

Il Sospeso

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Editorial project by
Italian Chamber of Commerce of Ontario (ICCO)

Pictures by

Giulia Emanuela Storti



The enlightenment philosophers praised the qualities of coffee which made the mind vigilant and awake. At the same time, they were criticizing the wine that had a lethargic effect on the brain.

The coffee became synonymous of the café where the coffee was tasted. A synecdoche for the place and the drink. In a café, one could whip his mind with a sip and with another sip, unmoor his tongue and discussions about the future of society were kicking and sparkling and thrilling solutions to its problems were created at the table of this liturgy of sipping. In this book, we decided to talk only about *il caffè*, the Italian version of coffee, which is called espresso in North America.

With a certain fundamentalism typical of the cultures that have a long tradition and do not admit any breach to the rules, the book is about espresso; the Italian coffee drink.

Giulia Storti, the magical photographer of *il Sospeso*, brings us from the

earth to the stars by chronicling the travel of coffee. From Africa to Europe and then to Venice, coffee becomes the drink of the gods. Too bad for the Greeks and the Romans and for their Olympus. And coffee could have been of great help to the gods. Mercury would have needed it in great quantity in order to deliver the mail on time or because he needed to be awake while stealing under the smile of the moon and Apollos could have used a few cups to use his bow as a machine gun to kill the enemy in the Iliads and Arthemides needed a big quantity to run after the wild boar and Zeus before and during the striking of the Titans sieging Olympus?

The first espresso must be drank at home (via Moka pot or via coffee machine) and it is, allow me the comparison, like a morning prayer because it is very earthy, very human and it brings one to a level of lightness and surrendered excitement that is highly spiritual.

Today, a famous American brand of coffee opens its flagship store in Milano

and the company spokesperson is quick in stating that the store is not intended to teach people about coffee, where coffee was born. The espresso also closes as a benediction the end of the convivium, of the meal and it seems as an epitome of these times of diversity and coexistence, being a perfect companion to the wine.

The rule of caffè sospeso is an expression of civilization, the sospeso becomes a tool of equity, for equity is a small manifesto of social solidarity.

The sea in winter

Invisible points
chased by dogs
worn-out parables
of old seagulls
and I stay here
here alone
looking for (a) coffee

Il mare d'inverno

*Punti invisibili
rincorsi dai cani
stanche parabole
di vecchi gabbiani
e io che rimango
qui solo
a cercare un caffè*

In this famous Italian song, the solitude of the sea in winter can only be diluted by a coffee or a café as the metaphor of the temple and of the prayer at the same time. The effect of relief from the pressure of existence. Even in the bleakest moment, actually in the bleakest moment a coffee/café offer a shelter. They offer the warmth of human touch, the readiness of a mind that can travel from the past to the future, the taste of synesthesia. The essence of Italian culture.

Corrado Paina

Executive Director ICCO

60 YEARS OF A FOAMING EMPIRE

The desire for a good cup of Italian coffee sparked the arrival of FAEMA in Canada.

Since 1958, FAEMA has been pioneering the espresso experience in Canada by promoting and educating consumers who had little knowledge of authentic Italian coffee. Mike Di Donato's creative spirit and strong work ethic allowed him to launch FAEMA Canada, a very successful espresso and cappuccino machine distributing company in North America. Mike's four sons, Pat, Rocco, Joe and Lorenzo joined the company from a very young age while completing their studies, exemplifying their father's drive and passion for the family business. After completing university, all sons joined the company full-time, managing various aspects of the business and becoming the pillars of the company. Over the years, FAEMA Canada has expanded its product range to include

other specialty equipment: pizza ovens, pasta machines and gelato equipment. Additionally, it has come to represent several important brands in Canada like Jura, Trucillo, Moretti Forni, TELME, Italgi, and Zumex. Much of FAEMA'S success is also attributed to its dedicated employees who share a strong love of coffee and passion for the Italian culture and cuisine.

Today, FAEMA's headquarters in Toronto is a 100-year old former Ford assembly plant located at Dupont and Christie Streets. This newly renovated two-storey showroom with a sleek, industrial modern design includes an impressive 7,000 square foot ground level retail showroom that features a Ford Model T display to pay homage to the history of the property. A spectacular floating staircase connects the second floor commercial showroom featuring its gleaming stainless steel wares on display, a glass enclosed state-of-the-art test kitchen and company museum, exhibiting the evolution of the compa-

ny's products. Along with the flagship showroom and head office located in Toronto, FAEMA distributes its products through its six corporate-owned retail outlets within the GTA, including the JURA Hospitality and Service Centre located in Mississauga and over 200 retail-dealer partners across the country. FAEMA Canada's newest addition is the FAEMA Culinary Academy (FCA) with an impressive test kitchen where clients can use equipment and appliances prior to purchasing them. As well, the space hosts professional and consumer

cooking classes and demos, with the assistance of suppliers, professional chefs from Italy and local Celebrity Chefs.

