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## Discover Italy

*A different point of view on the "Boot" country*

## What are we going to talk about today?

- The concept of "Made in Italy" what it represents and why it is so important for our culture
- Introducing an architecture that embraces the environmental need to change and create a sustainable way of living

## Made in Italy

*Cultural identity of the Country*



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## What is "Made in Italy"?

Culture is the driving force of the Italian economy. It is one of the main factors that fuel the quality and the competitiveness of "Made in Italy" which is part of our cultural identity.

The aesthetic understanding/sense has a strong value in Italy to the point where it has become its image and symbol.

What unifies the "Made in Italy"? The value of aesthetic: eating well, dressing well, living well in a pleasant environment.

When you think of "Made in Italy" – translated into an Armani dress or in a Brunello di Montalcino or in a Pininfarina design – you'll think of products that, from the point of view of their quality and use, have a high aesthetic content.

These are the characteristics that the international market looks up to when they consider an Italian product: intertwining our history and our culture, with the beauty of our artworks, the splendour of our ancient cities and our monuments.

## What are the distinguishing marks?

- Tradition and modernity
- Craftsmanship and technology
- Aesthetic and functionality



Photo by Jason Leung on Unsplash

Sectors: fashion, design, food and wine industry

## FASHION

Italy hold the unquestionable supremacy of the textile market worldwide. Italian textiles and fabrics are famous all over the world for their high quality obtained through innovative machinery, techniques and processes that lead to the introduction of always-new fashion fabric and textiles. Fabric producers in Italy supply the worldwide market of fashion, home textiles and accessories with their refined materials.

No other country besides Italy has such a long-enduring and widespread tradition of making beautiful designs with the utmost attention to craftsmanship. Secret technics have been passed down from artisan to artisan over many generations in Italy.



Italian designers are immersed in this craftsman culture and it influence their designs and shapes their careers.

Giorgio Armani revolutionised women wear in the 20th century with his classic, timeless pieces, arguably creating a great impact on the fashion world. Armani express the sense of elegance that derives both from intellect and the sense. He gave women the same kind of subtly powerful uniform that men had.



"I love beauty, it's not my fault"  
- Valentino. Fascinated by perfection, in each creation and in every fashion show, it's possible to see references to the world of art and culture that are source of inspiration and cover for the soul.

His designs are dedicated to women that are capable of become the heroines of their own lives, always maintaining grace.



VALENTINO Fall/winter 1999-2000 show. Photo: Getty Images

## DESIGN

"Good design is a Renaissance attitude which combine technologies, cognitive science, human needs and the charm of producing something that the world didn't even know was missing" - Paola Antonelli, Italian designer and architect.

The blending of revolutionary production processes and materials with an old Italian manufacturing tradition has resulted in Italian design companies and brands playing a fundamental role in the history of interior design.

Alessi can be considered the standard-bearer of Italian style and quality in the kitchen accessories sector.



Alessi - Juicy Salif, Philippe Starck, 1990

Italy has always been at the forefront of pioneering new design which shakes things up and banish preconceptions. The country's strong hand made manufacturing tradition is what makes every piece of Italian design a unique product, a piece of contemporary art.

Although nowadays, most of the production process is industrialised, every Italian design still has a hint of his hand-made origin. Even the simplest home accessory has that touch of class, the hallmark of well-thought out and functional design which is also lovely to look at.



Alessi - Anna G. Corkishrew

## FOOD

The quickest way to discover and fall in love with Italy is at the table. Italian cuisine prides itself on simple delicious combinations of the finest, freshest ingredients available.

Each region has its unique recipes that comes only from the produce that are specific of that particular area.

It is very important to be aware that the ingredients used by Italians are highly place specific.



Photo by Christine Strassman on Unsplash



Here some of the most famous products that are known worldwide:

- Balsamic vinegar from Modena
- Mozzarella di Bufala from Campania
- Truffles from Piemonte or Umbria
- Cannoli from Sicilia
- Artichokes from Rome
- Some of the most delicious pizza from Napoli
- The best bolognese meat sauce from Bologna
- Saffron risotto from Milan
- Pecorino from Pienza.



Dining for Italians is synonymous of social time.

It's the time friends and family get together to tell each other stories and jokes, to enjoy one another's company as well as enjoy great food.



Photo by [Calvin Lewis](#) on [Unsplash](#)

## WINE

What makes Italy the perfect place to produce wine is the warm Mediterranean climate, the rich soils and passionate growers and producers that always try to maintain alive our history and our culture, providing a product with great quality.

