



# Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN  
SOUTH AFRICA

## For Arts Sake

- **Chamber's Note**
- **New Member: Enel Green Power**
- **Webinar Announcement**



# Chamber's Note

## For Arts Sake

One of the great contributions of Italy to the world is that in the field of art. Dante, Michaelangelo, Leonardo da Vinci, Botticelli are some of the great names which have survived 500 years and counting. Italy's churches are commonplace architectural masterpieces, housing religious sculpture, and paintings, often by masters of the craft.

It is estimated that Rome alone is home to 1600 churches while Italy as a whole is estimated to have over 4500 museums and similar institutions. This is not only to showcase its own domestic talent but also as a hub for international creativity. In 2019, South African artist Zanele Muholi stole the show at the Venice Biennale, one of the largest showcases of international art.

Alongside the previously mentioned historical greats of Italian art, Italy is also known for its modern artists like Modigliani and the contemporary art of Maria Lai and Giacomo Balla. Fascinatingly, Balla's house was recently opened to the public in Rome, after 30 years of closure. South Africa boasts numerous great artists too such as William Kentridge, Gerard Sekoto, and Irma Stern.

Indeed, Italy has a taste for South African art. Mzansi is the 7th largest source of art going to Italy. Italy also exports its culture to the world, with 85 cultural institutes worldwide. In terms of exports, Italy is the 7th biggest global exporter of sculptures and 10th largest exporter of paintings in the world. Meanwhile, South Africa ranks 16th and 22nd in the two categories.

A range of convincing arguments exists as to why art and public spaces in which to view it are important. Museums preserve memory, they help us learn from the past, they promote unity amongst people and they deliver coherent national and cultural narratives for people in search of identity and meaning. They are also a source of great enjoyment to many people.

Today, accelerated by the pandemic, public spaces in which to view art have become increasingly digital. For example, the Istituto di Cultura in South Africa is currently promoting the Fare Cinema 2021 until the 25th of July, which will make visible 15 documentaries that tell the behind-the-scenes stories of Italian cinema.

Alongside the obvious economic benefits of having a thriving trade in art, there is a special place it has in boosting the image of countries and cultures around the world. Five hundred years ago Florentine writer Niccolo Machiavelli said that it is better to be feared than to be loved. This idea has been challenged at times, including in the world of business. But the biggest powers inevitably choose both. It is no surprise then that the world's largest military is also the largest exporter of art: i.e. the USA. The enormous influence of Hollywood and American music is a key element to American soft-power.

America's main global competition is also up for the fight. Cottoning onto the importance of museums, China has recently announced that it wishes to be a museum power by 2035. An economist recently reported that China has increased its number of museums in the last 20 years fivefold, from 1200 to nearly 6000. Nevertheless, we know that our artists, both in Italy and South Africa, will always be the best.

*Italcham!*



# Welcoming our New Member



Founded in December 2008, part of Enel Group, Enel Green Power develops and managed activities for the generation of energy from renewable sources worldwide. EGP RSA first began operations in the country in 2011 and the company already has a significant presence in the local market with more than 520 MW of wind and solar projects in operation and over 700 MW of wind projects in execution, procurement, and job creation in host communities, involving local businesses as suppliers in all operations and projects in execution.

*Welcome to Italcham!!*





# TRAVELLING DURING THE COVID-19 PANDEMIC WITH AIR FRANCE AND KLM

DATE : 7 JULY 2021

PLATFORM : ZOOM

TIME : 11:00 AM TO 12:30 PM



**Presented by: Olivia Wadi**

Account Manager Commercial Division: Air  
France KLM at AirFrance

Olivia Wadi holds a Bachelors' Degree in International Relations from Wits University. She has been working in the Travel Industry for over 20 years.

She has extensive experience working with several International and Domestic Airlines. Olivia has been with AF/KLM for 3 years. Her role is that of Account Manager which includes managing both Corporate Accounts and Travel Agents.

**IN COLLABORATION WITH:**