



I AM
THE MAG

40

ISSUE 05
FW 2019

I AM
Genova

#iamgenova

ROLEX GIRAGLIA
The inimitable

I AM GENOVA

Starting from Genoa, and looking far ahead

AN EXPERIENCE AS VAST AS THE SEA

San Giorgio del Porto shipyard

ROAD TO TOKYO 2020

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colophon

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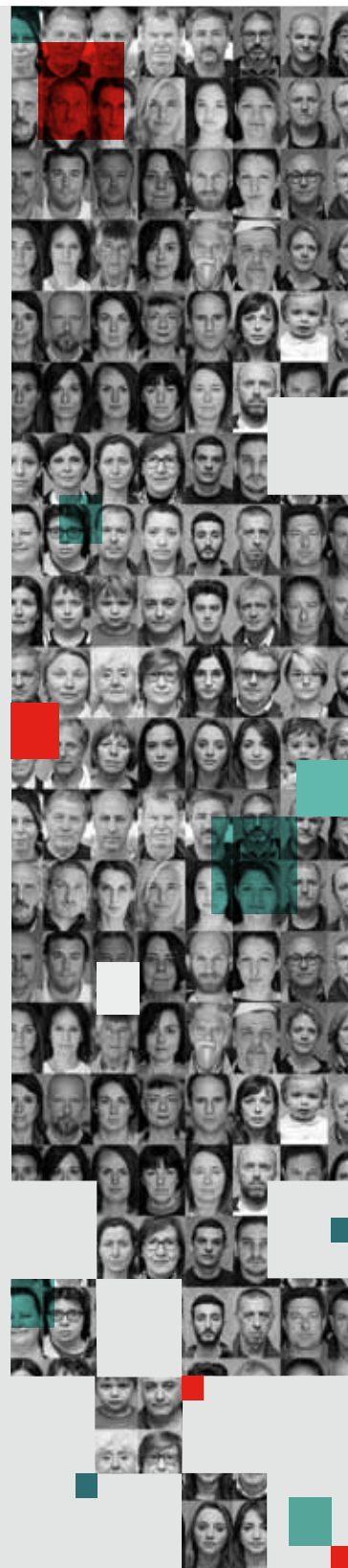
FW 2019

Slam

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Francesca Bergamo
Alice Sinno



editorial

I AM GENOVA

For Slam's 40th anniversary, we wanted to give the city a gift, and today we will tell you all about it. We could have chosen to celebrate this special milestone by talking about us, but we preferred instead to pay tribute to the city where we were born and bred.

This homage is called I AM GENOVA, and consists of a photographic study of the city through its people and its greatest qualities. The pictures were taken by Settimio Benedusi, a great man and photographer who deeply loves Genoa, and was able to perfectly capture the city's character. This community event, from 20 to 26 May, involved the keen participation of the entire city (and beyond too): citizens, institutes and eminent associations (from IIT to the Istituto Gaslini paediatric hospital, the Acquario di Genova aquarium, the Italian Yacht Club, the old shops and the Andrea D'Oria high school).

During that week, Palazzo Ducale became our headquarters: with a large space that was complemented every day with new incoming photos, and a photo shoot set where people patiently awaited their turn to take part in this "portrait" collection from the renowned photographer. By the end of the week, 1332 faces had been photographed.

Palazzo Ducale also hosted an evening gala for friends including the Councillor of Culture for the Ligurian Regional Authority, Ilaria Cavo, the Mayor Marco Bucci, Marcello Lippi, Luca Bizzarri and Paolo Kessisoglu who, with many other artists and the association Occupy Albaro, are developing specific initiatives for the

city and nearby area of the (former) Morandi Bridge. The evening closed with an immersive screening of the faces, sounds and words of our Genoa.

In the pages of this issue of I AM THE MAG, you will find some stories about the city, beginning with one from Mayor Marco Bucci who, despite all his commitments, including those as Commissioner in the rebuilding of the bridge, wanted to be here with us and convey a powerful message. This gift to the city has touched the conscience of the people, strengthened existing ties and helped build new relationships. This is why the person writing this editorial is also proud to say "I AM GENOVA".



