



# Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN  
SOUTH AFRICA

## ITALIAN CINEMA

### INDEX

- Chamber's Note
- Cos'è Ferragosto?
- Italian Cinema Online Course
- EU Golf Days
- New Member: Ital-Deli
- EU Advocacy

Would you like a pizza?



# Chamber's Note

## Cinema Italiana

Art lives through the people who view it. Without an audience, art (movies, sculpture, theatre, music, paintings -the lot) are reduced to meaningless private entities, like family photographs. Through turning on our radios we make musicians famous, by going to the theatre, we play our role in the success of the creative world.

It would be untrue to say that Italian cinema is underappreciated. In the last 75 years, dozens of academy awards have recognised the excellence of the Italian film industry. Over the decades Italy has churned out great films such as *Ladri di Biciclette* (1948) (pictured on the front cover), *La Dolce Vita* (1960), *Un Giorno Particolare* (1977) and *La Grande Bellezza* (2013). Famously, the frequently used English word *paparazzi* comes from Fellini's *La Dolce Vita*.

Rome's Cinecitta, is the largest cinema complex in all of Europe. More than 3000 films have been shot at Italy's Hollywood on the Tevere river, including Netflix's Oscar-nominated *Two Popes* in 2019. On a summer evening in Rome, it is not difficult to stumble across one of the open-air cinemas created to support the film industry.

The recent release of Mario Mattone's *Nostalgia*, an intimate story about a man returning to his home City of Napoli, starring Pierfrancesco Favino, was celebrated in both Johannesburg and Cape Town to extremely positive reception.

Italian film has rich roots that it will never lose. However, in recent years, the industry has been in a difficult position, particularly economically. There could be many reasons for this, with Covid in pole position.

Some argue that the directors from the golden years of Italian cinema are no longer with us. It could be the advent of online content has disrupted box office revenues. It could be the fairly limited global demand for the Italian language.

The fantastic opportunity of the Italian film course, hosted by the Italian Institute of Culture, featured later in this newsletter, is a great opportunity for you to learn more about this rich thread of Italian history. Moreover, it is an opportunity of entertainment and discovery of the wonderful history of Italian cinema. Viva il cinema!

*Italcham!*

# Cos'è Ferragosto?

*15 August*

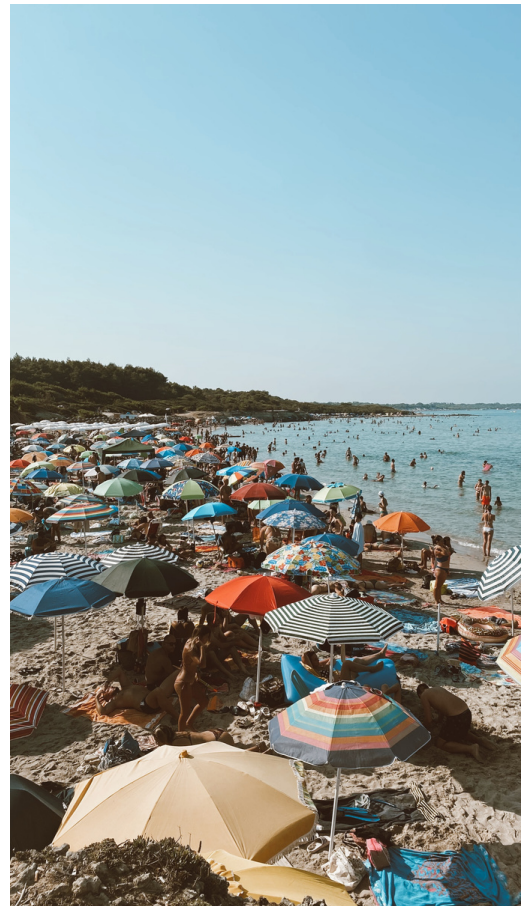
Ferragosto is a holiday widely celebrated in Italy, dating back to the Roman Empire. It derives from the Latin expression 'Feriae Augusti' (The holiday of Augustus), and indicates a celebration. It is the symbol of summer holidays in Italian culture, marking the eventual end of summer, with schools commencing shortly after and life returning to a usual workflow after the summer months.

In 18BC, Emperor Augustus was seeking to gain visibility and appreciation across society. In order to do this, in his namesake's month, he declared the first day of the month a rest day, following the weeks of hard work harvesting fields. On this day in ancient times, all workers were given a due break, as draught animals such as donkeys and oxen were free from work, and were dressed up in flower garlands, while workers were able to present their wishes to landlords and traditionally would receive some compensation. It was characterised by horse races, feasts, and festivities across the empire.

The FERIAE AUGUSTI was strongly associated to the Consualia, the Roman holiday dedicated to Consus, the god of fertility and soil. The Consualia also celebrated the end of agricultural work in the fields, coinciding with the beginning of a rest period for workers and farmers. The connection between Augustus and the Divine was strengthened by pairing a traditional divine celebration with his own newly-instituted holiday.

