

# La Voce della Dante

Published by the Dante Alighieri Society of Washington (DAS)

<http://das.danteseattle.org>

September 2011

## September English Meeting

*Puglia, the Sturdy Heel of Italy*

presented by Anita Bingaman

Wednesday, September 14th, 6:30 pm dinner followed by meeting  
Headquarters House, 2336 15th Avenue S, Seattle

**T**he speaker for the first meeting of the 2011-2012 season will be Anita Bingaman, a long time member of DAS. In her words:

*Half the fun of travel for my husband, Mel and I, is planning the trip. We study travel books for special interests in each region. I especially like to study the history of a place and how it influences the food. Of course, we read about where to find good restaurants.*

*However, the other side of this coin is that we like to explore out of the way, off the beaten tourist track. So, we have a plan, but we are not so locked in that we cannot be totally surprised and delighted by some unplanned event or site. Many of my most memorable experiences have been those totally unexpected and spontaneous and those are most often interactions with the local people.*

*In my travel photos I try to give a feeling for the place, not so much the monuments that you find in travel books and brochures. In this presentation of Puglia I will give a brief history of Puglia to help you appreciate the background of the country today. My photos are of women making orecchiette on the streets of old Bari, fishermen at work in Galipoli, a historic Masseria (walled farm), and the magical Trulli of the Alberobella region, plus much more.*

*BIO: I have been travelling and photographing in various parts of Italy for about fifteen years and I still do not have my fill. There are parts of Italy I have not seen and then there are the parts I have seen and would like to revisit. After all this time, I think I have finally discovered what is so appealing about Italy. When I am there, senses that are put on hold while going about everyday life come alive. Sounds reverberate off stone buildings lining narrow alley ways. Grand cathedrals spring into view at the turn of a corner. Food artistically displayed begs to be taken home. Laundry waves at you from a balcony directing your gaze*

(Cont'd next column)

## Upcoming Events

Wed, Sept

14th: English

Meeting:

7:30 pm -

"Puglia, the

Sturdy Heel of

Italy" presented

by Anita Bin-

gaman

Sat/Sun, Sept 24th-25th: Festa  
Italiana, Seattle Center

Wed, Sept 28th: Italian Meeting:

"Giuseppe Tornatore: From Cin-  
ema Paradiso to Baaria" presented  
by Claudio Mazzola

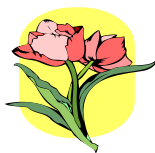
(September English Meeting - cont'd)

*upward. Also, in Italy, I have more of a sense of being a part of a continuum, because there is evidence of its ancient history everywhere I turn.*

*I joined Dante shortly after my first trip to Italy. Since I could not go to Italy as often as I would like, I thought that at least I could be around people who also had a passion for all things Italian. In Dante I found a great sense of community and a spirit of friendship as well as the added bonus of being able to share my Italian experiences.*

Join us for a pasta dinner at 6:30 pm (call 206-320-9159 to reserve) and the presentation at 7:30 pm.





## Welcome to Our New

### **Benvenuti Nuovi Membri**

Ron Digiacomo  
Peter Greenfield  
Jeff Vittone

**We thank you for your  
support of DAS.**

### **\* DAS Star List 2011 \***

While we appreciate those who support our Society through membership dues & volunteering, stars are awarded to those making extra cash contributions which allows us to provide additional services.

Grazie Mille for supporting the Dante Alighieri Society of Washington.

#### **Bronzo up to \$25**

- \* Borriello, Rosa
- \* Crawford, Dick
- \* Digiacomo, Ron
- \* Gillett, Debra Rovetto
- \* Lipsky, Donna
- \* Rodriquez, German & Martin, Robert
- \* Shiroyama, Sylvia
- \* Showell, Gianna

#### **Argento \$26 to \$50**

- \* Cottrell, Dick & Jane
- \* Forte, Giselda
- \* Hundertmark, Louise & Frtiz
- \* Jankord-Steedman, Melinda
- \* Monasmith, Irma
- \* Veigel, Alan

#### **Oro \$51- \$100**

- \* DeMatteis, Dan & Carol
- \* Harmon, Gini
- \* Sportelli, Dom & Louise
- \* Tobe, Robert & Magdalena

#### **Platino—over \$100**

- \* Jackson, Douglas
- \* Minotti, Dominick

## **From the President's Desk**

Welcome to the 2011 – 2012 Dante Alighieri Society program year. I hope all had a great summer and I know you share my excitement to see each other and share your summer experiences. Following on from her first year as programs chair, Carol DeMatteis has put together another great slate of programs for this year that includes travel, cinema, art, food, and history. I can't wait to enjoy them all; thank you Carol!