Roberto Carcano

ROLEX GIRAGLIA

The inimitable

By Paola Bertelli



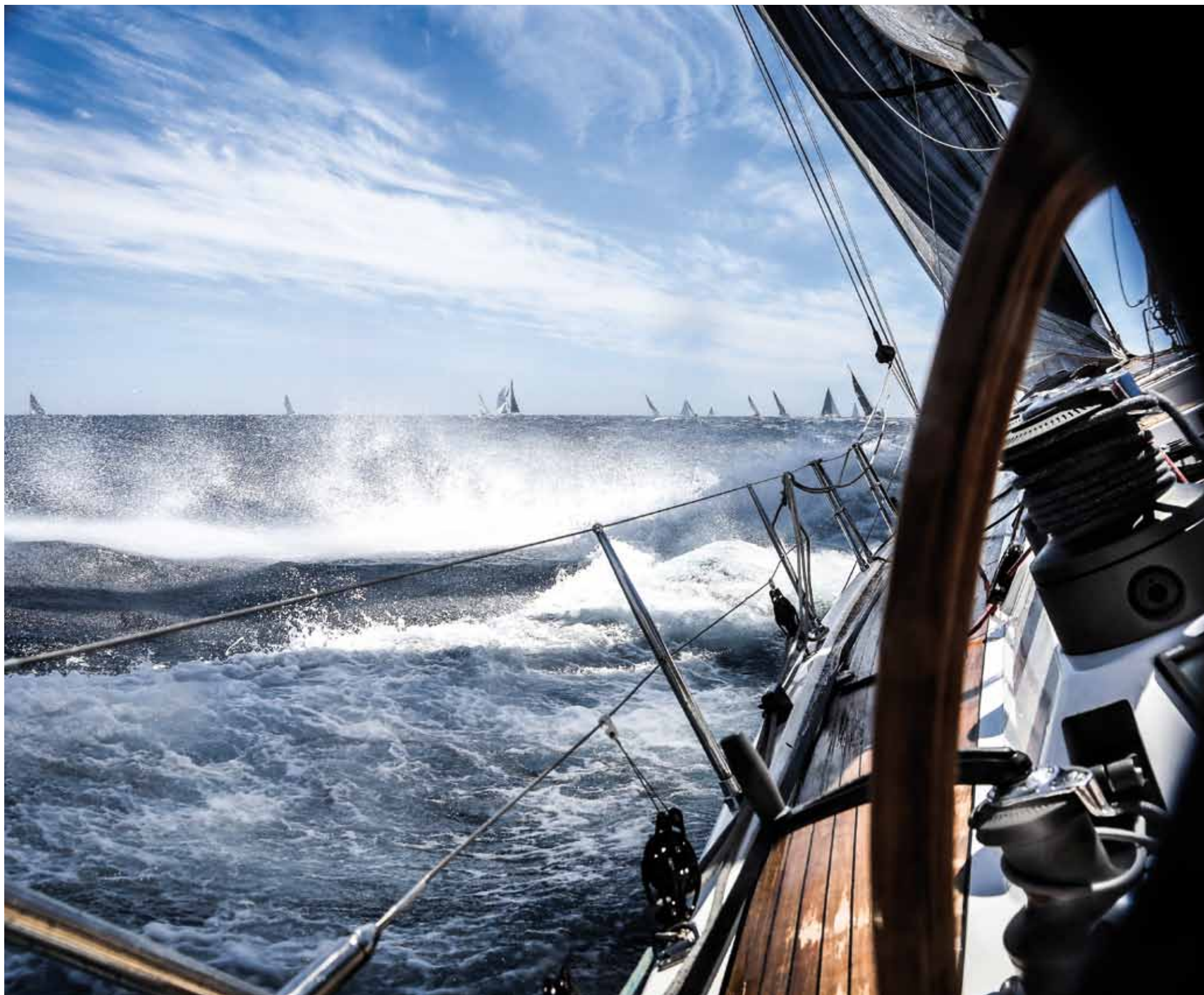
The smallest boat was 9.5 metres long, the biggest almost 6 times larger. Nobody wants to miss out on this regatta. 241 miles that have made the cliff side of the Giraglia, in northern Corsica, famous and legendary. Nicolò Reggio, President of the Yacht Club Italiano, (Italian Yacht Club, YCI) in Genoa, explains the value and secret behind this event.

243 people set off at the starting line in the gulf of Saint-Tropez for the 67th edition of the long-distance Giraglia race – the heart and closing competition of a week of sailing, that began on 7 June with the Sanremo-Saint-Tropez regatta and was followed by three days of coastal trials.

The regatta, organised by the Italian Yacht Club in collaboration with the Sanremo Yacht Club, Société Nautique de Saint-Tropez (the Saint-Tropez Nautical Society), the Yacht Club de France and, for 2019, the Yacht Club de Monaco, is today a “must-do” event. Proof of this can be seen in Armando Grandi, the 92-year-old shipowner of the Gibian who came to Giraglia after competing all over the world: “I missed it before and I definitely didn’t want to miss it this time.”

This year the northwest wind of 30 knots and the rough sea helped the Maxi size boats. Surfing up to a speed of 24 knots, Rambler 88 took the line honours, manned by the best in New Zealand sailing. It was a wild ride, but hopes of a record were crushed by a decisive drop in the wind around 10 miles from the finishing line.

“No record? A good reason to try the event again” said George David, the owner. And while the line honours went to Rambler, the overall victory was taken by another Maxi boat, Caol Ila R: in fact, this year the large yachts walked off with all the honours.





NICOLÒ REGGIO President of YCI Genoa

For the Italian Yacht Club (YCI), the oldest yacht club in the Mediterranean, what does the Giraglia, the oldest offshore regatta in the Mediterranean, mean?

For YCI, the Giraglia is a jewel in the crown. It represents the history of sailing and seafarers: men and women who have allowed it to grow, change, keep up with the times, and become what it is today.

