagne two centuries ago, now followed by the young New Makers chosen by the Maison

146♦VINEYARDS SUPERSTAR

The importance of a wine is the economic value attributed to it at the auctions. Here are the eight Italian icons with the highest auction listing

154♦ARTS AND CRAFTS

Craftsmanship is the resource at which we must look for a future Renaissance. As witnessed by Fondazione Cologni for 25 years

176♦SECRET GARDENS

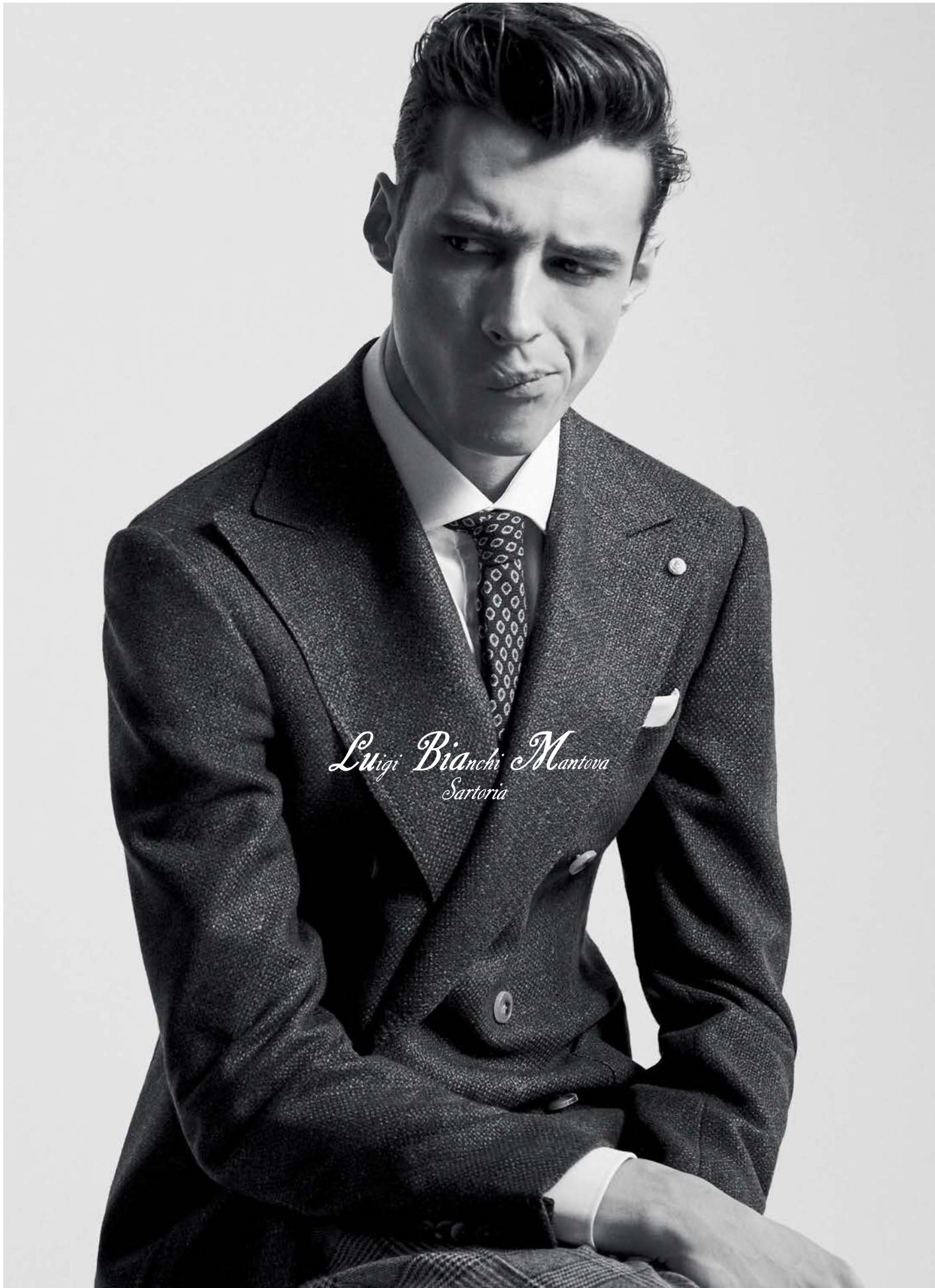
The Agnelli family, from Vestivamo alla marinara written by Susanna Agnelli to the docu-film by Ginevra Elkann

GENTLEMAN FOR... 160 ♦ TRAVELLING OFF-ROAD. The new Defender Suv Land Rover, the most versatile ever made. 162 ♦ FITTING CHOICES. Gallo is an icon of style, cha-

racter and personality. 164 ♦ ARTISTIC CUVEES. Maison Perrier-Jouët, passion handed down from one generation to the next. 166 ♦ LIGHT EFFECT. The glass objects by Benedet-

ta Brachetti Peretti. 168 ♦ À LA CARTE. With Guido Novaro the extra virgin olive oil is the prince on the table. 170 ♦ BEAUTY IS HEALTH. Love for oneself, health and wellbeing.

It's the philosophy of Medspa with the Miami brand. 172 ♦ NEW FRONTIERS. Teff is the cereal of the future. Italian Luxury Taste, from Marche, will distribute it worldwide



Luigi Bianchi Mantova
Sartoria



IMMORTAL
Anita Ekberg and Marcello Mastroianni in *La dolce vita*, the movie by Federico Fellini outlining a whole era.



V PASSIONS
Project Debut Carbon DC Turntable with synchronous motor, Ortofon 2M Red cartridge. Acrylic platter 33/45 rpm. 399 euros.



LA DOLCE VITA

PRESENT-DAY ICONS, FROM THE CAMERA TO NEGRONI COCKTAIL, QUOTE THE PERIOD WHEN THE DESIRE TO ENJOY BEAUTY BROKE OUT

DI GIADA BARBARANI, GIOIA CAROZZI, GIULIANA DI PAOLA, ALESSANDRA ORISTANO, LAURA PIZZARDELLO, SAMANTHA PRIMATI



< REFINED
The double-breasted suit by *Tagliatore* embodies a formal elegance and a peculiar lifestyle made of understated, not showy luxury.



^ NEW SHAPE
Ray-Ban Balorama sunglasses, with a lightweight propionate frame which accommodates crystal lenses. 135 euros.



**21ST
CENTURY
ICONS**



< PAPAZZO
Leica Q is the perfect compact camera to catch fleeting moments to remember. With full-frame sensor and Summilux 1:1.7/28 mm ASPH lens, for any light condition.

✓ CHARMING
The plexiglass clutch by Emporio Armani with crystal jewel, revealing unmissable objects.



ECO-FRIENDLY
500, the most famous city car ever built, begins its hybrid chapter with the exclusive Green Dew Paint.

< DIVA

A look from the spring/summer 20 Dolce&Gabbana collection. The designers have always interpreted the Italian femininity quoting Mediterranean traditional details, for a sensuous woman.



THE ETERNAL CITY The glamorous rooftop terrace of Hotel de la Ville in Rome, for an unforgettable aperitif.

✓ TIMELESS

Small shoulder bag in soft lizard by Hermès.



ROYAL SIPS

Negroni in the tumbler belonging to the Mixology collection by Rcr Cristalleria Italiana. The cocktail, symbolising Italian-style aperitif, celebrated its centenary last year.



SEXY ✓

Bow Tie Sandal by Aquazzura, in satin with sparkly crystals at the heel and on the bow.



21ST
CENTURY
ICONS



< **SAILING SOFTLY**

The new Azimut Magellano 25 mt has flybridge, hard top and garage in carbon fibre, and interiors designed by the artist Vincenzo De Cotiis. It is to be launched in September.



AT THE WRIST ^

The smartwatch Honor MagicWatch 2 boasts many functions, including 15 training patterns, and detects the stress level, suggesting relaxing exercises. With 4 watch-straps and several dials.

✓ **WELL BALANCED**

The free-standing metal bookcase Ptolomeo Original by Opinion Ciatti is made of shelves with thin walls which disappear once filled. 925 euros.



**BLACK ONTO
WHITE...**

SIGNATURES AND CREATIVITY OF ITALIAN ARTISTS FOR ICONIC PIECES TO COLLECT, ABLE TO MERGE TECHNOLOGY AND A VINTAGE SOUL

< **SCRIPTA MANENT**

Designed by Alessandro Mendini for Bottega Treccani, Idea is the acrylic black fountain pen with gold details. From 550 euros.



COMFORTABLE FEEL

> The iconic Egg lounge chair by Fritz Hansen, in polyurethane foam with glass fibre reinforcement, covered in leather. Perfect at home and at work. About 12,735 euros.



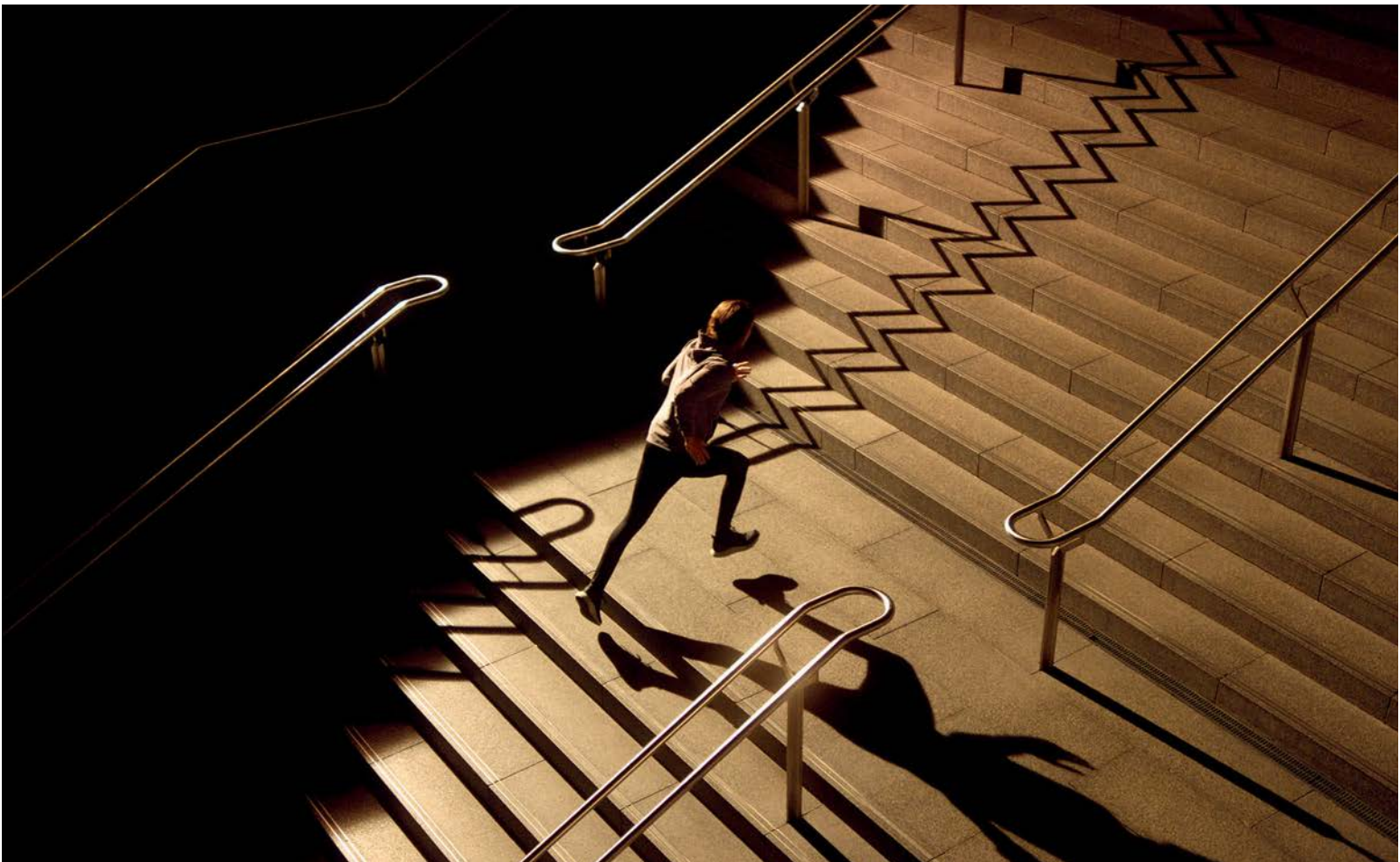
AUTHOR'S TABLE ^

Designed by Ico Parisi in 1955, the table 815 Olimpino belongs to I Maestri di Cassina collection and has a matt black metal frame with monolithic tempered glass top.





TAGHEUER.COM



Your best performance
is the one ahead.

TAG Heuer Connected

 Wear OS by Google



DON'T CRACK UNDER PRESSURE

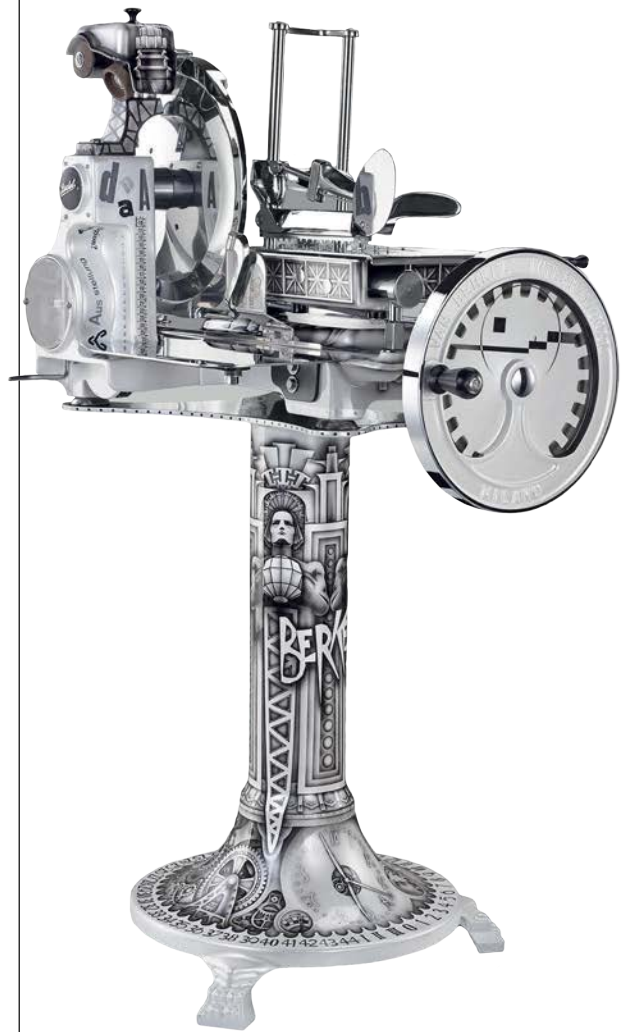
**21ST
CENTURY
ICONS**



TASTE
The exotic notes of Champagne Ruinart Rosé match also with street food, like pizza.

ARTISAN TRADITION

To celebrate its 120th anniversary, Berkel asked several artists to reinterpret the historic Volano B114, the most famous slicer in the world. Now in the digital version, always a must.

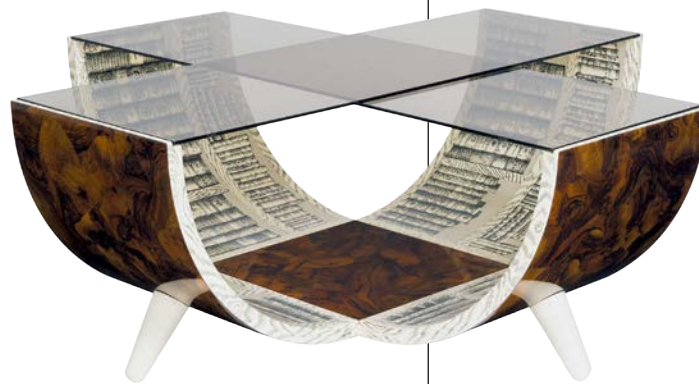


**TOTAL
EVOLUTION**

FROM THE CLASSIC CAR IN ITS ELECTRIC VERSION TO UNUSUAL BUT TASTEFUL MATCHES, LIKE CHAMPAGNE WITH STREET FOOD

< ONE LEADS TO ANOTHER

Wearing just one or more for a precious play: the flexible bracelets of Eka Mia Luce collection in gold and diamonds, by Fope.



< COFFEE TABLE BOOK

Just 10 pieces for the double curved table Libri by Fornasetti, made of clear tempered glass, wood and briar root, hand screen-printed and varnished.

< AUTHOR'S PERFUMES

Citrus fruits, Haitian Vetiver and geranium Bourbon for Mythique Vetyver, the scent created by the master perfumer and brand owner Alberto Morillas for Mizensir, distributed by Calé.



STYLE DISCOVERIES

The Jaguar E-Type Zero joins the dynamism of E-type and electric motor performances.



CLIVE CHRISTIAN

*A Blossoming Story
Refreshing Romance*

NEW LIMITED EDITION



**21ST
CENTURY
ICONS**

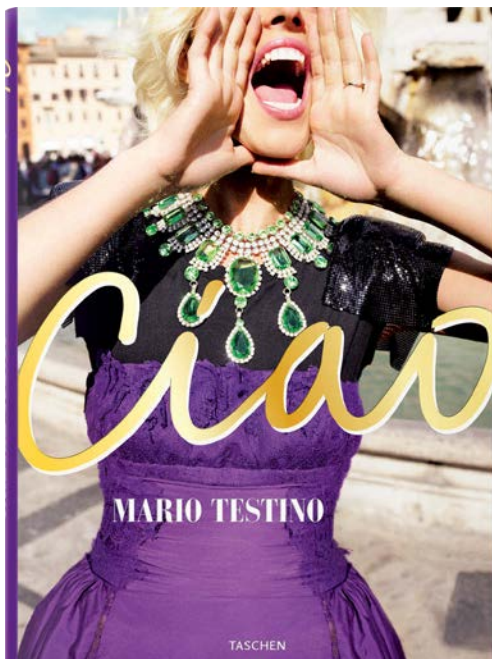
ALL YOU NEED IS... ▽

...Love! As the name of the cabinet by designer Fabio Novembre for **Driade**. Made of lacquered MDF, it is proposed in two sizes and various colours or ton sur ton. From 3,650 euros.



ODE TO ITALY ▽

Ciao is the title of the book by Mario Testino published by **Taschen** and portraying Italy, its protagonists people, food, art, fashion, culture, and nature through photos never seen before. 60 euros.



LET'S TWIST AGAIN >

Graphic patterns, versatile and colourful features, like the new plexiglass handle, for the Twist bag by **Louis Vuitton**, a true icon. From 2,470 euros.



< VINTAGE

Retro style, elegant lines and artisan care for the bicycle **Condor Classic**. 3,000 euros.



**A LIFE
OF COLOURS**

FROM HOME DESIGN TO FREE TIME, FROM FASHION TO YACHTS, THE AIM IS BREAKING THE EVERYDAY MONOTONY WITH THE COLOURS OF THE RAINBOW



LOOKING AT THE WORLD... ▲

... Behind the glasses by **Balenciaga**, with the iconic acetate frame, and iridescent lenses and the oversize square shape. 355 euros.



A SUPER CAR ON WATER ▲

Design in the van, Italian style and exceptional performances for Tecnomar by **Lamborghini 63**, the new motor yacht wholly customised as for colours and details.



DOUCAL'S

Made in Italy

Milano | Via Gesù, 15



1 Million Parfum, the new intensity
#MillionKing

paco rabanne

THE GOLDEN AGE
Alfa Romeo 6C 2500 SS Coupé
Villa d'Este at the Villa d'Este
Style event, a must for the lovers
of period cars.

BOMBER LIFE

A lined bomber by MooRER in lamb suede fabric with knitted neck, cuffs and hem, zip closure and horn buttons. 2,269 euros.



FITTING CHOICES ✓

English know-how and Marche artisanal tradition characterise the sneakers in soft suede with rubber sole by Doucal's.



✓ **COOL & ELEGANT**

Colonia Veneziana by The Merchant of Venice reveals scents of bergamot, orange and lemon, merging with the aromatic perfume of rosemary.



**STYLISH
MEETING**

CAR LOVERS SHARE ALSO THE PASSION FOR THE LIFESTYLE SURROUNDING THAT WORLD, MADE OF ELEGANCE AND LOVE OF DETAILS

MINIATURES ✓

For the lovers of complications, the cuff-links featuring silver and carbon fibre mechanisms by Tateossian. 240 euros.



SECOND LIFE ✓

The Grand Wagoneer 1991 Final Edition restored by Mr. Wagoneer workshop in Lucca. 59,000 euros.



▲ **MYTH RENEWING**

The Tag Heuer Carrera 160 Years Montréal Limited Edition, inspired by the White Heuer Montréal launched in 1972, with 80 hours of power reserve. 6,400 euros.



VOLCANIC NATURE
Cala Jannita beach, called the black beach, in Marina di Maratea: it is considered one of Basilicata wonders.

Simephoto

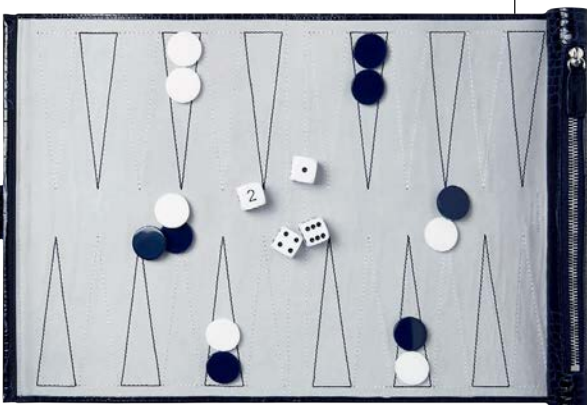
V MOONLIT

You can travel also with your imagination: just wearing the Claire de Lune round scarf 140, in silk twill, by *Hermès*. 1,000 euros.



V GAMES À-PORTER

Portable backgammon set by *Mara Collection*, in crocodile-effect calf leather, for sale at *Smythson* of Bond Street. 565 euros.



SILVER WAVES

THE MUST-HAVE TO LET YOUR LIGHT SHINE, PLAY WITH YOUR IMAGINATION, LIVE INTERSTELLAR TRAVELS, OR DIVE INTO THE DEEPEST SEA

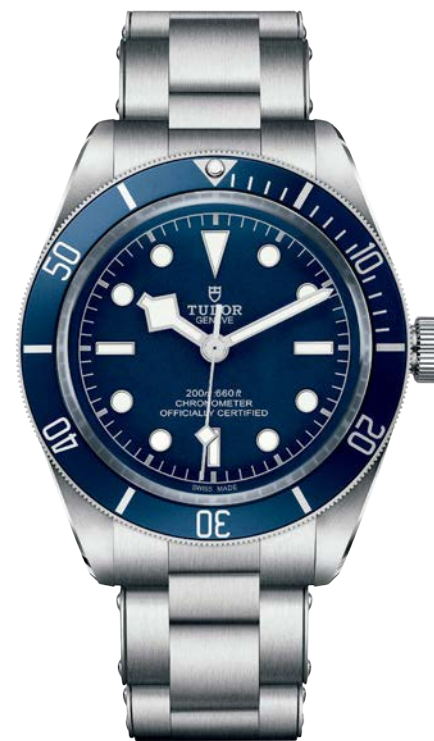


< CENERENTOLA

A pair of shoes to shine: Mary Jane pumps in patent leather with sculpture heels, by *Prada*. 690 euros.

IN THE DEPTH >

Octopod: the eight-day timepiece with eight articulated legs inspired by cephalopods, conceived by *MB&F* and built by *L'Épée 1839*. 35,687 euros.



TIMEPIECES ^

The Black Bay Fifty-Eight, Navy Blue, by *Tudor*, will be the new milestone of dive watches.



BETTER PEOPLE FOR
A BETTER PLANET

**21ST
CENTURY
ICONS**



**^ PRECIOUS
NAIL**

The gold bracelet *Juste un Clou* by *Cartier* has been a must-have ever since the 1970s.



**v FASHION SAVES
THE QUEEN**

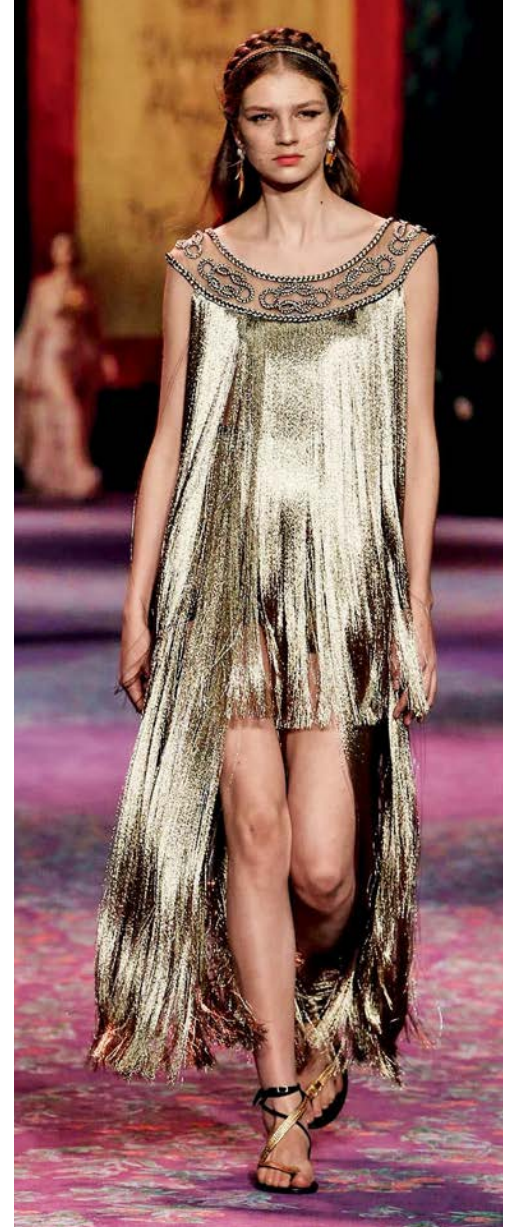
The pump shoes in gold-colour leather with inlays of rubies, by *Roger Vivier*, celebrate the look of the coronation of *Queen Elisabeth II*.