As some of you know, fall is my favorite time of year. In the fall I always get a sense of renewal and a feeling that there are new opportunities to learn and new things to experience. As the air gets a little cooler and the leaves start to drop, my mind starts to focus on what new things I can learn and what I can achieve. The crops come in from the field and the festivals are held. It's a great time to reconnect and to experience all that nature has spent the summer preparing for us. Getting together in September for our first meeting is like coming home to see family for the holidays; I just love it.

Speaking of festivals, as you may know Norizan Paterra has helped organize our Festa Italiana booth the last couple of years. She has done a wonderful job and really set a high bar for how a Festa booth should be done. This year she will be out of town for Festa and has asked me to stand in for her. I have some big shoes to fill and I am really going to need some help. If someone would like to help me lead this effort, please let me know! Our booth at Festa is always a great way to introduce the Dante Alighieri Society to people and also a great source of new members. Thank you in advance for helping out!

As we begin this new season, I want to recognize and thank all of the board members and committee volunteers for all that they did to help make last season so great. Your dedication and passion is what allows us to have such a vibrant and successful society.

Finally, I want to encourage those of you who have considered improving your language skills to sign up for our language classes this fall. If you have any interest in learning or improving your skills to allow gaining more interest in Italy, the Italian Language classes our organization offers are truly world class and a real value. And, if you do sign up, you just might see some familiar faces in attendance. I have decided that I need to work on Italian myself, so look for me in class!

*Frank Paterra*



## Language Program News by Giuseppe Tassone Italian Language Program Director

**T**he Italian Language Program offers classes in fall, winter, and spring. Classes are held at Seattle University in the Administration Building. Class fee is \$180 per quarter unless indicated otherwise in the class description.

*Fall Quarter 2011:* October 4th - December 13th

*Pre-registration Deadline:* September 30th

*Winter Quarter 2012:* January 5th - March 13th

*Pre-registration deadline:* December 16th

*Spring Quarter 2012:* March 29th - June 5th

*Pre-registration Deadline:* March 16th

### Classes Offered:

*Elementary Level* - For people with little or no Italian language. Students will be introduced to the basic phonetic, grammatical, and lexical structures through conversation and simple dialogues. Held Tuesday and Thursdays from 7:00 to 8:30 pm.

*Intermediate Level* - This is the second half of the elementary class or for those who have some Italian language skills. Students will become familiar with more difficult grammar structures and should be able to communicate well in daily situations by the end of the course. Held Tuesday and Thursdays from 7:00 to 8:30 pm.

*Advanced Level* - This course reviews grammar covered in the previous levels. It is mainly conversation-based to expand students' vocabulary and increase their ability to understand newspapers, magazines, and literature. Class is conducted entirely in Italian. Held Tuesday and Thursdays from 7:00 to 8:30 pm.

*Additional Classes* - Additional levels of Italian, Italian for Travelers (An introductory class for people planning a trip to Italy or for those who want to learn some Italian in one quarter), or Italian for Children courses can be scheduled for groups of at least 8. Class fee, location, and schedule may vary based on the request and number of students. To organize a class, please contact the director at least 30 days before the beginning of the quarter. Contact Giuseppe Tassone at [tassone@danteseattle.org](mailto:tassone@danteseattle.org) or call 206-320-9159.

For more information, check the language program website at: <http://www.danteseattle.org>

The Dante Alighieri - Italian Language Program is a non-profit self-sustaining program operating exclusively with the income from the tuition.

Thank you students for your support and Seattle University for hosting our courses.

## Festa Italiana

**E**njoy the 24th annual Festa Italiana to be held Saturday and Sunday, September 25th and 26th at Seattle Center. Be sure to visit the Dante booth.

The celebrity chef for 2011 will be rising star Rossella Rago, host of the online culinary show "Cooking with Nonna."

Nick Stellino will once again be at Festa. He will precede Ms. Rago on Saturday and Sunday.

See page 6 of La Voce for more Festa information. For complete details and event schedules, check Festa Italiana's website at: [www.festaseattle.com](http://www.festaseattle.com)



## Board Meeting

**T**he next board meeting will be September 7th.

Meetings from 7:00-8:30 pm in the Community Room at Faerland Terrace, 1421 Minor Avenue in Capitol Hill. These meetings are open to members.



