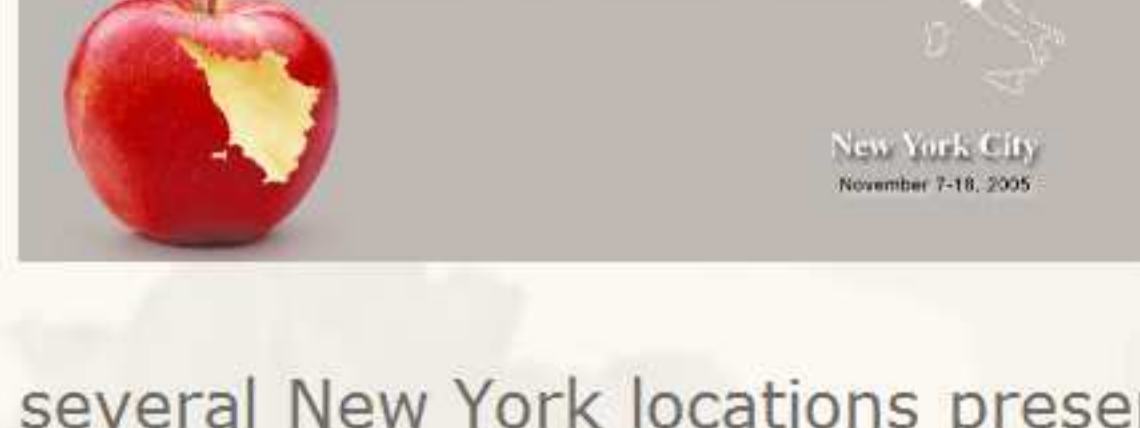


A bit(e) of Tuscany in the Big Apple - New York



Tuscany bites into the luscious Big Apple, or is it the other way around? Between November 7th and November 18th a number of events in several New York locations present the best in Tuscan crafts, accessories, home design, wines and more. "A bit(e) of Tuscany in the Big Apple" – made possible by the Agenzia di Promozione Economica "Toscana Promozione" – is a complete display of all that this magnificent region has to offer the American public. The fun begins on Monday, November 7th, at the design house "Felissimo," with the following two events: The Tuscan lifestyle: art of making and The shape of value. Ten designers interpret the Tuscan house. The first is organized in collaboration with Artex (Centro per l'Artigianato Artistico e Tradizionale della Toscana), Artigianart, Promosiena and Cna Carrara, and showcases approximately 80 artistic crafts by as many as 35 high-end manufacturers in home furnishing and personal accessories. The latter stars Consorzio Casa Toscana and displays ten prototypes of Tuscan-style homes by talented interior designers. The exhibit stays open until November 18th. Throughout, Etiquette is available to all attending, giving its own contribution to the presentation of all that is beautiful and proudly "made in Italy." From November 7th to November 11th, New Yorkers can also take part in Tuscan Hours and Tuscan Wine and Steak, tasting a great selection of hors d'oeuvres and wines from Tuscany, served in prestigious bars, restaurants and steakhouses throughout Manhattan.

"A bit(e) of Tuscany in the Big Apple" 7th-11th November 2005

www.toscanapromozione.it



The program of the event is as follows:

NOVEMBER 7-18 2005 (formal inauguration on the 9th)

- "The Shape of Values. Ten designers interpret the Tuscan House".

An exhibit on Tuscany's production of furniture and home accessories held in collaboration with Consorzio Casa Toscana

WHERE:

The 4th floor of the Felissimo Design House

10 West 56th St.

New York, NY 10019

NOVEMBER 7-18 2005 (formal inauguration on the 9th)

- "The Tuscan Lifestyle: the Art of Making"

An exhibit on a selection of Tuscan crafts for the home of the highest quality, held by ARTEX – Centro per l'Artigianato Artistico e Tradizionale della Toscana. Also showing in collaboration with ARTEX are pieces from Artigianart, Promosiena and CNA Carrara.

