

PRODUCTION LINE

From fruit to furniture,
Italian products add style
and innovation to any activity.

By Beatrice Santacroce

FilterDesign innovates lighting

FilterDesign's *filtrolampada*, or filter-lamp, uses existing technology in an innovative way. FilterDesign is the brainchild of the Campi company, a manufacturer of air filters for European automobiles since 1992. Campi applied that expert knowledge to home use, resulting in their FilterDesign line of ecologically friendly lamps with built-in air purifiers. Made of nearly 100 percent recyclable material and offering a low rate of energy consumption, these stylish fixtures filter out dust mites, pollens and other allergens as well as cigarette smoke and cooking fumes. The filter-lamp comes in many stylish shapes, colors and lighting programs and is meant to be an attractive addition to your decor. Visit www.filterdesign.it.



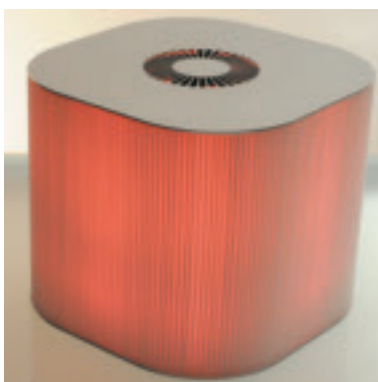
Did you know?

The Italian Institute for Foreign Trade (ICE), also known as the Italian Trade Commission, is the government agency entrusted with promoting trade, business opportunities and industrial cooperation between Italian and foreign companies. For more information about Italian-made products, visit www.italtrade.com.



DeLonghi serves up Italian craftsmanship

More than a century ago, the DeLonghi family opened up a workshop in the town of Treviso. Three generations later, the family continues to design innovative kitchen appliances. The latest DeLonghi design is the Panini Toaster Oven, a high-quality toaster oven with a panini press built in. The combination of the two functions opens up an array of possibilities for creating a variety of dishes right on your kitchen counter-top. Large enough to cook a 12-inch pizza, the Panini Toaster Oven has a rubberized exterior handle that connects internally to a heated press, allowing the user to easily make pressed sandwiches, quesadillas, and stuffed pizzas. Visit www.delonghiusa.com





Cartoni technology lights up the silver screen

Since 1935, Cartoni S.p.A. has been a world leader in the design, manufacture and marketing of professional support hardware for motion picture and television cameras. Still a family-owned and -operated business to this day, the company offers a wide range of camera equipment that is continually on the cutting edge of technology. The Academy of Motion Picture Arts and Sciences, the Italian Technical Cinema-Television Association and the Society of Operating Cameramen have all recognized Cartoni for setting the standard in film mobility and support. Cartoni's reputation is so great, in fact, that they were exclusively commissioned for the 2009 G-8 Summit in L'Aquila, Italy, to use their unique remote-controlled camera head for all of the sessions. Next time you catch a new flick, keep in mind that much of what you see on the big screen may have been made possible by Italian innovators at Cartoni.

Photo: Display of Cartoni equipment at the National Association of Broadcasters (NAB) tradeshow.



Carmina Campus creates without destroying

Ilaria Venturini Fendi was born into the fashion design business and worked for Fendi for many years. But it took founding her own farm for Ilaria to find her greatest fashion inspiration: nature and recycling. She created Carmina Campus – a company that makes handbags, accessories and furniture pieces from reused materials. Each piece is one-of-a-kind and created by the hands of local Italian artisans. A constantly evolving list of materials includes plastic tarps, shower curtains, tablecloths, cushions, outdoor curtains, scraps of carpeting, and leather and fur remnants. A Carmina Campus store, RE(f)USE, recently opened in Rome; it is the first specialty store showcasing fashion and design made exclusively of reused materials. Visit www.carminacampus.org.

Pictured: Carmina Campus Venetian handbags, made from leftover aluminum scraps of Venetian blinds.



Pasotti Ombrelli blocks elements with style

In 1956, Ernesta Pasotti began selling her unique, hand-made umbrellas from the back of her scooter. Today, Ernesta's daughter Eva Giacomini continues to produce and distribute hand-crafted umbrellas around the world. Known for using only the finest fabrics, elegant designs and magnificently hand-carved handles, Pasotti Ombrelli is more than just protection on a rainy day. Pasotti Ombrelli produces 30,000 umbrellas each year — with designs featuring hand-sewn Swarovski crystals, garnets and silk flowers — and meets the Italian government's D.O.C. criteria. Pasotti Ombrelli has made its mark state-side, and has been spotted on the arms of celebrities including actress Hilary Duff. Visit www.pasottiombrelli.com.