

DARIO LOISON SPEAKS OF ARTISAN KNOW-HOW

*Coming up is the round table that will be held to present the book “**Raccontare il Made in Italy**” by **Marco Bettiol** - 2.000 copies sold and second reprint.*

*Organized by **Unione Collector**, a cultural production project run by printing house **Tipografia Unione**, the event will take place on **April 20** at 6:30 pm.*

*For the last **11 years**, Loison Pasticceri has been the subject of books that testify to Dario Loison's entrepreneurial spirit. The 14 publications listed in the company's **bibliography** speak for themselves*

Dario Loison was once again invited to participate as a speaker in a round table. The main event will be the presentation of the book “**Raccontare il Made in Italy - Un nuovo legame tra cultura e manifattura**” (Telling about ‘Made in Italy’ - A new connection between culture and manufacturing). The book was written by **Marco Bettiol**, an Economics Professor and Researcher at the University of Padua, Italy. The presentation will be held on April 20, 2017, at 6:30 pm at **Unione Collector**, a cultural production site run by printing house **Tipografia Unione**, for **Interferenze 2017**, a project that seeks to emphasize the value of substance over looks through different narrative methodologies.

Dario Loison is not new to this type of experience. In fact, in **2015** he participated in another presentation of the same book, which has now sold **2,000 copies** and is in its **second reprint**. The entrepreneur will tell of his extraordinary "business vision" that enabled him to revolutionize the concept of artisanal Panettone-making back in the 1990s, when he became aware of the great value of Italian know-how.

"We tend to take the importance of what is *Made in Italy* for granted," explains Marco Bettiol. "We become more aware of its value when we go abroad and we see first-hand its power to allure consumers. What we often do not focus on is the tremendous cultural value of Italian products. They are not simply a combination of materials and functionality with an economic value, but rather an actual piece of Italian culture."

Over the last **11 years**, Loison Pasticceri has been the subject of books that testify to Dario Loison's hard work and entrepreneurial spirit in many different areas. The company's **bibliography featuring 14 publications** speaks for itself.

Next to Dario Loison, there will be **Giulia Manea**, who runs **Tipografia Unione** with Fiorella Bertoldo. Their printing company has been a part of the Vicenza fabric for more than 50 years. Another of the invited speakers will be **Arduino Zappaterra**, owner of the Ardovari goldsmith workshop and spokesman for CNA (Italian Confederation of the Craft Sector and Small- and Medium-sized Enterprises). He is also the President of CORART, a consortium that gathers goldsmiths and silversmiths of the jewelry district in Vicenza. Finally, guests will also hear from **Guido Ghedin** at Young Digitals, an independent communication agency based in Padua and specializing in the excellence of Made in Italy products. The moderator of the round table will be **Marco Bettiol**.

Loison
PASTICCERI DAL 1938

The taste of Italy
Made in Italy

author of the above-mentioned book.

Press Info - Press@loison.com

Anna Bottazzo +39 0444 557082, ext. 420

Giulia Marruccelli +39 347 0452739

Dario Loison +39 348 4106615

www.loison.com - press.loison.com - shop.loison.com

www.insolitopanettone.com - museum.loison.com