ALONG VIA FRANCIGENA

v The medieval hamlet of *San Quirico d'Orcia*, *Unesco World Heritage site*, is a Tuscan jewel to discover. Starting from the iconic cypress trees, surrounded by wheat: true *Instagram stars*.



Gettyimages



DIVINE MUSE ^

Maria Grazia Chiuri drew inspiration from the classical images of goddesses like *Athena* for *Dior's* haute couture fashion show. Thus women turn into elegant and contemporary muses.



JUST YOUR VOICE

Google Assistant to play and control music, speakers and other smart home devices for the audio system *Beosound 2* *Bang&Olufsen*.

**THE GOLDEN
AGE**

THE NOBLEST MATERIAL IS THE BASIS TO CREATE UNIQUE OBJECTS, EVER FASHIONABLE. A COLOUR ALWAYS BRINGING ABOUT PERFECT MATCHES

HAPPY HOUR v

Fresh, acrid, vigorous, the *Blanc de Blancs* – cuvee symbol of *Perrier-Jouet* – is ideal for the aperitif, thanks to its powerful flavours.



LUXURIOUS ^

An icon of the *Dolce&Gabbana* brand, the *Dolce box* is made of mother-of-pearl PVC with laminated calfskin details and rounded studs on top. Lining in calfskin. 3,950 euros.



VICENZA

FOPE

DAL 1929

fope.com



LIKE A FLOWER ^

The ring by Giovanni Raspini is hand-made in Sterling silver and hydrothermal quartz with a water green hue. 340 euros.



THE WOOD'S EMBRACE

Surrounded by nature, the welcoming chalets on the lake of the Adler Lodge Ritten on Renon, with a sight on the Dolomites. 1,019 euros, three nights..



V HAND MADE

A perfect gift, the Tumbling Blocks by David Linley is made with 54 wood blocks of walnut, cherry, ash, wenge, maple and oak for a challenging game of ability and strategy. 285 euros.

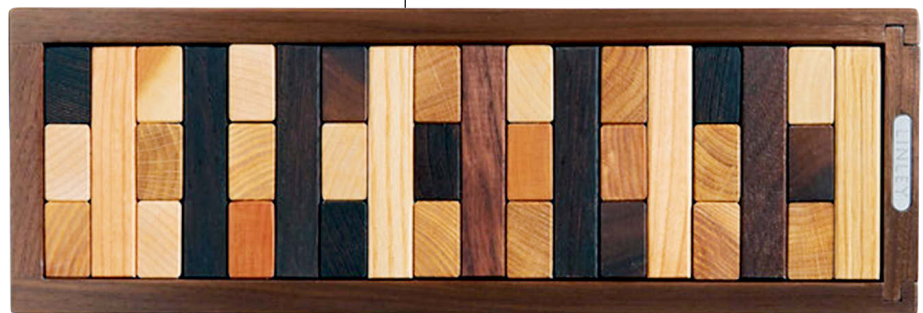


**NATURAL
SOUL**

FROM CULT OBJECTS TO JEWELS AND HAND-PRESSED OLIVE OIL. THE ESSENCE OF NATURE INSPIRES DESIGN AND OFFERS MAN AN OPPORTUNITY OF REBIRTH

< GREEN GOLD

The extra-virgin olive oil Laudemio by Frescobaldi is made with olives pressed immediately after their harvest. Its scent recalls mown grass. 22 euros.



^ 1970s

Radio-phonograph Primo, a limited reissue by Brionvega with just 100 specimens, faithful to the original designed by Castiglioni brothers in 1965. In Canaletto walnut, 14,000 euros.

ZEN V

Liku is a Time&Style Edition chair made of beechwood by De Padova, as the contemporary evolution of the Japanese habit to sit on the floor.



THE QUEEN OF ITALY

A PIZZA FOR AN OSCAR. THE ONE ENABLING SOPHIA LOREN TO WIN THE ACADEMY AWARD

In this photo from 1955, Sophia Loren and Vittorio De Sica are feasting the end of the movie The gold of Naples. An homage to the role of pizza maker played by the actress, enabling her to win an Oscar? At present, to taste the best pizza the must-be address is Pepe in Grani, in Caiazzo (Caserta), awarded with the «three slices» by the Guida Pizzerie d'Italia 2020, published by Gambero Rosso. For the best pizza made in Naples, the Guide chose the Oceano del Salvo.

Gettyimages



21ST
CENTURY
ICONS

TIME OF JEWELS >

Platinum necklace with diamonds and pink and purple sapphires from The 2020 Extraordinary Tiffany Collection by Tiffany & Co.



DIVINE TEMPTATION ^

The Serpenti Seduttori Tourbillon is the new timepiece by Bvlgari, in white gold with diamond pavé and bracelet: a watch-jewel being also a masterpiece of craftsmanship.

HOLDING A TREASURE v

Perfect for the most precious and elegant nights, the Trésor clutch by Rodò in fuchsia satin and coloured stones. Inside, a handy silver metal strap. 1,300 euros.



**DREAM
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**UNDER A
MONOGRAM SKY**

...furrowed with clouds, in the LV tent held inside the trunk/backpack by Louis Vuitton, here in the mirror version.



THE QUEEN OF FLOWERS v

The rose, a symbol of femininity, is enclosed and elaborated in the Eau de Parfum Rose Pompon by Goutal, a fruity and delicate scent, giving life to a seducing perfume with many facets, like the woman wearing it.



< ONEIRIC

Travelling with imagination, recreating far-away universes through suggestions. It's Giorgio Armani's dream, embodied in his haute-couture dresses.



A MUST

A safari to see the Big Five. Then, after a four-wheel day drive, relaxing in a five-star camp: a unique experience, to live in the Duba Plains Camp, in Botswana..



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BEYOND THE LIMITS

THE ITALIAN SEA GROUP

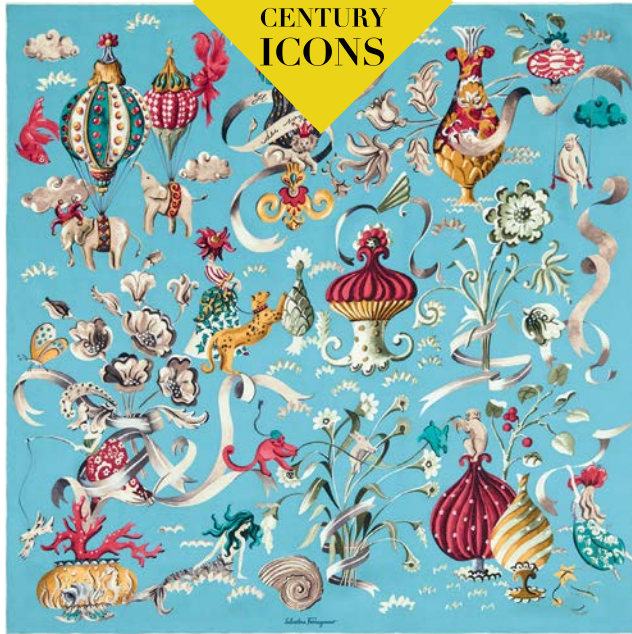
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MAX SPEED
60 knots

21ST
CENTURY
ICONS



TUTTI FRUTTI ▲
The mules in silk satin by Manolo Blahnik sport the colours of lime, almond and cherry juices. The best choice for a summer night at sea.



◀ **ENCHANTED WORLD**

A fantasy short tale on the silk scarf by Salvatore Ferragamo. Perfect as wind protection during a drive in a cabriolet, and to dream.



▲ **CLASSICAL**

The collection of Il Viaggio di Nettuno ceramics by Richard Ginori is inspired by Greek-Roman mythology. A creative vision balancing classical and contemporary styles.

**SOUVENIR
D'ITALIE**

A PLUNGE INTO THE PAST AS IF IN A MOVIE, SURROUNDED BY THE SOFT AND LIGHT ATMOSPHERE OF A HOLIDAY FOR TWO ON AMALFI COAST



BREATH-TAKING VIEW

Overlooking the sea, the Riccio restaurant on Capri is a magical place to spend a summer night enjoying raw fish and Neapolitan sweets.

LIKE JACKIE >

The oversize sunglasses Hybrid Square by Balenciaga. A quote of the model worn by Jackie Onassis during her Italian holidays.



NAPLES' APPEAL

The timeless beauty of Positano seen from the sea. An iconic place to discover or find again, with its picturesque sights and the Mediterranean colours.

Gettyimages



▲ **FOR A STAR**

In the best style of the 1950s, the bucket bag by Hermès, made of leather and fabric, would have been the perfect accessory for Gina Lollobrigida or Sophia Loren.



V MADE IN ITALY

All the wisdom of Puglia tailoring tradition in the pied-de-poule tweed jacket by Sartoria Latorre.



V PRECIOUS FLAME

The metal lighter by Cartier sports a godron motif, quoting the style of the 1950s. The perfect accessory for a Gentleman's pocket.



V AROUND THE NECK

Nine jockey's jackets challenge themselves on the silk tie by Hermès.



GENIUS LOCI

Antonio de Curtis, best known as Totò, is the symbol of Neapolitan humour and elegance.

Gettyimages

**GENTLEMEN,
ARE BORN NOT MADE**

DETAILS MAKING THE DIFFERENCE IN THE ICONIC ACCESSORIES REVEALING THE PERSONALITY IN A MAN'S ELEGANCE

ABSOLUTE >

Uniqueness and persistence for the perfume Vetiver by Creed. Dedicated to a man with values.



GOLDSMITH ART >

The cufflink by Buccellati are in white and yellow gold, peridot and sapphires. A sample of jewellery in Italy.



< DAPPER

A must of man's wardrobe, the tassel loafers by Doucal's: the more worn, the more iconic, a real must-have.

21ST
CENTURY
ICONS

PRANCING HORSE

ITALIAN MYTH AND SYMBOL OF THE
RACING STABLE CHOSEN BY ENZO FERRARI

The Ferrari Roma, the new coupé 2+ with central front engine by the Maranello company, reinterprets the lifestyle of the 1950s. Timeless design and elegance, featuring separate driver and passenger cells in the interior and excellent driving performances with the twin turbo V-8 engine, making 620 hp from 7,500 rpm.





^ TASTE MEETING

A romantic dinner at the pop-up restaurant *Langosteria* (till 13 September) inside the *Mandarin oriental*, on Lake Como.

**DEEP
BLUE**

FROM THE ICONIC PLACES FOR A STARRED DINNER OR A LONG WEEKEND SEARCHING FOR MYTH, TO FASHION IDEAS: THE BEST ADVICE FOR SUMMER



v ALONG COSTIERA

A masterpiece of symbiosis between nature and architecture, *San Pietro di Positano* is a magical place.



< RIDING THE WAVES

Compact designed, the electric *Jetboard* by *Radinn* boasts a jet engine enabling to exceed the 50 km/h.



^ DRESS CODE

To sparkle on the beach, a unisex shirt in cotton voile to wear on the swimsuit. By *Vilebrequin*, 145 euros.

v MASTER OF THE SEA

Ceramic dial, wave motif, indexes raised and filled with *Super-LumiNova* and date window sitting at 6 o'clock for the *Omega Seamaster Diver 300M Omega Co-Axial Master Chronometer 42 mm*.



TON-SUR-TON ^

A reinterpretation of the iconic grosgrain bow on the *Viva Bow Bag* in soft leather, by *Salvatore Ferragamo*.

EARTH MADE >

Chile lapis lazuli, Tanzania rubies and pink gold for the bracelet *Denim Lapislazuli* by *Pomellato* – 100% sustainable.





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MEETINGS

VIS À VIS

Technical or ritual, worn in battle or on the theatrical stage, carnivalesque or sanitary, the mask has accompanied man since the dawn of civilization. Always to hide and protect. Even when it is invisible.

DI CLAUDIO COSTA - ILLUSTRAZIONE DI CHRIS BURKE



IN THE PAST, till some years ago, masks were rarely a matter of talk. They were rediscovered at Carnival's time, for balls and parades. Or in the summer, to choose a diving mask. Their presence in proverbs or in common, though a bit outdated, mottos alternated with quotes from popular fiction: comics or novels, and then the cinema, with Zorro, the Masked Man or the Iron Mask, pulp ancestors of the many superheroes with a hidden face, like Batman or Spider-Man. Quite rare, if not among art lovers, the references to the masks painted by Picasso, Braque, Matisse, Derain and, in an obsessive-compulsive way, by James Ensor. Suddenly, the pandemic made the masks

protagonists: surgical, filtering face pieces, N95 and so on, all modern versions of the masks used in times of pandemic during the Middle Ages, those with long pierced beaks containing herbs and medicinal spices against disease miasmas.

It was inevitable that historians, anthropologists and sociologists remembered that the use of the mask, in its various forms (but always for the purpose of hiding and protecting) had accompanied man since the dawn of civilization.

From the funeral masks of gold foil for Tutankhamen and Agamemnon (the Chinese emperors preferred jade) to the magical African masks used for rituals; from the ma-

sks of the Greco-Roman theatre to those of the Japanese No or the Italian commedia dell'arte; from armour masks to those of warlike sports such as fencing or hockey.

A very long list, though lacking the mask that many wear every day to hide their personality (or reveal it just to a few close friends). Not so much to deceive, but to protect any fragility. It is no coincidence that the Latin "persona" indicated precisely the mask worn by the actors to broaden the sound of the voice and better characterize their character. Masking some weaknesses is perfectly legal. Just don't overdo it. Otherwise, as Marguerite Yourcenar warned, "The mask becomes a face"...

FLYING

ON THE SEA

From the end of August, the most competitive sailing yachts will compete in two fascinating Mediterranean regattas organized by the Yacht Club Costa Smeralda: Maxi Yacht Rolex Cup and Rolex Swan Cup

DI FABIO PETRONE - FOTO REGATE DI CARLO BORLENGHI/ROLEX



SPORTS RESTARTS, THE GREAT SAILING REGATTAS RESTART. It is a positive and important signal, a hint of the will to go ahead and beat the invisible enemy that has kept us all hostage. A responsible restart, where everyone is called to make their contribution, first of all with respect for security protocols, thus demonstrating that everyone's commitment is a fundamental element in the complex mechanism that allows you to face any challenge. Many regattas, from the most famous to the least known events, have been cancelled due to the pandemic. Maxi Yacht Rolex Cup and Rolex Swan Cup, two of the most classic and im-

An extraordinary view of the Maxi Yachts during an overtaking phase in the Maxi Yacht Rolex Cup regatta of last year in Porto Cervo.







For over 60 years Rolex has had a tight link with the world of yachting. In these images: Sir Robin Knox-Johnston in 1969 (above) and Sir Francis Chichester (top, left his yacht and the Oyster Perpetual watch he wore during the 1967 sailing). Here above and opposite, the Rolex Swan Cup.

portant regattas in the Mediterranean, could have suffered the same fate, but fortunately it was not so. Both are organized by the Yacht Club Costa Smeralda in the waters between Porto Cervo and La Maddalena Archipelago. The Emerald Club founded in 1967 by Aga Khan has worked silently in recent months so as not to interrupt a tradition born more than thirty years ago, a symbol of the historic and profitable partnership between the Rolex maison and the great yachting. "We waited until the end of June to carefully evaluate the various factors and once again, with the confirmation of the traditional regattas of September, we want to reiterate our determination to face a challenge like this," said Commodore YCCS, Riccardo Bonadeo, confirming that the die was cast. "Obviously, we will continue to evaluate the situation and to adapt the sporting

events in order to guarantee maximum safety. I thank our historical partner Rolex who, even in this unprecedented situation, continues to support us. I thank Nautor's Swan and the International Maxi Association for sharing this confident and at the same time prudent spirit that will allow us to cooperate to make the September events special as always, in a new way. I also dedicate a thought to the many owners, crews and sailors animated by the passion for sailing and the sea, who will reach us in Porto Cervo. We are all on the same boat, and collaborating as a real crew will be essential for everyone's safety and the consequent success of events." Now at its 31st edition, the Maxi Yacht Rolex Cup will come to life on 30 August to end on 4 September. This is a unique regatta in the world yachting scene, which sees the most com-

petitive and technologically advanced maxi sailing yachts gather in Porto Cervo, often helmed by their respective owners, captains of industry or representatives of high international finance, who are supported by the best sailors in the world. Many of them leave the America's Cup or Olympic preparation programs for a week in order to be present, competing in the Mistral wind typically blowing on Costa Smeralda in September. The most advanced technology, absolute precision in every detail, the search for perfection in every area, from the preparation of the boat to the design of the sails, are the indispensable foundations for an impeccable teamwork leading to victory, managing to foresee and control the unexpected, that extra gust that can make the difference. After months of inactivity, the desire to confront between




Some moments of the Rolex Swan Cup regatta, a biennial event gathering the wide family of yachts from the Nautor's Swan shipyard since 1980. In the foreground, this year's regatta watch: the white gold Rolex Yacht - Master 42, with Oysterflex-Rubber strap and the iconic bidirectional rotatable bezel.

refined tactical choices and demanding changes of sails is a lot and the line-up of the members is, as always, of absolute respect. Some of the fastest and most technologically advanced maxi racers in circulation, the 100 feet, 30 meters, Comanche and Black Jack have confirmed their presence and will be challenged by another 100 feet, Arca SGR of the Trieste skipper Furio Benussi. Together with the rest of the fleet, divided into different classes according to their respective characteristics, they will not fail to offer a unique show at sea. The other regatta not to be missed is the Rolex Swan Cup, a precious event whose biennial cadence emphasises its value. It sees the exclusive presence of yachts from the Finnish shipyard Nautor's Swan, unique in tradition, style, building quality and innovation, and since 1998 firmly in the hands of Leonardo

Ferragamo. Scheduled from September 6 to 13, the Rolex Swan Cup has reached its 21st edition this year; since 1984 it has been held in partnership with the Swiss watchmaking maison, thus being the longest sailing event in the Rolex portfolio. It shares with the Swiss maison the same founding values: kalos kai agathos would have said the ancient Greeks, beautiful and good, an ideal of perfection.

The Nautor's Swan shipyard plans to have a fleet of 60 yachts racing in the waters in front of Porto Cervo which, as always, will epitomize the whole history of the shipyard. From Josian, the first 36-foot-long model that started the Swan myth, to the more recent ClubSwan 36, an innovative racer one design that will see the debut of the first specimens right in the waters in front of Porto Cervo. Some of the historical

models will be racing, including two very elegant Swan 65', whose sistership won the first Whitbread Round the World Race in 1975, and the new 48-foot cruiser, a real instant success that will be able to demonstrate its qualities also on the field of regatta, highlighting the double soul of the "swans": racing and cruising. The Rolex Swan Cup sees the presence of both family crews with a more amateur spirit and sailing professionals, who push the performance of the one design classes, the ClubSwan 50 and 42, to the maximum.

The 21st edition will focus on the theme of love for the sea and the need to preserve it, implemented through a series of activities organized in collaboration with the One Ocean Foundation, established by the Yacht Club Costa Smeralda in 2018 and sharing the same goal. 

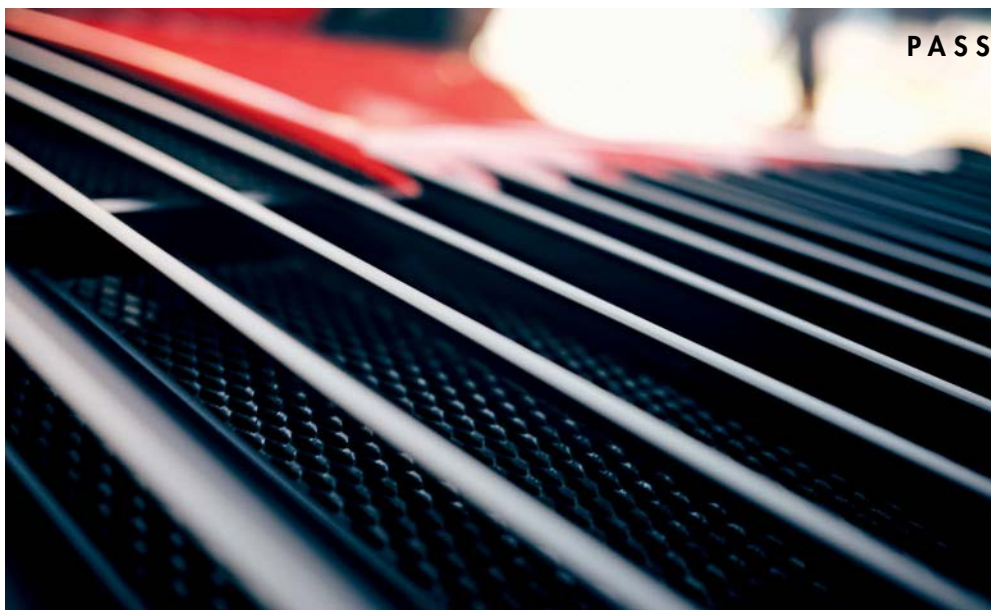
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WHEELS

TO DREAM OF

From Lancia, Alfa Romeo and Fiat special series of vintage cars to the new Ducati Scrambler 1100 Sport Pro, exclusively designed for Club Italia members. A beautiful and impossible icon, in just 20 specimens

BY LUCA DELLI CARRI





Club Italia was born in the 80's and has realized many special series: Lancia Delta Integrale (1992), Ducati Monster 900 (1995), Fiat Barchetta (1996), Alfa Romeo 4C (2015).





**A CAR KEEPS THE
SPIRIT OF ITS CREATOR.
IT BOASTS UNIQUE
PERSONALITY
AND GLANCE**



A RED FOR THE EVENING IS EVERY MAN'S DREAM. Obviously, these are motorcycles and the red one in question is a Ducati, a two-wheel alternative to the Red with a capital letter bearing the Ferrari surname. By talking about engines, in the end we always go back there, to the female which dominates every male passion including the powerful love for cars and motorcycles. And in this case **the object of desire is even more special and unique.**

We are talking of a Ducati model just arrived on the market: the Scrambler 1100 Sport Pro. What makes it beautiful and impossible is a special limited-edition version, available exclusively for **Club Italia members.** The refinement of thought gets subtle and seeks seduction in every detail: a wonderful object as for matter and shape, unique in its peculiarity.

True luxury is the exclusivity of beauty. In this case a club, like Club Italia, orders a motorcycle from the manufacturer, but sometimes it has also happened with cars, developing together a special version in details, in colours, making it particularly attractive. Ducati, which has always chosen grit as its mark, has made a maximum number of 20 pieces.

Some images of the meeting on Piacenza Hills preceding the launch of Ducati Club Italia. Top, left, Dagrada 750 Sport. Opposite, Lancia Aurelia B20, at the fore.

Bending an icon to one's wishes, at the same time raising it on a pedestal, is a real pleasure, but it could also be defined as a perversion, clearly in a collector's meaning. But just as a rose alone does not speak of love, because it needs the hand offering it to give life to the feeling, so the object alone is not enough. **What completes it is the ceremony of its debut in society.**

At the end of June, the members of Club Italia met for a ride on Piacenza Hills in their vintage cars, and then at the castle of San Pietro in Cerro, where Ducati's managers revealed the bike dedicated to them: the Scrambler 1100 Sport Pro Club Italia. We could call this pure refinement. «Club Italia is a group of successful entrepreneurs who own amazing Italian cars like Ferrari 250 Gto, Swb and Testarossa, Alfa Romeo and Lancia of all kinds, who love to be together, joke, share a passion and propose new ideas», so entrepreneur **Umberto Rossi di Montelera**, born in 1966 and president of Club Italia, an association established in the mid-eighties to bring together Italian car enthusiasts, people like Carlo Bonomi, Giuseppe Lucchini, Giorgio Schön, Piero Ferrari, Mauro Forghieri, as well as the Chinese billionaire Brandon Wang, one of the greatest Ferrari





A WONDERFUL TWO-WHEEL AS FOR MATTER AND SHAPE



collectors, or the Japanese Shiro Kosaka, who dedicated a museum to Abarth in Tokyo. Although Rossi di Montelera is the quintessence of understatement, Club Italia has always been characterized by incredible initiatives.

In the spring of 1987, for example, the bridge of the aircraft carrier Giuseppe Garibaldi, flagship of the Italian Navy, turned red with 14 Italian racing cars that would participate in the competitions of that season and **had been transported on board by helicopter.**

An image being the presentation card of this club and meanwhile the witness that passion has no boundaries.

«I like so much the idea of taking a car and driving for many kilometres», Rossi di Montelera says. «I love to make them work like watch mechanisms, to take care of them, or to drive them as if they were modern, apparently without regard, although I pay close attention to the gearbox, to the clutch».

The longest journey he made was also the most beautiful: «Lucca-Paris no stop, with a Lancia Aurelia. Maintaining a cruising speed not too stressful for the engine, but without going too slowly. **A car is like a horse: you carry it and it leads you.**» Lancia is his favourite. «What I find very in-

Ducati Scrambler 1100 Sport Pro Club Italia with titanium silencers, red leather seat by Poltrona Frau, metallic blue tank topped off by Giugiaro-designed Ducati logo and a 1,079 cc engine good for 85 hp.

teresting is to connect a car to the person who designed it.» Like Vincenzo Lancia, who in the 1930s produced a car with a load-bearing structure, independent wheels, front-wheel drive and a narrow V-engine.

«He took a lot of risk, with an admirable courage. The spirit of its creator is inside this car, which is called Aprilia. I am so lucky to have one! Every time I look at it I think of him. In fact, I have come to think that the car itself glances back!» For **Miki Biasion**, a member of the club and two-time rally world champion, «**cars are not objects, they are the best of Italian technology and beauty.**»

Club Italia vice president **Luca Morazzoni** admits to being seduced by his Flaminia Zagato every time he turns it on, because «the echo of racing and power is an irresistible call».

