

ALL ABOUT ITALY

All About Italy.

All about Italy has been promoting Italian culture in the US and Germany since 1997. Published in English and German, it is a one of a kind periodical, with many years of experience in the creation of synergies between the most prestigious Italian companies and a target of readers who are sensitive to and enthusiastic about the excellent cultural, tourist, gastronomic and business characteristics of Italy that make this country internationally outstanding.





One brand, two souls.

A platform dedicated to the promotion of Made in Italy products, All about Italy has been distributed in the US since 1997 and in Germany since 2012, in the form of both an elegant printed magazine and a website. With a large distribution, the magazine also reaches its target of readers via a special luxury circuit – in Germany as well as the United States – including a selected list of the most important Italian restaurants, VIP lounges in major airports, the best hotels and the most exclusive boutiques selling Made in Italy goods.



ALL ABOUT ITALY

People



Food & Beverage

Tourism



Hotellerie



Automotive



Boating

Gala Italia.

A cultural event held in Munich, the “Gala Italia” is intended to promote socio-cultural exchange between Italy and Bavaria, offering the public a full immersion in Italian culture.

The event brought music and art together in an attractive combination, thanks to a unique series of “tableaux vivants” based on paintings by Caravaggio, and presented by the theatre group Teatri35.

The event also featured a fascinating concert of Italian Baroque music performed by the celebrated orchestra of Munich Così facciamo - Ensemble für Alte und Neue Musik, featuring the soprano Stephanie Krug.

Recognized as a prestigious force for the promotion of Italian culture abroad, All about Italy has received the medal of honor from the President of the Italian Republic Giorgio Napolitano: This was personally awarded by the Consul General of Italy to Paolo del Panta, the editor in chief of the magazine.





Gala Barolo & Tartufo.

The prestigious “Barolo and tartufo” event represents the most authentic aspects of Italy, in which taste, flavor and beauty all come together in one place.

Barolo wine and truffles from the Langhe region of Piedmont are the true stars of the evening, which involves the participation of award-winning chefs, invited for the occasion to cook their special dishes created with these two Italian specialties as the prime ingredients.

The auction of the White Truffle of Alba is a moment of great participation. In addition to being an important showcase for the promotion of this highly prized Italian gastronomic delicacy the auction is also a splendid opportunity for solidarity, as the proceeds are donated to a charitable organization which is committed to social issues.





A unique roadshow in Munich, Düsseldorf, Vienna and Milan, in which more than 800 guests were involved. The most important Italian and international brands have taken part in the events, contributing to the project's mission to create synergy and networking to promote Italian excellence.



The evening format proves to be a winning formula, which can certainly be replicated to ensure an ever greater synergy between divers Italian excellencies. In the long run the aim is to create an effective network of relations and acquaintances between the businesses that constitute our country's backbone and the major stakeholders and supporters of Made in Italy abroad. Thus encouraging a truly global and vital view of Italy at an international level.

Dinner with...

“Dinner with...” is an event established in 1998 which over the years involved a number of prestigious partners including Averna, Motta, Perugina, Buitoni, Bertolli and Bauli: A genuine competition, which took place in Munich, Cologne, Düsseldorf, Frankfurt, Miami and New York and included a selected number of Italian restaurants, that were competing with innovative recipes, individual dishes or whole menus, all inspired by one key ingredient.

Amongst the regular customers, journalists, bloggers and prominent personalities of the f&b industry were invited to taste the exclusive menus.

An expert jury was called upon to assess not only the dishes created by the chefs, but also the restaurant’s setting. The chef with the most original and creative recipe was awarded with a special price.

This successful event aimed at promoting the excellence of Made in Italy products. It has thus expanded to include a wide range of alternative initiatives involving some of the most prestigious Italian boutiques (Fendi, Valentino, Pomellato, Brioni, etc.), developing several promotional activities.

These activities give our partners the possibility to directly reach their clientele and to strengthen their brand identities.



Italy showcased. The history of Italian fashion.

The event called “Italy showcased. The history of Italian fashion” makes Made in Italy boutiques become the center point of a novel kind of exhibition: By opening their doors they have the possibility to present the history of their brand with a photographic narrative tracing the history of the maison.

This initiative is part of a Made in Italy communication project, celebrating Italian haute couture and offering background knowledge about Italian know-how.

Each boutique exhibits on their premises various pieces of the creative activities that have marked the brand’s history: from photo shoots to iconic dresses, sketches and backstage of the fashion shows.

TO ENHANCE

The history of Italian fashion is at the same time the story of the country itself. The event series “Italy showcased. The history of Italian fashion” emphasizes the most important aspects of craftsmanship and sensitivity towards tradition. The spirit of the historical period and its particular forms of creativity are presented so as to narrate the elegant lines of Italian fashion and the perpetual sense of good taste that have earned this country worldwide appreciation and admiration.

TO ENCOURAGE

Furthermore, the event’s purpose is to strengthen the cultural bonds between Italy and Germany as well as the United States, by stimulating a lively dialogue between the different cultural backgrounds.



allaboutitaly.net

ALL ABOUT ITALY is also available online:

www.allaboutitaly.net aims at being an instrument for the online promotion of Italian style, involving the main key players of "Italian-ness".

With its versatile and innovative format, constantly updated and easy to use, the website illustrates and narrates the Italian stories, news, cultural initiatives and high-profile events that ALL ABOUT ITALY publicizes and promotes.



ALL ABOUT ITALY



One brand, one mission.

Choosing Italy and bringing it to the rest of the world,
by promoting its productive excellence and entrepreneurial spirit.

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