

2019

IT@CCA

A BOLD NEW LOOK AT
TODAY'S ITALY

EVENT ORGANIZED BY:



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Ottawa



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Toronto

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IT@CA

October 25, 2019 @Design Exchange

Morning

8:00 - 9:00 REGISTRATION & WELCOME BREAKFAST

9:00 - 13:00 KEYNOTE SPEECHES
Seven speakers will talk about their formative years and how they worked diligently toward their success.

The event will be hosted by Ms. Laura Albanese

Lunch Break

13:00 - 14:00 LIGHT LUNCH

Afternoon

14:00 - 16:00 The speakers will be interviewed by Megan Williams.

CBC's Rome correspondent

SCHEDULE OF THE EVENT

Protagonists



Entrepreneurship

Riccardo Illy



Culture

Rosanna Purchia



Architecture & Design

Michele De Lucchi



Science

Antonio Meloni



Wine

Angelo Gaja



Photography

Oliviero Toscani



Investments

Oscar Farinetti

INDEX

This year the Embassy of Italy to Canada, the Consulate General of Italy in Toronto, the Italian Trade Agency (ICE), the Istituto Italiano di Cultura, the Italian National Tourist Board (ENIT) and the Italian Chamber of Commerce of Ontario (ICCO) chose to bring a new, ambitious project to Toronto. One that brings the relationship between Italy and Canada to the forefront of the city's collective mind. IT@CA embodies the unity of these countries. It symbolizes the culmination of a long-time relationship.

IT@CA is an urban conference and metropolitan event aimed at attracting a new generation of millennials and professionals that follow art and innovation, science and culture—the bold entrepreneurs that cross barriers and move society forward.

Italy's representation in popular culture has generally been one of a trendy tourist destination or of the idea of living "la dolce vita". However, Italy is much more than this. It embraces creativity, intuition,



sophistication and courage. Much of the cultural heritage of the western world comes from Italy, Italian food is beloved around the globe, and the Mediterranean nation continues to play a significant role in the global fashion, tourism, design, engineering, environment and science industries. To tell the story of this Italy, we have selected seven outstanding speakers to share their experiences with you at IT@CA.

It is for these reasons that Toronto's leading Italian organizations and governing bodies have come together to deliver IT@CA; a celebration of Italy, past and present, and how its unique offerings and culture can flourish alongside a great nation like Canada.



RICCARDO ILLY

Riccardo Illy joined the illycaffè family business in 1977, initially working in the sales and marketing department before becoming Business Director in the second half of the 1980s. In 1992, he attained the position of Managing Director and from 1995 to 2016, he held the position of Vice President.

He is Chairman of Polo del Gusto, a company established in June 2019, in which Illy Group, a Holding of the Illy family, merged the companies Dammann (tea), Domori (chocolate), Mastrojanni (wine), Agrimontana (preserved fruit) and Fgel- Bonetti (ice cream parlours).

From 2004 to June 2019, he held the position of Chairman of Illy Group and from 2016 to 2018, he held the position of President at Domori. He is also the president of Mastrojanni.

Since the 1990s, Riccardo Illy has pursued a political career, in addition to his work as an entrepreneur. For a period of two years, between 2008 to 2010, he was a member of the High Level Group on Administrative Burdens of the European Union, in Brussels.

He is Academic Director at "Italia Innovation", an organization that aims to promote research, education and new businesses in the manufacturing industry through a humanistic approach.

Riccardo Illy is also a journalist, publisher and the author of the book "Dal Caffè all' Espresso" published by Mondadori in 1989 and translated into English, French and German.

ROSANNA PURCHIA

Throughout her university years, Rosanna Purchia wanted to become a geologist because of her passion for nature, animals and travelling. However, after a truly remarkable theatrical experience as a young girl with Nuova Compagnia di Canto Popolare (and in particular with Roberto De Simone, who deeply marked her personal and professional growth), she decided to embark on an exciting career in the field of theatre.