And what were the key steps in this development?

Adding the coastal races at Saint-Tropez and Genoa to the arrival ports. They are the ones that increased the number of boats.

The Giraglia today is more than a race, it's a brand. What's the secret?

It is a fully-fledged brand in every way, which we created to bring value. The importance of the Giraglia can be seen in all those involved because they have participated, because they arrived first or last, because they

were met with wind or calm seas, because of the beauty of the boats, big or small. And behind all this is the YCI, which ensures its historical value.

For the last 2 years, at Saint-Tropez you have separated the sectors of the coastal Maxi race and Swan One Design. Why?

Super-technological and professional boats like the 72' or the Nautor One Design require more technical and competitive routes. This is how we raise the competition for this event. But the long-distance race remains untouched, as it should do, being the same for everybody with everyone sailing together. We want to ensure that this is a crossroads between professionals and amateurs. That's the name of the game.

What is your most thrilling moment of the Giraglia?

The start. Last year, I decided to let the little ones set off first and then the larger ones, meaning that at the exit point of the gulf of Saint-Tropez,

the big boats met the small ones: a fabulous sight for those spectating and sailing!

The 68th Giraglia will arrive in Genoa. What relationship does YCI have with the city?

Although it may not be apparent, YCI brings an added value to the city. Genoa has an important history, yachting was born here, and YCI, through its members, has always played a leading role. Genoa can greatly benefit from the YCI, and for us it is essential to have its support for other important events, along with their positive impacts on the city.

The long-distance events are increasingly popular. Why?

People like the regattas and their surroundings. The Giraglia has the long-distance races, but also the coastal trials, the Sanremo regatta, the Rolex party and the fireworks... people look for a one-of-a-kind atmosphere both on land and at sea.

A CHANGING RACE

In its 67 editions, the Giraglia has set off once from Cannes, 5 times from Le Lavandou, 14 times from Toulon, 22 times from Sanremo and 25 times from Saint-Tropez.

And it has arrived twice in Monaco, twice in Le Lavandou, 3 times in Saint-Tropez, 16 times in Toulon, 18 times in Genoa and 26 times in Sanremo.

NAVY GATOR

Jacket New Doohan |



Coat Reliance D14 | Jumper D52 | Trousers B3

A COMPASS POINTING
TO THE SEA



MAN Short Jacket Revolutio D05 | Sweatshirt D167 | Trousers B3 | WIN-D Technical Shoe | 3 Way Black Bag D924

JUNIOR Short Jacket JR Cerda | Sweatshirt JR D197 | Trousers JR D399



Jacket Noto New (MRS) |

SEA YOU
SOON



MAN Jumper D51 | Trousers B70
JUNIOR Jumper JR D98 | Trousers D400

Short Jacket Reliance D11 | Jumper D56 | Trousers B3 | WIN-D Technical Shoe





Coat Reliance D10 | Jumper D66 | Trousers B70 | Shoe Prince Evo



MAN Short Jacket Ocean D15 | Sweatshirt D154 | Trousers B70 | Shoe Prince Evo
JUNIOR Short Jacket JR Sailing Winter | Sweatshirt D193 | Trousers D400



◆ I AM GENOVA

Starting from Genoa
and looking far ahead

—

By Roberto Carcano

This is the idea that inspired Slam to tell the story of an important milestone, starting from its hometown, Genoa.

A key anniversary and the chance to pay homage to Genoa, launching a community project bearing the city's identity.

This project is a photographic story of the Genoese people to capture the true essence of the city, with the creative inspiration of photographer Settimio Benedusi and the help and contribution of the citizens

themselves. These citizens were the central figures of the I AM GENOVA project, a community photo shoot and public event.

For a week, the stunning backdrop of Palazzo Ducale became a huge photography studio, where the people of the city went to be photographed free of charge by the

artist. Day by day, the photos were taken, printed and hung on a large board, gradually revealing a portrait of the city itself.

The 40th anniversary provided Slam with an opportunity to give the city the chance to be a creator, central figure and spectator.

SETTIMIO BENEDESI

Photographer

I was born in Liguria, in Imperia. The Lega Navale (Sailing Club) of Porto Maurizio was home to my childhood friendships, messing around and sport (more for the other kids, I was never really one for it...)

First you learned how to sail the Optimist dinghies, then the 420s and finally the 470 category. To be honest, I was always a little afraid: a strong wind, tall waves and great tides fascinated me more in storybooks than in reality.

Who knows how many times I read and re-read *A Vagabond of the South Seas* by Moitessier, with a title that itself hooks in readers! I travelled like that, sailing through pages and pages of books.

Then, at the age of 20, I went to Milan with the dream of becoming a professional photographer. I am afraid

I became even less of a sailor, despite continuing to ceaselessly sail the seas of the world, from the most peaceful to those windswept by the terrible Roaring Forties. You have no idea how many times I circumnavigated the terrible Cape Horn, even against the wind! So, you can imagine my joy when I was called on by Slam (those great sportspeople, those who really went to sea while I simply read about it, those who only and always had their fantastic oilskin jackets!) to celebrate their 40th anniversary. They chose to do this with a project that is ingenious and staggeringly generous: a tribute to Genoa, with a photographic essay of the faces of those who live there and work in its superb establishments. It was a wonderful week, that was rich, moving and exciting: thank you Genoa, and thank you Slam!



