

## Partying with i-Italy

N. L. (June 18, 2014)



"Being together, knowing each other and being connected to Italy. I-Italy is what we have in common!", Letizia Airos, Editor in Chief. "i-Italy sotto le stelle" was made possible by a lot of friends and the enthusiastic participation of numerous sponsors: dinner was offered by Giovanni Rana Pastificio e Cucina, and it was served with Prosecco Bastianich, Birra Peroni, Acqua San Benedetto, Limoncello Arvero and Bellini Cipriani. Dessert, two beautiful and delicious cakes carrying the i-Italy



logo, were made by Bruno's Bakery. Other sponsors were Pasta De Cecco, Cirio, Colavita and Perugia which offered products for the gift bags. Alitalia participated donating two tickets, the first prize of a rich raffle. And more... gifts by Ribalta Pizza, Fabbrica Restaurant & Bar, Cacio e Vino, Cellar 58, Il Ristorante Rosi, The Leopard at des Artistes, Eataly NYC, Il Salumaio

"Our party brought together people of different background, age and nationality. There were Italians, Italian-Americans and Americans in love with everything Italian... and we have celebrated being together, knowing each other and being connected to Italy. I-Italy is what we have in common, what has brought us all here."

Letizia Airos, editor in chief and co-founder of i-Italy has moved on to one of her thousand projects (the new issue of the magazine to be exact) but her excitement for the party she's just hosted is still very much alive.

"The i-Italy summer party, "i-Italy sotto le stelle" held at the penthouse of Banca Intesa San Paolo was an opportunity to celebrate the friendships that were born thanks to i-Italy. The rain kinda messed up our plans. We were supposed to be "sotto le stelle, under the stars," on a stunning terrace but the show must go on, right? And we did.

Guests have had a chance to meet Nonno Giovanni Rana, an icon for all pasta lovers but also a man who has made history in Italian advertising and is now conquering the USA with his affability and the beautiful Antonella Rana. People had a chance to see each other and catch up, to listen to great music, taste delicious food and pose for pictures. What's more fun than that!? With our network we bring people together but it is hard to see the results firsthand, with the party we saw the results of what we do."

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Alitalia participated donating two tickets, the first prize of a rich raffle. Other prizes included dinners at some of NYC's favorite Italian restaurants: Cellar 58, Cacio & Vino, Salumeria Rosi, Ribalta, Il Salumaio, Fabbrica, The Leopard at Des Artistes and EatalyNY.

Many different friends were there and were happy to speak for the i-Italy cameras, interviewed by Francine Segan, Antonella Rotondi and Angela Vitaliano, indeed there will be a special episode shot just for the occasion this weekend. But we wanted to collect some reactions in writing as a preview of what you'll see in the show. Here are some testimonies.

"The existence of i-Italy is very significant because it is a great delivery system for all things that are great in the Italian and Italian-American in New York and beyond. Whether it be by via the website, TV show or the wonderful magazine it reminds everyone of the accomplishments of Italians of today and yesterday. i-Italy also relays a message that "We have made a difference in the World and We will continue to do so.

The party was a great way of bringing prominent figures, both in the Italian and Italian-American, together to celebrate together or insieme. There is no more important way to strengthen Our Italian community than to bring us all together to meet and support each other. It was interesting how many interesting people we have in all diverse fields working in the City. To celebrate each other's accomplishments together is simply priceless and so necessary. I was very pleased to see old friends and loved make new ones at the celebration. Also, an Italian party without wonderful food, drinks and cake is just a meeting! It was awesome to taste the wonderful authentic products imported from Italy; the real stuff is amazing!"

**Gennaro Pecchia, Co-creator Men Who Dine**



"I love Italian art, culture, fashion, food, wine and spirits so love reading i-Italy's magazine, checking in with them online and watching their features on TV. i-Italy is where I go to get my Italy fix when I'm in NYC! Friday's party was everything you'd expect from an event organized by i-Italy: fabulous Italian food, wonderful Italian wine, luscious Italian limoncello all served in an ideal Italian setting with fun conversation between delightful Italians & those who love Italy."

**Francine Segan, Food historian and author**

"As someone who has an eye on both Italian culture and New York culture, and seeing the influx of a new generation of Italians to New York, i-Italy provides a great service to that community and people interested in things Italian. I consider them family, granted that they are housed in our offices at Calandra, and a sibling to our Italian American-focused programming at 'Italics' (CUNY TV)."

**Lucia Grillo, actress, filmmaker, and producer & correspondent of "Italics"**

"It was a great and fun party, plus the location was amazing. I'm very happy for Letizia and for all of you involved with i-Italy. You work really hard and you grow more and more everyday."

I have kept every single issue of i-Italy since its very beginning. I see i-Italy as a window on NY, a window through which you observe everything that happens under a social-cultural point of view, sometimes with a sprinkle of gossip, in a fun way. It is accessible to the entire community and that is great."

**Marzia Bortolin, ENIT**

"What does i-Italy mean? The name itself says it all. It is Italy in New York. It is the only, authentic, Italian medium of information that engages the entire Italian community not only in a dynamic and up to date way. The party was amazing, too bad for the rain but it was a really fun night."

**Rosario Procino, co-owner Ribalta**

"i-Italy is a great friend, just like Giovanni Rana's pasta. It makes you feel at home, it transports you to Italy no matter where you are. By reading the articles on the site or watching the TV program, you experience the realities of our home country but also the modernity of living in the US. It's great to be all together tonight and celebrate summer. We got wet, but being rained on brings good luck!"

**Antonella Rana**

"When I watch i-Italy's TV program it's like being home. My English is not that great and I like to hear about Italy, in Italian. I also like to talk about Italy, and when I talk about it I talk about food."

**Giovanni Rana**

"What do I love about i-Italy? I love that it's here. That's significant to me. We've always had a sort of lack of communication about Italian things to American audiences, except in relation to Italian American culture or through the Italian language publications like America Oggi. This is quite different and it fills a very good place in the scope of things. You know what's different? Many of the things in the past were almost passive, it was almost like Italy was here through the rear view mirror, portraying what had happened. This has vitality, a great deal of presence and energy. There is no other word for it. It has energy."

**Steve Acunto, President, CINN Group, Inc. | Chairman, Italian Academy Foundation, Inc. | Hon. Vice Consul, Republic of Italy**

"i-Italy is a way to bring Italy into the United States that has never been done before. It's done in a very exciting way, in a very professional way. I'm so proud to be a part of it. And this party is great, we should have one every few months, it's a great way to just see each other."

**Fred Gardaphe, Professor CUNY & Author**



"i-Italy has been one of the point of references of my work here in New York, as my experiences run parallel to i-Italy's path.. When I arrived, i-Italy was just about to take off. I saw it grow and succeed, at first there was only the web site while now it is also a magazine and a TV show. I think it is important as it represents Italy in NYC and in the world... I don't think there are other publications, in English, that talk about everything Italian abroad. This is extremely important as we want everybody to speak about the numerous beautiful things Italy has to offer, and English is the universal language that everybody understands. i-Italy has always been present in all the events I have cared about the most, including the Gala of the Scuola d'Italia Guglielmo Marconi, events held at the Chamber of Commerce and classes organized by IACE. It has been vital."

**Lucia Pasqualini, Deputy Consul of Italy in New York**

"I love i-Italy because more or less it has the same name as us, eataly. It gives the best information about all that is Italian that is happening in the city. We carry the magazine in our store and I think the information it provides is amazing."

**Dino Borri, Eataly**

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