This meaningful encounter with the Neapolitan musical tradition greatly influenced her career, inducing her to accept the role of General Manager several years later at one of the most prestigious European theaters: San Carlo Opera House in Naples. She was chosen to fill this role in April 2009 by the Special Commissioner of the Italian Government, Salvatore Nastasi.

In 1976, Rosanna Purchia embarked on a momentous career at the Piccolo Teatro in Milan. This monumental position significantly shaped her personal and professional life. During the "Piccolo years," Rosanna Purchia had opportunities to work with representatives from many theatres around the world, which truly enhanced her professional profile. Among many meaningful encounters, a meeting with Giorgio Strehler (who founded Piccolo Teatro with Paolo Grassi in 1947, and whom Rosanna Purchia had always considered her great teacher), particularly influenced her professional growth.

This remarkable opportunity led to Rosanna Purchia moving from Milan back to her hometown, Naples, after 33 years away. In December 2011, Luigi De Magistris, the Mayor of Naples, President of the San Carlo Opera House, and the Theatre's Board of Directors, unanimously confirmed her assignment. In April 2015, she was newly confirmed as General Manager of the San Carlo Opera House.

CULTURE

MICHELE DE LUCCHI

Michele De Lucchi was a prominent figure in design movements like Alchimia and Memphis, and has designed furniture for many leading Italian and European companies. He was the Director of Design at Olivetti from 1988 to 2002. He's also led architectural projects in Italy and abroad, including residential, industrial, corporate and cultural buildings.

For Deutsche Bank, Deutsche Bundesbahn, Enel, Poste Italiane, Hera, Intesa Sanpaolo, UniCredit and at other Italian and foreign banks, he has designed working environments and corporate images. He has also planned the construction of museums such as the Triennale di Milano, the Palazzo delle Esposizioni in Rome, the Neues Museum in Berlin and the Gallerie d'Italia in Milan.

He is currently designing luxury resorts in various parts of the world like: Georgia, China, Japan and Italy. He has designed an indoor ski slope that will be built in the area of the former Alfa Romeo factory near Arese. In Bresso, he is developing a campus project dedicated to technological innovation in the pharmaceutical field. The Misk Foundation has selected Michele De Lucchi as the leading architect of its new Arts Institute, which will be built in Saudi Arabia.

In 2000, he was appointed Officer of the Italian Republic by President Ciampi. In 2001, he was nominated Professor at the IUAV in Venice. In 2006, he received an Honorary Doctorate from Kingston University. Later, in 2008, he was nominated as a Professor at the Design Faculty of the Polytechnic University of Milan and as a member of the Accademia Nazionale di San Luca in Rome.

During 2018, Michele De Lucchi was editor in chief of the new "Domus" magazine.

ANTONIO MELONI

Antonio Meloni has been working in the field of scientific research, geophysics specifically, since the second half of the 1970s. He pursued a scientific diploma at the Nazareno High School in Rome, in 1969, before completing his studies at La Sapienza University of Rome, where he received his Doctorate in Physics in 1974.

In 1986, his great 'love' for Antarctica began, ignited by field activities with the National Research Program in Antarctica. He joined the Italian expedition in the Southern Hemisphere in the summer of 1986/1987. He then participated in the 1989/1990 summer expedition. After a few years, he returned to Antarctica for the 1997/1998 expedition, this time also as a Scientific Coordinator. Additionally, he participated in the Antarctic expedition, (southern summer) in 1999/2000, again as the Scientific Coordinator.

He has also held various institutional roles at the National Institute of Geophysics and Volcanology (INGV) and other Italian and foreign institutions. From 2000 to 2004, he was a member of the Board of Directors at the INGV. From 2007 to 2011, he was Director of the Geomagnetism Aeronomy and Environmental Geophysics Department, also at INGV. From 2012 to 2015, once more, he was a member of the Board of Directors at INGV.

In the international scientific community, he has been employed in various roles across different scientific associations and councils, and on the editorial boards of various scientific journals.

Since 2016, he has been President of the National Scientific Commission for Antarctica (CSNA) for the National Research Program in Antarctica (PNRA) which is run by the Ministry of Education, University and Research, in Italy.

ANGELO GAJA

Angelo Gaja was born in 1940 in Alba, in the Piedmont region of Italy.