## La Voce

**F**all is just around the corner and hopefully, you have had a great summer and are ready to enjoy the new season of Dante.

If you traveled and found something or a place interesting and related to the Italian culture, send photos or an article about your experience. Or maybe you've tried a great new Italian restaurant or read a great book. We would love to hear about it. These are all things that make a great La Voce so submissions are welcome. Submit, submit . . .

## Delivering La Voce to Members



**J**ust a reminder that La Voce will not be sent to the membership via an email attachment. For many emails, the file size is too large. Instead, an email will be sent to members that includes a link to the current issue of La Voce on the DAS website. Just click on the link and you will have La Voce to read for your pleasure.

Adobe Reader is necessary to be able to view La Voce. You can download this program from the DAS website.

And be sure your email box isn't full.

## Filettino, Italy Declares Independence

**I**n mid-August, as part of an emergency cost-cutting of budgets to help Italy's financial crisis, the Italian government announced that towns with fewer than 1,000 residents would be forced to merge with their neighbors. This brought much protest around Italy and the mayor of Filettino, a town of less than 600 people located east of Rome, came up with an innovative idea – to become an independent state under a monarch.

The mayor created his own currency, called the "fiorito", which has his head on the back of the banknotes. People are already using the fiorito in local shops and tourists are coming to this small, quiet town just to buy the banknotes as a souvenir.

Filettino, with its own coat of arms and website, is creating an international stir with its response to the Italian governments' financial woes. "After all, the mayor says, Italy was once made up of dozens of principalities and dukedoms. As he says, the landlocked republic of San Marino still manages to survive, so why not Filettino?"

## Reminder: New DAS Mailing Address

**P**lease remember to use the DAS new post office box address that took effect in recent months:

Dante Alighieri Society  
PO Box 9494  
Seattle, WA 98109

Even better is to mail membership checks and new memberships or reimbursement requests directly to Bruce Leone, Treasurer, at:

Bruce Leone  
2522 2nd Ave West  
Seattle, WA 98119

## Membership Roster Available

**D**AS has a membership roster available for those interested. It's a pdf file that can be emailed as an attachment and then printed out.

To have one emailed to you contact Bruce Leone at:

[bruceleo@earthlink.net](mailto:bruceleo@earthlink.net)







## La Voce Needs You!

**T**ell a story, write an article, share your Italian heritage; send via email (as a Word document) to lthdesign@comcast.net. You can also mail it via regular mail to Linda Heimbigner, 4355 Little Falls Drive, Cumming, GA 30041. Keep things coming! Thanks to everyone who has contributed articles.

Article submission deadline:

<u>ISSUE DATE</u>	<u>SUBMISSION DEADLINE</u>
October 2011	September 20th, 2011
November 2011	October 20th, 2011

Let's see some articles come in this season!

### Dante on the Internet!

Check our website. It has links to our recent newsletters (including this one) as well as information on speakers and other matters of interest. Our web address is:

<http://das.danteseattle.org/>

## Pre-Dante Pasta

**J**oin us for the pre-Dante Pasta dinner preceding the English language programs. **To attend the dinner, reservations are required. The only way to make these reservations is by calling the activity line at (206) 320-9159 by 5 pm on the Monday before the meeting or send your request via email to: dante.reserve@gmail.com.**

*Please remember to bring your homemade Italian desserts to finish off this great meal.*

This is a communally prepared meal – the preparations start at 5:30 and the meal is served at 6:30. People who come early help with set up and cooking, those who come late help with the clean up.

Pasta dinner cost is \$8 per person, \$15 per couple, if reservations are received on the Activity Line by 5 pm on Monday before the meeting. Late reservations and walk-ins are charged \$10 per person and subject to availability. We meet at Headquarters House, 2336 15th Avenue, Seattle, WA. DAS will not be providing wine for the pre-Dante pasta dinners so bring your own wine to enjoy and share with others.



### Dante Alighieri Society of Washington

*"Società per la diffusione della  
lingua e della cultura italiana  
nel mondo"*

Mailing address:  
PO Box 9494  
Seattle, WA 98109  
(206) 320-9159

The Dante Alighieri Society of Washington is a nonprofit corporation organized to promote Italian language and culture within the state of Washington. Membership is open to anyone interested in the goals and ideals of our society regardless of ethnic origin. *La Voce della Dante* is published eight times a year by the Dante Alighieri Society of Washington. All rights reserved.

