

THE ITALIANS

Who are we?

We're spontaneous, sympathetic, creative, sociable, charming, elegant, friendly.

In other words, we are irresistible!

Now, let's talk about our characteristics.



FOOD

Italian cuisine is characterized by its simplicity and by the quality and healthiness of its products and cooking process.

The main meals are:

- **Breakfast**
- **Lunch**
- **Dinner**



Breakfast

Breakfast is the first meal of the day and it is usually sweet.

It consists of:

milk, espresso coffee or cappuccino with biscuits, cereal or croissants.

The cappuccino is consumed only in the morning!



Lunch

Lunch usually includes:

the first course: pasta

the second course: meat or fish and vegetables

bread is always present

seasonal fresh fruit

coffee



Dinner

Dinner is the last meal of the day and is usually the lightest.

People tend to have soup, salad, eggs, cheese or meat.

The most consumed food for Italian people is pizza, which is often flavoured with tomato and mozzarella, here called Margherita.

Pizza was born in Naples.



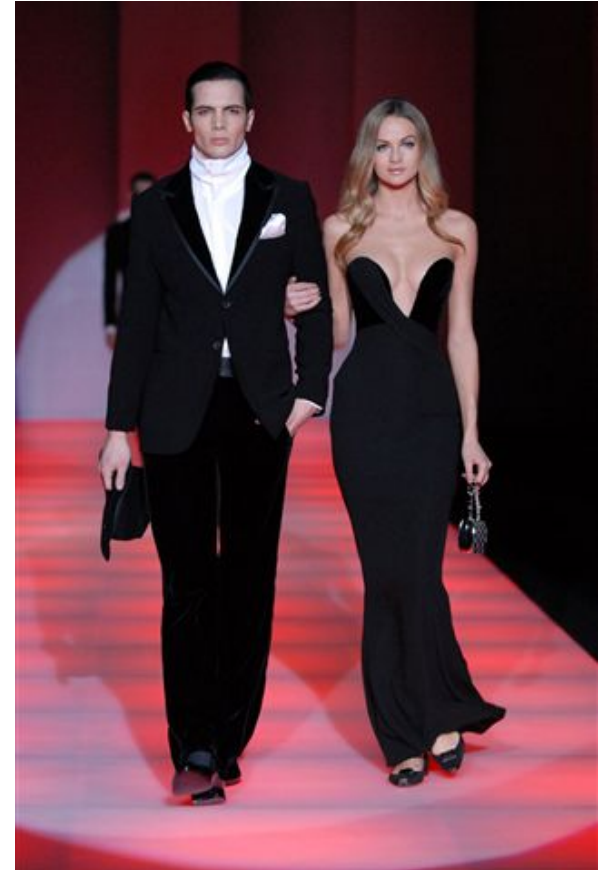
DRESS CODE IN ITALY

- Italians seem to have an inborn sense of elegance and style
- They generally dress well and appropriately
- Appearances matter in Italy. The way you dress can indicate your social status, your family's background, and your education level.

GUCCI



- The concept of 'bella figura' or good image is important to Italians and it refers not only to the way they look, but extends also to the way they act and speak
- Italians must look good and be seen in their best light, always appearing to be in control and not showing lack of savoir-faire



GUCCI



- Italy boasts the world's most famous fashion designers and brands: Gucci, Versace, Armani, Fendi, Dolce & Gabbana, Prada
- Italian style is celebrated as being unique among competitors thanks to its elegance, excellent tailoring and exquisite fabrics



GUCCI



RELIGION



The dominant religion in Italy is Roman Catholicism. Although church attendance is relatively low, the influence of the church is still high. Many office buildings have a cross or a religious statue in the lobby.

Each day of the year has at least one patron saint associated with it. Children are named for a particular saint and celebrate their saint's day as if it were their own birthday.

The Vatican, seat of the papacy that guarantees the unity of Catholics, is an independent state within the Italian Republic.



St. Peter's basilica dominates the Vatican City, in Rome and is the focal point for many Catholics



The pope called the "Roman Pontiff" is the highest authority recognized by the Catholic Church; He is also head of the college of bishops and absolute ruler of the state of the Vatican City.



