

Traccia 3 - All colors of “Made in Italy”

“Made in Italy” has become, over the years, the third best-known brand in the world. From aerospace technologies to fashion, from food to furnishing, Italian design has always distinguished itself for being able to combine artisanship with innovative production processes, but also for a distinct aesthetic sensitivity, which finds its maximum expression in color.

The kaleidoscope of the masters Rosita and Ottavio Missoni, the bright colors of Sicily by Dolce & Gabbana, the shades of earth – beige, brown, burnt earth –, Fendi’s orange, Ferrari’s red: all colors of “Made in Italy” are a factor of success and recognition.

As Giorgio Armani said: “It is the color that has given shape to my clothes”.

Color constitutes a key resource for the designer because it represents the visual interface that, first and most effectively, enters in contact with the end user. Not surprisingly, the fashion and design industries, where the economic value of products is closely linked to the choice of colors, generate added value for about 80 billion euros per year.

The first edition of the handbook *Ethiopian Colors* thus aspires to actively contribute to the study and development of Ethiopian creativity and of a real “Made in Ethiopia” brand.

Green grass and forests, high blue and purple mountains, rivers and waterfalls: this magnificent land is a place of bright colors and unique contrasts.

From yellow flowers and green leaves to the brown earth, to the symbolic colors that unite all of Africa: the beauty, strength and vibrancy of Ethiopian culture shine in the captivating photos of this book.

Together with other important initiatives (such as the establishment of the Creative Hub Ethiopia and the annual celebrations of the Italian Design Day), this project denotes a valid effort made by the Italian institutions as part of our collaboration with Ethiopia in the fields of fashion and design.

I am sure that this volume, based on the research of the anthropologist Enrico Castelli and elaborated by a team of Italian and Ethiopian designers coordinated by Giulio Vinaccia, will be able to inspire the new generations of Ethiopian creatives.