



THE PROJECT
Italianissimo: The Quintessential Guide to What Italians Do Best

THE CLIENT
 The Little Bookroom

THE TEAM
 Louise Fili, writer/art director/designer; Lise Apatoff, writer; Jessica Hische, designer

THE YEAR
 2008



MY BEST WORK

LOUISE FILI

This project was gestating for as long as I have been an Italophile—which is all my life.

“Italianissimo,” or “very, very Italian,” is an eclectic guide profiling the 50 things we love—and in some cases love to hate—about Italy, from waiting in line to hand gestures to Pinocchio.

The book is as much about the visuals as it is about the writing. Diligent photo research produced some sublime images, like the very young Sofia Loren seated on the roof of a Fiat surrounded by a sea of adoring male fans, or a grateful runner at the finish line under a banner proclaiming “Ciao Mamma.” But a limited budget and abstract subject matter (such as

sections about superlatives and diminutives, titles and honorifics) called for more creative solutions, utilizing my extensive archive of orange wrappers, sheet music, family photographs, magazine covers and ex votos, combined with Photoshop expertise. “Italianissimo” is my love letter to Italy. —LOUISE FILI

Louise Fili is president of Louise Fili Ltd. in New York City, which designs specialty food packaging and restaurant identities. In 2004, she was inducted into the Art Directors Club Hall of Fame. Fili thinks that everything tastes better, looks better and sounds better in Italian. www.louisefili.com