Actor Renato Pozzetto tells about his love for motors with a pinch of romanticism: «It is an inexplicable feeling, a passion that I have felt since I was a child. I am the son of the war period and of poor people, we didn't have a car, but I knew the noise of every car in the village where we had moved during the bombing of Milan. **It is a true love story, and as such it has no reason.**»

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THE MAGICAL CIRCLE



The new Italian Renaissance focuses on creativity applied to any field, fashion, science, art, music and food. As told by Alfonso Dolce, Dolce&Gabbana CEO

DI GIULIA PESSANI

GODDESSES PARADE in Agrigento Valley of the Temples. The sunset on Donnafugata estate. The three tenors of Il Volo who sing *O Sole mio* in the garden of Humanitas in Milan, while models are showing a collection inspired by Gio Ponti's ceramics from the 1960s. Almost simultaneously, the film *Devotion*, signed by Giuseppe Tornatore and with the original music by Maestro Ennio Morricone, is on at the Greek theatre in Taormina. In the first days of September, the main appointment in Florence for a new Italian Renaissance. Fashion, music, research, food. Magical suggestions with a common thread: «They are all intertwined», explain designers Domenico Dolce and Stefano Gabbana. The common denominator is creativity which, applied to every sector, from science to art, means crossing borders, innovating, looking for previously

unimaginable ways, integrating high and low (if these categories can still make sense), past and present, artificial intelligence and craftsmanship detail, rigor and imagination. «To get back to owning beauty and well-made, time is the variable», so Alfonso Dolce, brother of Domenico and CEO of the group, the sober, Cartesian and rational counterpoint of the two volcanic stylists. «The months of lockdown forced us to stop and understand that we had deprived time of its right value. In the last four decades we had forgotten how important it is to linger, understand, dedicate oneself to knowledge». The way of connections is a characteristic

Right, Domenico Dolce and Stefano Gabbana, after the haute-couture show in Agrigento Valley of the Temples. Above, Donnafugata estate, in Marsala, in whose partnership Dolce&Gabbana produce a rosé wine.







ACCEDERE ALLE AZIONI CINESI DI CLASSE A



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in Dolce&Gabbana maison: «Domenico and Stefano founded the company on authenticity, which is inherently inclusive», explains Alfonso, who in this interview with *Gentleman* traces the future of the company starting right from the beautiful and well-crafted concept. «Sharing, commitment, love, collaboration are our foundations». Expressions to which he always adds the word Devotion.

Gentleman. It's not just about Devotion, the iconic Dolce & Gabbana bag, is it?

Alfonso Dolce. Devotion for us is love for work, for our land, for beauty. In any job, at any level, you need devotion, that is, deep respect for what you do. It is the essence of our business. Not surprisingly, the film by Giuseppe Tornatore, premiered on Saturday 18 July at the Greek theatre in Taormina, is called *Devotion*.

G. Tell us about this new project that takes shape this summer...

A.D. The idea was born in 2016 and has four protagonists, the stylists Domenico and Stefano, the director Giuseppe Tornatore and the master Ennio Morricone. The idea was to tell the story of Dolce&Gabbana and we have identified a symbol: the Sicilian cart.

G. The cart is made of painted wood, you are masters in another art: dressing female beauty.

A.D. The cart contains everything: popular tradition, art, colour, the Sicilian history, from the Norman conquest onwards, which can be read by images on the wood tables and is hand-painted. Then the movement, and therefore the connection between Palermo and Milan, and the journey of Dolce&Gabbana from Milan to the world. The film shows both stylists who, sitting around a table with their first assistants, cut out images of carts and give life to one of our iconic clothes, the one that paraded in Palermo in 2016 and features in the

Above, the artisans featuring in *Devotion*. Below, the Carretto siciliano print dress, chosen for the poster of Tornatore's movie, produced by the two designers and premiered last July at Taormina Film Fest.



«Devotion for us is love for work, for our land, for beauty. In any job you need devotion»



Alfonso Dolce, Dolce&Gabbana CEO. Beside, the fashion show in the Campus University gardens of Humanitas Hospital in Milan. Below, the finale with the designers, the three tenors of Il Volo and, in the centre, professor Alberto Mantovani, Humanitas scientific director.



«By renewing we must be able to protect the wonderful gift we have had: the beauty of our land»

poster chosen by Tornatore. The cart is a tribute to the creativity that has always inspired us, contains our evolving communication codes, which the genius of the stylists makes contemporary.

G. The cart is also a popular image. A contrast with the exclusivity of your collections?

A.D. There are no contrasts when the common denominator is love for beauty and well-made. For this reason, we have chosen to bring the film to five Sicilian locations this summer, from Taormina to Piazza del Duomo in Siracusa, to the Caltagirone stairway, to Castellamare del Golfo and finally Polizzi Generosa, in the Madonie, our home country. The screenings are open to everyone. They also want to be a concrete message of hope and success. They are preceded by a parade of carts and accompanied by a fair, set up by us, with local artisan products and food and wine delights, the most recent expression of which is the co-marketing operation for Donnafugata rosé. But we don't just go for co-marketing. We select and bring together excellence because, if you tell a true story, it must have reflections in real life.

G. There is nothing truer than medical research, especially today, after what has happened. How did you decide for the fashion show at Humanitas, the hospital and university that you have been supporting in a concrete way for several years?

A.D. A few days before the screening of the film *Devotion* in Taormina, we started telling about another side of creativity, science. Bringing the parade, with the presence of people and in July 2020, to a university campus of medicine and biomedicine was a challenge, but also a great message, perfectly grasped by all those who were present. We were all excited when, at the end, on the notes of *Volare*, Humanitas scientific director Professor


Alberto Mantovani explained how science, art, creativity, research can “fly together”, to find fundamental answers.

G. Art, science, craftsmanship, experimentation were expressions that coexisted in the geniuses of the Italian Renaissance, from Leonardo to Michelangelo. And it is in Florence that you will go in early September for three days which will mobilize the whole city and put art, craftsmanship, beauty and well-crafted into the system.

A.D. Today we are facing a new Renaissance. We have to get out of the comfort zone and project ourselves towards beauty and the well-crafted,

which is the distinctive feature of Italy, the reason why the world loves us. In Florence our stylists have done a great job to select artistic craftsmanship, to bring together the excellence of the Florentine tradition.

G. What meaning do you give to this appointment?

A.D. Renewing oneself in tradition. By renewing we must be able to protect and safeguard the wonderful gift we have had: the beauty of our land. After all, the great patrons thought very long-term. The rebirth of Italy has solid foundations and is a great opportunity. Because, just like the Italian lifestyle, it will continue to fascinate the world. 



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EVER — MORE — FORTE

From Carrara quarries to Forte dei Marmi beaches, the discreet appeal of Versilia, able to fascinate the greatest artists ever, is still unchanged

BY SILVANA RIZZI

ARRIVING AT FORTE DEI MARMI IS LIKE FEELING FREE. Free to take the bicycle and run to enjoy the sunset on the beach, a glass of Spritz in your hand, the luminous Apuan Alps, in the background of a bright green backdrop. No construction in the middle to break the show. «So far», Tiziano Lera, naturalist and landscape architect, explains «the rule that no house can exceed the height of pines is still applied.» Few people at sea, a group of kids playing football, while lifeguards rake the sand for the next day. The atmosphere is the same as always, **nothing seems to have changed over time.** Caffè Principe, overlooking the fort built at the end of the 18th century by Leopoldo I Grand Duke of Tuscany, still retains its old-fashioned charm from the 1940s, as well as serving the best hot macchiato coffee in Forte dei Marmi. Because **coffee in the village is a**

From the ancient Romans to Michelangelo and Canova, Carrara marble has always been requested by sculptors all over the world. Carrara is also a fascinating location to visit, a suggestion during a holiday in Forte dei Marmi to enjoy its beaches, characterised by the typical cabins in coloured wood (right).

Gettyimages





From the left: the Medici Palace in Serravezza, seat of cultural events; a tattooed sculpture by Fabio Viale, on show along Pietrasanta streets till 4 October, and the works by Valerio Berruti in the Marcorossi Arte Contemporanea Gallery, in Pietrasanta, housing the atelier of sculptor Massimo Galleni (right). Below, aperitif in Forte dei Marmi centre.

sacred ritual of the morning. Maybe accompanied by the rice cake from the Soldi bar. To avoid the crowd, you can meet outside the centre, at Morin bar, at the beginning of via Raffaelli, on the edge of **Roma Imperiale, the most famous area of Forte dei Marmi** for its villas with the most different styles, surrounded by greenery and hidden from the eye. Nizza, Raffaelli, Leonardo da Vinci, Dalmazia, Fiume... are just some of the characteristic streets where Milanese, Bolognese and Roman entrepreneurs

spend their holidays, and where once Carlo Carrà spent long hours painting the small bridges and the little river that passes through. Today, alongside the children trying to catch some fish, you see reproductions of the artist's canvases: an open-air exhibition commissioned by Ente Ville Versiliesi, chaired by Fernanda Giuliani. Because if it is true that the Forte is famous as **one of the most sought-after locations in Italy**, it is

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From a coffee in Forte dei Marmi centre to a tour through Pietrasanta art galleries
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also true that this country between sea and mountains has always linked its name to art. From the Swiss painter Arnold Böcklin to Thomas Mann, who called Forte dei Marmi Torre di Venere (The Tower of Venus), to Carlo Carrà, so many well-known names have passed through here that a group of writers and artists who loved to meet at the Bar Roma and play bowls in Carrà's garden established the «Cenacolo del quarto platano». The intelligentsia and then some of the most important Italian families, like the Agnellis (owners of Villa Costanza, which once belonged to Admiral Morin, now part of the iconic Hotel Augustus) and the Savoy family (guests in the Art Nouveau villa which later became the Byron, another historic hotel of Forte dei Marmi), anticipated the golden years of Forte. Years that seem to have crystallized here, just like **Forte rituals**, always the same: from the tennis match in the afternoon to the evenings at the Capannina, from the market in the centre on Wednesdays and Sundays to an aperitif on the beach. Aperitif that, in recent years, has evolved into sea view dinners, with tables set directly under the tent or in the restaurant. From the classic names of Giovanni, Marco and America to the more youthful Le Boe, the latest creation by Roberto Santini, owner of Bagno Piero; from

the traditional Bistrot to the nearby Osteria del Mare; from the new restaurant of Bagno Santa Maria, belonging to Lorenzo and Franca Pinzauti, to the Gilda of Ilda and Riccardo Tabarani (to end the night with a sweet note: the fig tart), in Vittoria Apuana. The latter is an area living a second life, thanks to names such as Bocelli, Agnelli and Barilla, who have decided to spend this summer here (the tenor is also the owner of Bagno Alpemare), but also due to cultural events and the concerts that Villa Bertelli offers every year. Always on the subject of events, we cannot fail to mention another cult place for the lovers of Forte: **the Versiliana**. In the shade of the pines sung by Gabriele D'Annunzio, the Festival presents many novelties: from the traditional 18.30 coffee (with prominent protagonists, such as Giordano Bruno Guerri), to the 12 shows at the Theatre, to theme dinners and outdoor cinema with a tribute to Luis Sepúlveda, set up in the new space of the Fabbrica dei Pinoli.

For some years now, the habitués of Forte have discovered also the nearby Pietrasanta, the **perfect place for shopping**, dinners and buying works of art. This small town boasts one of the most beautiful squares in Italy and has hosted artists such as Fernando Botero, Novello Finotti, Kan Yasuda, Girolamo Ciulla, Igor Mitoraj and Giuliano Vangi (who worked in Massimo Galleni's



Alamy



Sea, beach, pinewood and Apuane: this is Forte dei Marmi unique panorama, in an aerial view with the historic Bagno Piero in the foreground. It is patronized, among others, by the Agnelli, Corsini and Moratti families. Below, Hotel Byron, in the heart of the town, overlooking the sea.




Massimo Sestini

atelier), with many of their works enriching the city centre and the streets. Like the **tattooed sculptures** by Fabio Viale, on display until 4 October, to be admired while walking through the windows of special shops, such as Zoe or the tailoring atelier of Paolo Milani, as well as **numerous restaurants**, from Il Posto, also beloved by artists who, like Emanuele Giannelli, left the trace of their passage here by donating a work, to Giacomo, in the garden of an ancient palace, and Filippo, who has just opened also in Caranna, in Forte dei Marmi.


But the alleys of Pietrasanta are also full of art galleries, each with its own character. «I choose artists who make me get off the ground, projecting me into an empathic dimension in the sign of universal beauty, such as Lorenzo Lazzeri, Pino Deodato and Giacomo Piuksi», Susanna Orlando, one of the most expert gallery owners, explains. This summer, Marcorossi Arte Contemporanea, a must in the city boasting historic artists such as Franco Guerzoni and Valerio Berruti, presents Sergi Barnils, who recently approached stone sculpture, characterizing it by primordial graffiti. Kinetic and analytical arts of the twentieth century are

the protagonists in the Futura Art Gallery of Augusto Palermo, an orthopaedic primary in Milan and gallerist at the same time. Next, the space of Laura Tartarelli Contemporary Art is dedicated to endangered animals with the exhibition *Noi Giraffe Nude*, showing the works of Sandro Gorra, a successful advertiser and artist, who uses subtle irony to attack social climbers.

The marble road continues to Seravezza, an ancient town of quarrymen, with an unexpected marvel: **the refined Medici Palace**, with the simple, almost severe architecture of a fortified villa, a Medici summer residence from the mid-16th century which today houses the exhibition *Il diavolo e l'acquasanta*, dedicated to Viareggio artist Eugenio Pieraccini, until 13 September. In the evening, a cinema hall outdoors presents a review of excellent films. Across the street, the Peschiera del Cinquecento, once a sawmill for marble, then abandoned, has a new life thanks to Nicolas Bertoux and Cynthia Sah: the two sculptors have transformed the sawmill into the Arkad Foundation, a place reserved to exhibitions and events (0584.757034), where both sculptors work with other artists. One cannot leave these places without a tour to discover the quarries, through villages rich in history, such as Azzano, with the Romanesque parish church of San Martino alla Cappella, till the quarries of Michelangelo, in Fantascritti, Carbonera and Canal Grande (Toscana Tour Experience organizes jeep tours for six people, with pick-up possibility; for info: 329.1364078). In the end, another magical place in this area, even if it doesn't belong to Versilia: Lake Massaciuccoli, with the natural oasis of Chiarone and the remains of the Roman villa of the Venulei. From the lake you can admire, on the opposite shore, Torre del Lago, the place beloved by Giacomo Puccini, who composed some of his most beautiful works here. Also this year Puccini Festival will propose numerous performances. 

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The «noble sands»
of Forte dei Marmi
have hosted
the great Italian
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MARTINI

AT ZERO

METRE

James Bond's favourite cocktail with Dry Martini has become a true religion. In the Italian venue opened by Giulia Rossano and Lucio D'Orsi at the Majestic in Sorrento, it is prepared only with olives and lemons from their garden

DI GIULIANA DI PAOLA



STRONG, OFTEN INDISSOLUBLE bonds have been tightened around the perfect circle of a Martini cup. The cocktail offered by Roosevelt to Stalin **to break the ice in Yalta** and which inspired an infinite list of writers, from Ernest Hemingway to Umberto Eco, is naturally able to create elective affinities. Its lovers feel part of a club that boasts Humphrey Bogart and Winston Churchill, Cole Porter and James Bond among its members. Because a Martini is not a simple drink to order, but a religion, as Giulia Rossano and Lucio D'Orsi well know. They are the soul and the face of Dry Martini in Sorrento, belonging to **the chain founded 41 years ago** by Javier de las Muelas, where "a certificate is given to each customer ordering it", explains Lucio, "a slip of paper in a sealed envelope with name and surname, date and time, all the details of your order and the progressive number". The 007 number was reserved to Her Majesty's spy, of course. The Dry Martini brand has branches all over the world featuring various formulas, from Corner to Gimlet, but **the Sorrento venue is one of the five "cathedrals"** devoted to the Dry Martini cult, and the only one with a seasonal opening and not located inside large international chains such as Marriott, Meliá and Four Seasons, but



Above, the Dry Martini terrace in Sorrento. Left, a Belvedere vodka Martini, the cocktail preferred by 007. Top, from the left: Sean Connery, Pierce Brosnan, Daniel Craig and Roger Moore, as well as the certificate dedicated to James Bond.



Beside the cup with Dry Martini, the customer receives a certificate with name, order and the progressive number.



Above, Giulia Rossano, owner of the Majestic Palace Hotel in Sorrento. Top, Lucio D'Orsi, new member of Belvedere Vodka Collective, behind the Dry Martini bar.

in a family-run hotel: the Majestic Palace Hotel, **founded by Giulia's grandfather in Sant'Agnello in 1967**. Here, where on one side you can admire the Vesuvius profile and, on the other, Ischia and Procida, wood is not the dominating material, as in all the other places from Barcelona to Hangzhou, from Bali to Palma de Mallorca, from Mexico to Singapore: the bar, or rather the two bars, one in the main hall with over 600 bottle references and open all day, and one on the terrace opened only in the evening, are decorated in a total white, in pure Amalfi Coast style. Another difference compared to the rest of the chain is that Lucio's Martini "is at 0 metre", as he proudly points out, "because every ingredient, from olives to lemons, comes directly from our garden". The "garden" are indeed the **15,000 square meters of vegetable garden** and citrus grove that surround the hotel. This is the source of inspirations for the cocktails created by Lucio, present also in the drink list of the other venues of the chain. "All plus one", he points out, "the best seller of those on the Lab list entrusted to the brigade boys: it is a prize, the recognition of their work". Before ending up on the list, the creations undergo Giulia's scrutiny, because studying cocktails is an intimate moment,

DRY MARTINI

Ingredients:

Belvedere vodka 7cl; Martini extra dry 2 dash; 1 olive; 1 lemon zest.
Method: Stirred.



reserved only to Giulia and Lucio. "We are different: Lucio's palate is like a computer, capable of recognizing every single ingredient, but sometimes I perceive something else... The palate is like a muscle: the more you train it, the more you perceive flavours. And it is a characteristic of our cocktails, the extreme balance. Whether the cocktail is made with three or 16 ingredients, you can perceive them all separately because they are extremely balanced". Their place remains rigorously faithful to Dry Martini's belief: some sort of altar, in the highest point of the bar, is reserved to the cocktail that **saw the agreement between Kennedy and Khrushchev**. Two mixing glasses (one for gin and the other for vodka, because it is a faith, but

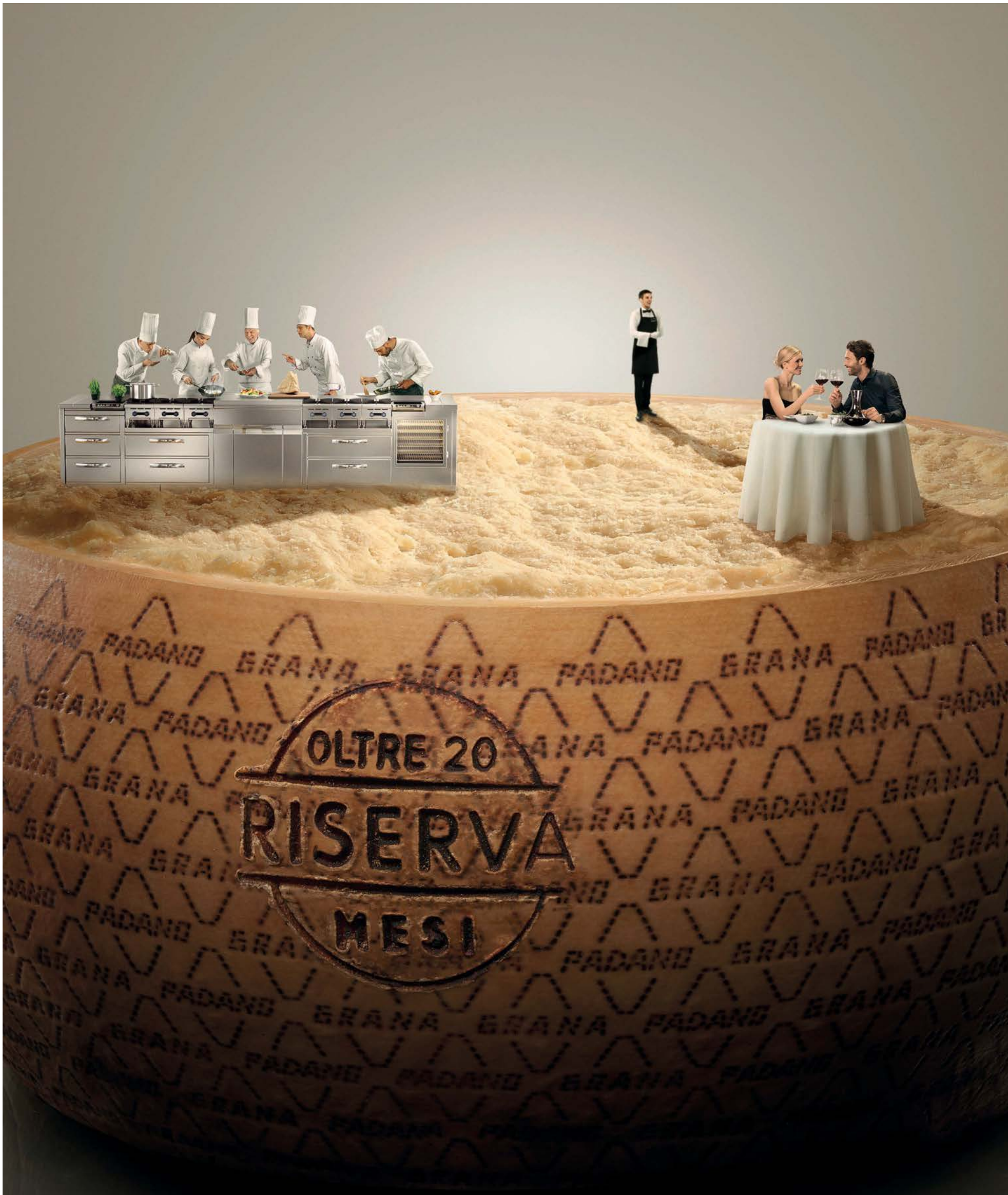
open to interpretation) and two Vermouths, more or less dry according to taste, stand on a white towel. All is dominated by the Martini bar. "This summer we start again from 2,660", so Lucio and Giulia, recently becoming members of the Belvedere Vodka Collective. Then they reveal the many projects perfected in the closing months and only slowed down by the lockdown: from **DryAway, a collection of cocktail à porter**, to Geppolino, a new space dedicated to traditional cuisine, which takes its name from the nickname of Giulia's father, Don Geppi. The restaurant opened in 2014 and earned a Michelin star in just 9 months. Now it points to the second. Because, as she says: "We are aiming at the Moon, but at least we will walk among the stars".



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MASTERS *OF THE* SEA

From Pershing to Riva. From Custom Line to Wally, Itama, Crn ... Alberto Galassi leads the Ferretti group with the attention of a shipowner, the sensitivity of an art collector and the passion for engines characterising people born in the land of Ferrari

BY GIULIA PESSANI - PHOTOGRAPY BY MASSIMO SESTINI





Lawyer Alberto Galassi, Ferretti Group CEO. In the background, the Custom Line Navetta 37 yacht, one of the eight brands belonging to the group.



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A private island, in motion: it's the perfect definition of a super yacht today. And on this opportunity, that is to be free to go where and with whoever you want, but remaining in absolute privacy, Alberto Galassi, CEO of the Ferretti group, wanted to play the communication of his eight top nautical brands in this difficult 2020 season. «Atolls from 9 to 90 meters: it is what we do. Islands where to be with friends, with your family, play the guitar, escape from sunset to sunrise, have a glass of wine while enjoying a dish of spaghetti, watch the Italian sea, which is unique in the world. I have been boating everywhere, from Bora Bora to the Seychelles. More beautiful than Lampedusa, with the Tabaccara beach and Isola dei conigli, there is nothing.» Great passion for yachting and engines, love for art and desire to innovate represent the style that lawyer Alberto Galassi has impressed on the Ferretti group. Since 2012, the majority ownership has passed to Shandong Heavy Industry Group-Weichai Group, while approximately 13% is owned by the Italian entrepreneur Piero Ferrari, who is deputy chairman and always has the last word on each boat design.

Gentleman. Being able to play the card of the heir of the Italian iconic brand par excellence, Ferrari, gives you more appeal in sales?

Alberto Galassi. It's not a question of appeal. With Piero Ferrari we started making more beautiful boats, paying maximum attention to the design, as it is in Ferrari DNA. And the market rewards us (649.3 million in proceeds in 2019, + 6.5%; Ebitda 62.2 million, + 16.3%, investments of 70 million in the last year, editor's note.).

«To me, the emotion of beauty is almost a moral duty»

G. How did the idea of Your private island pay-off come about?
A.G. We realized it by chance, but it is our overall vision. About two months ago, in the midst of the lockdown, I was talking to Khaldoon Khalifa Al-Mubarak, president of Manchester City, CEO of the Mubadala fund and dear friend, about the difficulties of generating turnover in all sectors, sport included. He said to me: «Alberto, what are you worried about, you are selling private islands.» Today, and more and more in the future, those who can afford it will choose private jets, private yachts, private islands. The new luxury is to combine freedom with privacy. In fact, the consumptions of top spenders, that is our target, are increasingly oriented in this direction, polarizing towards the very top of the range.

G. Summer is traditionally the time when yachting sells the most. What about this year?

A.G. Ferretti Group enjoyed the reconstruction effect. In June 2020, immediately after the regions reopened, we sold more than last year. In compliance with all regulations, we have almost always kept the yards in Sarnico (Lombardy), La Spezia, Cattolica, Forlì, Mondolfo and Ancona open. Our production system is solid and soon we will inaugurate the new Riva Yachts yard in La Spezia, Liguria.

G. You have eight brands: how do they differ from each other?

A.G. Riva is the heritage and the icon. Wally, the latest acquisition in order of time, the cutting-edge technological solution, both for sailing and motor yachts. Pershing, a high-speed fighter. Ferretti Yachts, the great comfort, revisited in its aesthetics by architect

Lawyer Alberto Galassi is an impassioned art collector. In the living of his Custom Line Navetta 37 yacht, a painting by Alighiero Boetti and a trunk by Louis Vuitton from the first 1910s.



Salvetti's ingeniousness. Itama, the timeless open. Mochi Craft, the Italian style lobster boat. Custom Line, the made-to-measure in shuttle and gliders. CRN, the mega yacht in steel and aluminium, from 50 to 90 meters, here too obviously made to measure. We don't want to enter the giga yacht market, above 100 meters, because they play a championship that is not ours. We are reliable and confident in what we have always done; in addition, if necessary, we rely on others, in our case Fincantieri. It is as if an Airbus 380 was asked to Dassault, which builds Mirages.

