

# ITALY: A PLACE TO GO

lectures on today's Italy



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ITALY: A PLACE TO GO  
July 2021





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## ITALY: A PLACE TO GO

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 are proud to host the first edition of "Italy, A Place to Go".

This inaugural event was created to spread knowledge about what lies beyond the widely known Italian charms and attractions.

This initiative will show us all how Italy is both a place of eternal beauty and sustainable opportunity for the future.

The broad perspective of this event will highlight new elements in

Economy, Design & Architecture, Innovation & Technology, and Tourism & Culture. Here are the internationally known Italian experts, with diverse cultural and professional backgrounds, who will deliver lectures on these fields and shine a light on Italy's unexpected excellence:

Domenico Mauriello, Assocamerestero

Francesco Daveri, Bocconi University

Cesare Lobascio, Thales Alenia Space

Francesco Norante, Leonardo Canada

Maria Grazia Mattei, MEET

Mario Cucinella, Mario Cucinella Architects

Darius Arya, Ph.D. archaeologist and historian

Oscar Farinetti, Eataly & Green Pea





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**OVER 100 YEARS  
OF PASSION FOR ITALY**

# Francesco Daveri,

Professor of Practice in Macroeconomics and  
Director of the Full-Time MBA at the SDA Bocconi  
School of Management.

Francesco Daveri is a Professor of Macroeconomics and the Director of the Full-Time MBA at Bocconi University School of Management.

He has taught in several Italian and European universities, such as the Università Cattolica, the Universities of Parma, Brescia, Munich, and Lugano. He has acted as a consultant for Italy's Ministry of Economy, the World Bank, the European Commission, and the European Parliament.

His research activities focus on the relationship between economic reforms, the adoption of new technologies and productivity trends at the firm-, industry- and aggregate level in Italy, Europe, and the United States.

He is the author of numerous books and articles on these subject matters. His works have been published in journals such as The Scottish Journal of Political Economy, Industrial and Labor Relations Review, Rivista di Politica Economica, CESifo Economic Studies, Economic Policy, Oxford Economic Papers, and the Review of Income and Wealth, among others. He was a Visiting Fellow in a few universities, such as Harvard and the University of Copenhagen, and at the Bank of France. He is an Op-Ed writer

for Corriere della Sera and the managing editor of the website LaVoce.info. He is also an expert speaker on Italian and international businesses and is often a guest speaker on TV and radio programs. He is also a member of the Sustainability Committee of Eurizon Capital and of the Consiglio di Reggenza of the Bank of Italy. Francesco earned a Degree in Economics and Social Sciences from Bocconi University, an M.Sc. in Development Economics from Oxford University, and a Ph.D. in Economics from the University of Pavia.



# Domenico Mauriello

## Secretary General OF Assocamerestero

Domenico Mauriello is the new Secretary General of Assocamerestero, the association of Italian Chambers of Commerce Abroad (CCIE).

Before taking on this role, Mauriello was head of the "new projects and

globalization" sector of the Italian Union of Chambers of Commerce, and Director of the Guglielmo Tagliacarne Study Center of the chambers of commerce, where he was in charge of coordinating and analyzing the dynamics of entrepreneurial systems in Italy and abroad, among

other tasks.

Mauriello has an in-depth knowledge on the themes of territorial economic development and specific skills in the preparation and management of research projects and interventions, both from an Italian and a European perspective.



# Francesco Norante

## Head of Leonardo Canada

In this role, he is leading Leonardo's commercial activities in Canada across all businesses. In the past, Francesco Norante has held senior executive positions within Leonardo, such as Vice President, Strategic Marketing & International Sales - Major Sport Events and Vice President Smart Cities and Major Events in the United Kingdom. Norante led the successful campaign to deliver Perimeter Security systems for the Commonwealth Games 2014 in Glasgow. Before joining Leonardo, he was Director of Security Integration and Strategic Planning for the Vancouver 2010 and Turin 2006 Olympic Games.

Leonardo is among the top ten world players in Aerospace, Defence and Security, and has a significant industrial presence in Italy, the UK, Poland and the USA.

A trusted Canadian partner for more than 50 years, Leonardo is a leading provider of capabilities through innovative technologies and integrated services. Leonardo's Canadian subsidiary is based in Ottawa. Leonardo's Canadian team, created to serve the Canadian market, leverages and draws upon the full strength and depth of the global company.