Frank Paterra  
*President*

Sylvia Shiroyama  
*Vice President*

Marcella Mascio  
*Secretary*

Bruce Leone  
*Treasurer*

Jane Cottrell  
*Past President*

Dan DeMatteis  
*Counselor*

Houghton Lee  
*Counselor*

Joyce Morinaka  
*Counselor*

Toni Napoli  
*Counselor*

Linda Heimbigner  
*La Voce Editor*

Terry Hanlon  
*Hospitality*

Carol DeMatteis  
*Program Chair*

Giuseppe Tassone  
*Language Program Director*



Rosella Rago, Host of "Cooking with Nonna"



Nick Stellino of "Nick Stellino's Family Kitchen"



Enrico Cupuano & Tammurriatarock from Rome, Italy

## 24th Annual *Festa Italiana* Event Schedule

Celebrate the joy of "All Things Italian", the arts, food, and Italian spirit, during *Festa Italiana* held in late September. Events focus on Italian culture and the history of Italians in America, especially of the Northwest. With an attendance of over 30,000, the Italian Festival is the largest Italian-American event in the Pacific Northwest, and the largest ethnic festival at Seattle. For further information, check the Festa Italiana website at: <http://www.festaseattle.com>

### Traditional Mass in Italian

Saturday, September 10th at 5:00 pm

Our Lady of Mt. Virgin Church (Seattle's original Italian Mission church)  
2800 S Massachusetts St  
Seattle, Washington

Light refreshments served in the school hall following.  
Free admission.

### The Italian Club presents *Festa Italiana Luncheon*

Tuesday, September 20th at 11:30 am

Garden Court of the Fairmont Olympic Hotel, Seattle, Washington

Keynote Speaker: To be announced

Tickets are \$55.00 per person.

For more details and to make reservations, call (425) 646-6630 or send a check for \$55 per person to Brian DiJulio, 10657 NE 2nd St., Bellevue, WA 98004.

### Taste of Italy Wine Tasting and Opening Reception

Friday, September 24<sup>th</sup> from 7:00 - 10:00 pm at Seattle Center

Great wine, antipasti, and live music by The Primo Basso Band. Must be 21 to attend.

\$30 per person at door (\$25 in advance).

### Italian Festival

Saturday and Sunday, September 25th & 26th, Seattle Center

### Features Include:

- ~ Great Italian food, entertainment on three stages, three wine & beer gardens
- ~ The Great Italian Chefs cooking demonstrations featuring Nick Stellino of "Nick Stellino's Family Kitchen" and Special Celebrity Chef: Rossella Rago, host of the online culinary show, "Cooking with Nonna."
- ~ Bolla Grape Stomp – support Dante's team
- ~ DeLaurenti Bocce Tournament on four courts
- ~ Historical photo collection
- ~ Italian Classic Vehicle Show
- ~ Contemporary exhibit of photos of Italy
- ~ Children activities include Piccora pizza toss, puppet show, and more
- ~ Free all-ages concert & dance at 4 pm on Sunday, Sept 25th starring Enrico Cupuano & Tammurriatarock from Rome, Italy

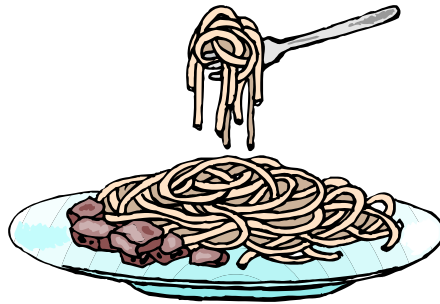
# Recipe

*Served at the May 11th, 2011 meeting by Peter Contrastano*

## Spaghetti in Tomato-Apple Sauce

### Ingredients:

3 cups (one 28-ounce can) canned Italian plum tomatoes, preferably san Marzano  
6 tablespoons extra virgin olive oil  
2 large stalks celery, cut in 1/4 inch dice (about 1 cup)  
1 medium onion, chopped (about 1 cup)  
1 teaspoon kosher salt  
1 pound firm apples—even mix of tart and sweet  
1 pound spaghetti  
1 cup freshly grated Grana Padano or Parmigiano-Reggiano, plus more for passing



