

COUNTRY OF ITALY

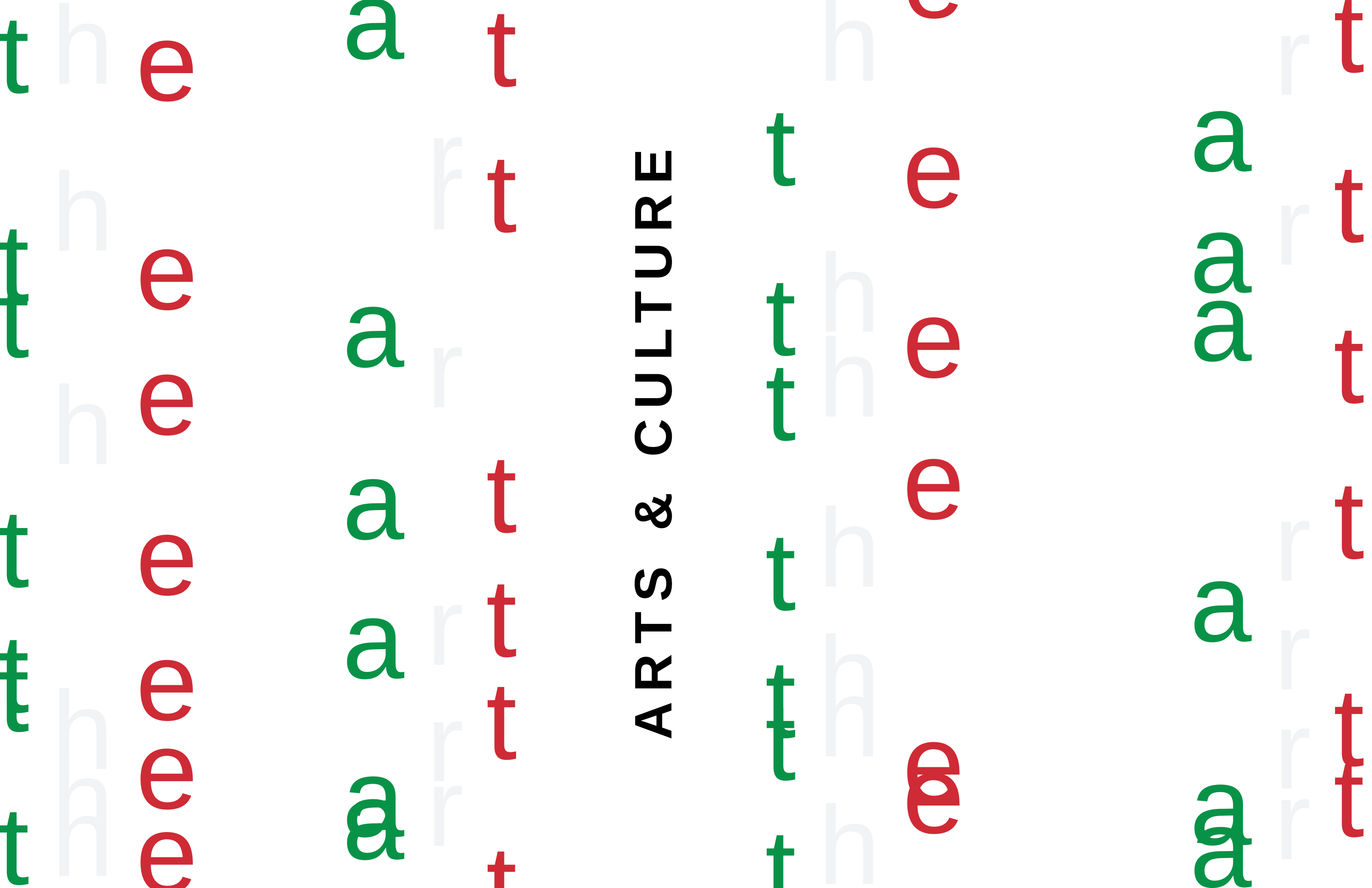
Italy

Italy, a European country with a long Mediterranean coastline, its capital, Rome, is home to the Vatican as well as landmark art and ancient ruins. Italy is located in Southern Europe, between latitudes 35° and 47° N, and longitudes 6° and 19° E and its total area is 301,230 square kilometres (116,306 sq mi). The country has around 61 million inhabitants, it is the fourth most populous EU member state.