Leonardo coordinates all commercial activities in Canada through the Ottawa-based team, including the activities related to Defence and Defence Systems, Aero-

navics programmes for Air Traffic Control, Cyber Security and Automation, with a focus on solutions for airports, postal operators, and couriers.

Within the country, there are 50 civil, military and para-public helicopters flying alongside 40 ATR aircrafts. The Company has five authorised helicopter service centres. There are 400 people working across five sites in Canada.

Canada is a key market for Leonardo, with interests and opportunities spanning from helicopters to airport solutions, such as parcel handling systems and air traffic control systems. A major contract was signed in 2016 to replace the legacy Air Traffic Control (ATC) radars at 12 major Canadian airports including Toronto, Montreal, Ottawa, Vancouver, and Calgary.

Leonardo is investing in innovation, technology transfer, intellectual property, research and development, and long-term relationships and partnerships with the Canadian Government and the Canadian industry, including small to medium

enterprises.

Leonardo has strong partnerships with several of Canada's leading aerospace and defence companies. Leonardo supports business development, promotes local partnerships, manages offset (with industrial and technological benefits), delivers growing levels of support services, and local programme management.

Leonardo aims at developing new job opportunities and technologies, which will contribute to the Canadian economy across all sectors (i.e. unmanned technologies for homeland security, law enforcement, cargo and para-public requirements).



# Cesare Lobascio

## Space Exploration & Science Innovation Lead and Senior Expert Life Support & Habitability at THALES ALENIA SPACE

Cesare Lobascio graduated in Nuclear Engineering at the Politecnico di Torino (Italy) in 1987, and in Environmental Engineering (MS) at the University of California in Berkeley (USA) in 1993, where he was awarded the Fulbright Fellowship.

He has been working at Thales Alenia Space for 30 years in the fields of Space Environment and Environmental Control and Life Support, with roles of analyst, researcher, system engineer, study manager and leader for the disciplines, in the frame of several International Space Station,

Scientific Satellites and Space Exploration programs.

For more than 14 years, he has been Head of the Space Flight, Environment & Habitats Unit. In this role, he was leading teams active in the domain of Space Environment & Debris, Life Support & Habitat, Aeromechanics & Propulsion. Since 2014, he has been serving as Senior

Expert in "Life Support & Habitability" at Thales Alenia

Space.

He is currently Innovation Lead for Exploration & Science, in the New Initiatives and Innovation Directorate, active in the innovation Cluster and Open Innovation initiatives.

He teaches two courses at the Master SEEDS (Space Exploration & Development Systems) in Torino: Space and Planetary Environment and Environmental Control and Life Support.

He has authored more than 70 papers for journals and conferences, and several book chapters.

Member of the International Conference on Environmental Systems (ICES) International Committee and Space Environment Systems Program Committee, Cesare Lobascio organizes and chairs several workshops and conferences in his field.

Please visit LinkedIn and ResearchGate for additional information.



# Mario Cucinella

Hon FAIA,  
Int. Fellow RIBA

Mario Cucinella is the founder and creative Director of MC A - Mario Cucinella Architects, an international design studio based in Bologna and Milan, specializing in research-based architectural design linked to sustainability issues, in line with a holistic approach.

In 2015, he founded SOS - School of Sustainability, a post-graduate training center aimed at training professionals in the field of sustainability. In 2018, he was the curator of the Italian Pavilion at the 16th Inter-