G. You have always been a ship owner, even before joining the Ferretti group. Which is your favourite boat?

A.G. A Custom Line displacement yacht, which I love madly. But my dream since I was a boy has been Itama. I grew up in Modena, land of engines and speed, and I am a collector of sports cars, rigorously produced in Maranello. To me, the emotion of beauty is almost a moral duty. My city has given me another important passion, born from a great friendship with the Modenese gallery owner Emilio Mazzoli: that for contemporary art, which today affects my work in terms of aesthetic sensitivity. Besides the fact that I like to see contemporary art in beautiful boats. In the 1970s, Mazzoli organized exhibitions with Mario Schifano, Alighiero Boetti and Transavanguardia artists, who would not have had their present-day market without his spurs. In 1981 he was the first to bring Basquiat to Italy, managing to turn a provincial gallery into the capital of art. I have grown up as a collector at his school.

G. The same goes for Ferraris...

A.G. In fact they have the yellow shield, our Modena colour, and the prancing black horse of the aviation ace Francesco Baracca,

Pershing is the high-speed fighter. Riva is the icon. Wally the cutting-edge technological solution

who fell in the Solstice battle of 1918. In 1922 Countess Baracca donated this horse to the young pilot Enzo Ferrari, telling him to put it on his car as a lucky charm. Italian stories, strong and intense, that intertwine.


G. An all-Italian summer. Your advice as for docks?

A.G. I like to talk about Italy, because we have everything. The Amalfi Coast and Capri are the synthesis of beauty, landscape, food and people... In the North, Paraggi. In Sicily, Favignana and Taormina, because if you want to go ashore you find yourself in the Valley of the Temples, in front of which the Parthenon in Athens pales. What are the Greek islands against the intensity of the Aeolian Islands and of what you find on land? I think of restaurants, hospitality and culture. Even Sardinia has no equal. The experience of the Italian territory is full and rich. Too bad not being able to make a system and be obliged to rely on individual talent.

G. As for system, marinas are scarce in Italy. Do you invest in this sector?

A.G. I would say no. Rather we will buy many berths to keep available to our ship owners. In addition, we will soon enter services and crew management and training.

G. As for boat shows, how do you participate this year?

A.G. Monaco has been cancelled, but we are organizing, as we have always done, a top event for our ship owners, with the collaboration of chef Massimo Bottura, he too from Modena. From 8 September we are in Cannes, which has been confirmed, and in autumn we will inaugurate the new Riva production centre. An important investment to confirm our commitment.. 

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DI FABIO PETRONE



SAILING IS A PLEASURE dating back to the mists of time, as does owning a boat: the first evidences go back, in fact, to 6000 BC, and are drawings inside the tombs of Egyptian notables. Without forgetting, then, the two ships of Caligula in ancient Rome, recovered from the bottom of Lake Nemi in 1929, an example of the excellent skills of the Romans as ship builders, thanks to which they managed to conquer a large part of the then known world. Skills that, combined with intuition, manual skills and notions handed down over the centuries as **a family heritage of the ship building masters**, have turned Italians into a people of sailors, among the most renowned manufacturers in the world. Although metal ships appeared in the first half of the 19th century (iron was initially used only as an armour-external coating to strengthen ships), the wooden buildings continued successfully for a long time both with professional units, suitable for small cabotage, and with pleasure boats. Picchiotti, Camuffo, Baglietto, Benetti, Aprea, Riva are just some of the families who, after building hulls that have made the





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Carbon sandwich hull with Corecell and resin core and carbon prepreg for the SW96, a 29.30-metre sailing yacht by the South African shipyard Southern Wind. Nava Yachts signed its general concept and the interiors.

history of the Italian navy, have concentrated their production on wooden hulls dedicated to yachting, always built under the banner of the beautiful and well crafted.

But the predominance of wood began to falter in the 1950s, when fiberglass was introduced in nautical constructions. Initially tested in the USA, this material was used for the first time in Italy in 1960 by the FIART yard to build Conchita, a 3.60-meter vessel. The boat immediately showed **all the potential of the mould building allowed by the new material**: to repeat the same model in innumerable identical specimens, to produce forms that were hitherto difficult, if not impossible, to make, to reduce construction times, costs and skilled labour. Thanks to fiberglass, which later became composite due to the addition of more materials in the stratification granting







its higher physical-mechanical characteristics, recreational boating became a popular national phenomenon from the 1970s. Starting from small boats, composite was used for larger boats, yachts, and then pleasure boats and superyachts. For the latter, especially when it comes **to customised units longer than 45-50 meters**, steel or aluminium are used, now as in the past, above all if the hull has to reach particular speeds. To better understand how the world of nautical construction has evolved according to materials, the most striking example is given by the boats competing for the America's Cup, always the result of the highest technological development: from aluminium for Azzurra, in 1983, to composite for New Zealand's Plastic Fantastic, in 1987, and then, with the IACC class, to the unforgettable red hull in kevlar and carbon, about 23 meters

By talking of wood boats, the thought goes immediately to Riva shipyard in Sarnico, a Dolce Vita icon now belonging to Ferretti Group, where artisans bring about a century-old tradition. Aquariva Super, an open yacht with classic lines, keeps the legend alive.





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long, of Moro di Venezia. The consequences of the use of carbon in pleasure boat construction has not been rapid, especially due to its costs, but in recent years there has been an inexorable increase in yachts built, at least in part, with this material. The characteristics of its more resistant and lighter fibres bring **indisputable advantages in terms of strength, rigidity and increased performance** by virtue of weight reduction. Using carbon for the higher elements in a boat, from the mast to the superstructure of a motoryacht, significantly improves the stability of the hull both in navigation and at anchor, also proportionally increasing on-board comfort. Finally, we must not forget the fundamental element: the emotional factor, which should never miss. **G**





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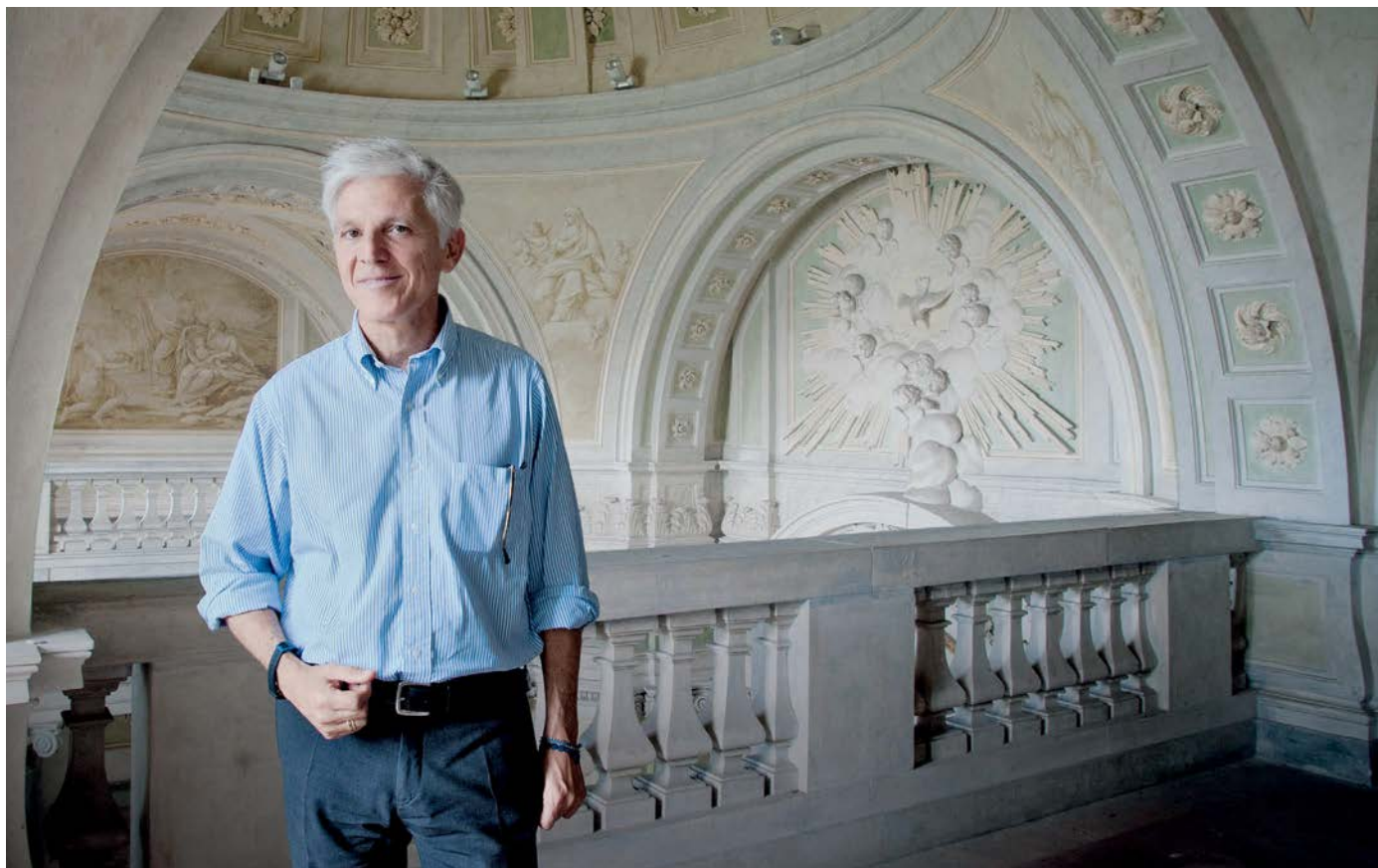


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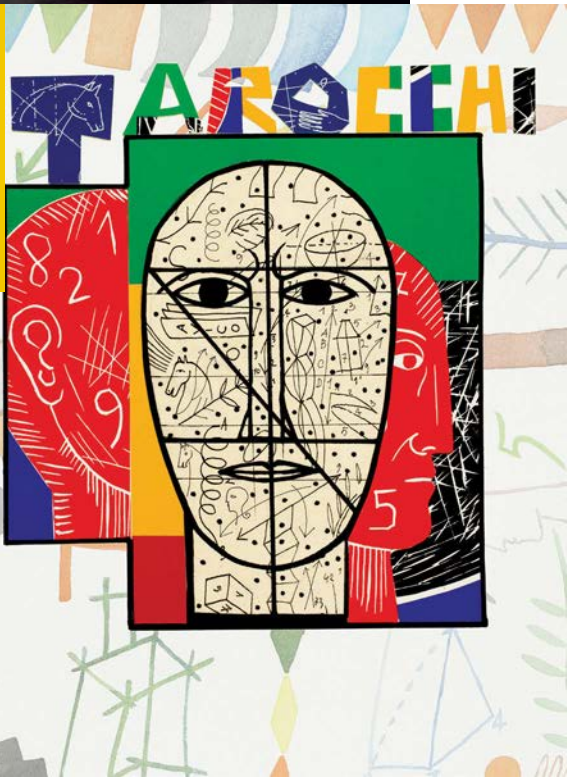
DI ENRICO DAL BUONO

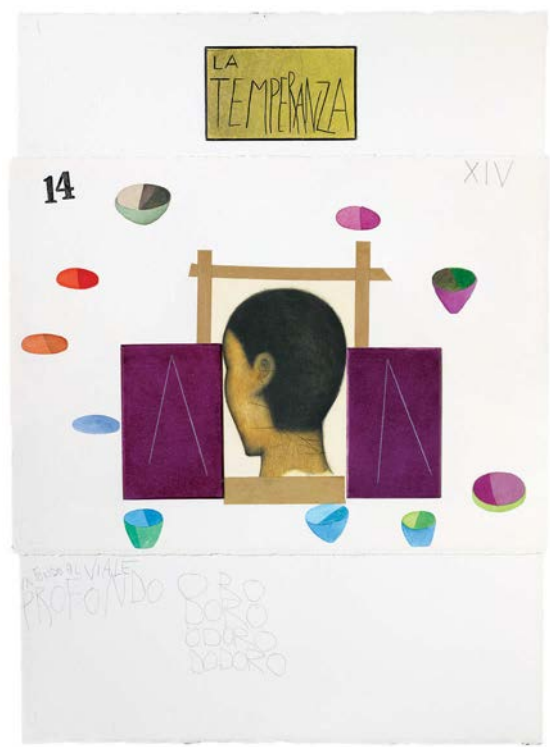
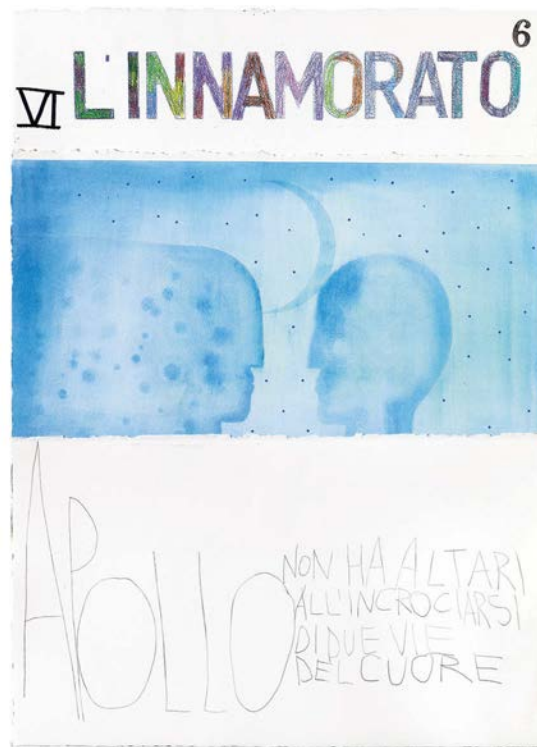


A BEAUTIFUL SOUL DOES NOT deserve to be embodied in an ugly body. Since the times of painter and decorator Vittorio Grassi, art director of the “Grande Enciclopedia”, graphic quality must reflect for Treccani content quality. “Still today, the spine Grassi designed is one of the strongest and most recognizable symbols of Italian culture”, so Massimo Bray, Treccani general manager and former minister for Cultural Heritage. “Our audience,” he continues, “is indeed attentive to the **merging between technical-scientific rigor and creativity**, on which Bottega Treccani is based too”. A laboratory of excellence producing vases, watches, lecterns and bookcases, born conceptually on the day when Bray asked Alessandro Mendini, designer of the armchair Proust, to imagine a pen. “He accepted and told me that he believed Treccani was one of the last places capable of preserving wisdom tout-court and

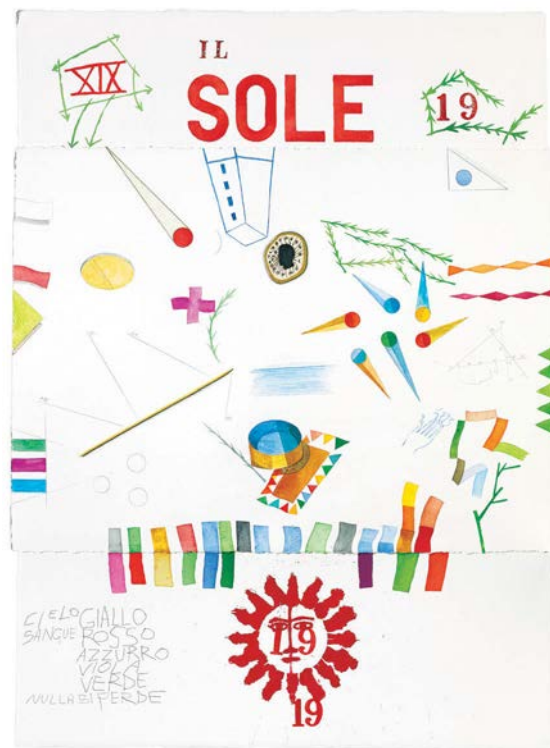
giving a meaning and a direction to Italian culture”. The encyclopaedia as a compass to get the right direction within the contemporary vortex of disposable information. This is the true essence of Treccani in Wikipedia era. “The Anglo-Saxon site has certainly played an important role: keeping the universal value of encyclopaedia alive.” It is perfect to get quick answers, a first aid for curiosity. Treccani, on the other hand, works with the **slowness of great ambitions**, is devoted to the certification of knowledge and the search for experts who can explain the terms in the best possible way. “With Coronavirus, our digital ecosystem has reached 2 million users per day, users otherwise lost in the word maze of the pandemic.” Among the most sought after terms: draconian, responsibility, resilience,

Above, Massimo Bray, Treccani general manager. Right, the book *Tarocchi* by Edizioni d'Arte Treccani, 499 hand-numbered and silk-bound specimens.





EDIZIONI DI PREGIO ARE ARTISTIC CREATIONS THAT MUST REFLECT THE RICHNESS OF CONTENTS.



work. “Thanks to the collaboration of philosopher Tullio Gregory, who died a short time ago, we are publishing the new appendix, **to reinterpret four hundred terms in the light of the twenty-first century**: from humanism to journalism.”

Treccani represents an interpretation of Italian beauty in favour of all the players in the publishing field, bookbinders and printers included. “Wise craftsmen who, if it weren’t for us, would risk disappearing.” Edizioni di Pregio, real works of art entrusted to Italian workers, were born at the end of the last millennium with a monographic volume on Pompeii. “And

they have grown with other books dedicated to Italian cities of art and their profound identities: Bologna curated by Vittorio Emiliani, Turin by Enrico Castelnuovo”.

Works with narrative plans capable of outlining specific iconographic paths. “Because the city, in its highest sense, is based on two elements: the historical-artistic heritage and the inhabitants’ community. Treccani is committed to protecting both these patrimonies”. In a present crushed on itself, Treccani is an institution devoted to reworking

the past and planning the future. Thus another ancient knowledge, the tarot cards, regains all its relevance with the new proposal of **Edizioni d’Arte Treccani, dedicated to the esoteric cards**. “They recall the irrepressible dimension of the game, and therefore of the sacred and the ritual: something other than everyday life.

To bring readers closer to this distant dimension, we have involved, as in our style, great masters: Aldo Nove, who wrote the poems, and Mimmo Paladino for the illustrations”.

Above, Mimmo Paladino's illustration of tarots for the book *Tarocchi*, exclusively for Edizioni d'Arte Treccani, with poems by Aldo Nove.

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Leather loafer
with tassels
and Gucci micro
logo.


Oxford in
shiny calf leather
by Church's.

MUST HAVE


POWER OF SHOES

From the classic Oxford shoes to penny loafers, from monkstraps with buckles to sneakers, all the models a gentleman must have in his wardrobe. For any occasion

BY STEFANO SPINETTA - PHOTOGRAPY BY ANGELO BOLLA



Shiny calf leather penny loafer by Dior.



Gommino leather driving shoe by Tod's.

MUST HAVE

Velvet
slipper with
satin inlays by
Dolce&Gabbana.

Derby in soft
calf natural
leather by Fratelli
Rossetti.



Monkstrap
in hand-polished
calf leather by
Doucal's.

Leather
sneakers with a
vintage effect
by Hogan.

**«THE EYES CAN MISLEAD,
THE SMILE CAN LIE,
BUT THE SHOES ALWAYS TELL
THE TRUTH».** DR. HOUSE

A detailed black and white photograph of a Hublot Big Bang watch movement. The image shows the intricate mechanical components, including gears, jewels, and the integrated metal and ceramic bracelet. The Hublot logo and 'HUBLOT' text are prominently displayed on the dial. The watch face features a date window at the 3 o'clock position and a sub-dial at the 6 o'clock position. The overall design is highly technical and precise.

HUBLOT

15 years after its creation, the Big Bang appears for the first time in its integral version, with metal or ceramic integrated bracelet: the result of the maison's artisans (right).

HANDICRAFT

KEEPERS OF TIME

The models writing the history of watchmaking are reinventing themselves to answer the exigencies of the new generations. Without forgetting the tradition and passion making them unique

BY PAOLO DE VECCHI





«**A**N ABSOLUTE NOVELTY, 15 years after the Big Bang. One integrated bracelet, revisited case, different customers. The Big Bang Integral, with its monobloc architecture, enters a new universe». Words of **Ricardo Gualupe**, **Hublot** CEO, a maison that has revisited a classic of the 1980s, the decade in which the company was founded thanks to the transgressive creativity of Carlo Crocco and which witnessed its immediate success, especially in Italy, at the time centre of worldwide interest in wristwatch trends. The idea of mixing materials traditionally kept well separated, such as the yellow gold of the case and the black rubber of the strap, ruled the fate of the brand before (2004) and after the acquisition by the

Lange 1, the first model made by A. Lange & Söhne, has had slight changes in time, with the introduction of moon phases (as brand manager Brigida Ceresola shows) and tourbillon.

luxury group Lvmh (2008). And it is precisely the concept of “art of fusion” that has created one of the most recognized icons of contemporary watchmaking, where fusion does not mean only the melting of the materials, but also their combinations, already made for gold and rubber, and then extended to titanium, aluminium, carbon, sapphire glass, fibres, new-concept alloys and so on. Including ceramic, as in this case, worked in a single zirconium oxide casting at 1,500 degrees to obtain a monobloc structure. The automatic movement with chronograph of the new **Big Bang Integral**, heir to a great status symbol of the past, is embedded in this visually extremely dense material, light to the touch and resistant. If Italian and Swiss talents meet in Hublot, with **A. Lange & Söhne** we





are instead faced with an exemplary episode of Made in Germany, where history and design mix, giving life to a production that has found in the first created model, the Lange 1, the maximum exaltation. And it is **Brigida Ceresola** who traces the way, with some pride, given that the rebirth of the brand also corresponds to the reunification of the two Germanies, after the fall of the Berlin Wall. In short, a timepiece that is a direct testimony of important contemporary events. «It is in 1994 that Walter Lange», the brand manager South Europe explains, «and Günter Blümlein presented, in the Dresden Castle, the first collections of the new A. Lange & Söhne manufacture, inspired by the Saxon tradition and the aesthetic canons of the Bauhaus. The **Lange 1** boasted an unusual design of the dial and the use of a large date display, all with proportions of golden rule. Since then, that watch has become a symbol and icon of the brand». In the 25 years that have passed in the meantime, the model has been variously declined, increasing its size or inserting the moon phases or the tourbillon, but always maintaining its essence. As for tourbillon, here is a name that has stood out for over two centuries: **Breguet**. The noble origin of this maison, which bears the name of the most brilliant and prolific watchmaker of the modern era, is often evoked by its present-day president, **Marc Hayek**. And how could it be otherwise, given that, living between the end of the 1700s and the early 1800s, Abraham-Louis Breguet practically invented everything that is still used in watchmaking today, both technically and aesthetically. Starting with the tourbillon regulator, a patent from 1801, continuing with the acoustics of the hours, the shock protection system known as pare-chute and the perpetual calendar, not to mention the hands with the typical «à pomme» shape, the

Breguet president Marc Hayek and the Classic Chronométrie, boasting all the aesthetic technique, like the guilloché engraving, and the mechanical know-how, like the power reserve, of the maison.

Arabic or Romans numeral graphics, the decentralized indications so as to collect many of them on the same dial. The guilloché working of the dial is an engraving with various textures that today has become a decorative value for the watch, but in past centuries was an effective system to repel dust from dials and mechanisms. It goes without saying that this watchmaking summa, also present on every modern Breguet watch, is a factor of great prestige for enthusiasts and collectors, and becomes particularly representative on the more complex models in terms of the number of indications shown and their arrangement. Much more recent, but no less significant, the good news about **Montblanc**, a maison born with writing instruments at the beginning of the 1900s and which in 1997 began






to market watches, later acquiring the nineteenth century Minerva manufacture, an operation that led Montblanc to assimilate the latter's history and skills. It is not easy to find a brand icon within an extremely varied production, but managing director watch division **Daide Cerrato** has thought of it. «When I took responsibility for the watch business unit, we identified», so Cerrato, «great potential in extending the sports segment, looking for a domain that is not too crowded and tied to Montblanc's DNA. The mountain, first of all, then a mythical star-shaped logo and the choice of exploration: outdoor and adventure as universes to be guarded. The inspiration for design came from the Minerva military models of the 1930s. It was the birth of the **Geosphere** model, the banner of the new Montblanc watchmaking». To this we must add that touch

The 1858 Geosphere by Montblanc is inspired by the professional Minerva watches from the 1930s, conceived for military use. It was chosen as iconic model by managing director Davide Cerrato.

of typically Italian taste that led Cerrato to work a lot also on the straps, in Nato fabric and manufactured in France on nineteenth-century looms.

Finally, for **Patek Philippe**, the most emblematic model comes from far away and today helps to highlight the inauguration of a new wing of the Geneva manufacture, as if to mark the continuity between past and future. For the occasion, a limited series of one thousand **Calatrava** timepieces was presented, exceptionally with a steel case and worked dial. **Laura Gervasoni**, general manager of Patek Philippe Italia, explains the reasons for this choice. «Since 1932, the Calatrava model has entered history as a symbol of the timeless style of Patek Philippe thanks to its simple and pure lines». And also as an archetype of the most classic and elegant wristwatch. 



Just 1.000 specimens for the new Calatrava, a symbol of Patek Philippe style since 1932, now proposed with steel case and worked dial. In the other photos, the company.



HOUNDSTOOTH

Left. Wool three-piece suit, **Paoloni**; flannel shirt, **Xacus**; socks, **Gallo**; wool hat, **Tagliatore**; monkstraps, **Church's**. Right. Wool jacket and shirt, cotton trousers, **Lardini**; hat, **Stetson**; socks, **Gallo**; lace-up shoes, **Church's**.





FASHION

INTO — THE — WILD

The iconic pieces of men's wardrobe for next fall. From the classic pinstripe suit up to the tabard for the dandy, from the history and evolution of country wear to the unmissable in town

DI TOMMASO BASILIO - FOTO DI PAOLO LEONE - TESTO DI GIOIA CAROZZI



MEN ARE OFTEN PUZZLED WHEN WE TALK about fashion, trend, collection. An attitude which is more than understandable. The fashionista language used by fashion designers and journalists is good for some but quite scaring, even if unwittingly, for a large share of the market, made up of men interested in being well dressed and in the history of fashion, but not bewitched by the well-known song of Ulysses' mermaids. For this reason, in this Gentleman issue dedicated to the beautiful and the well-crafted, we have designed these pages thinking of some iconic garments from man's wardrobe. **A timeless, elegant fashion, sometimes with a dandy twist**, which, by a closer glance, is always present from season to season, even if revisited from designer to designer. It is the case for a timeless classic such as the pinstripe suit, entering the public imagination thanks to **Clark Gable, Al Pacino and Giovanni Agnelli**. Today it is worn closer to the body, in a more fitted version, like in **Brunello Cucinelli's** proposal, here photographed with a turtleneck, without the classic tie. It could also be matched with the blue duster coat that **Dior** has made even more minimalist and essential. In the wake of fabrics, we notice another perennial return, that of the houndstooth, a poor fabric, once a distinctive feature of the Scottish shepherds. Soon appreciated also by the nobles, and then by Christian Dior, who in the 1940s chose it for the packaging of his iconic Miss Dior perfume, it is now propo-

DOWN JACKET
Black down puffer
jacket, print cotton
t-shirt and nylon
trousers, all by
Moncler.