There are 20 regions in Italy and every single one of them is a different "wine region".



The quality of our wines are exceptionally high because we take pride in our grape cultivations and wine production. To make sure the consumers are protected and aware of the standards of quality of the wine they consume, there are two labels that promise authenticity and quality:

- DOP – Protected Designation of Origin – this certificate promise that all produce and means of production are carried out in a strictly defined area.
- IGP – Protected Geographical Information – this ensure that at least part of the produce and the production process were from, or took place , the specified origin/region.



Veneto is home of one of the most romantic tourist destinations and also prevalent for being the largest wine producing region in the country. In 2016 for example they produced over 10,000 hectolitres of wine, outdoing its closest competitors by thousands.

Veneto is also the birthplace of Prosecco. A sparkling white wine that is taking the place of its more expensive counterpart, the Champagne and that always accompany Aperitivi and celebrations of any kind.



Photo by [Roberta Scarp](#) on [Unsplash](#)

## Discussions

- ♦ What are the main differences or common points between Japan and Italy?
- ♦ Is there a similar concept of "Made in Italy" here in Japan?
- ♦ If we talk about food what type of food would you like Japan to be famous for? What are the similarities and differences with Italian food?

# Bosco Verticale

*The Vertical Forest*

*Architecture that embrace the environmental need to change and create a sustainable way of living*



Photo by [Zac Wolff](#) on [Unsplash](#)

Stefano Boeri is the architect that design this incredible set of building.

He stated "I've always dreamed of how to combine buildings with living nature" and "Urban forest is not simply planting trees, it's a new approach to the urban condition".

Officially opened in 2014, almost 5 years later these residential high-rises seem to be almost disappearing under all that green and continue to be a testament of sustainable urban living.



Photo by [Daniel Seifert](#) on [Unsplash](#)

Here some technical information about the two towers measuring 80 and 120 meters high.

There are:

- 480 large/medium size trees
- 300 small size trees
- 11,000 perennial and covering plants
- 5,000 bushes

All of these is the equivalent of 20,000 m2 of forest and undergrowth.



Photo by [Zac Wolff](#) on [Unsplash](#)

## • Biological Habitats:

The vertical forest increases biodiversity. It promotes the formation of an urban ecosystem where various plants types, creates a separate vertical environment, but which works within the existing network, able to be inhabited by birds and insects (estimate of 1,600 specimens of birds and butterflies).

This constitutes a spontaneous factor for repopulating the city's flora and fauna.



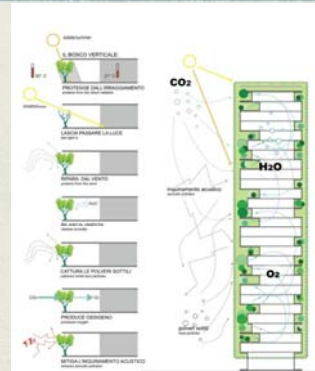
Photo by [Chris Barbalis](#) on [Unsplash](#)

## • Mitigation:

The Vertical Forest helps to build a microclimate and to filter fine particles contained in the urban environment. The diversity of plants helps to develop the microclimate which produces humidity, absorbs CO<sub>2</sub> and particles, produces oxygen, and protects against radiation and noise pollution.



Photo by [Andrea Ferrara](#) on [Unsplash](#)



BOSCO VERTICALE IT promotes the generation of microclimate in each floor of a sequence of variations of different scale according to the needs of the users. The location of the plants and the selection of different plant types of water with respect to the urban and microclimate context are based on the generation of natural resources.



#### • Tree:

The choice of species and their distribution according to the orientation and height of façades is the result of three years of studies carried out alongside a group of botanists and ethologists.

The plants which are used on the building were pre-cultivated in a nursery in order for them to become accustomed to similar conditions to those which they will find on the balconies.



Photo by Laura Clonci

The management of the basins where the plants grow is the responsibility of the condominium, as is the maintenance and replacement of all vegetation and the number of plants established for each basin.

The vertical forest is an ever-evolving landmark of the city, whose colours change depending on the season and the different natures of the plants used.



Photo by Laura Clonci

This model is being developed across the world. In Paris, Boeri plans to build a 54 meters tower, Forêt Blanche, which will incorporate a hectare of woodland. While in China his firm is working in a Forest City in Lishui that will feature 40,000 trees and a million plants.

Urban forestry may well be the future of cities.



## Discussion

- ♦ What are your first impressions on this type of architecture as an answer to the ever growing environmental problem?
- ♦ Are there any structures throughout Japan that have the same purpose?
- ♦ What would your suggestions be?