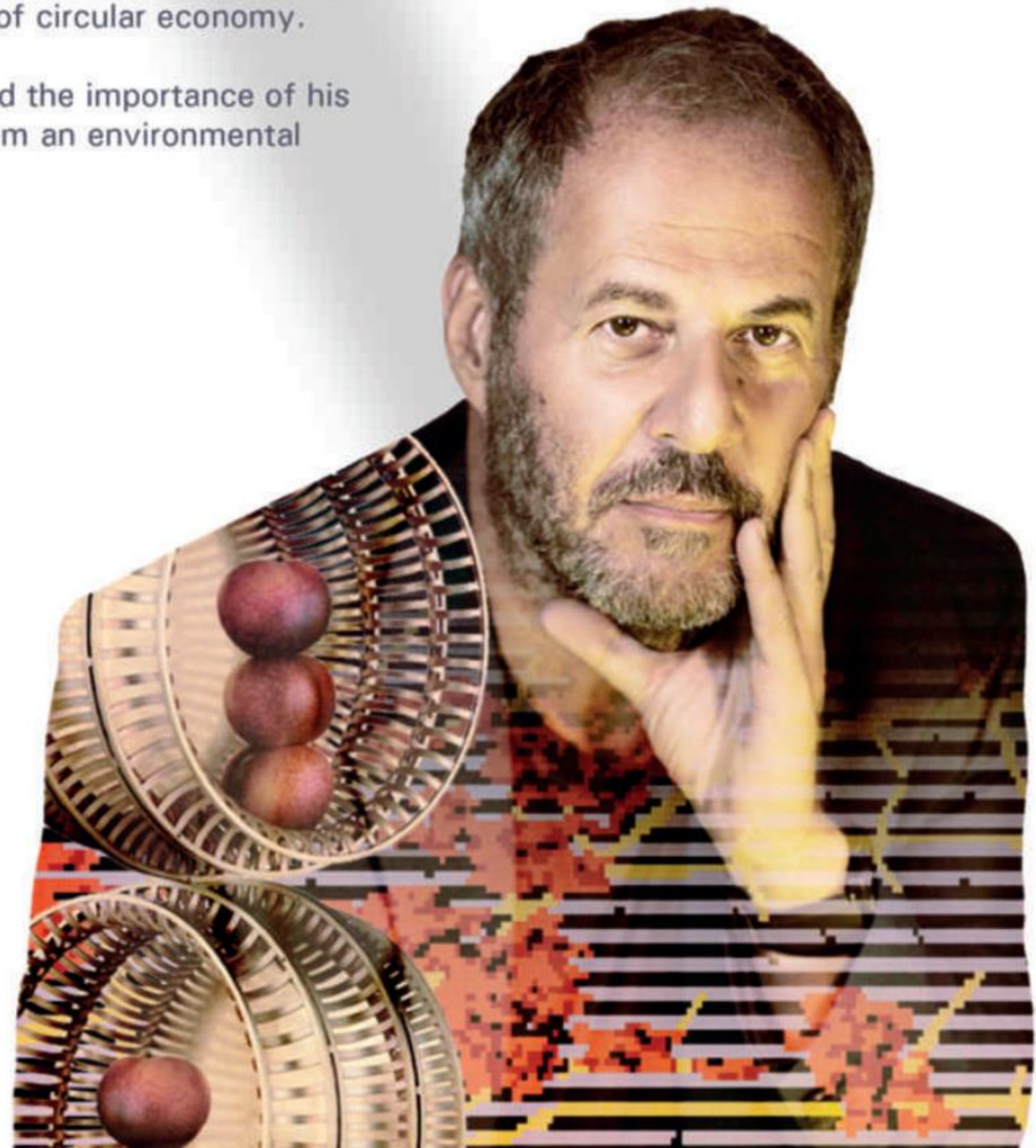
national Architecture Exhibition at the Venice Biennale, with the "Arcipelago Italia" exhibition.

In 2019, he founded MC D - Mario Cucinella Design, a product design department showcasing several projects, including the collection of "Building Objects" vases, and many collaborations with the most prestigious Italian companies focusing on the principles of circular economy.

The impact and the importance of his work, both from an environmental

and social point of view, along with his roles of architect and educator, have been recognized with the Honorary Fellowship of the American Institute of Architects (2017) and the International Fellowship of the Royal Institute of British Architects (2016).

Italian Design Day - July 8, 2021



# Maria Grazia Mattei

Founder and President of MEET,  
Digital Culture Center

A journalist, an art critic and a curator, Maria Grazia Mattei has been investigating digital culture since 1982.

In 2005, she designed and launched Meet the Media Guru (MtMG), a platform aiming at promoting public dissemination of innovation and digital culture towards a non-professional audience. Over 15 years,

MtMG has brought to Milan over one-hundred thought leaders, including Zygmunt Bauman, Edgar Morin, Manuel Castells, Jane McGonigal, Paola Antonelli, Joi Ito, Giorgia Lupi, Don Norman, John Maeda, Carlo Ratti, Daito Manabe, and Lawrence Lessig.