He received a degree in enology from the Enology High School "Umberto I" in Alba and a Master's degree in Economics from the University of Turin.

In 1961, he joined the family business and, in 1969, he took over management of the renowned Gaja wineries. His wife Lucia helps him manage the company along with their three children: Gaia, Rossana and Giovanni, who are all passionate about their involvement in the family business.

The family-owned Gaja wineries are located in Barbaresco (Piedmont), Pieve Santa Restituta winery in Montalcino (Tuscany) and the Ca' Marcanda winery in Castagneto Carducci (Tuscany).

OLIVIERO TOSCANI

Oliviero Toscani is internationally known as the creative force behind some of the most famous newspapers and brands in the world. He has created corporate images and advertising campaigns for Esprit, Chanel, Robe di Kappa, Fiorucci, Prenatal, Jesus, the Inter Football Club, Snai, Toyota, the Ministry of Labour, the Ministry of Environment and Health, Artemide, Woolworth, the Italian Red Cross, Calabria Region, the Umberto Veronesi Foundation and many others.

He has also created campaigns of broad public interest and social justice dedicated to highlighting issues like road safety, anorexia, violence against women, osteoporosis, stray dogs, integration, and the degradation of the Italian landscape.

As a fashion photographer, he has worked for publications such as Elle, Vogue, GQ, Harper's Bazaar, Esquire, Stern, Liberation and many others, in editions around the world.

From 1982 to 2000, he created the image and identity of the clothing brand, United Colors of Benetton. He successfully oriented the communication strategy towards one that embraced messages of peace and tolerance, highlighting social issues such as AIDS, integration and equality, subsequently turning it into one of the most renowned brands in the world. In 2017, he resumed his role after a 17-year break.

Starting in 2007, Oliviero Toscani curated the Human Race project, an interaction between photography and video concerning the different morphologies and human conditions that aims to represent all expressions in their entirety: the physical, somatic, social and cultural characteristics of humanity.

PHOTOGRAPHY

OSCAR FARINETTI

Founder and creator of Eataly, the largest Italian retail and dining experience in the world. In the company's 10-year history, 40 branches have been opened: 22 in Italy and 18 abroad including: six in the U.S., three in Japan, two in Dubai, and one in Moscow, Istanbul, Riyadh, Doha, Seoul, San Paolo, Munich, Stockholm and Paris. The next opening will take place in Toronto in Fall 2019, followed by London at the conclusion of 2020.

Oscar Farinetti's new project is FICO Eataly World, the world's largest agri-food park encompassing 100,000 square metres that was inaugurated on November 15, 2017 in Bologna, Italy.

FICO Eataly World is the only place in the world where you can experience the entire chain of food production. Two hectares are dedicated to demonstrative fields and stables with more than 200 animals and over 2000 different cultivars. It also boasts more than 40 farming factories and consortiums, over 40 places to eat the world's best Italian dishes, 100 traditional shops, an Italian farmers' market, a congress centre, educational areas for wine tasting, cooking shows, a training ground that offers a sensorial and educational experience about food and its biodiversity, six walk-throughs, and interactive multimedia carousels dedicated to the extraordinary story of Humankind, fire, Earth, seas, animals, bottled goods, and the future.

He has also collaborated on research projects for several institutes including Cermes-Bocconi University and the University of Parma.

HOST

LAURA ALBANESE

Laura Albanese is a former politician in Ontario, Canada.

On June 13, 2016, Albanese was appointed to cabinet as the Minister of Citizenship and Immigration. In this role, Albanese successfully negotiated and signed the new Canada-Ontario Immigration Agreement (COIA) and associated Memorandum of Understandings (MOUs) with the federal government.

Prior to being elected, she had a career in broadcast journalism for more than two decades; from 1984 to 2007. She also worked in Italian language programming at OMNI TV in a number of capacities. Additionally, she acted as Co-Anchor of OMNI News: Italian Edition, a one-hour daily Italian language newscast.

