

Febbraio 2016

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VIGNELLI DESIGN EXPLORED FEB. 21

BY KEN KANE

We'll look at the remarkable career of a remarkable Italian couple **next Sunday, Feb. 21 at 3:30pm at Carvlin Hall**, 2406 SE 16th Av. in Portland.

Lella & Massimo Vignelli spent more than 50 years perfecting the design of things ranging from New York City subway signs, to the nameplate of the cars that drove on the streets above them, to the logos of the department stores those cars passed as they were driven out of the city, on the way to a national park, where the ranger would hand the driver a brochure ... which was also a Vignelli design.



**"THE PAPER MIGHT BLOW AWAY,
BUT THE IDEA WILL NEVER FAIL."
— MASSIMO VIGNELLI**

Massimo's final project was a transit map for Super Bowl XLVIII, finished just months before his death in 2014 at the age of 83.

On Feb. 21 we'll screen the documentary *Design is One* which chronicles the professional and personal coupling of these two remarkable individuals.

(see **VIGNELLIS**, page 3)

LEARN OF ST. JOSEPH'S DAY ON MARCH 3

Our friends at *Amici d'Italia* have invited us to their monthly meeting which takes place at Carvlin Hall at **7:30pm on Thursday, Mar. 3**. The topic is *La Festa di San Giuseppe* which typically falls on March 19. This Sicilian tradition honors St. Joseph, husband of the Blessed Virgin Mary and the foster-father of Jesus.

In Sicily and other parts of the world, altars or tables are filled with food offerings to St. Joseph on his special day. This is especially true of fava beans which saved Sicilians from starvation during the Middle Ages. Artichokes, dates and breads are also part of the offerings to St. Joseph, but since this is a Lenten festival, no meat is included.

NEXT MTG:

**NEXT SUN., FEB. 21,
3:30PM, CARVLIN HALL**

**FOLLOWING MEETING:
MAR. 20, 3:30PM**

DAL PRESIDENTE

THE PROVERBIAL PROVERB

BY JIMMIE MOGLIA
PRESIDENT



Some proverbs have parallels in different languages, sometimes with different analogies or metaphors. Such is the case of "For want of a nail the shoe was lost ...," followed by the loss of horse, rider ... all the way to the lost kingdom.

The idea, of course, is a popular rendition of the technically defined "butterfly effect," whereby, for example, the flutter of a butterfly's wings in the Caribbean may, in due time, cause a hurricane in The Philippines.

In Italy, the proverb has been traced to the XVI century, to Martin, a friar aiming to become the abbot in the Abbey of Asello, of which only the name remains – possibly a play

(see **IT WAS A SIGN**, page 2)

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IT WAS A "SIGN" — A PROOFREADING MISTAKE COST FRIAR MARTIN A PROMOTION

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on words as the close-sounding name *asinello* means "little donkey."

The Italian proverb goes, *Per un punto Martin perse la cappa*. "For a period [or rather for its incorrect positioning in the sentence] Martin lost the [chance to wear the] cloak. The cloak being a symbol of ecclesiastical preferment.

To enhance the appeal of the abbey and possibly to increase the number of its visitors, Martin designed a



large sign with a welcome message. The sentence, in Latin, went, *Porta patens esto. Nulli claudatur honesto*. That is, "O door, remain open. Never be closed for any honest man." But the sign-contractor moved the period, so that the sentence went, *Porta patens esto nulli. Claudatur honesto*, That is, "O door, be open to no one. And be closed for any honest man."

This blot on his resume prevented Martin from achieving the longed-for appointment to the position of abbot.

Celebrating
20 YEARS

OUR APRIL PARTY NEEDS YOUR HELP

During our April 17 meeting we will celebrate the 20th Anniversary of the Tuscan Association of Oregon. But how shall we do it?

What special guests should we invite? What kind of food should we have? How much do we spend? What do we charge? How do we look back on 20 years of OregonTuscans history?

We need to have a committee of volunteers to ensure the good organization and success of the event. Please contact me at 503.459.7992 or jimmie.moglia@gmail.com if you wish to participate in this project. I'll also ask for 20th anniversary volunteers at our Feb. 21 meeting.

Grazie!

SPANNING THE INTERNET NEWSSTAND...

Here are some links to recent stories seen in various online publications with Italian roots...