It is with great pleasure that this year, on the occasion of our company's 60th anniversary of exceptional business in Canada, we partner with the ICCO in celebrating Italian excellence in food and culinary arts.

Mike Di Donato,
founder of FAEMA Canada, and family

Il Caffè “Sospeso”

When a Neapolitan is happy for some reason, instead of only paying for one coffee, the one he would drink himself, he will pay for two - one for himself and one for the customer after him. It's like offering a cup of coffee to the rest of the world...

Quando un napoletano è felice per qualche ragione, invece di pagare un solo caffè, quello che berrebbe lui, ne paga due, uno per sé e uno per il cliente che viene dopo. È come offrire un caffè al resto del mondo...

Luciano De Crescenzo



I drink forty coffees a day, to be wide awake and clear minded to fight tyrants and fools.

***B**evo quaranta caffè al giorno, per essere ben sveglio e pensare, pensare a come combattere i tiranni e gli imbecilli.*

Voltaire



A cup of coffee, the taste of the world.

*U*na tazza di caffè, il profumo del mondo.

Anonimo



7000 coffees
Is how I feel
When I arrive at the doorway
And I see you screaming
My name with your eyes.

*7000 caffè
È l'effetto che ho
Quando arrivo al portone
E ti vedo gridare
Con gli occhi il mio nome.*

Alex Britti



To me, the smell of fresh-made coffee is one of the greatest inventions.

Secondo me, una delle più grandi invenzioni della storia è il profumo del caffè appena fatto.

Hugh Jackman



I would rather suffer with coffee than be senseless.

*P*referirei soffrire con una tazza di caffè piuttosto che non soffrire.

Napoleon Bonaparte



I think if I were a woman I'd wear coffee as a perfume.

*P*enso che se fossi una donna mi piacerebbe indossare caffè come un profumo.

John Van Drute



I, for instance, could give everything else up, except for this small cup of coffee, taken exactly here, out on the balcony, after that hour-long nap one usually takes after lunch. And I have to make that coffee myself, with my own hands.

Io, per esempio, a tutto rinunzierei tranne a questa tazzina di caffè, presa tranquillamente qua, fuori al balcone, dopo quell'oretta di sonno che uno si è fatta dopo mangiato. E me la devo fare io stesso, con le mie mani.

Eduardo De Filippo – Questi fantasmi



It's easier to change religion than coffee.

*S*i cambia più facilmente religione che caffè.

Georges Courteline



Coffee is balm to the heart and spirit.

Il caffè è il balsamo del cuore e dello spirito.

Giuseppe Verdi



Mornings should start off with a hug, a kiss, and a coffee. Breakfast must be abundant.

*L*e giornate dovrebbero iniziare con un abbraccio, un bacio, una carezza ed un caffè. Perché la colazione deve essere abbondante.

Charles Schulz



This coffee falls into your stomach, and straightaway there is a general commotion. Ideas begin to move like the battalions of the Grand Army on the battlefield, and the battle takes place...

Il caffè giunge nello stomaco e tutto mette in movimento: le idee avanzano come battaglioni di un grande esercito sul campo di battaglia; il combattimento ha inizio...

Honoré de Balzac



Coffee has to be black as the devil, hot as hell, pure as an angel, sweet as love.

Il caffè dev'essere caldo come l'inferno, nero come il diavolo, puro come un angelo e dolce come l'amore.

Charles-Maurice di Talleyrand-Périgord



The powers of a man's mind are directly proportioned to the quantity of coffee he drinks.

I poteri della mente di un uomo sono direttamente proporzionali alla quantità di caffè che beve.

Sir James Mackintosh



How sweet coffee tastes! Lovelier than a thousand kisses, sweeter than muscatel wine.

Ah! Come è dolce il sapore del caffè! Più dolce di mille baci, più dolce di un vino moscato.

Johann Sebastian Bach - (Cantata del Caffè)



I have measured out my life with coffee spoons.

***H**o misurato la mia vita a cucchiaini di caffè.*

Thomas Stearns Eliot





Ministero dello Sviluppo Economico

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BOOK CONCEPT

Corrado Paina

PHOTOGRAPHER

Giulia Emanuela Storti

PUBLISHER & BOOK DESIGN

Copywell

PROJECT COORDINATOR

Astrid D'Urzo

BOOK TEAM

Andrea Verginella Paina

Enrico Mocci

Isabella Vecchiarelli

Mary Chirico

Marisa Guida

Richard Bressan

Tiziana Tedesco

ASSISTANTS

Dario Ortolan

Lina Iacobelli

Massimo Nicaso

Ximena Irigoyen

EXPRESS TRANSLATIONS

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Antonio Di Domenico

Jenny Longo

Bambina Marcello

Mario Nigro

Corrado Paina

Ron Sedran

Richard Trevisan

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