MODERATOR

MEGAN WILLIAMS

Rome Correspondent for CBC Canada

Megan Williams is a Canadian foreign correspondent and writer based in Rome. Her radio documentaries and reports from around the world have won many awards.



She covers everything from the Vatican, culture and corruption to Italy's ongoing refugee crisis.



A MESSAGE FROM VILLA CHARITIES INC.

On behalf of the Board of Directors and Executive team at Villa Charities, I would like to congratulate the Embassy of Italy to Canada, the Consulate General of Italy in Toronto, the Italian Trade Agency, the Istituto Italiano di Cultura, the Italian National Tourist Board and the Italian Chamber of Commerce of Ontario for hosting their inaugural IT@CA event, a unique conference that brings together Italians who represent cultural and entrepreneurial excellence, in Canada. IT@CA brilliantly illustrates how the above-mentioned institutions and organizations continue to be leaders in creating connections and cultivating relationships between their corporate partners and the local community.

Villa Charities is very proud to support the IT@CA event as the Major Sponsor. This premier symposium provides a platform for the great minds and innovators from the worlds of business, arts and culture, and science, representing the dynamism of contemporary Italy.



Sponsorship of this outstanding event reflects Villa Charities' core values and aligns with our mission to celebrate and promote the Italian heritage, culture, language, arts, food, and family values.

For almost 50 years, Villa Charities has played an important part in supporting the Italian community and we are honoured to participate in this project today.

Our congratulations again on a successful event.

Sincerely,

A handwritten signature in black ink, appearing to be 'Anthony DiCaita', with a stylized flourish extending to the right.

Anthony DiCaita

President and CEO

Villa Charities Inc.





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An aerial photograph of Toronto, Ontario, Canada, featuring the CN Tower prominently in the foreground. The city skyline is visible in the background, with a hazy atmosphere. The text "BOLD IDEAS WELCOME" is overlaid in large, bold, red capital letters at the top of the image.

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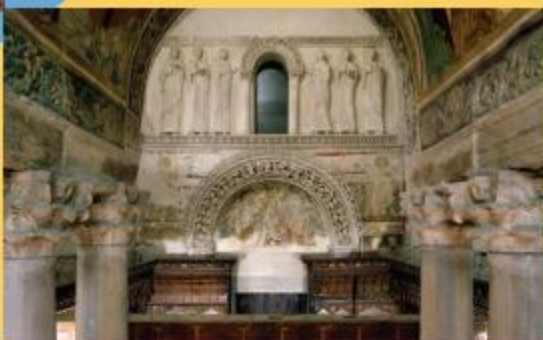


