



  
ITALY  
**A NEW ITALIAN  
REINASSANCE**  
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Distancing and safety precautions are observed in the GDA marble quarries (Massa) in the Apuan Alps. The white marble of Carrara is one of the most prestigious varieties in the world.

## **A New Italian Renaissance**

### **The post lockdown challenge**

- ▶ Every crisis conceals an opportunity: the Italian business world has managed to respond to the emergency and, at the same time, come up with innovative solutions that could be long-lasting.
- ▶ Innovation and flexibility have always been hallmarks of Italian excellence: luxury goods, food and wine, Italian style, art and design.
- ▶ The ingenuity and creativity that have characterised Italy since the time of Leonardo, could now give life to a “New Italian Renaissance.”

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Lorenzo D'Osvaldo in the room where the prosciutto is aged at the old family home in Cormons in Friuli. The art of producing prosciutto is a tradition that has been proudly passed down from generation to generation, with the utmost respect for the age-old techniques. Lorenzo alternates this work with his activities on the farm during the summer months.



Santoni (Corridonia, Macerata), an Italian luxury brand specialized in the production of leather footwear and accessories. In addition to having promoted a crowdfunding project to raise money for the purchase of ventilator machines to donate to local hospitals, the company has also introduced strict safety measures. Distancing is respected between workstations also for the most complex activities such as manual cutting, colouring and hand sewing.



In Friuli's wineries the winemaking process takes place in full respect of the current safety regulations. Wine is about to be transferred to the cellars of the Di Lenardo Vineyards (Ontagnano, Udine).



Prestigious companies like iGuzzini (Recanati, Macerata) work intensely to ensure the continuity of the service they provide their national and international clients, in compliance with all containment and emergency management measures. iGuzzini is present in 92 countries around the world.

The coronavirus pandemic has been revolutionising the way we live and work, and some of the social and economic consequences may prove to be profound. In reality, every crisis always conceals an opportunity. From the very beginning, the Italian business world was able to seize this opportunity, not only by continuing to produce, work and ensure that the country could keep on moving during the emergency, but by implementing innovative solutions that could possibly turn out to be long-lasting.

The Italian economy's capacity to adapt and react is a feature of its acknowledged productive and organisational flexibility, and is not only due to the ingenuity and creativity that has characterised the country since the days of Leonardo and the Renaissance.

Examples include reduced mobility of goods and people, substantial alterations to the way we work and experience social activities, social distancing, shielding, alternative distribution, remote working and virtual meetings, advanced services, stock service, customization and many other innovative solutions.

Italy is the land of business excellence, the home of luxury, food and wine culture, Italian style, art and design. All these spheres bred innovation and flexibility during the emergency, which was perceived as a new challenge to overcome. This paradigm shift could be the basis for future opportunities and a "New Italian Renaissance."



The sectors of luxury goods and cosmetics are allies in the fight against coronavirus, as is the case with Bulgari and ICR -Industrie Cosmetiche Riunite (Lodi).



The restoration of a carpet at Open Care in Milan. The company, which has premises in the Frigoriferi Milanesi multipurpose space inside a renovated industrial facility, is the only company in Italy to offer integrated services for art collection management. The conservation and restoration department include laboratories specialised in the maintenance and restoration of paintings, frescoes, wooden furniture, tapestries and carpets, all supported by advanced diagnostic activities.



Chef Filippo La Mantia in his Milanese restaurant uses webinars and chats to communicate with customers and journalists or to conduct cooking workshops.



Sanitising the factories of ICR - Industrie Cosmetiche Riunite in Lodi. Regular sanitisation procedures ensure production continuity.



Distancing and safety precautions are observed in the GDA marble quarries (Massa) in the Apuan Alps. The white marble of Carrara is one of the most prestigious varieties in the world.



Work resumes at Moroso Divani in Udine after an upgrade to the safety measures at the factory.



Dallara is a company that constructs competition racing cars. The firm was founded in 1972 in Varano de' Melegari in Emilia by Giampaolo Dallara after his experience with Ferrari and Lamborghini. As well as collaborating with Formula 1 and Formula 2 racing teams, Dallara produces all of the vehicles for the various teams in the Formula 3 competition.



Ever since medieval times, San Daniele del Friuli (Udine) has been recognised for its excellence in producing prosciutto. Skilled prosciutto makers at Dok Dell'Ava handle the fresh pork thighs, applying salt as part of the salting process, which will last one day for each kilo of meat.



iGuzzini (Recanati, Macerata) has adopted stringent measures to safeguard the health of its employees, their families and the local community, also ensuring continuity for the company's activities.



The Nonino distilleries in Pavia di Udine (Udine). Cristina Nonino together with some employees during the maintenance and steam testing of the batch stills, for the artisanal distillation of grappa.



The restoration of Sandro Botticelli's 'The Assumption of the Virgin with Saint Benedict, Thomas the apostle and Saint Julian' at Open Care in Milan. Italian restoration, thanks to its established tradition and the use of advanced technologies, is today internationally recognized as a field of particular excellence. This restoration has been carried out thanks to the Lucida project organised by Open Care and Factum Foundation, with the support of Euromobiliare Advisory SIM. Once restored, the work will be returned to the Pilotta Museum in Parma.