Government: Republic, Unitary state, Constitutional republic, Parliamentary republic.

Language: Italian is the official language of the country, although accents and dialects may vary widely from one region to another. Other languages spoken in Italy are English, French, Spanish and German amongst others.

Religion: Roman Catholicism is, by far, the largest religion in the country, the proportion of Italians who identified themselves as Roman Catholic was 90%.



ARTS & CULTURE

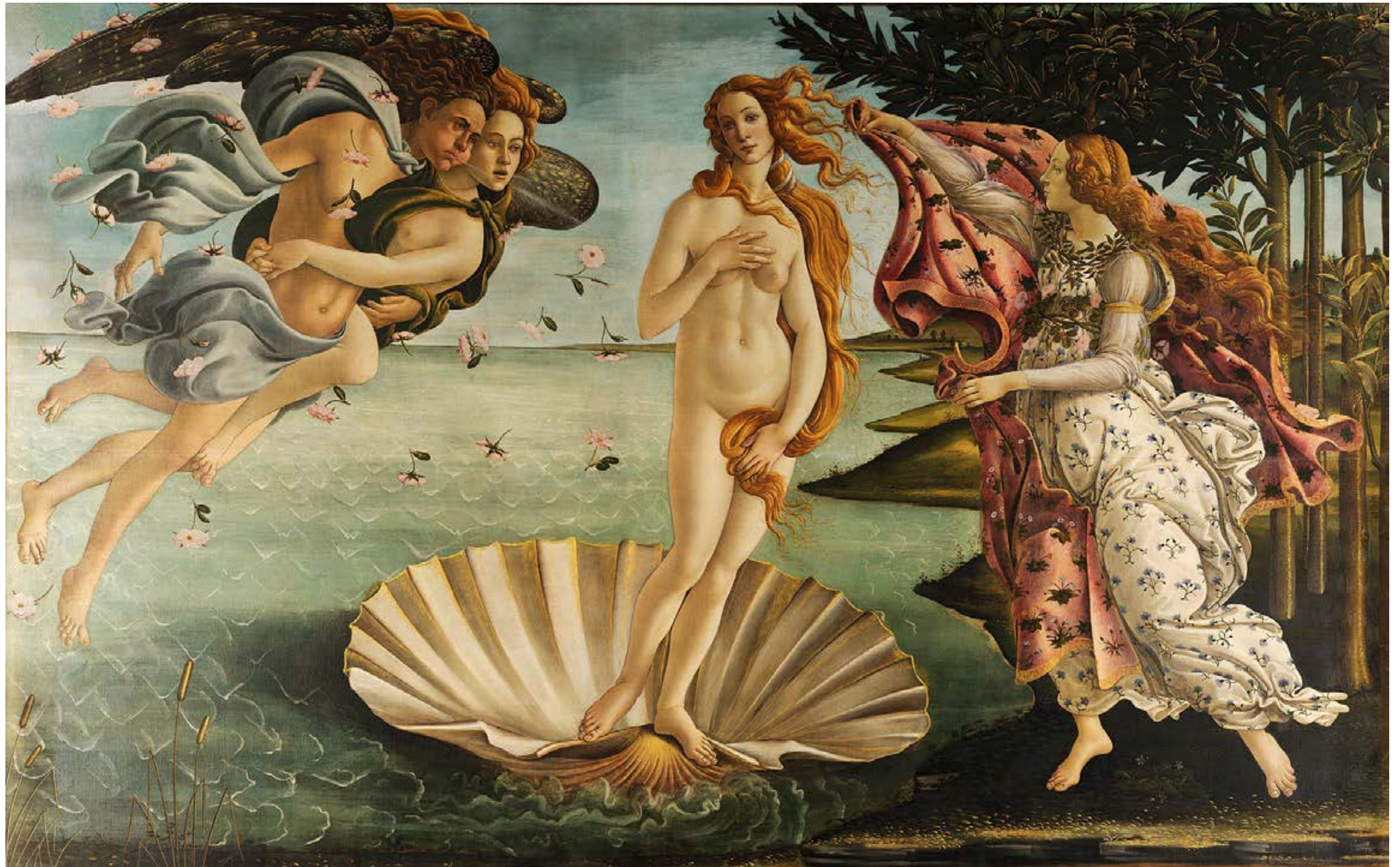
Italy



Galileo Galilei was an Italian polymath. Galileo is a central figure in the transition from natural philosophy to modern science and in the transformation of the scientific Renaissance into a scientific revolution. Galileo made original contributions to the science of motion through an innovative combination of experiment and mathematics.



Leon Battista Alberti was an Italian humanist author, artist, architect, poet, priest, linguist, philosopher and cryptographer; he epitomised the Renaissance Man.





Italy

Italian Family Values

- The family is the centre of the social structure and provides a stabilizing influence for its members.
- In the north, generally only the nuclear family lives together; while in the south, the extended family often resides together in one house.
- The family provides both emotional and financial support to its members.

Italy

Italian Style

- Appearances matter in Italy.
- The way you dress can indicate your social status, your family's background, and your education level.
- First impressions are lasting impressions in Italy.
- The concept of 'bella figura' or good image is important to Italians.
- They unconsciously assess another person's age and social standing in the first few seconds of meeting them, often before any words are exchanged.
- Clothes are important to Italians.
- They are extremely fashion conscious and judge people on their appearance.
- You will be judged on your clothes, shoes, accessories and the way you carry yourself.
- Bella figura is more than dressing well. It extends to the aura your project too - i.e. confidence, style, demeanour, etc.