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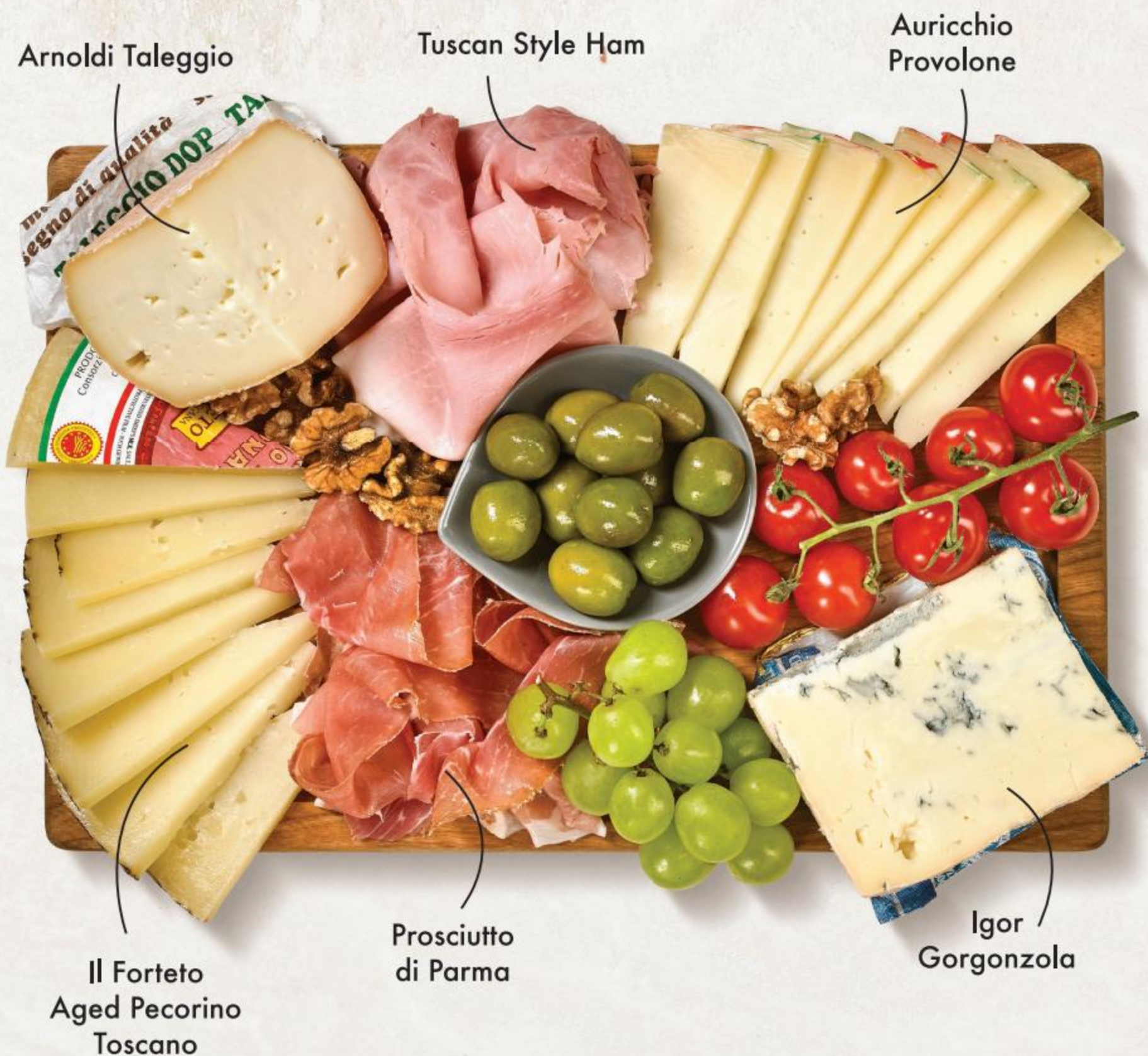
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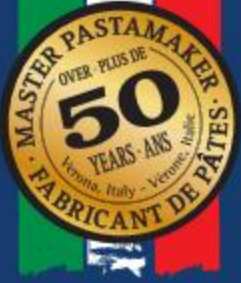
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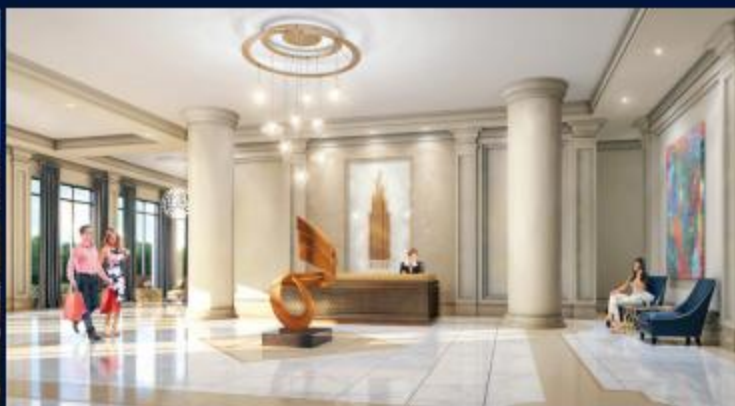