### Preparation:

1. Pour the canned tomatoes into the food processor or blender, and puree until smooth.
2. Pour 4 tablespoons of the olive oil into the skillet, set it over medium heat, and toss the chopped celery and onion in the pan. Cook and stir the vegetables for about 5 minutes, until they wilt and start to caramelize.
3. Stir in the pureed tomatoes, season with the salt, and heat to a bubbling simmer. Cook, stirring occasionally, for 5 minutes or so. As the tomatoes perk, peel and core the apples, and remove the seeds. Shred them, using the coarse holes of a shredder or grater.
4. When the tomatoes have cooked about 5 minutes, stir the apples into the sauce. Heat again to a simmer, and cook the sauce, uncovered, for about 15 minutes, stirring now and then and then, until it has reduced and thickened and the apple shreds are cooked and tender.
5. Meanwhile, bring a large pot of salted water to a rolling boil, drop in the spaghetti, and cook it until barely al dente. Lift the spaghetti from the water, let drain for a moment, and drop it into the warm sauce. (Reheat, if necessary.)
6. Toss pasta with sauce for a minute or two, until all the strands are coated and perfectly al dente. Turn off the heat, sprinkle the grated cheese over the pasta, and toss well. Drizzle remaining olive oil over pasta, toss once again, and heap the pasta in warm bowls. Serve immediately, passing more cheese at the table.

Serves 6

# Recipe

## Custard Pie with Pears (or Apples)

*from Bruce Leone*

Serves: 6

Prep Time: 15 minutes

Total Time: 1 hour

Preheat oven to 350 degrees; butter a 9-inch pie dish.

Peel, halve, and core three (3) Comice or Bartlett pears; slice 1/4 inch thick lengthwise. Arrange slices, overlapping slightly in buttered pie dish.

In a blender, process the following until smooth:

1/4 cup melted unsalted butter

1/3 cup granulated sugar

1/3 cup all-purpose flour

2 teaspoons vanilla extract

3 large eggs

3/4 cup milk

1/4 teaspoon salt

1/4 teaspoon cinnamon

Pinch nutmeg

Pour batter over pears; bake until golden and firm to touch, 40-45 minutes. Serve warm or at room temperature dusted with confectioners' sugar.



From *Lidia Cooks from the Heart of Italy*

Lidia Matticchio Bastianich and Tanya Bastianich Manuali



# Volunteers Needed for 2011-2012

## Dante Program Year

by Sylvia Shiroyama, VP and Volunteer Coordinator for 2011-2012



**D**ante is an all volunteer organization with the exception of our Language Program which is supported by tuition. The monthly meetings, pasta dinners, antipasti and dolci, La Voce, the Dante booth at Festa Italiana, Festa di Natale per i Bambini, the library, and the many other activities that allow us all to enjoy the culture and language of Italy are only possible due to the contribution of volunteers. These events and gatherings provide us with unmatched opportunities to learn more about Italy, its language and culture, and to meet other wonderful people, of Italian heritage or not, who share our common fascination with Italy.

As we learned from our May speaker, James Caporaso, on the health benefits of social interaction and involvement in Roseto, PA and Roseto, Italy, not only does your involvement benefit Dante, but it directly benefits your physical and mental health and your happiness. So, I invite you all to be actively involved in Dante for the 2011 - 2012 program year and beyond and create your own happiness!! Here are some of the ways you can become involved:

- ★ Pre-Dante pasta dinners for the English language meetings (contact Jackie Leone Pleasant @ jackiep@windermere.com to volunteer)
  - Prepare a meal or get together with a friend or two (all the more healthful camaraderie) - you will have

help with cooking the pasta & expenses are reimbursed within guidelines.