4 HOOK JACKET

Cotton heavy jacket and puffer vest, *Fay*; wool shirt, *Alessandro Gherardi*; cashmere trousers, *Piacenza Cashmere*; wool hat, *Stetson*; braided leather belt, *Orciani*.



EATHER DUSTER COAT

*Overcoat, t-shirt, leather trousers and monkstraps, all by Salvatore Ferragamo;
socks, Gallo.*

CAMOUFLAGE
Nylon jacket, scarf
and cotton trousers,
all by **Louis Vuitton**;
cotton polo shirt,
Jacob Cohën;
glasses, **Moscot**;
leather belt, **Orciani**.



PINSTRIFE

Cashmere pinstripe suit, cashmere turtleneck and wool hat, all by Brunello Cucinelli.





PEACOT

Wool cloth peacot and wool sweater, *Paul & Shark*; corduroy trousers, *Re-Hash*;
lace-up shoes, *Doucal's*; wool hat, *Stetson*.

TABARD

Wool cloth tabard, wool sweater, corduroy trousers and leather boots, all by *Dolce & Gabbana*; leather belt, *Orciani*.



sed for next fall in a three-piece version of **Paoloni**, or just as a jacket, this time signed by **Lardini**, and combined with cream-colored trousers. Still thinking about country wear, Salvatore Ferragamo's leather duster coat, a garment that was originally used by knights to protect themselves from dust, and also adopted by the Texas Rangers as a uniform. As for the country gentleman, we could not ignore that many iconic garments derive from military ones. Starting from the camouflage fabric proposed by **Louis Vuitton**, up to the new trench coat, whose name has a clear military origin, used by the British soldiers since the 19th century, here revised and corrected by **Herno**, and photographed, not by chance, beside the field jacket by **L.B.M. 1911**. Other military must-have pieces suggested on these pages bear in one case the signature of **Tagliatore**, who revolutionized the duffle coat, made famous by the English general Montgomery during the Second World War, designing it in a contemporary key; and in the other the **Paul & Shark** brand, with its peacoat

deriving from the eighteenth-century Royal Navy. And what about the iconic town pieces? **Moncler's** down jacket, turned from skiwear into a uniform for the youth of the Eighties and to being the quintessential outerwear. As is the case with the 4 hook jacket by **Fay**, the historic brand of **Diego and Andrea Della Valle**, inspired by the work jackets worn by the Maine fire department, to underline the concept of the work suit definitely lent to urban use. Till the leather jacket, or bomber, that has crossed the ages unscathed (mythical those worn by Marlon Brando in the movie *The Wild One* and James Dean in *Youth burned*), revived today by the **Hermès** maison. Turning to evening wear, Gentleman wanted to focus on the most texturized and enveloping fabric, velvet, here exemplified by **Giorgio Armani's** tuxedo with its worked vest, and the tabard by **Dolce & Gabbana**, a garment which has experienced many interpretations over time, from a comfortable cape to its contemporary evolution, making it ideal for the gala evenings of next winter. **G**



DUSTER COAT
Duster coat and
cotton t-shirt, **Dior**;
denim trousers,
Doppiaa; belt,
Orciani; lace-up
shoes, **Church's**.



DUFFLE COAT
Wool Montgomery, *Tagliatore*;
cashmere turtleneck,
Drumhor; denim trousers, *Doppiaa*.

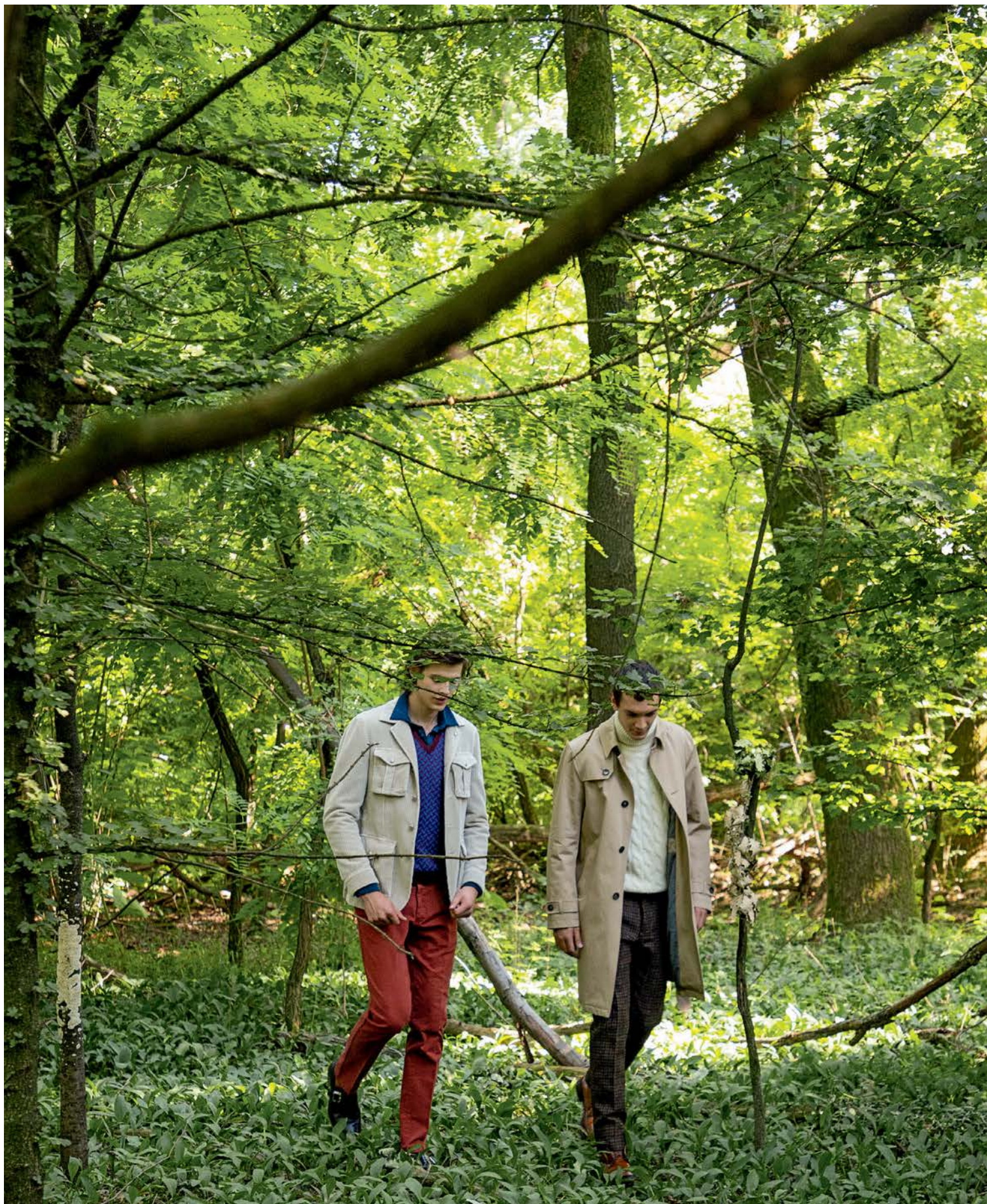
LEATHER
JACKET
Leather bomber
jacket, cotton shirt
and trousers, leather
boots, all by Hermès.



VELVET SUIT
Velvet suit, vest
and boots, all by
Giorgio Armani;
belt, Orciani.

(Fashion assistant: Greta
Tedeschi. Grooming: Chiara
Bussei @W-Mmanagement
using Tigi)





TRENCH COAT AND MILITARY JACKET

Left. Corduroy military jacket and moleskin trousers, *L.B.M. 1911*; shirt, *Re-Hash*; cashmere sweater, *Drumohr*; lace-up shoes, *Church's*. Right. Trench coat, *Herno*; cashmere sweater, *Lardini*; wool trousers, *Berwich*; lace-up shoes, *Church's*.

pininfarina
Segno

WRITING & ACCESSORIES

PF ONE FOUNTAIN

PF ONE FOUNTAIN edition, un oggetto esclusivo in termini di design, tecnologia e modalità d'uso, in cui ogni minimo dettaglio è stato studiato in relazione alla sua funzione. Uno strumento di scrittura che unisce tradizione ed innovazione, i due valori che hanno reso celebre il marchio **Pininfarina** a partire dal 1930.



*"Il design è lo strumento per
umanizzare l'innovazione"*

Luigi Pininfarina

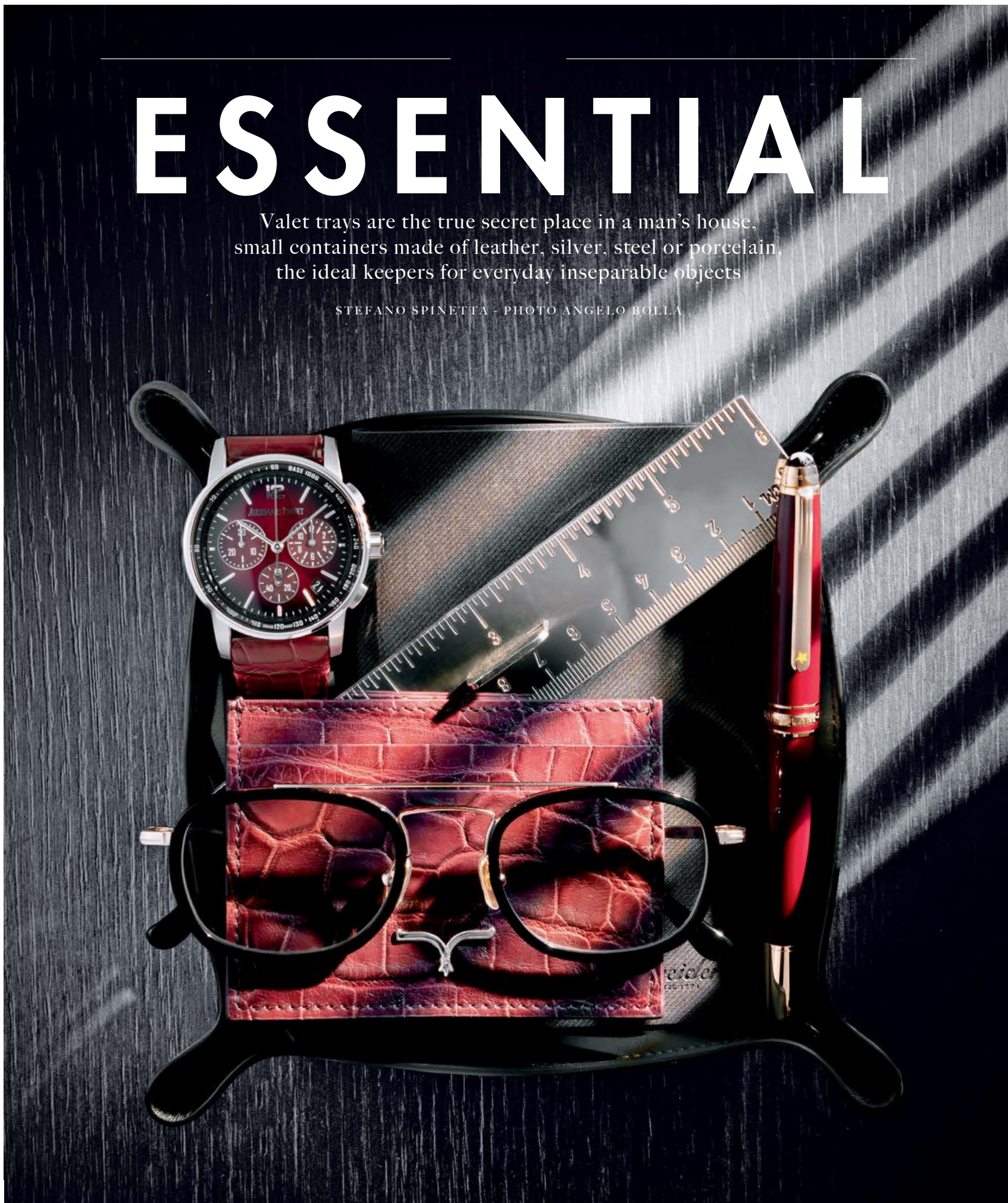


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ESSENTIAL

Valet trays are the true secret place in a man's house, small containers made of leather, silver, steel or porcelain, the ideal keepers for everyday inseparable objects

STEFANO SPINETTA - PHOTO ANGELO BOLLA



Burgundy background. Leather valet tray by Montblanc, 290 euros, montblanc.com; glasses with double bridge by Tom Ford, 320 euros, tomford.com; Boston Notes with textile cover by Pineider, 18 euros, pineider.com; Montblanc fountain pen, 575 euros; alligator card holder and silver rule by Larusmiani, respectively 630 euros and 380 euros, larusmiani.it; automatic chronograph Code 11.59 with 18-carat white gold case and hand-sewn alligator strap by Audemars Piguet, audemarspiguet.com.



Contemporary classic. Leather valet tray by Hermès, 590 euros, [hermes.com](https://www.hermes.com); leather wallet by Ermenegildo Zegna, [zegna.it](https://www.zegna.it); titanium glasses by Giorgio Armani Eyewear, 455 euros, [armani.com](https://www.armani.com); silk tie by Fiorio, 130 euros, [fioriomilano.it](https://www.fioriomilano.it); cologne Futura by Acqua di Parma, 116 euros, [acquadiparma.com](https://www.acquadiparma.com); silver cuff links with palladium finishing by S.T. Dupont, [st-dupont.com](https://www.st-dupont.com); leather key ring by Roberto Botticelli, [robertobotticelli.it](https://www.robertobotticelli.it); timepiece Oyster Perpetual 39 by Rolex, 5,400 euros, [rolex.com](https://www.rolex.com).

Enzo Pisano
napoli



Digital sportsman. Chinaware valet tray with hand-painted details, Tiffany & Co, 290 euros, [tiffany.it](https://www.tiffany.it); hammered leather wallet by Salvatore Ferragamo, 360 euros, [ferragamo.com](https://www.ferragamo.com); leather cover with card holder by Paul Smith, 130 euros, [paulsmith.com](https://www.paulsmith.com); leather card holder by Tonino Lamborghini, 85 euros, [lamborghini.it](https://www.lamborghini.it); Apple Watch Series 5 with leather strap by Hermès, 1,499 euros, [hermes.com](https://www.hermes.com); sunglasses Wayfarer by Ray-Ban, 195 euros, [ray-ban.com](https://www.ray-ban.com); wireless earphones by Bang & Olufsen, 350 euros, [bang-olufsen.com](https://www.bang-olufsen.com).

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Hotel Principe di Savoia
Milan


BAFFONERO

chosen by



Rocca di Frassinello

MAREMMA TOSCANA

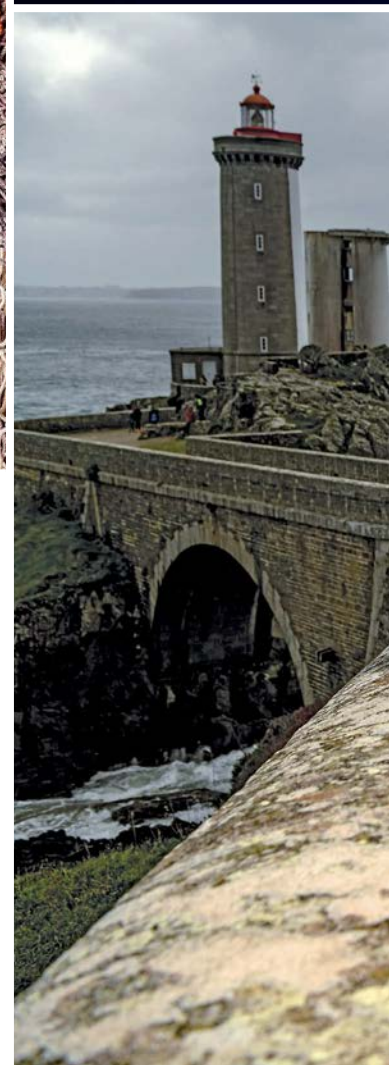
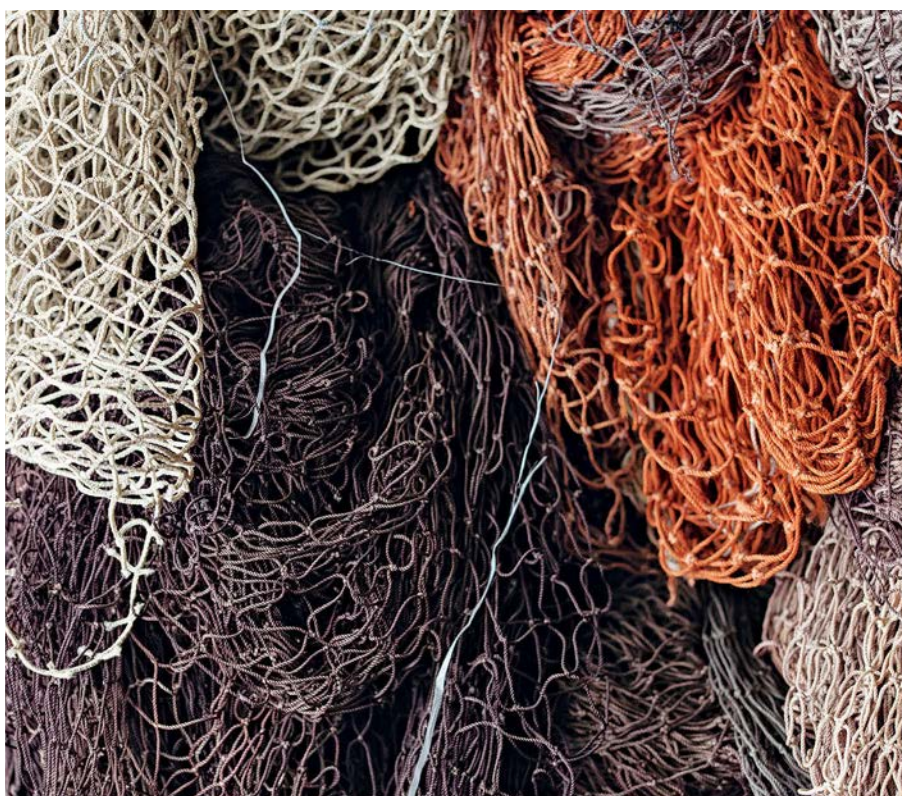
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WITH
**DEEPER SHADES
OF BLUE**

The new engagement of companies will be to grant not only eco-friendly products, but a whole sustainable production.
As demonstrated by the Italian brand Paul&Shark

DI GIOIA CAROZZI



On this page, from top, bottles from which the polyester fibre of the Save the Sea fabric is produced. Anti wind jacket made of Typhoon 20000 fabric, with water-repellent membrane. The fishing nets producing the ECONYL® sustainable fibre. Tasmania countryside. Right, outerwear of next winter Paul&Shark collection. Top, the shark, symbol of the brand.



MANY ARE THE OCCASIONS, today, to say that an object, a garment or food are sustainable. It has become a fashionable adjective, used and abused by everyone. Not always, though, with deep roots and a 360° vision. For example, can a company consider itself truly sustainable if the whole supply chain is not? The question has been asked also by the Italian brand Paul&Shark, which started in 1975 from **a deep bond with the sea, the wind and the sail dominating elements**, and that today, with its collections for men, women, children and accessories, distributed in 73 countries, 458 cities and 474 sale points, has become a reference point in the world for those looking for a luxury sports total-look, a high performance of technical materials (often patented by the same brand) and, of course, **a true traceable sustainability**. Last year Paul & Shark launched a challenge: to produce at least 50% of its collection with recycled and environmental friendly materials. So the company with the famous shark logo has continued its tangible commitment towards the sea and its safeguarding with the Save the


SUSTAINABILITY MEANS PRODUCING CLOTHING WITH AN INFINITE REGENERATION POTENTIAL

Sea project and with its fabrics deriving from recycled elements including plastic bottles recovered from polluted seas, to produce **a fabric that guarantees thermal insulation, waterproofness, lightness and wind protection.** According to this policy, it uses also recycled Eco-wool which reduces CO2 emissions, toxic emissions from incinerators, and the intensive exploitation of sheep and land used for

grazing. As if that were not enough, the entire wool knitwear and outerwear collection uses Cruelty Free certified fabrics, coming from the Beaufront estate, in Tasmania, one of the best producers in the world, granting high quality and traceability of its fibres.

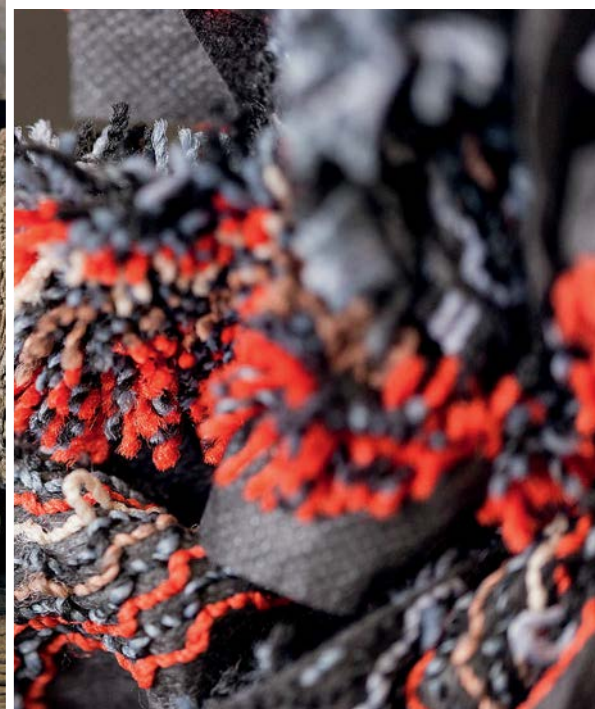
The same commitment also applies to the padding of the outerwear, for which recycled Goose Down second life feather is used, to give new life to old feathers, leaving intact softness and technical characteristics. As for cotton sweaters, another spearhead production of the brand: here each piece bears the Watershed tag, that guarantees water repellence but above **all fluorocarbon-free garments** (fluorine carbides are used to give water repellence but are harmful to health, so much so that a law will definitively prohibit their use in two years' time). Paul&Shark's most recent addition is the new ECONYL® sustainable fibre. It is

a purified regenerated nylon, obtained from the conversion of fishing nets recovered from oceans around the world and other abandoned plastic materials, a fibre with an infinite regeneration potential (because true sustainability is also making things last), which will be used next year for some top items of the spring-summer collection.

And finally, as a demonstration of Paul & Shark's continuous commitment towards a total sustainability, this year the company has also obtained one of the most important certifications, ISO 14001, a selection criterion that applies the most recent recognized standards at a world-wide level for **the optimal management of environmental resources and concerns energy consumption**, generated in Paul & Shark partly by solar panels and partly by a Swiss company that produces only from hydroelectric plants. 



Beside, three pieces of Paul&Shark's knitwear for the next winter collection. Extreme left and below right, two production phases of the new ECONYL® sustainable fibre, made from fishing nets recovered from oceans. Below left, sheep of the Beaufront estate, in Tasmania, supplier of the traceable wool used by Paul&Shark for all its knitwear..



CANTORI



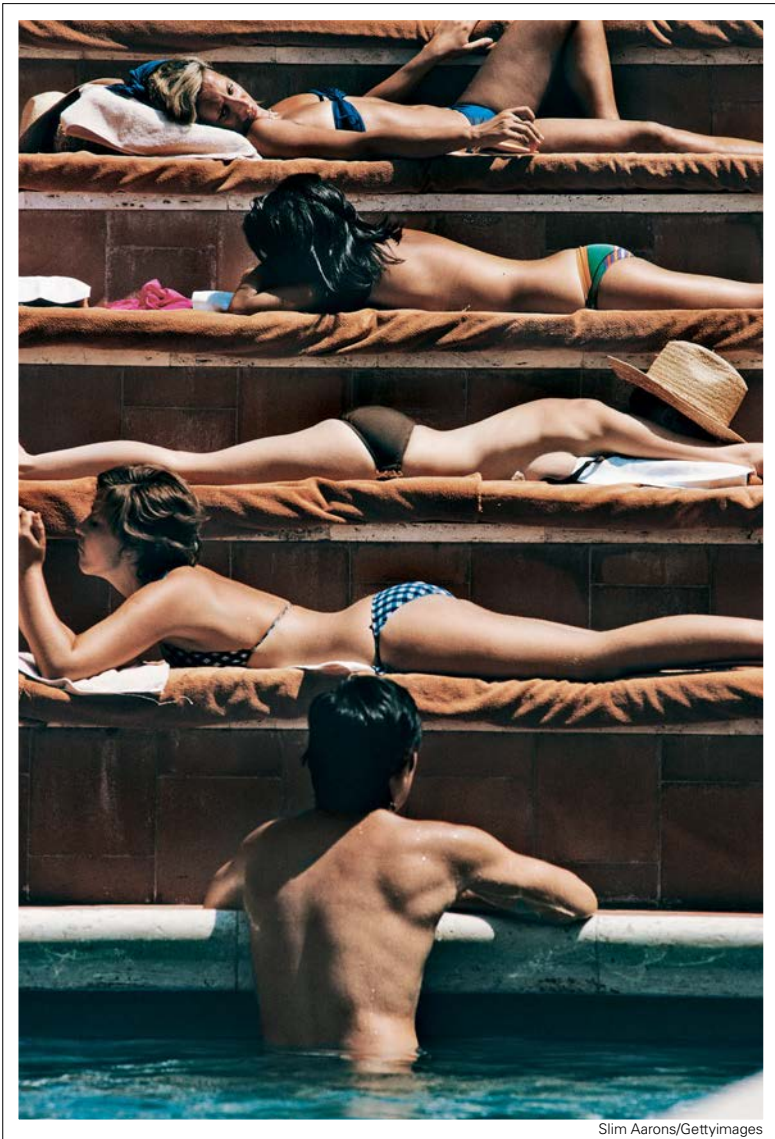
LIFESTYLE

THE ISLAND OF EMOTIONS

Beloved by the international jet set for its beauty and its privacy, Capri appears in an arthouse version this year. A unique occasion to discover the Gulf Queen

DI MAGDA MUTTI

*Villa Malaparte
portrayed by
Umberto D'Aniello
(opposite, a detail),
author of the photos
in the book Capri
l'éternelle.*



Slim Aarons/Gettyimages

A BRAZEN BEAUTY. With an aristocratic touch, and naturally reserved, this summer even more. There will be no crowds of yachts in the harbour, nor even hosts of vip-watchers in the Piazzetta or sold out hotels. Capri, every summer launching a new fashion, is presented in an arthouse version, with as few foreigners and tourism as possible. As a result, almost everything becomes accessible, from the shop windows of Via Camerelle to vintage cabrio-taxis with marshmallow colours, to the places that have become bookable. Thus: if not now, when? When will it appear so natural again?