MARCO BUCCI

Mayor

I wanted to take part in the 'I AM GENOVA' project both as a citizen and in my role as Mayor to thank Slam – the organisers and promoters of this initiative – and to take part in the 40th anniversary celebration of this company which is so closely intertwined with our city and our history, our characteristics, and our traditions. Their entrepreneurship allows them to look to the future and adapt to the technological challenges of this millennium, with a head for business that can set a great example to others for its enterprise, ability, professionalism, industriousness and determination. The homage that Slam has decided to pay the city is truly unusual, something very precious and original, which I have welcomed as a real tribute to the people of Genoa.

Genoa is a city on the move, and we as its custodians are committed to its redevelopment, to helping it grow and become famous in Italy and around the world. Genoa, with its naval port and industry history, is becoming increasingly popular as a tourist destination, enjoyed by non-locals above all as a city of art and culture, full to the brim with hidden and unexpected beauties. Genoa is a city that hides itself, not revealing itself at first glance, and so therefore piques curiosity and brings out the pleasure of discovery.

I believe that Genoa is also loved as a sea-based city, which offers the chance to do water sports in a particularly suitable climate, as well as being a city with gastronomic specialties such as pesto and focaccia flatbread to name but two...

The collapse of the Morandi Bridge last year was a cruel blow to the city. In that immense tragedy, the people of Genoa



were still able to show a powerful spirit of solidarity, a great deal of dignity and the strength to deal with such an event, joining together to look to the future. The people of Genoa were able to transform this incident into an opportunity for growth, including from a moral point of view. I think that we set an example for the whole country, and we wish to continue to do so in the future as well.

I think that the collective photo shoot I AM GENOVA has captured the spirit of the city in its entirety, which

shines through those faces. I think that what makes Genoa special are the unique qualities that have always characterised its people – a reserved nature, seriousness, pragmatism, determination and caution (their famed “you never know” nature...), their grumbly disposition, but also an extraordinary ability to open up with enthusiasm to huge displays of generosity, selflessness, joining together and remaining as one, despite the headwind and the rough sea, moving towards a safe and shared harbour.

YACHT CLUB ITALIANO (Italian Yacht Club)

Nicolò Caffarena

The Italian Yacht Club has turned 140. Founded in Genoa and inextricably linked to the surrounding waters – just think that the Genoa sail was born here during one of our boat races in the Twenties, and is still used today worldwide (where everyone calls it just that, “Genoa”).

We were born in Genoa, sailing is our oxygen, the wind our heartbeat, this is the DNA of the Italian Yacht Club. It was a great honour, and was truly powerful and touching, to be chosen by Slam to feature in the extraordinary portraits by Settimio Benedusi. Many club members, regardless of age or years of membership in the Club, were delighted to participate in this brilliant initiative. It is the call of the ocean, the call of our city, which in recent times has been buffeted by storms of every kind.

It is the spirit that fires up a team during a race, or during a long crossing: being united, stronger and more tenacious, understanding each other without a word but simply with a look. The character of each and every Genoese is clear in each portrait – the determination, the pride, the untamed temperament of every seafarer. The emotion in attending the viewing of the portraits at Palazzo Ducale was overwhelming, it made us all feel closer even without knowing each other, just as during a sailing trip.

As General Secretary of the Italian Yacht Club, I can only thank Slam for everything, for the emotions this initiative has stirred within this city, and for having allowed our Club to take part.



ANTICA FARMACIA S. ANNA (The Old Sant'Anna Pharmacy)

Frate Ezio

What does I AM GENOVA mean to you?

It is a one-of-a-kind event. Of all the events that have taken place in Genoa over the last few years, this one is surely the most exciting and moving for me. The Sant'Anna Pharmacy is the oldest store in Genoa: many photographers and film crews have been here, with their lenses focused on the people and also the places.

What did being a part of it all mean to you?

It was truly moving and made me feel involved. I am often photographed in the pharmacy for magazines and photo shoots, but this time, being personally involved, was special for me. There was an instant, special bond with all the crew, starting with Settimio. It was really amazing, both here in the pharmacy and then at the Palazzo Ducale exhibition.

What is the Genoa experience for those not from the city in your opinion?

Over the last few years, there has been a great rediscovery of Genoa by tourists. Brimming with art and culture, as well as being one of the largest historic centres in Europe, many tourists do not expect such a delightful city.

I AM GENOVA was conceived six months before the collapse of the Morandi Bridge: do you think this tragedy strengthened the spirit of solidarity among the Genoese, and Italians generally?