- Table Setup - just show up early and join in.
- Coordinate cleanup.
- Bring a dessert.
- Bring a bottle of wine to share.
- ★ Antipasti for Italian language meetings (contact Terry Hanlon @ terryhanlon@comcast.net to volunteer).
  - Provide primary antipasti dishes - expenses are reimbursed within guidelines.
  - Bring an antipasti dish or dessert to try out that recipe you've been dying to try or an old and loved favorite recipe.
  - Bring a bottle of wine to share.
- ★ Festa Italiana - serve at the Dante booth for a few hours and then visit the rest of the festa.
- ★ Festa di Natale (contact Caterina Wartes at speranza.se@gmail.com to volunteer) is a Christmas party, Italian style for children of all ages.
  - Help plan the event.
  - Help set up and decorate the venue.
  - Be a greeter.
  - Be a reader.
  - Be an actor/actress.
  - Help with craft activities.
  - Clean-up and break down the venue.
- ★ Serve as the Dante librarian - we have a sizable collection of books about Italy, both in English and Italian. This position puts out the collection (stored at Headquarters House) and tracks sign outs.
- ★ La Voce (contact Linda Heimbigner at lthdesign@comcast.net to volunteer).
  - Submit an article - articles in English and Italian are greatly appreciated.
  - Proofread articles.
  - Distribute physical copies to those with out email and internet access.
- ★ Be a representative for Dante to Casa Italiana.
- ★ Be on the nominating committee for the annual election of officers.
- ★ Coordinate marketing for Dante.
- ★ Attend meetings and contribute to the social interactions and good health of Dante.

I'm sure this is not an exhaustive list, so create your own volunteer activity. Contact Frank Paterra (President) at fcp@wittykids.com or Sylvia Shiroyama (VP) at sashiro@aol.com for any of the above opportunities and we will connect you to the appropriate person.

(Cont'd on page 9)



(Volunteers...cont'd)

I would also like to take the opportunity to acknowledge those who have already volunteered to take a leadership role during the upcoming year.

**Officers & Board Members (elected positions):**

President - Frank Paterra  
VP - Sylvia Shiroyama  
Treasurer - Bruce Leone  
Secretary - Marci Mascio  
Past Pres - Jane Cottrell  
Counselors - Dan DeMatteis  
Houghton Lee  
Joyce Morinaka  
Toni Napoli

PreDante Pasta Chair - Jackie Leone Pleasant  
Hospitality Chair / Antipasti - Terry Hanlon  
Program Chair - Carol DeMatteis  
Festa Italiana - Norizan Paterra  
Festa di Natale - Caterina Wartes  
La Voce Editor - Linda Heimbigner  
Phone Line - Houghton Lee  
Phone Tree - Jane Cottrell  
Roster - Bruce Leone  
Name Tags - Mary Beth Moser  
Representative to CAI - Ida Callahan  
Volunteer Coordinator - Sylvia Shiroyama

A BIG THANKS TO ALL THE DANTE VOLUNTEERS!!!!!!!

**Club  
Alpino  
Italiano  
(CAI)  
PNW**



September events include SCAI's trip to Calabria, Italy from September 8th to September 22nd. For those not participating in this trip there is a hike in the area:

Sept 10th: *Hope & Mig Lakes Hike*

Classification: (M)

Distance: 4.6 miles /Approx. 3 hrs

Elevation Gain: 1550 ft

Contact: Norizan Paterra at [norizan@norizan.com](mailto:norizan@norizan.com)

This hike promises spectacular wildflower and blueberry sightings in late summer and early fall. The trail can be steep and rocky before reaching the Alpine Lakes Wilderness. The setting at Mig Lake is described as "serene", and is sure to please us all.

**Sara Jane Cottrell**

It is with heavy hearts to let you know that Sara Cottrell, the 35 year old daughter of Dante members, Dave and Jane Cottrell, passed away August 27th at Evergreen Hospice. She waged a 13 month battle with colon cancer with courage and determination. Sara chronicled her awful journey with this disease in a blog: [sarasbutt.wordpress.com](http://sarasbutt.wordpress.com) with honesty, humor, and even education. Her life was short but she was spirited, joyful, and lived life her way and with gusto.



Donations in lieu of flowers may be sent to Seattle Care Alliance, PO Box 19023, Seattle, WA 98109-1023 "in memory of Sara J Cottrell for colon cancer research". Or you may call (877) 308-3117 to make a donation by phone.

**Officers Elected for  
2011-2012**

President: Frank Paterra  
V President: Sylvia Shiroyama  
Treasurer: Bruce Leone  
Secretary: Marci Mascio  
Counselors: Dan DeMatteis  
Houghton Lee  
Toni Napoli  
Joyce Morinaka



# Italian Cinema Inspires Target's Latest Partner

by Tanzina Vega, New York Times (Taken from Atlanta Journal Constitution, August 14, 2011)

## Missoni turns to 1960s film style in marketing itself.

Cinephiles familiar with the Italian films of the 1960s will recall images of fashionably dressed women and men whirling by sidewalk cafes in tiny Fiats, racing along narrow cobblestone streets

Those vignettes are the inspiration for a new ad campaign highlighting the latest high fashion brand to market its line for a limited run at Target.

