

Three “M”s: MARCO, MARCELLO and MAURIZIO: FLAVOUR OF ITALY

From our first meeting Marco, Marcello and Maurizio showed themselves to be three volcanoes in constant eruption.

Clear ideas and precise objectives.

They wished to open the world of Italian gastronomy to an Irish audience. They considered Ireland an open, sensitive, and receptive market. They believed the Irish people were ready and available for the discovery and the adoption of new alimentary behaviours suggested by our “ovens”.

They were right! The success they enjoy today is the proof and the best testimony they could seek.

Thanks also to their qualifications and grounding in economics and management, they correctly interpreted the possibilities offered by Dublin in the manner of “true business men”. The result was the creation of **FLAVOUR OF ITALY**, a multipurpose centre of delicacies, ideas, voyages, tourist trips...

As well as this professional competence, beyond their extraordinary energy and wisdom, the thing that struck me most about them was an aspect linked to their project which they never failed to underline at each of our meetings: **to promote through their activities the image, culture, and tourist potential of our country.**

During those meetings they spoke to me about a school, about gastronomic courses, about recipes... and always keeping in mind the goal of increasing awareness among Irish people of our country and the treasure trove holding our artistic and cultural patrimony.

I was quite taken back by their attitude, and placed my faith in them offering them the **patronage of the Istituto Italiano di Cultura.**

They didn't let me down in anything.

I can affirm today, without fear of contradiction, that Marco, Marcello and Maurizio have taken off on a flight which will take them a long way.

The feedback from their activities- both through students who attend either their cookery school or our language classes- all points in the direction of a notable and increasing success.

Collaborations are underway with them which, as well as the palate, will tantalize the minds of the Irish public: a photographic exhibition and a “village fair”. I will call upon them to share with us their opinions on Italian gastronomy and language for the **Settimana della Lingua Italiana** in October.

I will stop here to avoid charges of sycophancy, repeating my congratulations to the three “M”s and wishing them: **AD MAIORA!**

Bruno Busetti

Director – Istituto Italiano di Cultura

Dublino