BUEN RETIRO E BEACH CLUB

Where to stay? The island is not car friendly, you walk a lot and Capri does not spare steps. Gentleman's advice is to choose amongst hotels that have privileged positions away from daily tourism.

Punta Tragara, to the west, can be reached with a walk among the boutiques of via Camerelle, glorious bougainvillea and plumbago waterfalls. It is a unique location: the original structure is Villa Vismara, designed by Le Corbusier as an architectural bloom anchored to the rock, with terracotta exteriors: some rooms look at Scoglio delle Sirene, **the Art Suite has a bathtub overlooking Faraglioni**, the Penthouse is a place of the soul, as well as the mini-amphitheatre with swimming pool overlooking Marina Piccola, the one photographed by Slim Aarons and become the **symbol of high society** elegance at any latitude. From the hotel you go down a stairway that reaches

Above, a photo by Slim Aarons in the swimming pool of Hotel Punta Tragara, in 1974. Below, the world-renowned Piazzetta di Capri, meeting point of the island's movida.



Gettyimages



Slim Aarons/Gettyimages

“From Grotta Azzurra bathes to the aperitif on the Piazzetta and the shopping in historical shops, Capri is a must-have for any generation”

two spectacular baths: **Luigi ai Faraglioni** and **La Fontelina**, locations where the Dolce & Gabbana collections are presented. For both, natural pools among the rocks. Another excellent solution is the **Capri Palace Jumeirah** in Anacapri, offering contained and therefore more exclusive hospitality for this season: here is the only Medical Spa in the whole Mediterranean, specialized in the treatment of legs and poor circulation problems. Its composite beach club **Il Riccio**, a few swimming strokes from the Blue Grotto, inaugurated the new season with a boutique and terrace signed by Dior, the starred restaurant includes the Sala delle Tentazioni, entirely lined with Capri majolica, a triumph of Bourbon sweets, babà, Anacapri cakes, Neapolitan sfogliatelle. For those arriving by boat the club has a tender service. Exclusive, small in size (22 rooms), but full of services, the **JK Place** is another valid option: furnished like a villa, it has a lawn terrace with a swimming pool overlooking Marina Grande, direct access to the sea, and a Spa (Sisley). This year they have arranged helicopter transfers and exclusive visits to boutiques and tourist sites.

AUTHOR'S PATHS

Walking is a constant activity in Capri, therefore you need to wear flat and comfortable shoes, especially if you want to discover the island through its paths. The best moments are at dawn or at sunset. The top walk is **Pizzolungo**, from Punta Tragara viewpoint to the Matermania grotto and the Natural Arch, with a well-deserved stop at the **Le Grottelle** restaurant, Spartan but excellent for pizza and brick chicken. During the full moon nights the panorama is priceless: it is un-

derstandable why Capri is so beloved. Those who want to be guided by an expert can book one of the Author's Walks organised by Renato Esposito, professor, Germanist and local history expert, who shows literary villas, historical paths and soul churches. The most exciting starts at 5.30 from the Piazzetta and reaches the roof of **Villa Lysis**, Art Nouveau home of the Parisian poet and baron Jacques d'Adelswärd-Fersen, location of Emilia Zamurer's concert, with a final breakfast in the blue hour light.

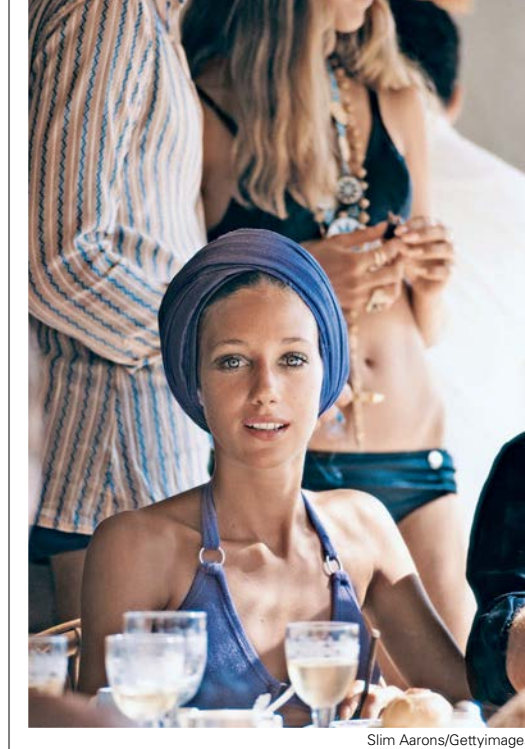
“**Curzio Malaparte's villa**, renamed Casa con Me, cannot be visited, but its red-coloured organic rationalist architecture stretched like a launching ramp on a rocky ridge leaves you breathless. **Villa San Michele**, Axel Munthe's residence in Anacapri, is another unmissable home, rich in Roman finds collected over time by the German doctor, who arrived on the island at the age of 18 and never left it. If you want to live the most philosophical and cultured beat of the island, **Villa Paradiso** can also be rented: it is the treasure chest of the largest collection of paintings by the German utopian painter and theosophist Karl W. Diefenbach. Capri is a story of loves at first sight that comes from afar: Augustus fell in love with it, Tiberius much more, turned it into his home and from here he administered the Empire, wars included!”, Renato Esposito says.

Unmissable is the experience of the island seen from the sea, which reveals otherwise unreachable corners. Capri on Board cruising company offers customised navigation service: the typical Apremare gozzo boats, Riva motorboats and various yachts point to the grottos (Blue, Green and



Above, the terrace of a coffee bar in an old photo. Left, the fascinating Grotta Azzurra and, right, La Fontelina, one of the most beautiful beach clubs in the world, with a sight on Faraglioni. Both photos by Umberto D'Aniello are taken from the book *Capri l'éternelle* by Jean-Pascal Hesse, published by Gourcuff Gradenigo.





Slim Aarons/Gettyimages

“ Nowhere in the world there are so many opportunities for delicious peace as in this small island. *Charles Dickens* ”

White), slip into the most hidden bays, reach the most exclusive beaches, if desired with chef and barman on board. Furthermore, the organization offers private events in villas, also with pick-up at the port of Naples. A magical place on Capri is the **Lighthouse in Punta Carena**: the Malibù chiringuito is ideal for the aperitif, while the place is perfect for sunset baths.

DELICIOUS TASTES

The restaurants are rightly well-known: Paolino, in Marina Grande, where you can dine under the branches of lemons. The must-haves are lemon mozzarella and fried bomb; **Aurora**, legendary for its water pizza and the sea and country spaghetti, and also for the presence of celebs; **Monzù**, the newly starred restaurant of the Punta Tragara hotel, where Luigi Lionetti makes Mediterranean cuisine with a contemporary touch. Exemplary in this sense the prawn bon bon. Here desserts are signed by Antonio Costaiola, who proposes the egg in the nest: the nest is caramel chocolate, the shell is white chocolate, the egg white is sweet cheese, the yolk a compote of mango and passion fruit.

Also **Mammà** belongs to the family of starred restaurants, but the inspiring principle of Salvatore La Ragione, former sous-chef of Gennaro Esposito, is the kitchen of memory. Exemplary dishes? Cuttlefish turned into tagliatelle and giant paccheri with the living sea. Enough for a dinner, to round off with a dessert. **L'Olivo** is the only two-starred restaurant on the island and is the gourmet table of the Capri Palace. This summer, chef Andrea Migliaccio proposes the Undiscovered version: only three exclusive tables placed surprisingly in unusual spaces, like the cellars. Finally, **Villa Margherita**, a few steps from Certosa di San Giacomo, a terrace overlooking the vegetable garden that tastes li-

Above, the Art Suite terrace of Hotel Punta Tragara, opening onto the Faraglioni: the villa, then turned into a hotel, was designed by Le Corbusier. Right, two photos by Slim Aarons: from top, American actress Marisa Berenson (1968), Carla Vuccino and Marina Rava in 1958.




Gettyimages

ke a real Capri home. As for ice creams, the address is Buonocore: here the wafer is made at the moment, and you can smell it from afar. The flavour of summer is mulberry: superlative.

SHOPS, SHOPPING AND CULTURE

For hedonists the right address is **Barberia Carthusia**: a sitting room and an armchair, where Armando Aprea shaves VIPs. Not far away the Carthusia perfume laboratory, just in front of Certosa di San Giacomo, where the first convent scented waters were born. Capri has entered the lexicon of elegance, impossible to leave it without having purchased the handmade sandals by **Canfora** or the exclusive items of two independent boutiques that renew the authentic good taste of the past. The first tailor of the island was Gigino Esposito. Now, at its place, **Laboratorio Capri**, which is managed by the heir Michele, fashion designer and au-

thor of the uber-chic Resort collection: shirts, dresses and wicker bags, all made by artisans at 0 km. **Eco Capri** is the concept store where the designs by Laetitia Cerio, artist, stylist and daughter of Edwin Cerio, the globetrotter engineer and naturalist who patented the submarine launchers, revive in clothes and objects. Her nephew Federico Alvarez de Toledo and Sergio Maggi re-propose the original inspiration, a hymn to the festive life of Capri.

Capri has always lived in symbiosis with writers, artists and intellectuals. It is no coincidence that two important cultural events are held here: Le Conversazioni on Terrazza Tragara and the Premio Letterario Malaparte. They will enrich the holidays on the island also this year, but on postponed dates: the former at the end of August, the latter, newly re-established with the support of Ferrarelle, on the first weekend of October. 

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LOVE

Fabio Novembre



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OVER THE TOP

Four addresses overlooking the most beautiful mountains in Italy, to meet Nature anew. Mountain bike trips on Dolomites passes, fabulous nights and gourmet lunches at 2,000 metres

BY ALESSANDRA ORISTANO AND CRISTINA CIMATO



Above, a façade detail of the Rosa Alpina & Resort, in San Cassiano in Badia. Right, the Sassongher top and an extraordinary sight of the Dolomites from the Val Medzi, with the Odle Group.



THE DOLOMITES, UNESCO WORLD HERITAGE SITE, are among the most beautiful mountains, envied by the whole world. Spectacular for shape and composition of the rocks, granting them whiteness, shine and reflecting the light so that they turn pink at sunset, the Dolomites emerged from the sea and from the coral reef are a source of energy and well-being. Walking in the woods, breathing the balsamic air and rediscovering the scents of pines and meadows in bloom strengthens the immune system, relax the mind and allow you to reconnect with nature. Walking, hiking or cycling: the mountain offers a wide range of open air activities.

In San Cassiano in Badia, the welcoming **Rosa Alpina & Resort** offers the weekend formula with a two-night stay in the elegant rooms or suites; à-la-carte breakfast at the Limonaia restaurant with the possibility of a reserved area; Tyrolean specialties for a picnic in the nature,

backpack, hat and thermic bottle for free and access to the restaurants and spas inside the hotel. Rosa Alpina & Resort proposes also the Gourmet stay «St. Hubertus Unplugged», at 2,000 meters, including overnight stay in the hotel with breakfast and Sunday lunch, in which the brigade of the **St. Hubertus** and the dining team move to the chalet at Piz Sorega, where a 5-course menu is then served. Chefs and guests leave at 9 in the morning for a walk through the woods to collect wild herbs, mushrooms and specialties that will be part of the lunch ingredients, according to the «Cook the Mountain» philosophy of the starred chef Norbert Niederkofler. For people booking a whole week (7 nights), one night is free.

At the foot of Sassongher, always in Val Badia, Anni and Ernesto Costa welcome their guests to **Hotel La Perla in Corvara**, with the generous hospitality that has distinguished them since 1957. The atmosphere is that of fairy tales: in



The high-altitude chalet of Hotel La Perla in Corvara, proposing a delicious South-Tyrol quick lunch made of bread, salami and cheeses, with a wonderful sight on Sassongher, Alta Badia.

Below, the garden of Grand Hotel Royal & Golf in Courmayeur; the sight on the mountain tops from the hotel terraces and a room. Some rooms have been designed for smart working.



BEAUTY RITUALS TO FIND THE INNER BALANCE

the rooms furnished with taste, refinement and ancient furniture you can spend a serene holiday pampered by the accuracy of details. Gourmet dinner is served in **La Stüa de Michil**, the starred restaurant inside a 1600 Stube, with a cellar of over 28,000 bottles, or in Le Stües. The day begins with an excellent breakfast proposing a wide range of sweet and savoury delights, juices, malga butter, honey and hot pancakes. The hotel is perfect for cyclists, because Mathias, a great enthusiast, can give all the useful advice on how to tackle the itineraries along the Dolomitic passes or the Sella massif, while Michil is the president of Maratona delle Dolomiti organizing committee. Here bicycles can also be hired and repaired, while in the spa ad hoc massages are

reserved for cyclists, to loosen their muscles and then meet for a drink in the Pinarello lounge. Under the majestic gaze of Sesto Dolomites, the sulphate spring of Bagni di Moso in the romantic Val Fiscalina, in the heart of Alta Pusteria, flows and reaches an oasis of well-being built by man but perfectly integrated into nature. The feather in the cap of Bad Moos - **Dolomites Spa Resort**, which owes its name to that beneficial source and is a partner of Consorzio Tre Cime Dolomiti, is in its bowels, that is in Termesana Spa. Rituals are performed to regain balance, detoxify the body and reinvigorate it in the 2,500 square meters dedicated to physical and mental regeneration with swimming pools, saunas and relaxation areas. Sulphur, the «mineral of

beauty», is at the base of the bath in the stone pool or in the tub, but it can also be inhaled in the sulphur cave or drunk directly from the source. Sulphur treatments are associated with others, from hay baths to arnica wraps, or the more exotic lomi lomi nui (Hawaiian massage), hot stone and Thai massage. Furthermore, the St. Valentin chalet luxury sauna is available for lovers, to be booked exclusively.

From the Dolomites to Mont Blanc: many are the summer novelties proposed by the **Grand Hotel Royal & Golf in Courmayeur**, in the central Via Roma, between glamorous shops, restaurants and bars. The Royal is an iconic hotel throughout the Aosta Valley, welcoming and renowned for the quality of the services, where sportsmen and food lovers meet to taste the starred cuisine of the young chef Paolo Griffa at the Petit Royal restaurant, to live an adrenaline driving experience at the Driving school or to find the inner balance in the renovated spa with an outdoor lounge for massages and holistic treatments in the garden. The dehors surrounding the hotel recreates a real oasis with theme terraces, while the new heated swimming pool invites you to relax. In addition, the Smart Working Rooms have been designed for those who want to dedicate themselves to work in a relaxed environment surrounded by extraordinary nature. Welcome are also 4-legged friends, to whom special menus are dedicated. The pride of place is the Lounge bar, offering an incredible selection of 150 spirits, including whiskies from all over the world and mixology proposals, with cocktails inspired by the early 1900s (Pink Lady included). 

In the romantic Val Fiscalina, the Alpine-style façade of the Bad Moos - Dolomites Spa Resort. It was built near the sulphur water source of Bagni di Moso, under the majestic gaze of Tre Cime di Lavaredo, in Sesto Dolomites.





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The Huayra BC Roadster previewed at The Quail last August was the first Pagani hypercar to boast a Pagani-branded Mercedes AMG engine.

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EXTREME THRILLS

Visiting Horacio Pagani's atelier-factory, where hypercars with extraordinary performances are produced. And each piece is unique

DI ALFONSO RIZZO



The customer is our employer": it's the writing overlooking the small atelier-factory that Horacio Pagani built over twenty years ago in San Cesareo sul Panaro, in the province of Bologna. A place of pilgrimage for fans of the hypercars bearing the name of the Argentine visionary, recommended by the unforgettable Juan Manuel Fangio to Mercedes so that the German com-

pany would grant him some AMG engines for the dream cars he would create.

As an apprentice in the Special Materials department of Automobili Lamborghini, he immediately understood **the importance of carbon fibre** and its derivatives for the construction of supercars capable of extraordinary performances. When his request to buy an autoclave to

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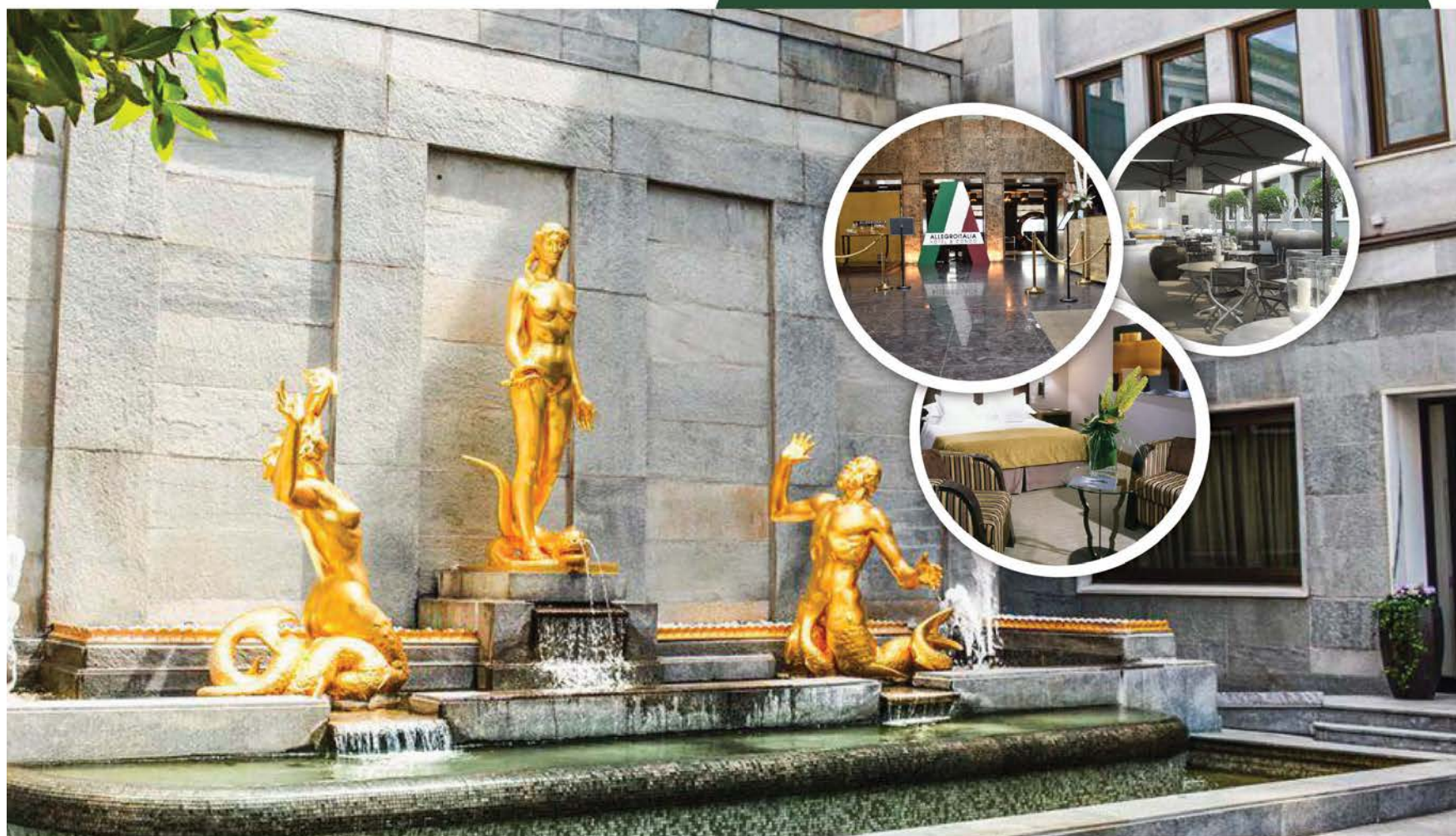
On these pages,
the obsessive care
of every detail of
Horacio Pagani's
Huayra hypercar, from
the frame built from a
carbon-titanium alloy
body to the Mercedes
engine and the leather
interior. Inspired in
name and design by
the South American
wind god, it was
conceived as a wing.

21ST Century Icons





produce the fibre was (temporarily) put aside, he was ready to go into debt with the banks to buy it and produce the parts of his first car on his own: the **Zonda** was born. Horacio's dream as a child began to take shape in 1988 with the model of the "Fangio F1" prototype, to be presented at the 1999 Geneva Motor Show. The global success of the Zonda in all its forms has created the ideal flywheel for the second Pagani model since 2011, the **Huayra**, and has allowed the creation of limited productions, all ultra-personalized, such as the **Imola** that was to debut in March at the 2020 Geneva Motor Show. Anyway, the five expected copies of the latest Pagani jewel were already sold (at the price of 5 million euros, taxes excluded) even before the announcement of the model. 6.0-liter Mercedes AMG V12 engine with 827 hp and 1,100 Nm of torque. The decision to go on with the project came after more than 16,000 km of track tests at race speed, testifying to the obsessive care for every detail. 



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CHALLENGE

TASTE

To go beyond food diktats. Like Madame Clicquot, who two centuries ago revolutionised the world of champagne, and like the young New Makers chosen by the Maison

DI GIADA BARBARANI

HAVE THE STRENGTH to leave certainties and follow one's passions, to abandon a secure job, find again the dreams of youth and make them come true. This is the spirit distinguishing the New Makers, the community created by Veuve Clicquot that brings together men and women from all over the world, able to challenge every rule, subvert it and change their lives, showing **that everything is possible with a bit of audacity**. As Barbe-Nicole Ponsardin did more than two centuries ago: widowed at just 27 years, she took over the reins of the family business, becoming one of the first female entrepreneurs of that time, as well as one of the most brilliant

KAISERSCHMARREN WITH APPLES

For 4 people: 6 eggs, 150 g flour 00, 180 ml milk, 1 tablespoon of vanilla extract, 1 tablespoon of grappa, salt, 40 g sugar, 200 g cut apples. How to do: divide yolks from whites. Mix yolks, flour, milk, vanilla extract, grappa and salt with a whisk. Beat the egg whites until stiff, add sugar and mix well. Fold the egg whites into the mixture. Melt two nuts of butter in a pan, pour half batter and sprinkle it with the chopped apples, then cook for a minute. When the bottom is cooked, cut it in half and turn it upside down. Cook for another minute and break it up. Sprinkle with a little brown sugar and cook for another 10 seconds, stirring. Serve hot.



After experiences in London and Paris, Stefano Cavada went back to his homeland, South Tyrol, to tell and share recipes and traditions of his land through social media, TV and cookbooks.

@valentinahortus

and important. We are talking about Madame Clicquot, **La Grande Dame de la Champagne**, capable of creating the first Vintage Champagne and the first Champagne Rosé blended, besides having conceived new winemaking processes still in use. Starting from the spirit of conquest of its founder, the French maison wanted to re-propose today the same values of the brand by enhancing, on the food scene, a young culinary avant-garde capable of breaking all diktats and representing a spur to live a more lively and

sparkling existence. **Just like the Veuve Clicquot bubbles.**

Among the chosen innovators, two Italians: the youtuber Stefano Cavada and Irene Berni, owner of the b & b Valdirose. Two different stories, united by the love of cooking. **Stefano Cavada** worked as an employee in a restaurant, but his desire to share recipes and typical products of his homeland South Tyrol on YouTube, teaching something new to as many people as possible, pushed him to throw himself heart and soul into this new ad-

Irene Berni, owner of the b & b Valdirose in Signa, Tuscany, blogger and author of food books. Her secret? Simple recipes, with few and local ingredients, easy to do at home.




@tania_timk (Tania Timkova)



PANZANELLA

For 4 people: 500 g stale bread, 20 cherry tomatoes, 200 g tuna in oil, 4 fresh onions, capers in salt, red wine vinegar, salt, extra virgin olive oil, chopped celery. How to do: Lay the bread cut into cubes in a large bowl, wet it with 500 ml of water and crumble with your fingers. Cut tomatoes and onions into thin slices. Mix everything in the bowl with the capers, season with the red wine vinegar and the tuna oil. Pour the dressing on the bread and mix well. Add the tuna cut into pieces, season with oil and decorate with chopped celery. Serve very fresh.

venture. “My heart asked me to dedicate myself to my passion and to the world that I had built on social networks”, explains the New Maker who, thanks to this possibility offered by Veuve Clicquot, knows he can give even more freedom to his creativity. “The ingredients I mainly use in my recipes come from South Tyrol. All boast the highest quality. Like Champagne. Together they create **a beautiful harmony of flavours and aromas** that complement each other and manage to describe the relating territory”. Bubbles are also protagonists of moments of sharing, as the youtuber explains: “I celebrated with Champagne when I met my friends and my family again after the pandemic lockdown. I am sure it will accompany **all the moments of my life**, the goals achieved and the future novelties”. Same ritual occurring also in the home of the New Maker **Irene Berni**. “My family is famous for their toasts. For each meal, as an exercise of gratitude, we choose in turn an aspect to celebrate, wishing to have something ever more important to toast on the next occasion. Champagne is the best choice for this ritual, even with a frugal meal. It is like wearing simple clothes and a precious jewel. You feel immediately at the top”, she says. Simplicity combined with aesthetics is also at the base of Valdirose, the b & b opened in Signa, in the renovated old family house, where Irene, in addition to welcoming guests from all over the world, has given life to her blog and writes books of recipes and on styling, without ever stopping. “Seeing someone ‘arrived’ is frustrating. It is much more stimulating to follow who is taking **a path without fear of trying, changing and making mistakes**”. Just like Madame Clicquot, two centuries ago, and the New Makers today. 

