



## Love Emilia Romagna and Get a Discount

Azzurra Giorgi (October 19, 2012)

The poster features the text 'NY' in large black letters, with a large red heart overlapping the 'Y'. Below this, 'EMILIA ROMAGNA' is written in even larger, bold black letters. Underneath, it says 'A benefit to rebuild the Italian region after the earthquake.' A red banner contains the date and time 'OCTOBER 23, 2012 • 7pm to 12am' in white text. At the bottom, it lists the location 'PARLOR NEW YORK • 286 Spring Street, New York, NY' in black text, separated from the rest of the poster by a thick black horizontal line.

**NY** 

**EMILIA ROMAGNA**

A benefit to rebuild the Italian region after the earthquake.

**OCTOBER 23, 2012 • 7pm to 12am**

**PARLOR NEW YORK • 286 Spring Street, New York, NY**

**LA CUCINA  
ITALIANA**



**GOBE i-Italy**

In May, a 6.1 earthquake struck Emilia Romagna causing death and destruction. From that moment several initiatives took place, from charities to concerts. New York wants to do its part, with an event including a silent auction with luxury donations from Bulgari and Ferragamo and personal items from movie stars, wine and food testings and famous chefs. And i-Italy gets a discount! You will pay only



\$115 instead of \$250. See how it's done!

It's the homeland of [Giuseppe Verdi](#) [2], it's the place where [Fellini](#) [3] was born and where [Ferrari](#) [4] was founded. It's the country of tortellini, balsamic vinegar, Prosciutto di Parma ham and Parmigiano Reggiano cheese. It's a cultural center, with its porches and antique universities, and attracts tourists from all over the world for its cities by the Adriatic sea.

But in May, a [6.1 earthquake](#) [5] shocked it all. The quake itself caused seven victims and intensive destruction, but the aftershocks made things get even worse, raising the death toll to twenty-nine victims. Among those who survived, 15,000 residents remained homeless and forced to move into tents, where some still live. Massive destruction affected also 3,500 companies, creating heavy problems to one of the top manufacturing clusters in the world.

After a period of shock, the recovery started also with the help of the other regions and other italians, which felt concerned and close to the victims. Banks, newspapers, t.v. shows, churches and several other authorities launched some charity initiatives, such as the chance to purchase a large amount of Parmigiano Reggiano cheese, remained damaged and unsaleable after the quake.

But the biggest, and probably most known of these initiatives, was a concert, called "Italia loves Emilia", that involved some of the most important singers in Italy, like Jovanotti, Renato Zero, Elisa, Ligabue and many others.

But New York doesn't stand and stare. In fact, [the Parlor](#) [6], an exclusive private club in the West Village, will host a fundraiser for Emilia Romagna. The event includes a wine and food tasting as well as a silent auction, with celebrity donations and luxury items including Bulgari, Ferragamo, Zanotti and personal items from Robert DeNiro, Al Pacino and others.

"A night to rebuild Emilia Romagna" has also the support of Joan Allen and Nicoletta Mantovani Pavarotti, as well as revered chefs [Anthony Bourdain](#) [7], [Michael White](#) [8], [Mark Ladner](#) [9], [Katherine Thompson](#) [10], [Gabe Thompson](#) [11] and [Joe Campanale](#) [12].

These famous chefs have all a special connection with Emilia Romagna: Michael White worked there in local kitchens for years, Bourdain filmed an episode of his successful show "Anthony Bourdain: No Reservations" there, and Ladner has been influenced by its culinary tradition.

Here are the details of the night:

Food: Barrio, Don Antonio by Starita, Gradisca, L'Artusi, Osteria Morini, Osteria Il Paiolo; Agriform, Prosciutto Principe.

Cocktails: Casa Lever, Don Antonio by Starita, Employees Only, and Macao Trading Co.

Wines: Consorzio Vino Chianti, Damilano, Tenuta Pederzana,

Valdora, Vignaal.

Live music: Ari Why

And i-Italy readers get a discount! In fact, entering the code NYE05, you will pay only \$115 instead of \$250.

More info [>>>](#) [13]



Tickets available [>>>](#) [14]

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### Links

- [1] <http://test.casaitaliananyu.org/files/newyorkemiliaromagna1350693520jpg>
- [2] [http://en.wikipedia.org/wiki/Giuseppe\\_Verdi](http://en.wikipedia.org/wiki/Giuseppe_Verdi)
- [3] [http://en.wikipedia.org/wiki/Federico\\_Fellini](http://en.wikipedia.org/wiki/Federico_Fellini)
- [4] <http://www.ferrari.com/italian/pages/home.aspx>
- [5] [http://en.wikipedia.org/wiki/2012\\_Northern\\_Italy\\_earthquakes](http://en.wikipedia.org/wiki/2012_Northern_Italy_earthquakes)
- [6] <http://www.parlornewyork.com/>
- [7] <http://www.anthonybourdain.net/>
- [8] <http://www.starchefs.com/cook/chefs/bio/michael-white>
- [9] <http://www.youtube.com/watch?v=19j5v8rbuQs>
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