On one hand, certainly: this tragic incident in Genoa made us all feel closer to each other and the rest of Italy. On the other hand, unfortunately, many people still think of it as a city paralysed and hindered by the collapse of the bridge, choosing to visit other places instead. I've heard that a lot lately. Obviously, the road access system is not what it was before the accident, but it has improved considerably and this has been confirmed by those who live near the Morandi Bridge area.

Slam is the creator and promoter of the I AM GENOVA project, celebrating 40 years of the company with a homage to the city: in your opinion, has this tribute effectively embodied the essence of the city?

Yes, I would say that this tribute to Genoa reflects the spirit of the city. We are seen as people who are reserved and not so welcoming: I maintain that this is not true once you get past the first impressions, and an event like this helps prove it.

Let's talk a bit about you and what you do. Basically, what makes the Old Pharmacy of Sant'Anna of the Discalced Carmelites Fathers so special (even if I can already see it)?

Our old pharmacy, Sant'Anna, is special both for its location (where it is like jumping centuries back in time) and for the untiring work carried out by a religious order of 15 brothers, who since the 1600s have worked to help people live better lives, from a spiritual and physical wellbeing perspective. Furthermore, the most important value is that of welcoming people, so that the cures and treatments provided (still made up according to traditional formulas), along with a change in lifestyle, can bring about a real difference.



IIT - ISTITUTO ITALIANO DI TECNOLOGIA

Christian Vassallo - Researcher

What does I AM GENOVA mean to you?

Genoa is my city. After more than four years abroad, I decided to come back because, of course, I missed walking along Corso Italia, Nervi, Pegli, Boccadasse and all those little hidden corners of paradise.

However, Genoa is more than this: it is a city of 'mugugnioni' (grumblers), of Genoa and Sampdoria locals, of people from the Riviera di Ponente and the Riviera di Levante, who, in a moment of need, set aside their individual flags and join together under a single one – that of St George's Cross, our city's symbol.

I AM GENOVA has been a wonderful initiative for revealing the faces of all these people who, especially in the last few years, have managed to stand up and start again in this city overlooking the sea and hidden by mountains.

What does it mean to be a part of it?

Being part of this initiative was a bit like when you go to donate blood: it's not something you do for yourself, but for the community. Providing my face quite simply allowed the photographer Settimio Benedusi to tell yet another story, another small brick on which

Genoa is built.

What is the Genoa experience for those not from the city in your opinion?

Good question: either you like Genoa or you don't. It's a long and narrow city, a port city, a city that could surely offer more. Genoa is a city to discover, to pursue, which reveals itself little by little only if you have the patience to know it inside and out. The alleys, greatly symbolic of Genoa, often scare the tourists, but they hide rare wonders. In my opinion, Genoa is generally liked by all; the irritating thing is that it could be better maintained, cleaner, tidier and more organised for visitors.

I AM GENOVA was conceived six months before the collapse of the Morandi Bridge: do you think this tragedy strengthened the spirit of solidarity among the Genoese, and Italians generally?

The people of Genoa have always been open to discussion and exchanging ideas, among themselves and with others. That said, we are also very willing to help in times of need, just think of the work carried out by the so-

called "angels of the mud" in 2011 and 2014. And this was all well before the collapse of the Morandi Bridge.

Slam is the creator and promoter of the I AM GENOVA project, celebrating 40 years of the company with a homage to the city: in your opinion, has this tribute effectively embodied the essence of the city?

Genoa is not just sea, private beaches and motorway tailbacks. We are a collection of stories that this project has entirely captured, telling the tales through the faces of the people of Genoa.

In a nutshell, what makes the Italian Institute of Technology (IIT) special?

Genoa is first and foremost a port city, where the biggest companies work in that sector. The IIT is a black spot on a white canvas – not only does it allow for development in a sector of excellence which is totally different from the other large companies, but it gives the people of Genoa the chance to interact with an international environment, and see with their own eyes how unity leads to success.

Mario Zelaschi - ICT Technician

What is the Genoa experience for those not from the city in your opinion?

Genoa is a one-of-a-kind city. It combines art and culture, a thousand-year history, a wealth of ancient treasures and undiscovered corners only seen by a few, with the needs and contradictions of a former trading and current industrial city.

Having always been a city driven by money, it has shaped its geographical qualities to its increasing needs, bringing together arts and styles from all over the world, welcoming and at times integrating peoples and cultures, always with profits in mind. The historic centre is perhaps the most characteristic area of the city: it is not clean and tidy, a jewel box for tourists, but a beating heart, teeming

with life and souls that wander through lit squares, dark corners and winding alleyways. It is a living being, full of powerful and bitter tastes and aromas. Fish, spices, ethnic foods: if we were to step back in time, when the Republic was in its prime, the place would not be that much different. There was little floorspace, everything was built up, in new areas full of fancy buildings for rich merchants and old districts for sailors, lowlives and prostitutes. This was the heart of the Mediterranean, and even though today it may seem like a shadow of its past, Genoa remains authentic and mysterious, challenging and hostile; an old lady dressed up in frills and fancies with rotten, stinking bowels, haughty and proud, fascinating yet repugnant, enchanting those who accept her but rejecting those who pass judgment.