Italy

Catholicism

- The primary religion in Italy is Roman Catholic.
- There are more Catholic churches per capita in Italy than in any other country.
- Although church attendance is relatively low, the influence of the church is still high.
- Many office buildings will have a cross or a religious statue in the lobby.
- Each day of the year has at least one patron saint associated with it.
- Children are named for a particular saint and celebrate their saint's day as if it were their own birthday.
- Each trade and profession has a patron saint.
- The church promulgates hierarchy, which can be seen in all Italian relationships.
- They respect and defer to those who are older, those who have achieved a level of business success, and those who come from well-connected families.

v v v v v v v
a a a a a a a
- - - - -
u u u u u u u
e e e e e e e

TABOOS

v v v v v v v
a a a a a a a
- - - - -
u u u u u u u
e e e e e e e

Italy

Taboos

- Do not wear shorts which are unacceptable in public.
- Do not use first names in Italian business. Personal and professional titles are used constantly in either casual conversation or formal writing.
- Do not do right turns on red which is forbidden in Italy. Driving is on the right.
- Do not give even number of flowers.
- Do not eat with your hands, not even fruits.
- Do not leave the table during dinner, which is considered rude.
- Do not enter a taxi without a meter.
- Do not keep wallets in pockets of handbags. Carry only what is needed for the day.
- Do not talk about Religion, Vatican, Mafia and Politics, or questions about private family concerns.

W W W W W W W

h h h h h h h

a a a a a a a

t t t t t t t

WHAT ITALY SELLS

s s s s s s s

D D D D D D D

— — — — —

— — — — —

S S S S S S S

1

Italian Culture

2

Art

3

Fashion

4

Architecture

LAVAZZA
ITALY'S FAVOURITE COFFEE

THE ART OF COFFEE
FROM
THE HEART OF ITALY



LAVAZZA
ITALY'S FAVOURITE COFFEE

THE ART OF COFFEE
FROM
THE HEART OF ITALY



HANDMADE MASTERPIECE
italian long lasting quality belts



www.alen2.com

HANDMADE MASTERPIECE
italians long lasting quality belts



www.alen2.com







