

A Small Car for Italian Pride

(October 15, 2014)



Our little FIAT 500, designed by Massimo Vignelli was a key player in the Columbus Day parade. Stay tuned on i-ItalyTV for our reportage

A Columbus Day in Manhattan focused on [FIAT](#) [2]. However, this time, in a different way.

In fact, while the title Chrysler FIAT makes it debut to Wall Street and Chairman John Elkann defined it as “a historical moment,” our small white, red and green FIAT 500 was at the traditional Columbus Day parade on Fifth Avenue.

The little 500 from the network, i-Italy, colored with the three Italian colors, was designed by the recently deceased acclaimed Italian designer [Massimo Vignelli](#) [3].

The [consul general of New York, Natalia Quintavalle](#) [4] appeared out of the convertible roof. She



wanted to participate in the parade in this way, surrounded by the other officials of the Consulate, [Italian Trade Commission](#) [5], [Italian Tourist Agency](#) [6] and a delegation of the [2015 Milan Expo](#) [7] addition in the Big Apple with the signature mascot, Foody, designed by Disney Italia.

From 44th onlookers, to 68th many pedestrians appreciated the colors of the Italian banner on the Italian car, taking pictures as it passed by. The tri-colored 500 from i-Italy was made a standard bearer, a powerful communicator, of Italian culture in the city that is most Italian in all of America.

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[4] http://www.consnewyork.esteri.it/Consolato_NewYork

[5] <http://www.italtrade.com/countries/americas/usa/index.htm>

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