Like many Italian holidays, Ferragosto was originally associated with a specialised menu. In the past, it was customary to prepare roasted pigeon with rice, or salsiccia with porcini in the northern regions, whereas in the south a more traditional meal would be orecchiette with cime di rapa, or pasta Chijna.

In modern days, Ferragosto is the epitome of Italian summer, a day spent with friends and family, usually in the sun, and for the lucky ones by the sea, eating delicious food, and soaking up the end of a beautiful season.



**Happy Ferragosto from us to you!**

*Italcham!*

# European Chambers Golf Day

## SPONSOR A HOLE!

The Italian Chamber is participating in a European Chambers Golf Day in Johannesburg

**Date: Tuesday 18 October 2022**  
**Where: Randpark Golf Club, Randburg**

One of the top Golf courses in Gauteng, with modern facilities and a comfortable venue.

Expected attendance of 240 players, plus the guests of the respective Business Chambers and a number of local and international VIPs.

This event will offer an exclusive platform to network with stakeholders from various chambers, business organisations, investment associations, local government representatives, including Embassies and the EU delegation.

Contact [accounts@italcham.co.za](mailto:accounts@italcham.co.za) to sponsor a hole!

---

### SAVE THE DATE

**Cape Town European Chambers Golf Day**

**Date: Thursday 24 November 2022**

**Where: Westlake Golf Club**

Contact [desk@italcham.co.za](mailto:desk@italcham.co.za) for more information





Italian Cultural Institute  
**Pretoria**



# Italian Cinema Online Course

**Dive into the fascinating world of Italian cinema!**



**Your Teacher: Federica Giovannelli**

- Lecturer at the Faculty of Liberal Arts and Sciences at the University “La Sapienza” of Rome, also in the role of thesis supervisor (or advisor) and co-supervisor (or co-advisor).

## **Selected Publications:**

- November 2012: Bulzoni, “Imago 5”, La configurazione del soggetto nel cinema, curated by Paolo Bertetto and Giulia Fanara, Femme Maison
- May 2005: Bulzoni, Frontiers. Cinema and identity narratives. Nation, sex, gender, race between tradition and translation
- February 2004: Liguori, The heretics and the erotics. Women, ideas, cinema, with Giulia Fanara.

## **Price and Time:**

The price for the course is R 900 per family (per connection)

The course will take place online on Wednesdays from 19:00 to 20:00

Duration: 10 lessons

Course dates: 14 September – 16 November

You can apply at any time.

[REGISTRATION FORM](#)

# Welcoming our New Member



Welcome to Ital Deli, importers of fine Italian foods. We specialize in high quality Italian foods under some of Italy's more famous brands such as Greci Prontofresco, Molino Grassi, Ambrosi, Granarolo, Pastificio Liguori, Urbani Tartufi, Salumificio Vitali, Surgital, Oleificio Coppini and many more. These fine products are now available to you, in your homes with the convenience of our online store.



Our range includes Tomato Products, Mediterranean Vegetable selection, Dry and frozen filled pastas, Dairy products, Cold meats, Game and poultry, and Seafood. Professional Caterers, Chef's and Cooks around the globe who demand only the highest quality ingredients have been using these products since 1923. Bole Foods will provide you with culinary expertise, Recipe Development, Customer Service and Support by means of a professional sales force to ensure only the best results for all your culinary requirements. Contact us today for your culinary requirements.

## Contact Details:

Phone: (+27) 11 475 4739

Email: [henry@ital-deli.co.za](mailto:henry@ital-deli.co.za) / [alessandra@ital-deli.co.za](mailto:alessandra@ital-deli.co.za)

Website: [www.bolefoods.co.za](http://www.bolefoods.co.za)



*Welcome to Italcham!!*



# North-South Corridor

## *Under the Global Gateway*

### **Presentation of the NSC study commissioned by the EU**

The European Union - through the Global Gateway Africa-Europe Investment Package - has prioritised the establishment of “strategic, sustainable and secure transport corridors” in Africa; and is looking for ways to support investment in multi-country infrastructure and to improve the policy, regulatory and institutional framework that is necessary to ensure effective connectivity across 11 priority corridors.

The North-South Corridor serves as one of Southern Africa’s foremost arteries for development, and as one of the region’s most intractable problems. The corridor is an essential conduit for regional trade in Southern Africa, and a key gateway for trade with the European Union and the rest of the world. The EUD to Pretoria has been appointed as the champion to develop the EU strategy for this specific corridor. We would like to introduce more to all of you about the corridor.

With this corridor on mind, The EUD through the (EU-SA) Partners for Growth Programme commissioned an study to Christopher Wood in order to provide EU Business and the EU Delegation with a complete and accurate assessment of the main challenges confronted by traders across the North-South Corridor with a short-list of actions that can be incorporated into the immediate advocacy efforts of EU Business and the longer-term development plans of the EUD.

The study is just an initial demarche of the activities incoming within the corridor. We would like to present all of you the results of the study in an open discussion.  
**Watch this space!**

