



Arturo Di Pietro



Ezio Stocco

A showcase for made in Italy

Italianology: the answer for those looking for authentic products

When an idea comes from experience, passion and a love for beautiful things, it can only become a success. This is the case for Italianology.com, a web portal located in the United States, created to bring together Italian culture and artistry with buyers across the world. A platform which, even before its official launch (October), had a strong, consolidated network of approximately 30 area managers across Italy, 200 partner businesses, and over 2,000 products ready for purchase. Statistics that will double over the next few months and which show that this business is aiming for success. Italianology.com is a project founded by entrepreneurs Ezio Stocco (general manager) and Arturo Di Pietro (Ceo), in America for over a decade, together with another four partners. “When we ca-



me up with Italianology - explains Stocco - we imagined a web interface which would become a showcase for Italian-made excellence, offering only high-quality, hand-made products. In a market now torn between international luxury brands and low cost products, we chose to promote high-quality hand-made creations tied to local and regional traditions. Items made exclusively in Italia, sharing the tales of the artists who make them, with unique skills passed down from generation to generation”. The idea is simple. Businesses, artists and artisans who often do not have the resources, size or communication budget necessary to promote themselves outside national and European borders, but who want to showcase and sell their work on markets across the world, can ask to be affiliated with the portal. A

committee of designers will evaluate the proposed products, and, once approved, the company can register for free (Italianology takes a commission on the final sale price), upload photos and descriptions for each product, create a company profile, manage orders, and monitor sales. Each producer can present multimedia images (images, video, and articles) sharing the creation and production process of the article, and can also choose their own sale price. “Quality buyers will not just limit themselves to buying a product, they want to find out about its story, production and ties to a place and its history, and Italianology - says Di Pietro - guarantees this to buyers as well as giving sellers a transparent channel to reach clients across the world by promoting their uniqueness and handicraft”. “Being on our portal means being part of a showcase of true Italian-made products”.