This is why Genoa will never be appreciated by those who arrive from outside, trying to understand and explain her in a few hours; but whoever knows how to accept and discover this city gradually, corner by corner, will remain in love for life, in a unique relationship of frustration and love.



OCCUPY ALBARO

Ugo Rota - Vice President

For me, I AM GENOVA was a chance to see a great photographer in action, and to celebrate the anniversary of a brand which is very close to me: because Slam, for the people of Genoa and particularly my generation, is practically part of the family. I remember clearly when it arrived on the market, of how I boasted to my Milan friends at the sea that this new brand, this clothing, was born in my city. People used to say "I'm wearing Slam" instead of a "windbreaker", a sign of how successful the products had become.

For us students in the 1980s practically living on our Vespa scooters, that jacket was, and is, the best protection against seasonal colds. You could live without a windscreen, that were used by older people and so a bit uncool, but not without your trusty

Slam. In my neighbourhood, Albaro, the jacket was an absolute must-have, so for us at the Occupy Albaro association it seemed natural to be excited about Settimio's call. We are a group of friends who decided to spend a little of our free time on social initiatives, preserving the spirit of "companionship" from our youth, the era when Slam was born. To have a bit of fun, we organise charity events or improvement projects for the neighbourhood, united by a deep love of our city. The same love that Slam showed when it came up with this great gift for Genoa. A sincere gift, expecting nothing in return, exactly as true (and many) Genoese do when they offer a hand to someone. We have seen incredible examples of this recently, after the collapse of the Morandi Bridge. That tragedy brought

out the best in the Genoa population, with countless gestures of solidarity. Just like a Slam item of clothing, the people of Genoa are tough, impenetrable, straightforward and practical – all of which can be seen in their faces in the wonderful photos by Settimio, exhibited at Palazzo Ducale for I AM GENOVA. So, I raise a glass to the 40th birthday of my favourite windbreaker (I still have it) and my marvellous city, that is truly unforgettable.



SYNERGIKA

Annalisa Alcinesio

What does I AM GENOVA mean to you?

I found the I AM GENOVA project really interesting, both from a "sociological" point of view (as it gave us a cross-sectional glimpse of our city in terms of age, professions, ethnic groups, gender, etc.), and from a "psychological" perspective, as it drew out our sense of belonging and cohesion as citizens.

What did it mean to be a part of it?

I felt honoured to be contacted as a representative of an entity which is considered to be one of the finest aspects of our city. sYnergiKa, the sports association that I represent and manage together with my partner Giancarlo Strano, is the first and biggest circus school in our city. Four years ago, when we opened, we were considered trailblazers (or crazy?!), launching this project in a city that was seen as "dead", "old" and "stagnant". And yet the huge popularity and enthusiasm that surrounded our initiative, the discipline, and the moral values that we teach have proven we were right to do this. Today we have 700 students and a team of 25

professional performers.

What is the Genoa experience for those not from the city in your opinion?

I have a lot of non-Genoese friends and colleagues who were delighted to take part in this initiative because they truly feel part of the city – some for sentimental reasons, others for work-related reasons.

I AM GENOVA was conceived six months before the collapse of the Morandi Bridge: do you think this tragedy strengthened the spirit of solidarity among the Genoese, and Italians generally?

For the Genoese, it was certainly a stab in the heart for the city. An unexpected blow, unimaginable and an even more painful event for this reason. Just as with the recent flood disaster, the Genoese displayed a deep sense of unity and compassion during the aftermath of this incident.

Slam is the creator and promoter of the I AM GENOVA project, celebrating 40 years of the company with a homage to the city: in your opinion,

has this tribute effectively embodied the essence of the city?

I find this campaign very original because it ties the brand to the city and its faces, without focusing too much on the "product".

Let's talk a bit about you and what you do. Briefly: what makes sYnergiKa special?

sYnergiKa is a dynamic sports association, founded in Genoa in 2014. It is the product of a collaborative partnership of professionals from many different artistic, sport and recreational backgrounds, all connected by the shared goal of creating a wholesome place to meet and grow while practising acrobatic and circus skills. sYnergiKa is an association of professional performers in acrobatics and circus skills, as well as being a circus school. The association promotes circus skills as an educational tool, a means of expression, and an opportunity for complete self-reflection to guarantee individual mental and physical wellness. sYnergiKa is a place where creativity takes shape!



BOTTEGHE STORICHE (Historic Shops)

Elena Manara - Genoa Chamber of Commerce

A thought for Carla. I wrote and sent in (late) these few words about the initiative. And today I am pleased to have been a bit hesitant in replying, because I want to dedicate this message to a wonderful lady who unfortunately left us too soon: Carla Gardino, a friend of Genoa who did so much for our city with commitment and professionalism, associating her name with Slam, the company who has provided us with this fantastic initiative!

It is fantastic because it set out to involve all of Genoa in this celebration of the city, in a particular time in our history, inviting everyone to show their faces, their gazes (often a little sly), their smiles (often a little tense). And in the midst of them all, our Mayor, almost as if he were ready to hug them in a gesture of solidarity and fraternal friendship.

