

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #20 – May 13, 2015

At a nutrition-themed talk show, Dario Loison tells us about the balance between quality and passion

We are pleased to publish a review that we received from journalist Carla Urban, who recently opened a series of nutrition-themed talk shows. The first, titled “Mangio dunque respiro” (I eat, therefore I breathe), was one of five events organized by the Municipality of Schio (VI) and sponsored by EXPO Milano 2015.

On May 9th, 2015, Carla Urban opened the first of a series of talk shows that centered on the cultural theme of eating disorders. Dario Loison was invited to talk at the first show called "I eat, therefore I breathe". The talk show was held in the showroom of the woolen mill Conte. Dario Loison was joined by Mario Bagnara, Chairman of the library La Vigna, with whom Loison often collaborates for the organization of cultural events. Also there were two experts of body and spirit well-being, namely Ivan Zangirolami, creator of the slimming diet that bears his name, and Sergio Giacomello, President of *Obiettivo Benessere*, an association sponsored by the center for eating disorders of the Social and Health-Care Unit of Schio (VI). The association guides people who are trying to break free from compulsive eating.

The four guests contributed to the theme of eating disorders in various ways, talking about inner conflicts when trying to control one's relationship with food and the different views on well-being and gastronomy from the 15th century to present times. And what about Dario Loison?

Journalist Carla Urban introduced him with a slideshow of pictures of Loison's new exhibition space, Library and Museum.

“This is not an industry *per se*. Rather, it's a great artisanal confectionery business, backed by motivated individuals who are all committed to doing high-quality work. It's a great, unified team. The products are exported all over the world, including the Panettone, which embodies the cake tradition of the North-West of Italy.

But there is more to it... This firm is more than just the outlet store, the offices and the workshops that customers, industry experts and students visit to learn more about the ingredients of a successful example of Venetian pastry makers. Homemade-like cakes and refined confections that feature new flavors are delivered every year. We descend into a world of culture that creates good, healthy economy. As we go down the stairs, we see wall paintings that evoke the workmanship of pastry chefs and bakers, with subtle colors, soft lighting and simple elegance. Just like the beautiful packaging that Ms. Sonia creates for the products.

Then we come upon unexpected objects connected with the art of bakery from different eras, the classic living room with distressed furniture and the piano in a setting that reminds us of a noble mansion, where culture is loved. This is in contrast with the large room furnished with tables used for cultural and educational meetings. Here the walls are covered with prints and ancient documents. There is the tidy kitchen equipped with modern appliances, a sort of laboratory where one can learn the art of pastry-making. Here the bone-handled cutlery gives a vintage touch.

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #20 – May 13, 2015

In the exhibition space, there's an armoire opened like a theater, where lights shine on beautifully wrapped confections featuring reproductions of Venetian art. Then back up the stairs, over to a showcase of old books. Here are Panettone's traditional boxes that inspire today's designers. Furthermore, here we have historic posters and postcards bearing the names of competing companies, which do not seem to worry Loison at all.

The tour ends in two new areas: the Library dedicated to the world of confections, available to students and scholars, and the softly lit brick cellar, a tribute to great wines."

And where's the conflict? There isn't any, one would assume. How does one combine the old with the new, quality with costs, the long lead times of good leavening with fast-paced communication on the Internet?

Every day, Dario Loison looks for and finds balance between what he believes in and what he sells, for the tranquility of those who work with him and the joy of those who relish the sheer goodness of his confections.

Carla Urban

Press Info:

press@loison.com

Eleonora Pontello +39 0444 557844

Giulia Marrucelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com - press.loison.com

www.insolitopanettone.com