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VINEYARDS SUPERSTAR

The method to measure the importance of a wine is the economic value attributed to it at the international auctions. Here are the eight Italian icons with the highest auction listing

BY CESARE PILLON



Tenuta Tignanello, in the heart of Chianti Classico, where Marchesi Antinori produces the firstborn of SuperTuscan, Tignanello, wanted by Piero Antinori and developed by oenologist Giacomo Tachis.



THE ICON IS A SACRED IMAGE, TYPICAL OF BYZANTINE ART, but this word, according to the Treccani Italian vocabulary, defines also emblematic figures and characters of an era, a genre, an environment. **Even wine can therefore be called an icon. But how do you recognize the one which is really so?** It may be irreverent, but the most reliable standard to measure its emblematic nature, and therefore its proximity to the sacred, is the most profane one can imagine: the economic value attributed to it at international auctions.

To select the eight icons of Italian wine illustrated on these pages, therefore, it was not a jury that, however impartial, would have expressed



Masseto, of the Frescobaldi family, is produced in the homonymous estate, in a cellar recalling an ancient temple, designed by architects Hikaru Mori and Maurizio Zito according to its exigencies.

questionable evaluations: they got the highest listing at auction sales, which are instead indisputable because they translate into hard cash an appreciation only when it is widely shared: no investor would invest hundreds of euros on a bottle if he were not convinced that he could sell it, sooner or later, making a profit. The first place in this selection belongs to **Sassicaia**, a wine born in the 1940s in Bolgheri, Maremma, from the intuitions of Marquis Mario Incisa della Rocchetta, who had produced it with the grapes of Cabernet Sauvignon – then quite rare in Tuscany – implanted by himself. Then he had matured it in barriques for a quarter of a century before the small barrel of oak from the French Massif Central entered some





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Barolo Riserva Monfortino, from Roberto Conterno cellar, celebrate a century of life. Left, Giuseppe Quintarelli's cellar and, below, some of the wines: amongst the tops, Amarone della Valpolicella.

Listings cannot be discussed and are the soundest reference standard for investors

other Italian cellar. Sassicaia's success has a precise birth date, 1978. In that year, in a blind tasting of the 34 best Cabernet Sauvignons organized in London by Decanter, then the most authoritative wine magazine in the world, the Sassicaia (from the 1972 vintage) surprisingly ranked as the best, even defeating the sacred monsters of Bordeaux. Almost unknown even at home, where it was a simple table wine, it has become a myth from one day to the next, the only wine of the peninsula that boasts an exclusive DOC. But its victory has also marked a turning point in the history of all quality Italian wine, opening the roads for export, and has turned the lot of the "bitter Maremma" upside down, stimulating the creation of high-end viticulture and wine, defining the incredible increase in the land cost.

Another icon comes from Bolgheri: **Masseto**, a pure Merlot that since the first harvest, in 1986, has established itself as one of the most fascinating wines in the world. It stems from a small plot that was then part of the Ornellaia Estate, and this fatally placed it in the position of younger brother. But he had an ace up its sleeve, rarity: from that privileged terrain no more than 32,000 bottles can be obtained per year, while Ornellaia makes 170,000 bottles. And this explains why today Masseto is produced on an estate that bears its name, in a cellar specially built for its needs and above all because it is the only Italian wine distributed in foreign markets by 15 negociant of the Place de Bordeaux. **Tignanello**, the eldest son of the SuperTuscan, is an icon of those wines aged in barrique that were born from the union of national Sangiovese grapes and international (almost always) Cabernet Sauvignon, which enjoyed their moment of glory in the 1980s. **Piero Antinori** wanted the Tignanello to be



The standard to measure a wine's proximity to the sacred is the most profane one can imagine: the economic value

elaborated by the oenologist of his company, **Giacomo Tachis**, with a gestation made up of many small steps, beginning in 1970 and ending only in 1982. Why so much caution? To administer the innovations of Tignanello without compromise, which in the Chianti Classico area was a revolutionary choice, but in small doses, so that they did not compromise the image of historical representatives of the tradition, to which the Marquis Antinori, who have been making wine since 1385, could not renounce.

You can see what fruits that prudent evolution has given today: the success of the Super Tuscans has long since passed but at auctions Tignanello continues to get the prices making it an icon. Same lot also for the legendary **Brunello di Montalcino Reserves signed Biondi Santi**, even if the property of the Il Greppo estate, producing them, was sold to the French group Epi of Christopher Descours, who already controlled the Champagne Charles Heidsieck and Piper Heidsieck. From the disturbance caused by the shift of property to the awareness that the new property finally has the financial means to guarantee continuity to that elite production granting an extraordinary prestige to the company creating Brunello di Montalcino in the second half of the 1800 and contributing to its international success in the last decades of 1900.

In the meantime, among the Italian wine icons, another wine produced in Montalcino, the **Toscana Sangiovese of the Case Basse estate**, made its surprise entrance: its owner, Gianfranco Soldera, after having produced an excellent Brunello di Montalcino for 40 years, before dying last year in a car crash, had in fact abandoned the name for controversy with the Consortium. And since at auctions his wine, even if presented with a different denomination without Docg, obtained higher prices than all Brunellos (except for the legendary Biondi Santi Reserves), it has become a new-born icon, paradoxically for historical merits. It is striking that another icon, identified at the same time by the auctions in Veneto, is **Giuseppe Quintarelli's Amarone della Valpolicella**, because this was the only wine producer with whom Soldera, not an easy man, had a



Above, Brunello di Montalcino Reserves signed Biondi Santi. They are produced in Il Greppo Estate, now belonging to the French group Epi. From the same area, Toscana Sangiovese by Case Basse (below).



Simephoto

Wine	Producer	Year	2019 highest evaluation
Sassicaia	Tenuta San Guido	1985	3.226,60 euro
Barolo Riserva Monfortino	Giacomo Conterno	1999	2.695 euro
Masseto	Tenuta del Masseto	2001	1.348 euro
Brunello di Montalcino Riserva	Biondi Sabnti	1955	1.203,96 euro
Amarone Classico	Giuseppe Quintarelli	2000	1.061,67 euro
Barbaresco Sorì San Lorenzo	Gaja	1988	704,01 euro
Toscana Sangiovese	Case Basse di Giacomo Soldera	2006	432,04 euro
Tignanello	Marchesi Antinori	1980	429 euro



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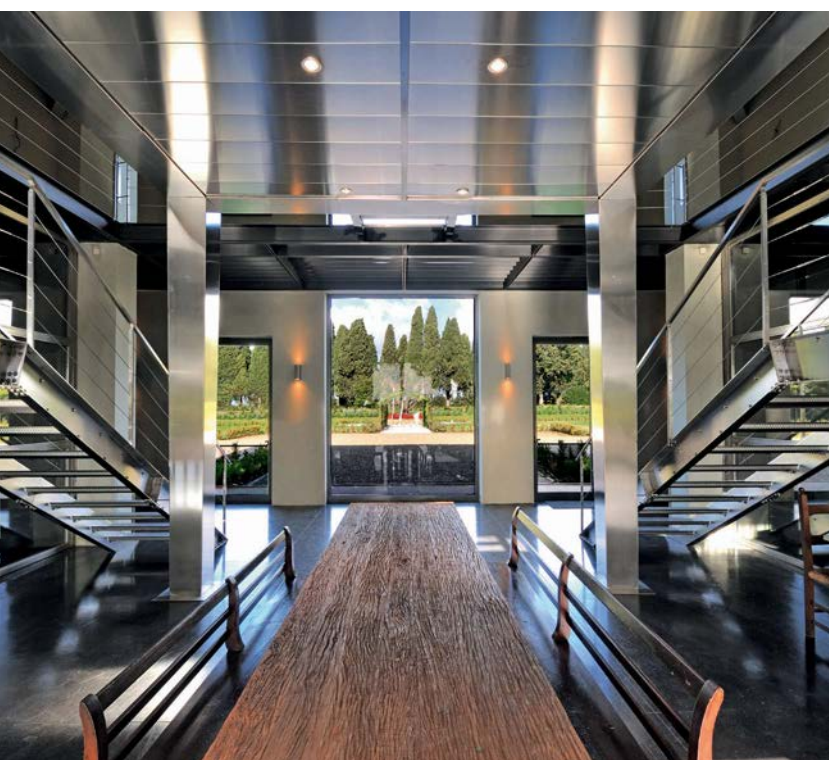
relationship of friendship and admiration. It was Bepi Quintarelli, in the 1960s, who took the road of bottling wines that the company founded by his father in 1924 had sold and exported until then in bulk, in demijohn: open to the new, in some cases even precursor, he was at the same time tenaciously tied to tradition, as he hinted at through handwritten labels. He disappeared in 2012, but his legacy was collected by his sons, Fiorenza and Giampaolo, and by his grandchildren Francesco and Lorenzo, who are carrying it out with his own artisan perfectionism. The family as a privileged vehicle of continuity is not an exclusive of the Quintarellis: it is thanks to it that the first and most important icon of Piedmont wine, the **Barolo Riserva Monfortino**, celebrates a century of life this year. It was in fact in 1920 that Giacomo Conterno, who still owns the company, put on sale the first vintage, that of 1912. A Barolo kept eight years in the cellar had never been seen before, but it is said that such a prolonged maturation, which was largely due to the incredible longevity of Monfortino, had been designed by its author: from 1915 to 1918 **Giacomo Conterno** had fought as a gunner in the First World War, and perhaps it was that military parenthesis that imposed him so long and patient times. But to make it a centennial icon was the rigor with which he first, then his son Giovanni and today his grandson Roberto produce a few thousand bottles, and put them on sale only when the harvest is particularly happy. It is inevitable to speak of production rigor when it comes to Piedmontese wines, especially if they bear the signature of **Angelo Gaja**, who by applying the rules to determine quality with ruthless determination, brought the wi-




The seat and the barrique area of Sorì San Lorenzo, cru of Angelo Gaja's Barbaresco, in Piedmont. Below, the only Italian wine with an exclusive DOC: Sassicaia by Tenuta San Guido, Bolgheri, and the tasting room.



From Piedmont to Tuscany, Italian vines enjoy an ever greater success also abroad



ne of which he is the leader, the Barbaresco, to free itself from the overwhelming image of the most famous brother, Barolo. But rigor is not enough to explain why the second wine icon of Piedmont is his Sorì San Lorenzo, as auction prices demonstrated. It is a **Barbaresco** cru, it is true, but Gaja produces another two, the Sorì Tildin and the Costa Russi, and if the latter has always been at the third place, the Sorì Tildin has been the leader for a long time. Who dismissed it? To overturn the relationship and preferences between the two crus was an American journalist, Edward Steinberg, a graduate from Harvard, who had lived and worked in Rome for years, publishing *Sorì San Lorenzo: Angelo Gaja and the birth of a great wine* in 1992. A real novel that for the first time has as its protagonist not a human being but a wine. It was such a sensationally successful marketing operation that must have surprised Gaja himself, certainly more fond of Sorì Tildin, given that he called it so to remember his beloved grandmother Clotilde Rey. But obviously he was careful not to reveal this. 

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ARTS AND CRAFTS

CRAFTSMANSHIP ISN'T A HERITAGE OF THE PAST, BUT THE RESOURCE
AT WHICH WE MUST LOOK FOR A FUTURE RENAISSANCE,
AS WITNESSED BY FONDAZIONE COLOGNI FOR 25 YEARS

DI GIULIANA DI PAOLA



WHAT DO AN EMBROIDERED CORSET AND A BIKE FRAME, A LEATHER ARMCHAIR and the movement of a watch, a mosaic floor and the personalized rims of a motorcycle share? Craftsmanship, know-how is the common denominator of luxury and the solid foundation of made in Italy excellence. But above all it is the real resource on which to aim for the restart, as many say, or for a new Renaissance, as Gentleman prefers to define it. Heritage of the past, artisans are in fact an investment for the future because, as all the great designers know, they are not mere executors but refined interpreters of their ideas, and without them no creation would see the light, as Alberto Cavalli, general manager of Fondazione Cologni dei Mestieri d'Arte, knows well. The non-profit institution strongly desired by the forward-looking Franco Cologni, for decades at the top of the luxury world, from Cartier to Richemont, has fought for their defence and enhancement for 25 years. In July it was the promoter of the appeal to the government to safeguard high craftsmanship, signed by 50 masters of arts and crafts and 60 personalities from the world of culture. Read one behind the other, their motivations are a real anthology of Italian Beauty, a subject that Cavalli has taught at the Politecnico di Milano since 2014.

Gentleman. In 2020 the Foundation should have celebrated its 25 years...

Alberto Cavalli. Yes, the private foundation strongly desired by Franco Cologni and his wife Adele celebrates its 25th anniversary this year: we have not cancelled what we had

Above, from the left, Christian Casati and Alessandro Rametta at work in their Fucina di Efesto; a liturgical chalice from the Museo del Corallo - Collezione Liverino in Torre del Greco; the paper dresses created by Caterina Crepax, daughter of the great designer Guido; Marino Menegazzo, owner of the historic workshop Mario Berta Battiloro in Venice.

imagined, only reprogrammed all the events in next fall.

G. In 1995 Franco Cologni was a pioneer of the enhancement of Italian craftsmanship according to the French model.

A.C. When he established the Foundation, nothing of that sort existed: Cologni was inspired by the valorisation work that in the 1970s president Valéry Giscard d'Estaing, his great friend, had made Oltralpe to promote the Métiers d'art, a definition that did not even exist in Italy. At the time Cologni worked at the top of the luxury sector and realized that the artistic works were in the DNA of that world, nourished by two essential factors: knowing how to create, therefore the cultured, visionary and future-oriented idea, and also the know-how, which is not only a mere execution, but an interpretation. In Italy this heritage is endless in many areas, design, fashion, jewellery, cabinet-making... Essential to give added value to the creations of the great. It is no coincidence that we don't define this type of creations objects, but goods. Luxury goods, because they are crafted well and do good.

G. Is talking about craftsmanship in digital times anachronistic?

A.C. Anachronism is only apparent. In the 1990s, Cologni had already noticed that the risk was the trivialization and homologation of taste. Especially in a luxury sector such as that of watchmaking, where he worked. It was necessary to diversify, to create something unique.

G. And so the era of bespoke started.

A.C. Bespoke, made to measure, still has a lot to do with the workshop spirit that affects the big luxury companies, because

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«TIMES ARE RIPE TO RECOGNIZE THEM AS ANTHROPOLOGICAL CULTURAL HERITAGE»

we need ideas and technique to innovate. The more digital our lives become, the more analogic our dreams and desires become. We realized it so clearly during the lockdown. We all felt the lack of authentic things strongly, of relationships, people and objects. Not necessarily expensive things, but significant ones. Because beauty nourishes us, like proteins.

G. «Beauty will save the world», Dostoevsky said. Is it still so today?

A.C. Dostoevsky asked it as a question: is it true, Prince, that you wrote that beauty will save the world? It is still a valid question. Technology and communication can help us to give a positive answer: communication is in fact increasingly strategic also in this sector, and digital is an important resource. Today Instagram, for example, allows you to go behind the scenes and discover the workshops of the artisans, so that even the new generations can learn the possibility of touching and transforming the matter.

G. A communication activity that the Foundation has been doing for years through internships in artistic professions...

A.C. In these eight years we have trained over 220 people and we are proud of it. Before going to a workshop, the boys now follow a one-month mini master developed with Bocconi, Politecnico, Iulm and Scuola Corsi Arte: so they acquire soft skills, as they are called today, from management to design to communication, which will serve them at all times.

G. In recent years, how has the attitude of young people changed?

A.C. Since I started working with Franco Cognini in 2007,

Above, from the left, Ivana and Saura Vignoli, the ladies of Faenza ceramics; Stefano Bertoli, Milanese master violin maker and winner of the Artigiano del cuore 2020 contest according to the Wellmade community; Massimiliano Andreacchio Caraceni in his shop in Milan.

I have known that the attention of young people for these subjects is constantly growing, thanks to the various crises that have taken place in recent years, but also to the desire to feel part of a bigger project. It must be said that when these guys learn a trade, they become cabinet makers, luthiers, etc.

G. Is knowing a trade a value again?

A.C. Yes, but communication is essential, because kids choose it if they know it, if they know it exists. In this the big fashion houses, such as Dolce & Gabbana and Gucci, are very important, because giving the right social recognition creates more opportunities. Visibility is essential, that's why we have renewed the website dedicated to schools (www.scuolemestieridarte.it), to give kids authentic, meaningful, strong models.

G. It is very well made and not only useful for children. Wellmade for example is a platform that allows you to discover the best craftsmen and their tailor-made services.

A.C. The same applies to the Mam – Maestro d'arte e mestiere (Master of art and trade). It's a real title, like in France: before we introduced it in 2016, it was missing in Italy. It is a recognition assigned every two years with a very complex system: after a careful selection and the examination of a specialized jury, the person who has distinguished himself for professional merits and for the transmission of his knowledge becomes a Mam. So every two week we give visibility to about seventy professionals in different categories, for a week. And do you know what I noticed? They are so much different from each other by profession, age, but they all have a



«THE BOYS OF INTERNSHIPS ARE WATCHED WITH ADMIRATION BY THE OTHER YOUTH»

common element: they are happy with what they do. And finding yourself at 80 or more doing something you love makes you think. Especially to the kids who are going to choose their own way. Doing well, makes you feel good.

G. Was is necessary to support artistic professions?

A.C. I think the time is ripe for an institutional recognition of the artistic professions. The category already exists: Anthropological cultural heritage, a bit like the Japanese living national treasures. The problem is that there is always some other urgency that pushes the matter into the background, but if you keep moving only with the emergency criterion, you don't go anywhere. Italy must recognize its craftsmen as a competitive advantage. The second thing that can be done on a public level is to promote the visibility of craftsmen also as a new formula to liven up areas of less-lived cities with facilities, and to promote a new tourism formula.

G. And from the point of view of private individuals?

A.C. Have more respect and attention, to give a new image to these ancient crafts. Because you do well alone, but together you do better. This is a world in which one must be open to the others.

G. In the world of creativity, individualism tends to prevail, while unity is strength?

A.C. Collaborating with those who want to preserve the immense heritage of artistic professions is a great competitive advantage for all the Made in Italy excellence, in any sector. This is why we launched the Doppia Firma (Dou-

Above, two examples of Tirocini d'arte carried out thanks to the project Una scuola, un lavoro. From the left: Ilaria Cazzaniga at the master violin maker Carlo Chiesa in Milan; Nadia Mzihiri at the Elica studio in Bologna, founded by designers and ceramists Carlo Pastore and Elisabetta Bovina.

ble Signature) initiative: a dialogue between artisans and the big names of design, such as Patricia Urquiola, Sam Baron and Vito Nesta.


G. Is it a way to bring the general public of design closer to craftsmanship, which still remains a niche product?

A.C. Each of us can do something to promote it: instead of buying many futile things, just buy few valuable things, because they are well done. Maybe finding the direct personal relationship with the craftsman who creates them. From this point of view, I notice positive signs that come precisely from the world of design: in the latest editions of Salone del Mobile, the space given to bespoke proposals is an important signal.

G. We need culture to recognize a well-made object...

A.C. Culture is a basic value for the handmade. For this reason it is also necessary to communicate with originality, taking advantage of new means. The attention to sustainability that exists today is also very much in our favour, because artistic professions share naturally those values: they are small businesses, attentive to resources and linked to their territory.

G. Craftsmanship is a heritage of the past but projected towards the future. What do you hope for the next 25 years?

A.C. The happiness of doing, of creating new forms and not thinking that all beauty is relegated to the past: it would be depressing and wrong. We must convince ourselves that, as in any era, ours too has a lot to say yet. I don't know if the future will be poorer or richer, it will be certainly complex. But just out of this reason, doing things well will do good. 

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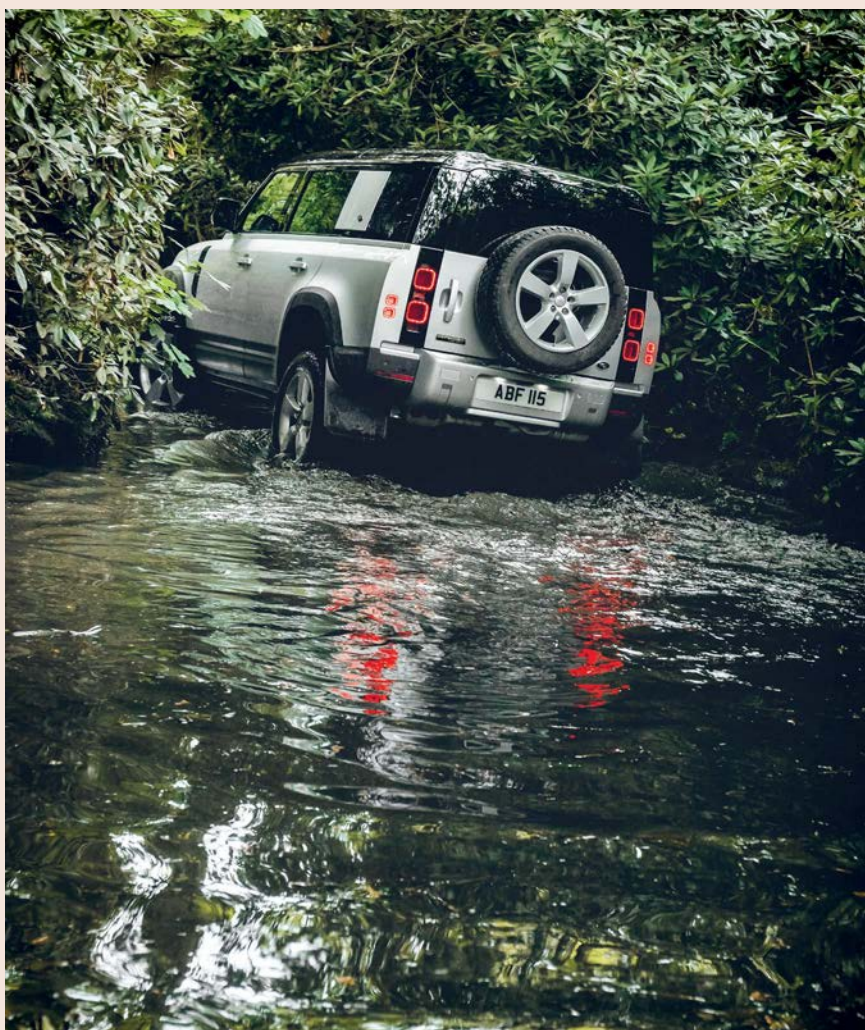
Gentleman for
Land Rover Defender

OFF-ROAD DRIVE

A modern reinterpretation of an off-road myth, the new Defender is the perfect companion for everyday urban adventures. With an aluminium monocoque, independent suspension and technologies in the van, it is the most versatile Land Rover SUV ever produced

After four years of production stop and 71 years from the first model, the new Defender has finally entered Land Rover dealerships. Designed to be functional and built to excite, it has an unmistakable profile collecting all the stylistic features of the model, including minimal overhangs. Powerful in appearance and matter, the SUV is built on the new D7x platform based on an aluminium monocoque for the most rigid structure ever produced by Land Rover. Comfortable on the road and extraordinary off-road, it becomes the ideal 4x4 for every expedition, also thanks to the

Configurable Terrain Response 2 driving technology that allows you to adjust traction in any condition. Defender is now more efficient: it acquires electric propulsion with advanced mild-hybrid solutions, beside oil and diesel engines. The favourable angles of approach (38°) and exit (40°) on Defender 110 make it a true off-road, capable of getting out of a tight corner in any situation. The double swing-arm independent suspensions optimize off-road performances, granting a ground clearance of up to 291 mm, enabling to wade 90 cm-deep streams. The essential personality of the ori-



Gentleman for
Land Rover Defender



To the extraordinary off-road skills granting Defender's success, the new version combines unprecedented dynamic qualities on the road. The minimalism of design hides the most advanced technologies now available on the market.

ginal Defender was taken up in the interiors, where structural elements and generally hidden components emerge, underlining its simplicity and practicality. Among the novelties, the gearbox on the dashboard, which allows you to mount an optional central seat, thus obtaining three comfortable seats side by side also in the front, as in the first Land Rovers. Other user-friendly features include practical solutions and technological innovations, such as the resistant rubber floor easy to clean after every-day adventures, and the deployable ladder on the side, making stowing one's belonging on the roof easier. The new Defender is already on sale in the 90 short-wheelbase version, from € 57,400; the 110 long-wheelbase version will be launched in September.