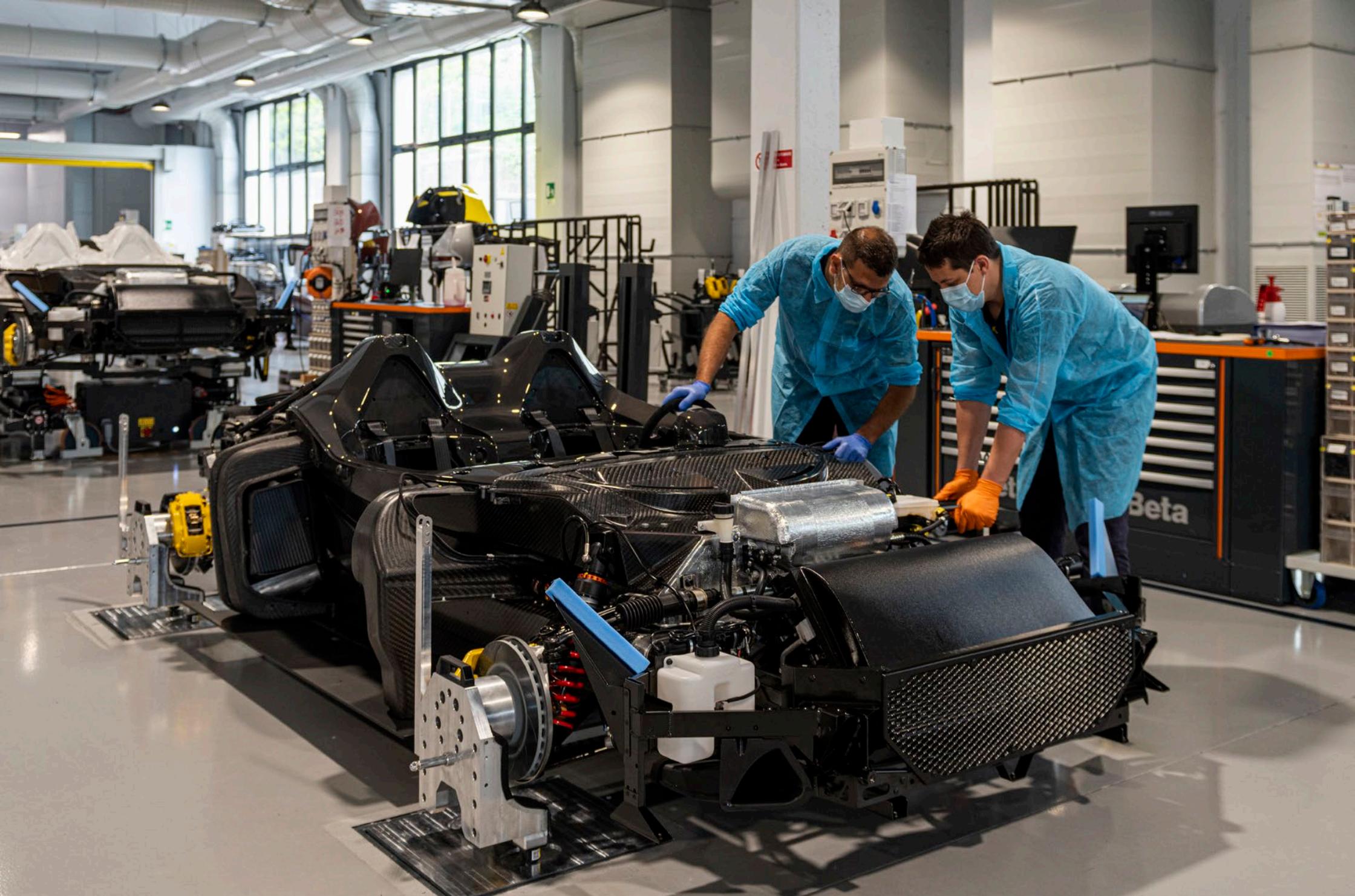
Protective Perspex barriers for the employees of the Pigni accordion factory in Castelfidardo in the Marche region, the centre of Italian accordion production. Every accordion is unique and its construction involves a long and laborious process requiring many hours painstakingly assembling tiny mechanisms.



Wheels of Parmigiano cheese prior to being salted in brine at the Valsereina cheese factory in Gainago (Parma). The coronavirus has not interrupted production and the consortium of producers has created a data bank of retired cheesemakers and former employees from the sector who can be called upon by producers in need of extra manpower.



Sophisticated retailers, such as the chocolatier Zaini in Milan, as well as introducing internal safety measures have also set up home delivery and gift services.



Dallara (Parma) also produces a road version of its racing cars, developed with the aid of expert test drivers who worked alongside the company's engineers. The company plans to produce 500 such cars over three years.



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Together with its partner in the production of fragrances, ICR (Industrie Cosmetiche Riunite, Lodi), Bulgari decided to produce hundreds of thousands of bottles of disinfectant hand gel to supply to medical structures under the coordination of the Italian Civil Protection agency.



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Distancing and safety precautions are observed at the marble sawmill of GDA (Massa).



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