Missoni, long famous for its family heritage and bold, graphic knits, is the latest brand to join with the retail giant to promote a line of more than 400 products including clothing for men, women and children; home accessories; footwear; and even luggage. Prices for the products range from about \$3 to \$600, but most will be under \$40.

"In the '50s and '60s, the Missoni brand really developed a voice that transported it out of Italy and into the United States, said Will Setliff, the vice president for marketing at Target, "and that is what the aesthetic is inspired by in the campaign."

Representatives from Target traveled to Milan to collaborate with the Missoni family, including Angela Missoni, the daughter of the company's founders, Ottavio and Rosita Missoni, and her daughter, Margherita Maccapani Missoni, who is the face of the campaign and stars in the print and video ads. "It's certainly been one of the most collaborative partnerships we've had with any of our designers," Setliff said.

"We really wanted to reach a large audience," Angela Missoni said. "As Missoni, we have a big name but we are not a huge company, so there's not much product around." The goal of the campaign and product line was to expand the Missoni image in the

United States and to promote the brand as being young and fresh.

Some Americans may be confused about how to mix and match the brand's bold colors - bright hues of green, blue, fuchsia and orange - and patterns, including the company's trademark jagged lines, against other prints. So the campaign includes video for the Web, television and mobile phones starring Maccapani Missoni, giving customers tips on how to incorporate prints and color into their lives.

"If you don't feel comfortable, it's going to show," she says in the video.

Online viewers will find a selection of items called "Margherita's Must Haves." As they click through the products they like, they will see recommendations on how to combine those items with others.

The Missoni collection will be in Target stores Sept. 13 - Oct. 22.

Other elements of the campaign include ads for television and the Web that feature soundtracks reminiscent of the 1960s. In the ads, directed by Alex Prager, Maccapani Missoni is carrying a postcard with a secret message that is revealed after she is seen talking on a rotary telephone, having cappuccinos at a café with a friend and walking into a dining room decorated with Missoni products. (The secret message is "Missoni for Target.")



"Family is as important to us as zigzags and colors," she said of her role in the campaign. "It makes sense that someone within the family will be the face of the brand."

Those who watch the video online will be able to buy directly by clicking on items that are highlighted. When a viewer clicks on a product, a popup window will appear with more details. The viewer can then add the item to an online shopping cart at Target.com without leaving the video.

Target worked with the advertising agency Olson on the "shoppable" video, which Dennis Ryan, the agency's chief creative officer, described as "a new way to understand the Missoni look."

(Note: The link below shows some of Missoni products at Target: <http://fashionista.com/2011/08/here-it-is-the-full-missoni-for-target-lookbook/>)

## DAS Star List

The names listed on the DAS Star List are of those who made donations from September 2010 through the publication date of the current La Voce. All names will remain on the DAS Star List through December 31, 2011.

# DANTE CALENDAR 2011-2012

Dante Alighieri Society of Washington

<p style="text-align: center;"><b>September 2011</b></p> <p>14 Anita Bingaman <i>Puglia, The Sturdy Heel of Italy</i></p> <p>28 Claudio Mazzola <i>Giuseppe Tornatore: From Cinema Paradiso to Baaria</i></p>	<p style="text-align: center;"><b>February 2012</b></p> <p>8 Louise Sportelli <i>Italian Gardens from the Renaissance to Today</i></p> <p>22 David Chapman <i>Edmondo De Amici's - "Amore e ginnastica"</i></p>
<p style="text-align: center;"><b>October 2011</b></p> <p>12 Julie Coen, Europe Through the Back Door <i>Tour of Venice</i></p> <p>26 Marcella Nardi, <i>Castles of Duchy of Parma &amp; Piacenza Towns of Ravenna &amp; Gradara</i></p>	<p style="text-align: center;"><b>March 2012</b></p> <p>14 Dan DeMatteis <i>Shakespeare and Italy</i></p> <p>28 TBA</p>
<p style="text-align: center;"><b>November 2011</b></p> <p>9 Vicki Olson <i>Searching Italian Roots</i></p> <p>No Italian meeting in November</p>	<p style="text-align: center;"><b>April 2012</b></p> <p>11 Election night (no speaker)</p> <p>25 TBA</p>
<p style="text-align: center;"><b>December 2011</b></p> <p>3 Natale per i Bambini</p> <p>14 Christmas party</p> <p>No Italian meeting in December</p>	<p style="text-align: center;"><b>May 2012</b></p> <p>9 Joyce Ramee <i>Lecture &amp; Live Performance: Italian Composers</i></p> <p>No Italian meeting in May</p>
<p style="text-align: center;"><b>January 2012</b></p> <p>11 Chris Zimmerman, Vias Wine <i>Italian Wine Tasting</i></p> <p>25 Seneca Garber, Seattle Opera <i>Italian Operas in 2012 Seattle Opera Season</i></p>	<p style="text-align: center;"><b>June - August 2012</b></p> <p>Summer Break - No meetings held</p>