Gentleman for
Gallo

FITTING CHOICES

The love of beautiful and well-crafted has always characterised Gallo's production, demonstrating how an accessory can turn into an icon of style, granting character and personality to its wearer. Without forgetting traditions, but recovering the ancient savoir-faire and hurling it into the future

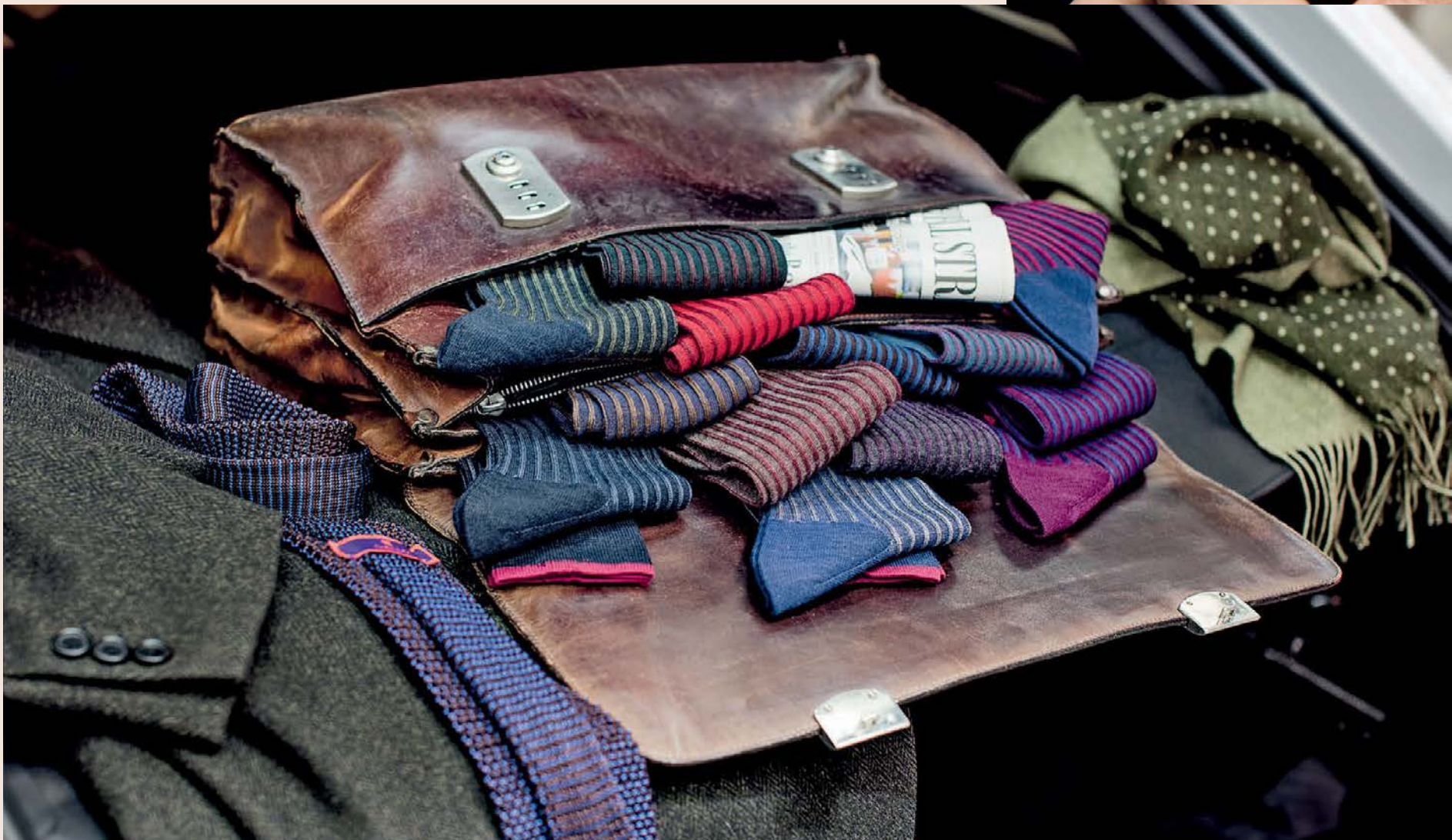
Just worn for pure pleasure, and often invisible, while keeping the ability to get noticed. As soon as the elegant man crosses his legs, the detail making the difference and immediately recognizable appears from the edge of the trousers. Because Gallo socks have entered the collective imagination, a simple accessory turned into an icon of style, with its unmistakable stripes and patterns, thanks to Giuseppe Colombo, managing and creative director of the company. "The concept of beautiful and well-crafted, at the

basis of our products, has its roots in history", so Giuseppe Colombo. "History has always taught us what beauty is and, if we are able to recognize, interpret and update it, it also helps us on the well-crafted side". Starting from this reflection, we understand the philosophy behind the brand and, above all, the atmosphere we can breathe in the company seat in Desenzano, on Lake Garda.

"To us, the ability to preserve traditions and be able to pass them on to new workers is fundamental. History must be understood, stu-

died and kept alive. As we do with our Bentley frames". The looms – exactly of the same brand as the luxury cars – date back to the Second World War, and are still operating to produce socks according to a special processing, impossible to create with contemporary machinery.

"Maintaining an ancient loom is extremely complicated, because young people must be trained in terms of know-how, that's why we invest so much on the new generations", Colombo explains. "Everything is part of the excellence of Made in



Gentleman for Gallo



Entrepreneur Giuseppe Colombo with Gallo's iconic logo, a synonym of quality socks (left, the Twin Rib collection) and much more. The production is carried out in Desenzano plant, with Bentley looms.

Italy craftsmanship, it is not only an artefact, but a company with staff constantly trained in the respect for what used to be here, what is now and what will be in the future. The secret is to hurl yesterday into tomorrow. We must keep alive a savoir faire that would otherwise be lost today. The ability to keep something to be able to transform it is fundamental. In every field ". Gallo's DNA includes also the desire to create colour and turn it into originality. "A person must be able to express himself, even in the simple choice of an accessory. Under a blue suit, or a beige one in summer, the classic office wear, where a change is given only through the tie, a pair of socks with vertical stripes gives character to the wearer. The persons able to take a position, even in small things, show that they have taste and therefore originality. What's more, the fact of standing out reveals a strong

identity". To stand out, Gallo offers a wide choice of socks from the Tailoring collection: from the Twin Rib, the model born in 2003 (and registered), synonymous with tailoring elegance, boasting relief contrasts and vaguely hypnotic effects; to Vanisé, with ribs in different shades; from bicolour, where a stripe is declined in two colours; to Windsor, inspired by the eccentric Duke. Without forgetting polka dots and patterned socks, where patterns change from one collection to the other, always managing to fascinate customers. "Combining patterns, colours and characteristic designs is our trademark. It takes good taste, experience, passion and care", Colombo explains. A recipe that leads to one only result: a beautiful and well-crafted product. To be translated also into a line of wear and accessories for men, women and children.

Gentleman for

Perrier-Jouët

ARTISTIC CUVEES

Tradition, excellence, innovation and above all environmental care. Since 1811, historic Maison Perrier-Jouët and its champagnes have revealed the great passion and dedication handed down from one generation to the next

Every day rewriting a story of excellence, reducing the impact on the environment thanks to new cultivation techniques and great attention to lower energetic consumption. This is the claim of Maison Perrier-Jouët, founded in 1811 in Epernay, in the heart of French Champagne. A story that has been the expression of a unique style for over 200 years, thanks to the love for art and nature that the founders, Pierre-Nicolas Perrier and Ro-

se-Adélaïde Jouët, have wisely handed down to the following generations. In over two centuries of history, Perrier-Jouët has been able to keep the distinctive characteristics of its style intact thanks to exceptional vineyards, among the best in the region, sometimes with bold choices and always with a strong personality, as it turned out when Chardonnay was chosen as the distinctive grape variety of the Maison. Assembled in a single creative action, in which harmony, ele-

Maison Perrier-Jouët and its vineyards. From top, Blanc de Blancs, Grand Brut and Belle Epoque 2012. Below right, the cellars where Champagne Perrier-Jouët rests.



Gentleman for *Perrier-Jouët*



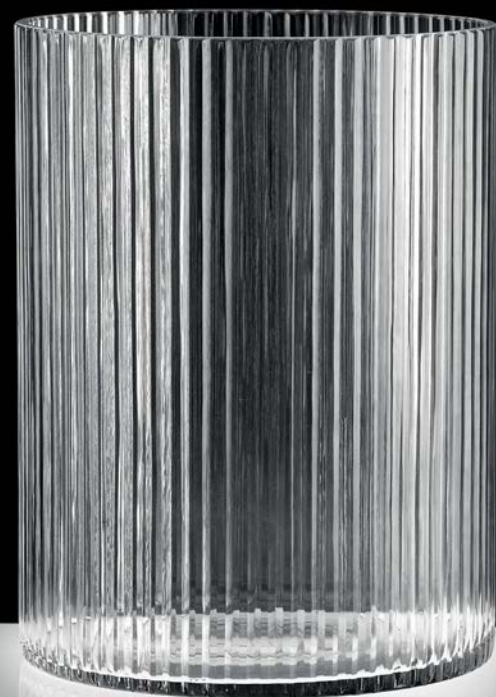
gance, rarity and perfection coexist, Perrier-Jouët floral cuvées convey an irresistible charm. Like Perrier-Jouët Belle Epoque 2012 champagne, the Maison's iconic masterpiece, perfectly expressing the floral complexity of Chardonnay. Maison Perrier-Jouët, famous for its Chardonnay vineyards, has also exceptional Pinot Noir parcels, as demonstrated by Perrier-Jouët Belle Epoque 2012, combining both varieties in almost equal parts. As for this vintage, when Pinot Noir grapes are used to give greater emphasis to the delicate structure of Chardonnay, the small

amount of Pinot Meunier by Dizy perfects the balance between the two main vines. Another masterpiece of the Maison, the Perrier-Jouët Grand Brut, is a symbol of quality, elegance and great wisdom in the complex art of mixage. As for the other proposals, while Perrier-Jouët Blanc de Blancs is a vibrant and lively champagne with an innovative spirit and an exuberant tribute to Chardonnay grapes, Perrier-Jouët Blason Rosé is enveloping, fresh and deep, a subtle blend of 50 "cru" from the Perrier-Jouët vineyards, with a small addition of reserve wines.

Gentleman for
BB Oggetti d'Arte

LIGHT EFFECT

A passion cultivated since she was a girl. A creativity that she has been able to develop with technique and intuition. Benedetta Brachetti Peretti gives a new life to glass objects, now world-renowned, selecting the most suitable pieces blown by Murano masters



Benedetta Brachetti Peretti – artist, designer and entrepreneur – started cultivating her talent and developing a new way of working glass already when she was a girl. The daughter of Aldo, from whom she inherited the passion for art, and Mila Peretti, Benedetta belongs to an ancient family from Marche. As a teenager, she began to draw glass objects with her own well-defined style, continuing over the years until this turned out to be her work. Over time she has refined her artistic ability and creativity, starting to design plates, glas-

On this page, clockwise: on the table, Minotauro vase; Cartier striped photophore; Mila Papiro vase with gold inlays; black glass Corno chalice with silver trim, engraved with Cervo pattern. Right, Benedetta Brachetti Peretti and the Pedro vase.



Gentleman for
BB Oggetti d'Arte



ses, carafes, vases, jugs, table boxes, made with precious materials such as Murano glass, gold and silver, as well as engraved with stylized lines, floral motifs and heraldic coats of arms. From the design to the choice of materials, Benedetta Brachetti Peretti has always been personally involved in identifying the right glass objects, hand-blown by Murano masters. After creating the drawing, the artist traces it on a special adhesive paper adhering to the glass, which she then outlines with a cutter. Over the years, Benedetta has perfected the technique of relief processing, where she creates

on the glass a delicate embroidery using compressed silicon jets to dig a sort of bas-relief on the contrary, modulating length and strength of the jet with painstaking attention, depending on the type of design and the intensity of the sign she wants to achieve. The difficult part of these engravings is to make the miniature bas-reliefs create luminous effects and end up enhancing the shine of the glass. Her skill lies in discovering the parts to be treated to give them the characteristic perlage that, combined with minimal depressions, represents the decorative pattern. In 2009 she created BB Oggetti d'Arte,

the brand with which she proposes her creations on the national and international market. Especially in London, her second city after Rome, where she exhibits in the most refined design stores, such as Debonaire von Bismarck Ltd. Her creations are well-known also in Paris, so much so that she has designed a series of unique pieces for the furnishing of Cartier boutiques all over the world. Furthermore, she exhibited her works at the Italian Embassy in Paris, on the occasion of the event "La Creazione, il genio artistico e la sua unicità nei Metiers d'Art", and in Athens, at the VST Gallery.

Gentleman for

Guido1860

À LA CARTE

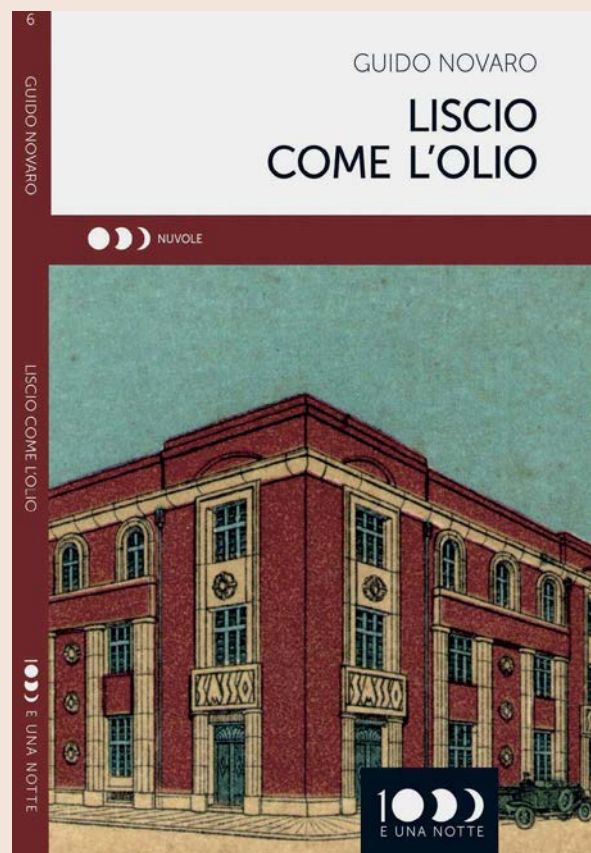
His family created the largest and most famous company producing olive oil in Italy. Now Guido Novaro gives life to a new entrepreneurial reality where extra virgin olive oil is the prince on the table. With blends for tasting and taste matches

Since 1860 the Novaro family has been linked with olive oil. In Oneglia, western Liguria, the great-great-grandfather Agostino Novaro founded what would later become the Sasso e Figli company, giving life to one of the best-known brands in the world of the Italian food industry with Sasso Oil. Today Guido Novaro, highly experienced marketing and communication man (from L'Oréal and Armando Testa to Ferrero) creates a new entrepreneurial reality inside Italian olive oil panorama, Guido1860, after writing his first autobiographical novel, *Liscio come olio*, in which he tells the story of his family and that of a dispersed legacy.

«All started when I wrote the book,» Guido Novaro explains, «but also with my personal history, the conflicting relationship with my father, the profound unease of having been cancelled from a dispersed family

legacy, sold to De Benedetti's Cir. Now the Sasso brand has a Spanish property.» Historical protagonist of the oil industry, the Novaro family had created the first Italian olive oil refinery. «It was thanks to my great-grandfather Mario, a philosopher, that Sasso Oil became known for prestige and sales. Graduated in 1893 in Berlin, he created the company magazine *La Riviera Ligure di Ponente*, which was offered as a tribute to customers with the advertising of products in detachable inserts. It was one of the most prestigious literary publications of the early twentieth century, published in 150,000 copies, enjoying the collaboration of renowned writers and poets, such as Giovanni Pascoli, Grazia Deledda, Luigi Pirandello, Filippo De Pisis and Giuseppe Ungaretti. Between the magazine and avant-garde marketing, with Liberty-style advertising campaigns entrusted to famous artists like Pli-

nio Nomellini, a friend of Giovanni Pascoli, the company got the role of spreading culture». And the brand became famous all over the world. Culture and passion for food led Guido Novaro to undertake with stubbornness and resilience the dream of creating a true Italian gourmet excellence based on the intuition that olive oil has become a fundamental ingredient in recipes, the absolute protagonist to match with the specific raw material. «In the micronized olive oil market, where every single oil mill makes its own oil and sells it to tourists», Novaro explains, «quality extra virgin olive oil boasts a strong identity and has all the possibility to follow the same road as wine. Oil must be chosen according to its qualities and features». Guido Novaro's ambition is to create the first oil list in restaurants, so as to identify the right matching with dishes, according to the different organolep-



Gentleman for

Guido1860



*Guido Novaro, author of the book *Liscio come l'olio* and owner of Guido1860, producing extra virgin olive oil and traditional Italian products, perfect for delicious recipes.*

tic characteristics: «On a tartare of San Remo shrimps, the perfect oil is Taggiasco: elegant, without bitter or spicy finish. Not a Tuscan oil, suitable instead on the Ribollita», he says. Tao was born this year, to celebrate the 160 years of family tradition. It represents the balance of yin and yang according to Chinese medicine. To be in balance, an oil must have a bitter and spicy note in the final, according to tasters. «In a friend's restaurant,» so Guido, «I tasted a Fassona Piemontese tagliata seasoned with Genesi, Taggiasco extra virgin olive oil, and with Tao, derived from the blend of two Sicilian and two Apulian monocultivars, in perfect harmony. The two different oils gave life to two dishes that convey different emotions. Thus, the Tagliata with two oils entered the menu». In

addition to oils, the offer includes many other products such as Genoese pesto with PDO basil and pine nuts from the Mediterranean, spread of Taggiasco olives or dried tomatoes, pitted Taggiasco olives in olive oil. Soon they will launch delicious savoury aperitif shortbreads with olive oil and pesto, olive spread, cherry tomatoes, created with Enrica Maggiora, a friend of youth graduated at Cordon Bleu and pupil of Gualtiero Marchesi. Enrica is also the author of the recipes *Le Insalate Gourme*, available on the guido1860.com website. Stefano Callegaro, food expert and Master Chef Italy winner, collaborates with the company, flanking Guido Novaro in the oil mill for the selection of oils, in order to create new blends to be launched on the market.

Gentleman for
Medspa

BEAUTY IS HEALTH

Love for oneself is the first ingredient for a beauty formula where the choice of products follows a choice of health and wellbeing. It's the philosophy of Medspa, which wants to convey an effective and innovating message through its Miamo brand

A point of departure and one of arrival that coincide: beauty is nothing but the result of a healthy organism, where the skin gets a state of well-being and keeps it over time. A philosophy finding expression in every Medspa product, an Italian cosmetic and nutraceutical com-

pany known for the brands Miamo and Nutraiuvens. "From the treatment of typically youth problems, such as acne, to the most innovative answers to skin aging, from drug damage to face and body sun protection, the backbone of each product is the Healthy Skin System, the synthesis of a policy

focusing our studies on the health of our largest organ, where beauty is a directly connected effect", so Giovanni d'Antonio, CEO and Founder of the family business, returning from Milan Marketing Festival 2020, where Medspa received a special award "for the creation of the Miamo cosmeceutical line, pro-

ducts essential to declare love towards oneself", in the category of personal care. "The award", d'Antonio explains, "was given to companies that have demonstrated the best ability to express themselves through communication and marketing in an efficient and innovative way. Our philosophy, repre-



Gentleman for Medspa



From top: Hydra-Tone Restore Cream, Camilla D'Antonio and Elena Aceto di Capriglia, scientific director and president of MEDSPA Srl, with the Age Reverse line. Above, Age Reverse Ampoules. Opposite, Peptide Functional Complex.

sented by the claim #iomiamoetu [Iloveyourselfandyou], makes it clear how love for oneself is the first ingredient for a beauty formula where the choice of the product follows above all a choice of health and well-being". The company, that even in full pandemic lockdown guaranteed online assistance and advice to its customers and pharmacists, was taken as an example of virtuous communication because it has always implemented a remote dialogue strategy: "We invested immediately in digitalization of all sales and communication tools, bringing about a real revolution for the world of pharmacy, conveying

the importance of electronic tools to reach and communicate with as many people as possible, while maintaining a tailoring approach that allows us to evaluate, even at a distance, on a case by case basis all the individual problems, so as to choose the most suitable product and protocol". But news at Medspa is not over: "For next season" – d'Antonio ends – "we will launch an innovative peeling with a new formula that will revolutionize the approach to such a delicate but functional treatment for the skin, destined to rewrite the rules of pharmacy beauty". miamo.com

Gentleman for
Italian Luxury Taste

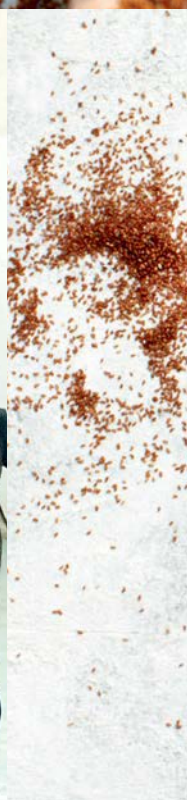
NEW FRONTIERS

Gluten free, teff is the cereal of the future. Thanks to its excellent nutritional properties, it is suitable for coeliacs, diabetics, vegans and sportsmen. Italian Luxury Taste – a company from Marche – has signed an exclusive agreement with Ture Mill in Addis Ababa, to distribute teff flour worldwide



Teff is an ancient cereal grown in Ethiopia and a small area of Eritrea. For 3,000 years, it has been the staple grain in those countries, where it is used to produce bread, biscuits and different types of flat bread. Only in recent decades it has gained growing interest internationally because it is gluten-free and thus lends itself to become the cereal of the future suitable for celiacs, diabetics and vegans. Due to its excellent nutritional properties, it is also an ideal food for athletes and sportsmen. While the export of teff has always been the subject of attention by the local institutional bodies, given the need to safeguard local consumption, now the Ethiopian government has allowed to export teff flour produced in Ethiopia thanks to the increase in its production: the License num-

ber 001 has been granted to Ture Mill in Addis Ababa. Italian Luxury Taste – a company from Marche exporting Made in Italy food and wine excellence to the international market, has signed an exclusive distribution agreement with Ture Mill, for the whole Europe (except the UK), Russia and the whole Asia (except China). Italian Luxury Taste is now the only distributor of the flour of teff grown and ground in Ethiopia by Ture Mill using advanced methodologies and technologies. “At the end of last year, after extensive studies and an operational approach that lasted about 18 months, we managed to obtain the first license for the distribution of this grain worldwide”, President Marco Valle explains. “It is a very important raw material, a Superfood, with a high nutritional and energy value. The main custo-



Gentleman for
Italian Luxury Taste



A teff field in Ethiopia; seeds; hand picking; flour; Italian Luxury Taste president Marco Valle (from the left) with the Ture sisters, owners of Ture Mill in Addis Ababa, and Giacomo Bartoloni, Group Finance manager.

mers, interested in purchasing this cereal, are large producers (mills, pasta and biscuit factories) or multinationals carrying out research and development, as well as pharmaceutical companies producing probiotics”, so Giacomo Bartoloni, Group Finance manager. Teff flour has a very high fiber content, useful to regulate the absorption of sugars, and a low glycemic index thanks to its complex carbohydrates; it contains vitamins, amino acids, proteins, in particular it is rich in albumin and is proposed as an excellent alternative to the consumption of eggs for those who follow a vegan diet. The Eragrostis Teff plant belongs to the Gramineae family, and the name derives from the Ethiopic-Semitic root “tff”, meaning lost, because its seeds can be dispersed easily due to their tiny size.



ITALIAN LUXURY TASTE

IL NUOVO SPAZIO DI INCONTRO DIGITALE

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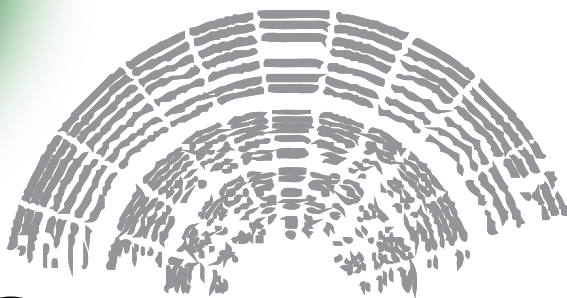
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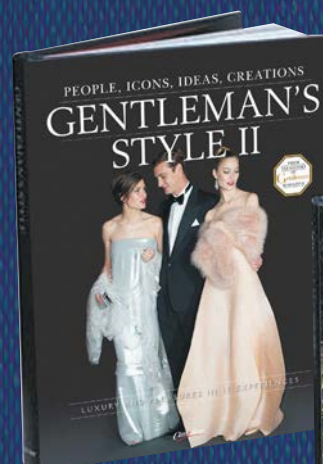
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SECRET GARDENS

DESIRE TO TELL ABOUT ONESELF, LIBERATING CHOICE, SEARCH FOR TRUTH? THE AGNELLI FAMILY, FROM VESTIVAMO ALLA MARINARA WRITTEN BY SUSANNA AGNELLI TO THE DOCU-FILM BY GINEVRA ELKANN


DI LUISA CIUNI



Some sort of “remember who the Agnellis were”, with the insertion of the contemporary story against the background of current Europe: multilingual and open to various confessions. Because, in the film, the story of the family is seen through the eyes of Alma, a child who speaks many languages, easily switching from French to English and Italian and who, during a beach holiday with her father and her siblings, wants her parents to get back together. Languages are a tangible sign of the years passed by from the time of *Vestivamo alla marinara*, where the Agnelli brothers’ English (acquired through lessons with the severe miss Parker, who had to teach them “the manners”) was a symbol of the diversity of a family being a little Piedmontese and a little international, and of its exponents, whose fate was already written at birth and linked to the events of the extremely Italian Fiat. Magari underlines how the third generation is immersed in the global world. Tongues are a babel. Fiat has become, or is about to become, FCA.

Director Ginevra Elkann admitted that the movie’s main feature is biographical. Alma tells what she thinks or wishes surrounded by Seb and Jean, the two brothers in which we can

easily detect traces of John and Lapo Elkann. The context, however, is completely different from the one narrated by her aunt. Miss Parker, who was preparing Gianni, Susanna and the other Agnellis for the visit of the Princes of Piedmont, would not have approved the three children singing at the top of their lungs *Se mi lasci non vale* and eating in the kitchen at night. If the expressing modes are different, the narrative does not change. Susanna Agnelli, like her niece today, indicated a sidereal distance among her, her parents and grandparents who lived in distant worlds. Alma wants a real family, like the fairy tale orphan. She wants to open a fish shop with a friend, obviously unaware of her family’s core business. Seb, too adult for his age, is already full of responsibility, as John Elkann was as a child. The tender and sweet Jean, on the other hand, has

a mop of red hair making him all too similar to Lapo. And if Aunt Susanna introduced the twenty-year-old Gianni as “the vice president of Fiat” to get a doctor to help him, Ginevra Elkann allows us to give a look at what happened next, telling today’s story by making it clear that, perhaps, it had been already written before. 

Below, Magari by Ginevra Elkann, with Alba Rohrwacher and Riccardo Scamarcio.

Left, Gianni and Marella Agnelli with their sons Edoardo and Margherita and grandsons.

SUSANNA HAD BEEN THE FIRST with *Vestivamo alla marinara*, published in 1975. Now it’s the turn of her niece Ginevra Elkann with the film *Magari*, presented at the Locarno Film Festival, shedding light on the secret rooms of the “second royal family in Italy”. The Agnellis, the knot of the Italian industry of yore and now, a knot impossible to disentangle, as well as emblem of customs, habits, vices and virtues of the Bel Paese. A unique, rare event, since it is quite unusual that the real private life is narrated by the protagonists, even though bookshops and libraries are full of good, bad or hagiographic biographies. Moreover, across different generations. The medium is different (in the first case a memoir, in the second a movie), but the story resumes the tale thread as in a fiction, varying the characters and maintaining a subtle but recognizable common link made of modesty, clarity, desire to tell. Perhaps also to establish a subdued but clear form of truth in a world of selfies and voyeurism, of mere appearance far from the concreteness making the difference and resisting extreme weather.





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