WHERE:

The 5th floor of the Felissimo Design House

10 West 56th St.

New York, NY 10019

ALL WEEK – FROM NOVEMBER 7-11 2005

- TUSCAN HOURS (happy hour time slot)

Come and enjoy a Tuscan aperitif based on a glass of wine and traditional Tuscan hors d'oeuvres in a number of Manhattan's most prestigious bars.

WHERE:

Alfredo di Roma 4 West 49th Street (212) 397-0100

Bar Veloce Chelsea 176 Seventh Ave (212) 629-5300

Bar Veloce 175 Second Ave. (212) 260-3200

Barbetta 321 West 46th Street (212) 246-9171

Cavatappo Wine Bar 1728 2nd Ave (212) 426-0919

The Four Seasons 99 East 52nd Street (212) 754-9494

Osteria del Circo 120 West 55th Street (212) 265-3636

San Domenico 240 Central Park South (212) 265-5959

Soho Grand Hotel 310 West Broadway (800) 965-3000

Tribeca Grand Hotel 2 Avenue of the Americas (877) 519-6600

World Bar (Trump World Tower) 845 UN Plaza (212) 935-9361

ALL WEEK – FROM NOVEMBER 7-11 2005

- NY STEAKHOUSES AND TUSCAN WINE PAIRING

A promotion of Tuscan wines imported by William Grant & Sons paired with NY's finest steaks

WHERE:

Ben Benson's 123 W. 52nd Street (212) 581-8888

Churrascaria Plataforma 316 W. 49th Street (212) 245-0505

Churrascaria Tribeca 221 W. Broadway (212) 925-6969

Dylan Prime 62 Laight Street (212) 334-4783

Harry's of Hartsdale 230 E. Hartsdale Ave (914) 472-8777

Hartsdale, NY 10530 Old Homestead 56 Ninth Avenue (212) 242-9040

NOVEMBER 8th 2005 – 9am

- Press Conference presenting: "The Tuscany of Innovation", held by the Polo Tecnologico di Navacchio, to be followed by a series of video conferences via web-cam/streaming with select technology companies from Tuscany.

WHERE: Italian Trade Commission

33 East 67th St.

New York 10021

NOVEMBER 8th 2005 – 11am

- "The excellence of Tuscan Olive Oil"

A seminar held by the Provinces of Arezzo and Grosseto on top production olive oil of Tuscany; to be followed by a luncheon and guided tastings for the clients of participating NYC restaurants.

WHERE: The New York Palace Hotel – Villard Mansion

455 Madison Avenue (between 50th and 51st Streets)

New York, NY 10022

NOVEMBER 8th 2005 – 3-8pm

- Food and Wine Show for Tuscan producers and US importers

WHERE: The New York Palace Hotel – Villard Mansion

455 Madison Avenue (between 50th and 51st Streets)

New York, NY 10022

NOVEMBER 8th 2005 – 3:30pm

- TOURISM WORKSHOP

A show organized in collaboration with ENIT – the Italian Board of Tourism bringing together high-end Tuscan travel companies with US tour operators, followed by a press conference presenting Tuscany's travel proposals and cocktail party featuring Tuscan dishes and wines.

WHERE: The Rainbow Room – The Pegasus Suite

30 Rockefeller Plaza

New York, NY 10112

NOVEMBER 9th 2005 – 11am

- VI Selezione dei Vini di Toscana

The sixth edition of the selection of wines from Tuscany, followed by a blind tasting and luncheon.

WHERE: The New York Palace Hotel – Villard Mansion

455 Madison Avenue (between 50th and 51st Streets)

New York, NY 10022

NOVEMBER 9th 2005 – 3-8pm

- Tuscan Wine Tasting

A wine "workshop" for Tuscan wine producers and US importers

WHERE: The New York Palace Hotel – Villard Mansion

455 Madison Avenue (between 50th and 51st Streets)

New York, NY 10022

NOVEMBER 9th 2005

- "Experience the Pleasure of Filming in Tuscany"

A presentation of the works of the Tuscan Film Commission. The event's key speaker will be Tom Stenberg, producer of "Under the Tuscan Sun" and "The Talented Mr. Ripley". The presentation will be accompanied by an aperitif.

WHERE: 5 Ninth – 5 Ninth Avenue (between Gansevoort & Little West 12th St.)