It was important and brilliant to see us photographed and hanging up together, to show that Genoa is back on track!

And when I say all, I really do mean all! Young, old, local “celebrities”, and perfect strangers – all united by

a desire to celebrate with the city. The people of Genoa believed in us, appreciated us, as did the many tourists that flock to our streets and squares daily. Of course, among all the photographed individuals, you could not miss the upstanding citizens. I am not talking about the “powers that be”, but rather the owners of the old shops, who wholeheartedly welcomed our invitation to celebrate and be photographed. These shops feel like an integral part of the city, shaping the city’s identity, shops that form a prestigious heritage which must absolutely be preserved because age-old arts cannot be lost; these shops with furnishings and old machinery are ‘living monuments’, proof of that subtle running thread that links the Genoa of today to the city of the past. These are shops that the people of Genoa, and further afield, have formed a bond of fondness and affinity with. And I think all of us identified with the initiative because I AM GENOVA is a feeling that unites us regardless of our political beliefs or football teams. We are Genoese, we are GENOVA, and we

are proud to be so. So, I give a heartfelt thanks to Slam and the project organisers for having reinforced this sentiment within us, that of belonging to our city and its history, which for a week made us feel like the stars of an installation at Palazzo Ducale.

Dear Carla, I don’t know whether you were able to see what happened in our city, but I know you would have loved it. Thanks again for this gift, for which I am sure Genoa will be grateful to you forever.



ISTITUTO GIANNINA GASLINI

Maura Macciò, Miriam Flore, Stefano Castagnola

What does I AM GENOVA mean to you?

An important communicative event for Genoa.

What is the Genoa experience for those not from the city in your opinion?

They see it as a city of transit and a bridging point to other destinations, but it leaves them in awe when it is truly discovered.

I AM GENOVA was conceived six months before the collapse of the Morandi Bridge: do you think this tragedy strengthened the spirit of solidarity among the Genoese, and Italians generally?

The city’s response to this awful and tragic event of the bridge collapsing was one of an incredible fortitude, unearthing a solidarity that had

possibly been muted by the Ligurian temperament, that had however never completely disappeared. Likewise, the Italians did not fail to show the sense of solidarity and closeness that has always united us all.

Slam is the creator and promoter of the I AM GENOVA project, celebrating 40 years of the company with a homage to the city: in your opinion, has this tribute effectively embodied the essence of the city?

With this birthday event, Slam, having always been recognised as a company hailing from Genoa, certainly offered the city an opportunity to get to know itself and become known with a strong impact. If eyes are the mirror of the soul, the decision to immortalise the gazes of people who live in this city was the perfect way to capture the soul of the city itself.

Let’s talk a bit about you and what you do. In a nutshell, what makes Istituto Gaslini special?

The Istituto Giannina Gaslini is one of the largest and most important paediatric hospitals in Italy and Europe. What makes the hospital special is the continuing search for the best possible treatment through specialisation in care and therapies, research and ongoing training. The Gaslini is the regional headquarters of the Department of Paediatric Emergencies and Admissions, the Trauma Centre, the Level 3 Neonatal and Transport Reference Centre, and many other regional reference centres. We take great care of our little patients and their families, particularly ensuring that they feel comfortable and that their rights are respected, as well as guaranteeing the safety of patients and healthcare professionals.



AN EVENING AT PALAZZO DUCALE

24 May 2019

Celebrating Genoa, our beloved Genoa, means bringing it to the forefront, paying homage while taking a back seat. In those special moments such as 2019 when Slam turns 40 (after a lifetime spent in Genoa), it would be easy to give into the temptation of hogging the limelight and talking about oneself.

But the I AM GENOVA initiative and the evening event of 24 May have shown how the temptation never even crossed our minds.



Serena Bertolucci and Luca Bizzarri - Palazzo Ducale



Ilaria Cavo - Councillor of the Regional Authority of Liguria and Slam's Federico Repetto



Luca Becce - CEO of Slam (left)



Luigi Negri - President of FINSEA



Paolo Kessisoglou



Marcello Lippi and the Insuperabili ('Unbeatables')



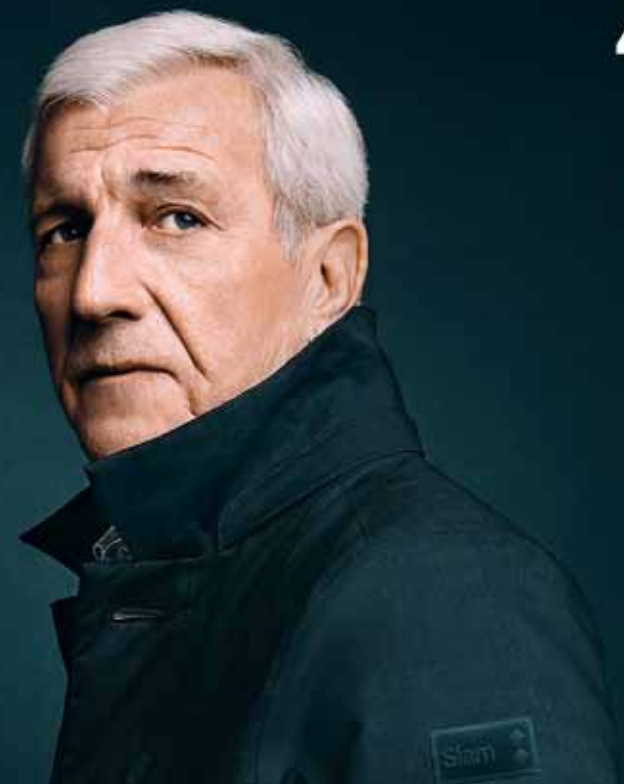
Settimio Benedusi and the Mayor of Genoa Marco Bucci