From *L'Italo Americano.com*, a profile of Portland restaurateur Rick Gencarelli:

<http://italoamericano.org/story/2016-2-10/rick-gencarelli>

From *TheLocal.it*, what kind of an Italian tourist are you?

<http://www.thelocal.it/20160212/tourist-types-youre-likely-to-meet-in-italy-which-one-are-you>

From *ItalianFoodForever.com*, a recipe for Eggs in Purgatory:

<http://www.italianfoodforever.com/2016/01/eggs-in-purgatory-with-spinach-peppers/>

From *WeTheItalians.com*, the prospects for Italy at the 2016 Summer Olympics in Rio:

<http://wetheitalians.com/magazine1/21960-italian-sport-will-2016-be-a-golden-year-for-italy>

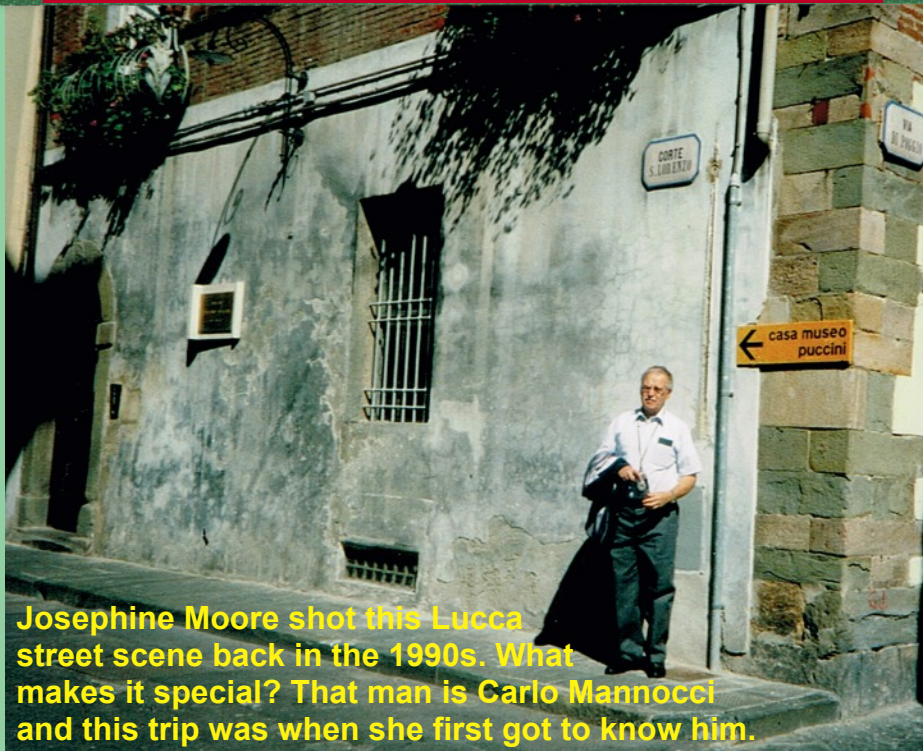
HAVE YOU PAID YOUR DUES YET?

If you have, many thanks! If not, *due* it please! Dues are \$25 for singles and \$35 for couples for through the end of 2016.

Club treasurer Audrey Perino will gladly accept your dues at the Feb. 21 meeting, or mail a check made out to "Tuscan Association of Oregon" to 37 SW Canby St., Portland, OR 97219. Grazie!



MAR. 20: THE TRAVELOGUE MEETING



Josephine Moore shot this Lucca street scene back in the 1990s. What makes it special? That man is Carlo Mannocci and this trip was when she first got to know him.

Our Italian photo show-and-tell on Mar. 20 is coming together nicely. Already, several OregonTuscans have sent Ken Kane their photos for inclusion in that day's slide show.

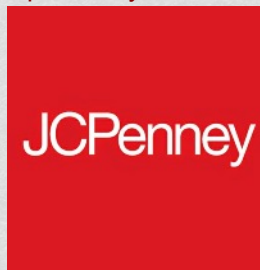
Please send *no more than three* of your favorite pictures – **photos which YOU took** (or someone in your travel party) during visits to or while living in Italy. No Internet images nor postcards please! You can snail-mail prints to 37 SW Canby St., Portland, OR 97219, or e-mail digital images to ken@woodbloom.com. (You'll get your prints back.) **The deadline to send photos is Mar. 10.**

During the slide show you'll be asked to briefly tell the crowd where the photo was taken, what it is, and why it is one of your favorites. These can be landscapes, street scenes, buildings, food, people – just about anything.

