



i-Italy Celebrates this Columbus Day in a Very Special Way

(October 10, 2014)



From 5th Ave, i-Italy wishes you a Happy Columbus Day with our FIAT 500 designed by Massimo Vignelli

Our FIAT 500 - especially designed for us in white, red and green by Massimo Vignelli, the legendary designer who sadly passed away last spring - will take part in the traditional 5th Ave parade.



Inside our precious jewel, that every day takes us around the city from one set to another, the New York Consul General Natalia Quintavalle.

An opportunity to remember Massimo Vignelli and celebrate through his finest Italian flag, custom-designed following the 500 style.

This is New York's Italy.

Happy Columbus Day

and come and watch us!

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