



*Il tempo per leggere.
Il posto per farlo.*

Il Circolo dei Lettori
Palazzo Graneri della Roccia, Via Bogino 9 - Torino

MADE IN ITALY

The Reader's Circle - a public institution aimed at sustaining and encouraging reading, located in Turin (Italy) - is glad to present **Made in Italy**, a cultural review to promote the goods of excellence produced in the regional area of Piedmont, such as **rice** - largely cultivated in the lowland areas of Novara and Vercelli - and **textile fabrics** (cotton, wool and silk) - manufactured in the textile industrial area of Biella.

These products preserve echoes of a long lasting dialogue between Western and Eastern world and they witness the cultural contaminations involving Mediterranean People along history. Rice and fabrics will therefore be the input for an involving cultural event where literature, arts, music and gastronomy get together, taking place in **Cairo City from 25 to 27 October 2009**.

To celebrate these products, The Reader's Circle offers an historical and literary journey in the rice Piedmont's fields during the XVII Century through a **reading** of *La chimera* by Sebastiano Vassalli, and a series of **tastings** based on rice as traditional element of Piedmont's gastronomic culture. But also **readings** of a most popular novel by the Turin's writer Alessandro Baricco, *Seta* (silk), and two meetings called **Con le mani**, inspired by the rural oral tradition and dedicated to Piedmont's craft workers: a huge depository of experience, practice and feelings made of small stories building up the XX century's history.

The review will have a very special opening mixing arts, design and drama. On Sunday 25th October, from 7 o'clock on, **Torino-II Cairo and back** - an evening of performance curated by **Olga Gambari** - will begin with the show *Cooking times*, a theatre-cooking performance on food times by the actors **Cuochivolanti**. It will then feature a fashion show of "ecological" wedding dresses created by the designer **Pietra Pistoletto** and the contemporary art installations by **Elizabeth Aro**, an Italian-Argentine artist who creates her work using fabrics and shadows. A cross reference between different expressions to offer a sample of Piedmont's creativity.

The project is sponsored by the **Assessorato alla Cultura della Regione Piemonte** (Piedmont Regional Government, Cultural Dept.), with the cooperation of the **Scientific Office of the Italian Embassy in Cairo** and by the **Italian Cultural Institute of Cairo City**.