



**ITALY-AMERICA**  
BUSINESS COUNCIL AND NETWORK

## January 2016 Issue

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### New initiatives

The Future of Transatlantic Trade - Hercules Plaza, Wilmington, DE - January 28, 2016

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### Restaurant Paradiso

We welcome the Restaurant "Paradiso" as our newest Corporate Member.

Paradiso's Executive Chef and founder Lynn Rinaldi began her restaurant career as a teenager in South Philadelphia and after attending the Restaurant School at Walnut Hill College, she became inspired to open a stylish and modern, seasonal Italian restaurant in her native South Philadelphia, along the East Passyunk Avenue corridor. Her fresh approach to accomplished cuisine helped kick off the emergence of Passyunk Avenue as one of the county's most dynamic restaurant districts.

Chef Lynn Rinaldi focuses on modern and seasonal takes on sophisticated Italian cooking - exhibiting both culinary skill and style. Each house-made dish incorporates locally sourced ingredients, such as house-cured salumi for the meat board or house-made honey (produced from Paradiso's own rooftop beehives) for the cheese cart. Also, Chef Lynn Rinaldi and her husband Chef Corey Baver built an expansive rooftop garden over Paradiso in 2011. The verdant rooftop bursts with zucchini blossoms, multiple varieties of tomatoes and peppers, herbs, heirloom carrots, raspberries and much more. The garden's copious bounty makes shows up on plates and in cocktails several floors below at Paradiso's bar and tables. Thanks to Don Shump of Philadelphia Bee Co., the garden also is home to rooftop beehives-and thus, hundreds of thousands of honeybees-providing the restaurant with ultra-local artesian honey.

<http://paradisophilly.com/>

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## Philadelphia Auto Show 2016

The Philadelphia Auto Show, also known as the Philadelphia International Auto Show is an annual auto show held in early February in Philadelphia, Pennsylvania at the Pennsylvania Convention Center. The 2016 Philadelphia Auto Show is January 30-February 7.

The Philadelphia Auto Show is owned and produced by the Automobile Dealers Association of Greater Philadelphia, and held annually at the Pennsylvania Convention Center in downtown Philadelphia, Pennsylvania. The Auto Show has grown dramatically over the past seven years, welcoming more than 250,000 visitors each year. The Auto Show exit survey shows 48% of the area's new car sales are directly influenced by the show. The show, which fills all 700,000 square feet (65,000 m<sup>2</sup>) of the Convention Center, features over 700 vehicles with a laundry list of new vehicle debuts, concepts, exotics, tuners and antique automobiles.

The Philadelphia Auto Show's Black Tie Tailgate Preview Gala is held on the Friday night prior to the start of the auto show. Ticket proceeds from the Black Tie Gala benefit The Children's Hospital of Philadelphia (CHoP) through the Auto Dealers CARing for Kids Foundation, which contributes funding and resources for child-related programs and causes throughout the Philadelphia region.

The 2016 Black Tie Tailgate is January 29. This year's beneficiary is the Division of Neurology at The Children's Hospital of Philadelphia.

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## Discover Empoli and Val d'Elsa

The city of Empoli, which today is an important center of business and industry, boasts an ancient history from centuries old traditions and a rich artistic patrimony conserved within its museums and churches.

The historic center, developed over the Middle Ages, is centered around the stunning Piazza Farinata degli Uberti. The square is home to the Palazzo Ghibellino, today home to the Museum of Palaeontology and the Collegiata di Sant'Andrea which, with its white and green marble facade, typical of the Florentine Romanesque, is a clear demonstration of the close links between the city of Empoli with nearby Florence.

At the end of the XV Century, in Pontorme just outside the city of Empoli another famous painter was born, Jacopo Carucci, known as Pontormo. Today his childhood house is a museum where his life and works are retold from a copy of his Diary and from copies of preparatory drawings for the paintings of Saint John the Evangelist and Archangel Michael (still visible today in the nearby Chiesa di San Michele) and from a copy of the ancient Madonna del Libro (Madonna of the Book), one of the most copied paintings of Jacopo.

These splendid artworks and ancient buildings in the city center tell us about Empoli in the Middle Ages and Renaissance while the vetro verde can be considered the real symbol of industrial development in the city during modern times. The original Museo del Vetro, tells the story of this well known production which strongly defined its local identity between the 1800s and 1900s.

The centrally located Piazza della Vittoria, where among other things musicians and music lovers can find the house of the famous pianist Ferruccio Busoni, is the center of city life today and every second Saturday of the month the Mercatale takes place here, where local produce such as the famous Carciofo Empolese and the typical vino Bianco dell'Empolese can be found.

Empoli has always been a successful agriculture market, so much so that it gave its name to a commercial brand of artichokes. Continuing in the food department, of high importance is the ice cream brand Sammontana which is the brand of choice in Italy above the multinational brands like Unilever-Algida and Nestle-Motta. Glass shops were very important for the economic development of the city in the XX century. Unfortunately now they are all closed, but another important fact are the businesses that became famous for the production of heavy coats and rain jackets during the first World War. Other important businesses are the Val-Sesa group, the Cabel group and the Bitossi industries.

Empoli and the Val d'Elsa region are situated in the heart of Tuscany, along the Arno and Elsa rivers, just a short distance from Florence and the towns of Pisa,

Siena and Lucca. The Val d'Elsa region is composed of 11 local municipalities, with exceptional cultural heritage of medieval hamlets, churches and religious sites, impressive historic residences and places of the great names who lived here.

Among several local products such as extra virgin olive oil and Chianti, you find the beautiful naturalistic areas: Montalbano, a favorite of Leonardo da Vinci and the Medici family; the Fucecchio Marshland, the biggest inland marsh area in Italy; the beauty of the hills, the Canonica and Benestare Parks in Certaldo and Gambassi Terme.

[Discover tours in Empoli and Val d'Elsa](#)