In 2018, Mattei became the founder and President of MEET, the first Italian center for digital culture, with the support of Fondazione Cariplo, one of the largest philanthropic foundations in Europe. MEET designs and promotes online meetings, exhibitions, workshops, and digital performances, with a humanistic perspective on creative technology and emerging digital trends. In October 2020, the MEET building opened its doors in the heart of Milan.

Mattei has been the Italian curator for Pixar retrospectives set up at PAC in Milan in 2011, at Palazzo del Te in Mantua in 2012, and at Palazzo delle Esposizioni in Rome in 2018.

Throughout

her entire career, Mattei has promoted numerous initiatives dedicated to the awareness and diffusion of digital culture, in collaboration with international organizations such as the Venice Biennale (Italy), Siggraph (USA) and Imagina (France).

Since 2016, Mattei has been a member of the board of directors of Artemide and she was also a member of the Fondazione Cariplo Steering Board, providing guidance to the foundation from 2013 to 2019.

Mattei designed and curated "A tu per tu con la cultura digitale", a book series published by Egea | Università Bocconi Editore. She co-authored the Future Ways of Living and Future Ways of Living | Living in a Global Village volumes, both published by 24OreCultura.

Since the late Eighties, Mattei has championed cultural and professional exchanges between Italy and North America, with particular reference to the innovation of creative industries. In 2017, Mattei was awarded the Canada-Italy Innovation Award by the Embassy of Canada to Italy.

Mattei earned her B.A. in Art Critic from the University of Milan. She was born in Pisa and has been living in Milan for more than forty years.

Italian Design Day - July 8, 2021



# Darius Arya

Ph.D. archaeologist  
and historian

A Ph.D. archaeologist and historian, Darius Arya has led excavations and taught university programs in Italy for 17 over years. He's a Fulbright scholar, fellow of the American Academy in Rome, and guest scholar at the Getty Conservation Institute. He directs the American Institute for Roman Culture and its online learning platform Ancient Rome Live. Darius has rappelled down caverns, explored underground churches,

wells and lost temples. He has crawled through some of the world's oldest ancient sewers in Istanbul on his quest for history, discovery, and answering questions about the past. Over the past 15 years, he has appeared in the role of expert and host on channels such as History, National Geographic, Discovery, Smithsonian, PBS, Italy's Rai5, and many more, participating in more than 50 episodes. Darius is one of the few Ameri-

can Ph.D. archaeology experts on TV today, with the ability to create consistently accessible and engaging conversations.

Darius works with international organizations, such as the Getty Museum, the Getty Conservation Institute, the Italian Heritage Superintendence and several museums, the Italian Ministry of Culture, Museum Week, ICOMOS, and a number of corporate brands.





# Oscar Farinetti

Founder and vice-president of Eataly

Oscar Farinetti (Natale Oscar Farinetti) was born in 1954 in Alba, the capital of the Langhe region. He lives at

the top of a hill, among his vineyards. He is the man who founded two of Italy's most famous retail organisations, Unieuro (electrical goods) and Eataly (food.)

On December 9th 2020, he launched his third major project: Green Pea, a huge department store dedicated entirely to high-quality and designer non-food products, manufactured with respect for the Earth, air and water, with a view to complete sustainability. He owns numerous farms, where he grows and processes organic products. He has recei-

ved two Honorary degrees and has written several successful books, participating as a keynote speaker in several events and conferences all over the world. His talent lies in describing how to create a project in a way that is simple yet captivating, explaining the way he sees marketing and describing the actions that are necessary to successfully face the challenges ahead, through an innovative vision based on rules and feelings, poetry and mathematics, strategies and human relationships.

Oscar donates all proceeds from his conferences to the E. di Mirafiore Foundation, a non-profit organization committed to the promotion of culture.





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## **About 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.

## **About 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.

## **About 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.

## **About 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.

## **About 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.

## **About Italian Chamber of Commerce of Ontario Canada**

Since it was founded in 1961, the Italian Chamber of Commerce of Ontario Canada (ICCO Canada) has been a facilitator of business, a seeker of investment and a builder of commercial relationships. The ICCO Canada 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 Canada also aims to promote the values of the Italian culture both in professional and social contexts. Among its many tasks, the ICCO Canada 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 Canada has Italian offices in Milan and Verona. For more information visit [www.italchambers.ca](http://www.italchambers.ca).

