

“La cultura del bello. The Concept of Made in Italy, the Prestigious Label for Italians” presented by Giuseppe Tassone (DAS Language Program Director)

Wednesday, April 25th, 6:30 pm, Headquarters House

Giuseppe Tassone will begin by going over the different connotations of the word “bello” in the Italian language. Using a historical perspective, he will apply it to the centuries-long span of work produced by Italians. It is this quality of work that has evolved into what the world today knows as Made in Italy. Giuseppe will introduce and elaborate upon the map of the “distretti industriali,” including the type of companies they include. He will accompany this with the challenges and benefits of some known and lesser-known names and products that have contributed notably to the Italian economy. He will explain the meaning of acronyms such as “AAA” and “BBB” in the context of Made in Italy. He will conclude his presentation with an overview of foreign acquisitions of important Italian brands and the “Italian sounding” phenomenon.

Giuseppe Tassone is a passionate language educator, coordinator, and advocate of Italian language and culture. He has a background in economics and finances, but chooses to specialize in Italian language and culture. He has 20+ years of experience teaching, developing curricula, coordinating, testing, and assessing in public and non-profit organizations (e.g. University of Washington, Seattle University, Dante Alighieri Society of Washington, Shoreline College).

Several years ago, Giuseppe decided to combine his passion for economics and the Italian language to research and write his own Italian for Business textbook. In 2016, Hackett Publishing Company published the finished product of his labor, a book entitled, *Un buon affare, Italian for Business*. This has been his biggest publication to date. It was preceded by two books, *Ricordati di me* and *Buongiorno Notte - Italian Films Series* by Edizioni Farinelli, as well as reviews and/or contributions to several Italian language textbooks, such as *Da Capo*, *Oggi in Italia*, *Avanti*, and *Piazza*. Presently, Giuseppe is in charge of revising the vocabulary and culture section of the third edition of *Sentieri*, an innovative leading textbook.