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TRAIN	DESTINATION	TIME	TRACK
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FRANCE C 613	PESCARA	15:10	17
FRANCE ES 159	PARIGI S.C.	15:10	
FRANCE R 2522	PEROGIATO	15:10	
FRANCE R 9737	TRIESTE C.L.E.	15:15	5
FRANCE R 2032	TORINO P.J.	15:18	7
FRANCE R 9281	BOLOGNA C.L.E.	15:20	4
FRANCE R 9541	TORINO	15:20	22
FRANCE R 3967	ALESSANDRIA	15:25	15
FRANCE R 9524	TORINO P.J.	15:25	24
FRANCE R 2073	VERONA P.J.	15:25	
FRANCE ES 20	ZURICH HB	15:25	
FRANCE R 2496		15:25	
FRANCE R 2150	DOMODOSSOLA	15:25	1
FRANCE R 9641	NAPOLI C.L.E.	15:30	2
FRANCE ES 885	BARI C.L.E.	15:35	
FRANCE R 9539	ROMA TERMI	15:35	
FRANCE R 9609	BARI C.L.E.	15:45	

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EMBASSY OF ITALY TO CANADA

The core functions of the Embassy of Italy are to represent Italy in Canada, to protect Italy's interests and those of its citizens within the limits of international law, to negotiate with the Government of Canada, to gather information (through legal means) on conditions and events in Canada, and to continue to build friendly ties and develop economic, cultural and scientific relations. The Embassy includes a Consular Office that has territorial jurisdiction for the City of Ottawa, the Counties of Carleton, Dundas, Glengarry, Grenville, Prescott, Russell, and Stormont in Ontario and the Outaouais Region of Québec. The Embassy also coordinates a subordinate network of three Consulate Generals (in Montreal, Toronto, and Vancouver), two Italian Cultural Institutes (in Montreal and Toronto) and the Italian Trade Commission and the Italian National Tourist Board.

CONSULATE GENERAL OF ITALY IN TORONTO

The Consulate General of Italy in Toronto is an office of the Italian Ministry of Foreign Affairs and International Cooperation. The Consulate protects the interests of Italians living in Ontario, Manitoba and Western Territories and provides services and resources to Italian citizens. The Consulate also promotes bilateral trade, Italian culture and language, as well as bilateral scientific cooperation and intercultural exchange.

ITA - ITALIAN TRADE AGENCY

The Italian Trade Agency is the governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investments in Italy. It operates through a worldwide network of 79 offices in 65 countries, including two in Canada located in Toronto and Montreal. ITA acts to assert the excellence of Made in Italy and provides a wide range of services: information, assistance, consulting and promotion to Italian and Canadian companies willing to establish business relationships.

ISTITUTO ITALIANO DI CULTURA

The Istituto Italiano di Cultura in Toronto is an office of the Italian Ministry of Foreign Affairs and International Cooperation. It is the cultural section of the Consulate General of Italy in Toronto. The Istituto is a centre for cultural and academic activities, a source of information about contemporary Italy, its regions and its multilayered cultural heritage, as well as a venue for art exhibitions, lectures, concerts, and video screenings. It provides the opportunity for collaboration between Italian and Canadian cultural organizations and facilitates exchanges in the fields of art, theatre, music and cinema.

ITALIAN NATIONAL TOURIST BOARD

The Italian National Tourist Board - ENIT Ente Nazionale Italiano per il Turismo established in 1919, is one of the oldest Tourist Boards in the world and its current structure includes a Head Office in Rome and a global network of 28 Offices in 25 countries. Its institutional function is the promotion of Italy as a Tourist Destination through the following activities: developing strategies for promoting Italia Brand on the national and international levels, providing information, supporting Tour Operators, Travel Agents and Media, as well as marketing of Italian tourism products for MICE and Leisure.

ITALIAN CHAMBER OF COMMERCE OF ONTARIO

Since it was founded in 1961, the Italian Chamber of Commerce of Ontario (ICCO) has been a facilitator of business, a seeker of investment and a builder of commercial relationships. The ICCO is an independent, non-profit organization whose aim is to enhance and promote investments, business, trade and cultural relations between Canada and Italy. Furthermore, the ICCO also aims to promote the values of the Italian culture both in professional and social contexts. Among its many tasks, the ICCO works as a consultant for a number of local and regional governmental agencies in Canada and Italy, as well as in the field of commercial mediation. In addition to Toronto, ICCO has Italian offices in Milan, Verona and Udine. For more information visit www.italchambers.ca.



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