VIGNELLIS APPLIED THE ARCHITECTURAL DICTUM "LESS IS MORE" TO THEIR DESIGN WORK



From New York's subways to America's malls, to Vancouver's fort, the Vignelli stamp is everywhere.



Fort Vancouver

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The film shows them at work and away from the drawing table. Theirs is a dreamer (Massimo)/practical (Lella) relationship, or perhaps a big picture/details relationship is a better way to put it.

They broke new ground with their design work, yet were minimalists at their essence, always working from

a framework, both spacially and intellectually.

And they spent their careers fighting what Massimo called the "visual disease we have around. What we try to do is cure it with design."

The movie shows how these two Italian design innovators grew old gracefully, together. Their interplay on camera is as revealing of their craft as the numerous examples of their work which are included in the film. In addition, we'll have a few samples representing their half-century career on a table in Carvlin Hall for you to peruse.



"ART DOESN'T HAVE ANY LIMITS.
BUT DESIGN SHOULD. IF IT'S NOT AN
IMPROVEMENT, DON'T DO IT.
IT IS NOT NECESSARY."

— LELLA VIGNELLI



39TH PORTLAND INTERNATIONAL FILM FESTIVAL – FEBRUARY 11-27 NORTHWEST FILM CENTER – PORTLAND ART MUSEUM



PIFF FEATURES MULTIPLE SCREENINGS OF FOUR ITALIAN FILMS

The quartet of movies from Italy which are part of the 39th Portland International Film Festival represent various styles: a crime buddy picture, a semi-biographical flick about a film director's quest to find herself, a docu-fictional look at the edges of American society, and a family drama about a missing member of the family.

The details and schedules for the films can be found at: <http://festivals.nwfilm.org/piff39/schedule/italy/>. Clicking on the film titles in this article will bring up their trailers.

The first of the films to be screened is [*Louisiana – The Other Side*](#) which plays Feb. 12 and again on Feb. 15. It's unusual in that it is in English with Italian sub-titles. It's a look at real, hard-living backcountry people with situations manipulated by director Roberto Minervini.

[*Non Essere Cattivo \(Don't Be Bad\)*](#) is next, on Feb. 13 and 19, a movie about the battle between evil and good, and two friends who are very good at being bad. [*Mia Madre \(My Mother\)*](#) plays on Valentine's Day. It is a movie about moviemaking. It's both funny and sad, both when addressing art and addressing life.



The fourth film will be shown Feb. 23 and Feb. 25. [*L'Attesa \(The Wait\)*](#) brings together the girlfriend and the mother of a young man. One is awaiting his return; the other knows he won't be coming back. How the situation is resolved forms the crux of this drama.

[Tickets](#) are \$12; \$11 for Portland Art Museum members and for those age 62 and older.



L'ANGOLO ITALIANO

DI CARLO ILIO MANNOCCI

Osservando il quadro della situazione in Italia notiamo immediatamente le varie contraddizioni di questo bel paese. Grandi dibattiti e manifestazioni popolari pro e contro le unioni civili e sulle derivanti adozioni, polemiche a non finire con l'intervento perfino del responsabile della C.E.I. (Conferenza Episcopale Italiana) Cardinale Bagliasco, intervento che ha causato polemiche specialmente da coloro che la definiscono una ingerenza nelle istituzioni laiche che governano il paese.

Continuano i problemi e relative polemiche sui profughi dalla Siria con relativi impatti ambientali e sociali. Molto seria anche la crisi delle Borse con scossone agli istituti bancari. Per fortuna l'annuale Festival della Canzone di San Remo fa scordare quasi tutto.....

LA BEFANA: A MAGICAL TIME!



Festa della Befana brought post-Christmas joy to 50 kids and another 50 adults on Jan. 10. Our own Louise Ramunno-Johnson made a triumphant return as *La Befana*, complete with pointy hat and broom. The kids heard the story of *La Befana* and were entertained by magician Bob Eaton. Speaking of “eatin’,” there was plenty of that going on, with a table brimming with goodies. Thanks to Louise, Marybeth Fossati for bringing *La Befana*’s gifts all the way from Milan, our decorators, our organizers, our collaborators: the Sons of Italy and *Amici d’Italia*, our bakers, and to Kerry-Lynne Demarinis Brown and other photographers for the photos!



