

RICHNESS

-documentario-

gTavola[®]
ITALIANA

*The fields, places, traditions....
in table*



Presentation of 11/06/2014

gTavola
ITALIANA®

Why we make this project?

To identify the “Image(DNA) of Italian's Table Culture”.

Through analysis the elements of “Italian's” by the following parts:

+culture

+art (photographic/painting/music)

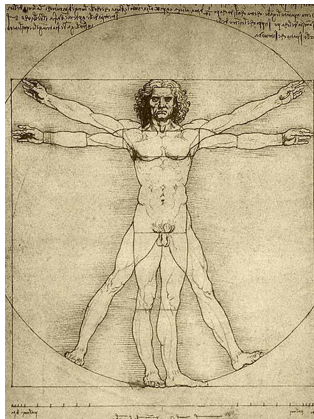
+creative design (architecture/fashion/furniture/lighting/tableware)

+food (wine/café/local typical cook)

+sight view (venezia/firenze/roma/sicilia)

+beauty (actor/

etc...



Why we organize “la tavola italiana” documentary?

the table is for people who eat, drink, talk and read, which also connect the whole family together and there we also recognize new friends.

the table develop the relationship between us and form its own culture,
- La tavola italiana

we create this platform to introduce the style for each element be used in the documentary, it makes the people understand and recognize the unique brand that appeared in the documentary.



Vision & Value

Vision:

To describe and analysis the revolution of “Italian's Table Culture.

Value:

Improve the brand value and the general image be accept by the target consumers which increase the revenue for each unique brands.



Mission

Mission:

- a) Analysis each elements what appearance in the image, what could be the iconic symbol to recognize the unique brand;
- b) Understand the culture behind dish, show the technology of agriculture;
- c) To show how food is a part of Italian lifestyle in a system with design, Art, architecture, fashion, handmade craftsmanship, etc.



Partnership is one of the most important parts in our presentation for “Italian Table Lifestyle”, it makes up 2 parts (Commercial partnership and Artist partnership)

Commercial Partnership:

- +Food
- +Location
- +Furniture
- +Lighting
- +Fashion (cloth)
- +Craftsmanship
- +Tableware (e.g. dish/fork/knife/spoon/tablecloths/wineglass/napkin)

Artist Partnership:

- +Painting
- +Photographic
- +Music

Agriculture & Food



Table

nr	regione	piatto	zona geografica
1	Lombardia	polenta taragna con formaggi accompagnato con vino Chiavennasca	Gandino-Santa Caterina
2	Lazio	piatto interregionale di antipasto accompagnato con Olio puglese	Prossedi (Latina)
3	Puglia		Ostuni
4	regioni varie	pasta	da definire
5	Sicilia	pesce con contorni vari accompagnato con vino Carignano	Marettimo e Isola Egadi e Agrigento
6	Sardegna		Portovesme per Basso Sulcis e Uri per Area nord-sardegna
7	Toscana	arrosto di carne bianca accompagnato con vino Toscano	Cerreto Guidi-Vinci
8	regioni varie	dolci: pastiera napoletana, pasta di mandorle siciliana, gianduiotti piemontesi, panettone lombardo accompagnati con vino liquoroso	Vari
9	regioni varie	pane salato, non salato e dolce e ciambelle	Vari



Location



Brand / company to be confirmed

Location



Brand / company to be confirmed

Location



Brand / company to be confirmed

Commercial partnership

2nd furniture



Brand / company to be confirmed

3rd men's/women's wear



Brand / company to be confirmed

4th lighting



Brand / company to be confirmed

5th tableware 1



Brand / company to be confirmed

5th tableware 2



Brand / company to be confirmed



5th tableware 3

modern&contemporary



Brand / company to be confirmed

5th tableware 4

classic



Brand / company to be confirmed

6th craftsmanship

sculpture



Artist: Giacomo Manzù to be confirmed

Artist Partnership



Artist: Jerry Ross (American)
Title: View and portraits of agriculture and people from Italy
(confirmed)



Artist to be confirmed

grazie



I&C Srl
Cel. +39 335.577.6414
Email. goraccigiacovelli@libero.it
Add. Via Castel Morrone, 7 – 20129 Milano (MI)
Website. www.gruppogst.com