At the first meeting of each month (English program), pre-Dante pasta is communally prepared at 5:30 pm & served at 6:30 pm. Call the Activity Line (206) 320-9159 by the Monday before to reserve your spot(s) or email your request to: [dante.reserve@gmail.com](mailto:dante.reserve@gmail.com). Cost: \$8.00 per person or \$15.00 per couple

Unless otherwise noted, all programs are held at Headquarters House, 2336 15th Ave S, in the Beacon Hill neighborhood of Seattle. Directions are on the back page of La Voce.

## Membership Application

I (We) want to promote Italian language and culture and request membership in the Dante Alighieri Society of Washington. Enclosed is my (our) check in full payment of annual membership dues (\$30.00 for individual, \$40.00 for a family).

Mark one : ☐ New Membership    ☐ Membership Renewal

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Amount Enclosed:

Membership Amount: \_\_\_\_\_

Contribution: \_\_\_\_\_

Total Enclosed: \_\_\_\_\_

Contribution Categories (For recognition stars):

Bronzo (bronze) - Up to \$25

Argento (silver) - \$26 - \$50

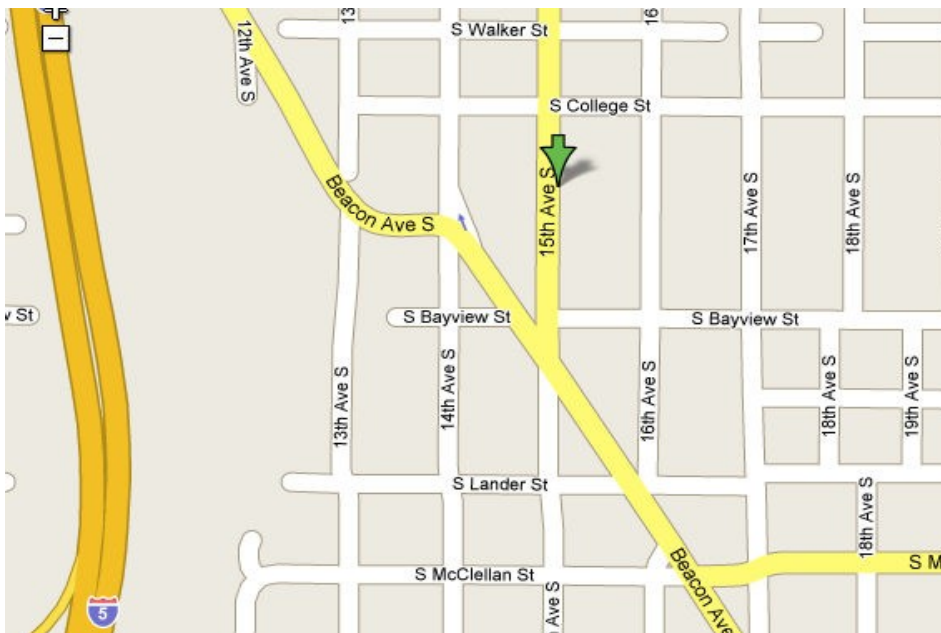
Oro (gold) - \$51 to \$100

Platino (platinum) - Over \$100

Please return completed membership application with check to:

Dante Alighieri Society of Washington  
PO Box 9494  
Seattle, WA 98109

If you have any questions, please call (206) 320-9159 and leave a message.



## Directions to Headquarters House

Headquarters House is located at **2336 15th Avenue South** in the Beacon Hill neighborhood of Seattle. From I-5, take the Columbian Way/Spokane Street exit, eastbound. Turn left at the first light, Spokane Street and left again at the next light, 15th Avenue S. After crossing Beacon Avenue, Headquarters House will be on the right side between Bayview and College Streets.