Pope Francis has been in charge since 2013

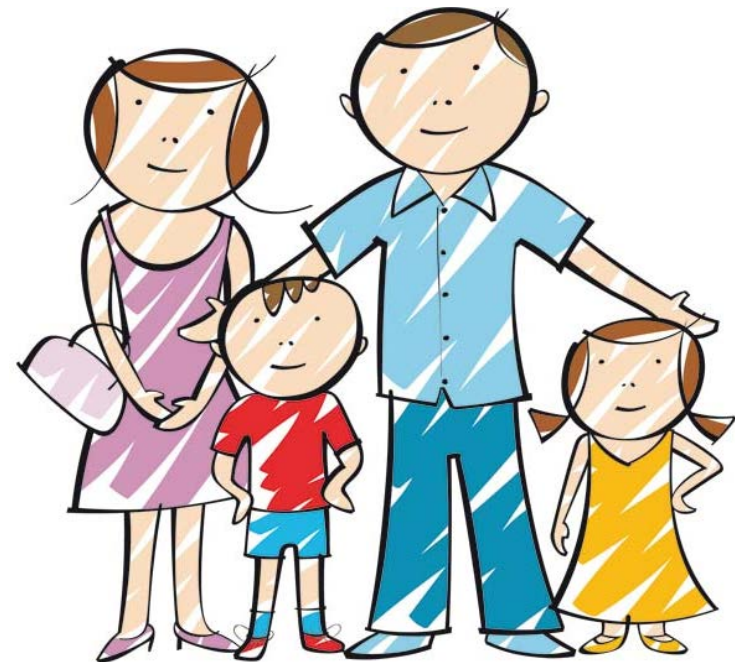
ITALIAN FAMILY

- The stereotyped image of the large and traditional Italian family, with more than six children, is just an old memory.
- The average Italian family today is made up of parents and one or two children
- There has been a dramatic reduction in the number of average members per family

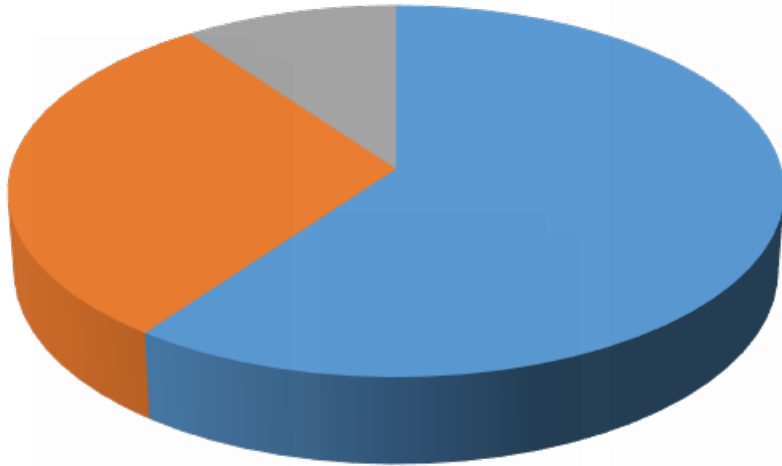
This is due to important factors such as:

- a reduction in the number of new births
- a decrease in the number of marriages
- a rise in the number of single-parent families

Yet family values are still the focus of Italian society, and the Italian family has remained a very close social unit. Whether married, single or divorced, all Italians tend to maintain very strong links with their parents, adult children, and other relatives.



FAMILY STATISTIC



- traditional family
- matrifocal family
- extended family



FESTIVITIES

- Jan. 6 Epiphany feast, known as La Befana, has ancient traditions: it is linked to the day of the arrival of the Three Kings in the cave of the Child Jesus. Rites: children - on the evening of January 5th - put a sock near the bed. During the night the Epiphany passes and leaves gifts to good children and coal to bad children in their stockings.



Between March 22 and April 25, **Easter** is the day of the Resurrection of Jesus Christ. The previous week is the Holy Week.

Rites: chocolate eggs containing small presents.

A famous saying says: "Christmas with your family, Easter with whoever you want!"



August 15: Ferragosto

Not everyone knows that this is a religious holiday commemorating the Ascension of the Virgin Mary into heaven. But its origins date further back to pre-Christian times when August 15 was a Pagan festival.

Ferragosto has become a true celebration of the heart of summer and a key moment of the day is usually a barbecue or picnic with family and friends by the sea or in the mountains.



November 1 All Saints' Day

Ancient Celtic festival celebrating the new year.

834 A.D. - The Catholic Church has moved to this date the celebration to commemorate the Saints.

In the last years, in Italy it is celebrated a bit 'on the model of Halloween, but it is a commercial phenomenon and still not widespread.





December 25 Christmas

The most popular festival of the year:
commemorates the birth of Jesus.

Rites: Christmas tree, gifts brought by
Santa Claus or Baby Jesus.



wiseGEEK



There are also festivals related to the patron saint of a city or to some historical facts that have local characteristics. For example, Saint' Agata is a Catania's local festivity.

Other days celebrated in Italy are:
Carnival (in February/March)

Saint Valentine's Day (February 14)

International Women's Day (March 8)

St. Joseph's Day (March 19) The Father's Day





THE END!

Thanks for your
attention.