Giovanni Toti @GiovanniToti · 53m
 Certe foto mostrano davvero chi siamo, senza bisogno di parole. Vale per una persona, vale per una comunità. Ecco il mio ritratto fatto dal "faccista"
 @benedusi. Andate anche voi a @Ducale_Genova per farvi fotografare e partecipare alla mostra #IAMGenova @slamofficial



40

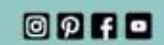


Marcello Lippi
 Football coach,
 Founder of
 Onlus Insuperabili

Wearing: Coat Reliance D14

I AM Unbeatable

Marcello Lippi is well aware that competition brings people together. This is why he founded Insuperabili (the Unbeatables), a non-profit organisation that supports people with disabilities, using the beauty and power of sport as a core value to break down barriers, bring together different cultures and promote independence. These principles are universal to every course of life. Including regattas.



slam.com

YELLOWWOMAN



| Jacket Piscinas



| Satchel Bag D921



| Jacket Arbus



| Jumper D554

AN EXPERIENCE AS VAST AS THE SEA

San Giorgio del Porto shipyard



San Giorgio del Porto is a shipyard founded in 1928 as a site for repairs and foundry work. Located inside the Port of Genoa, it covers a floorspace of 31,000 square metres, with 1200 linear metres of suitably equipped mooring area.

During the Second World War, the workshops were destroyed by bombing, and the shipyard was forced to be transferred to the north of the country, to produce agricultural equipment. Only at the end of the war did San Giorgio del Porto return to Genoa, widely expanding its sphere of activity.

The Fifties proved to be a glorious decade for Italian shipyards. This was the period in which the shipyard worked heavily on ship conversions, resulting in innovative vessels. It was quite common for a mixed, loose cargo transport boat to be transformed into a potential oil tanker, or new cabin spaces to be built into a ferry. Today's projects are much more complex, focusing on advanced engineering, safety and environment.

"In terms of our work, we call it a cross between craftsmanship and surgery," explained the CEO Ferdinando Garrè. "In 2012, we completed a comprehensive restyling of the Costa Romantica, adding three bridges and replacing the engines: as a result, it became the Costa neoRomantica. But that's not all: over time we have adapted a container ship to make it suitable for the transport of chemical products. We modified the length of an oil tanker from 355m to 300m: a work where we didn't even bring the boat into port, as we just created a waterproof barrier around the area involved and left it floating in the middle of the sea. We also carried out the biggest and most crucial demolition and removal project ever: for the Costa Concordia cruise ship".

What are your main markets?

Our client portfolio is generally very diverse and above all international. We cover all market sectors, from passenger boats to container ships, from oil to gas tankers, from offshore units to RORO Cargo (ships that carry cars or other 4-wheeled vehicles) and military ships. Traditionally, the cruise market is our biggest sector: we have a long history as repairers, and we can complete complex projects within very tight deadlines. Also, the possibility of having large port basins in Marseilles at our disposal helps, because nowadays there are very few chances for shipowners to dry dock in the Mediterranean with ships of a capacity of 4000-5000 passengers (100,000 tonnes plus).

It has been quite a journey for you. How would you like it to continue over the next few years?

Our mission is ongoing improvement, in terms of expertise, safety and environmental protection. We invest a lot in research and development as well as training, and we have a young and dynamic team of engineers and project managers. San Giorgio del Porto has always looked to the future and to market developments; it's no coincidence that we were the first shipyard in the Italian naval demolition register and we have the ISO 30000 certification. In this field, the demolition of the Concordia was a very complex project, maybe the most complex of its kind ever, but it was successfully completed nonetheless.

Over the years, we have built up good relationships with various firms in the holding (Genova Industrie Navali), and together with the Cantieri Mariotti, Chantier Naval de Marseille and the shipyard that we are setting up in Piombino, we try to offer an all-round service based on flexibility and experience. So, ultimately, our goal is to continue contributing to this wonderful journey spanning over 90 years.



PALERMO SLAM SHOP

Like love
at first sight

—
Concept Design:
WEA - Enrico Toso

In every corner of Palermo, you can smell the sea's scent and feel the wind caressing your skin. And if you take a stroll through the city centre, you cannot possibly miss the Slam Shop.

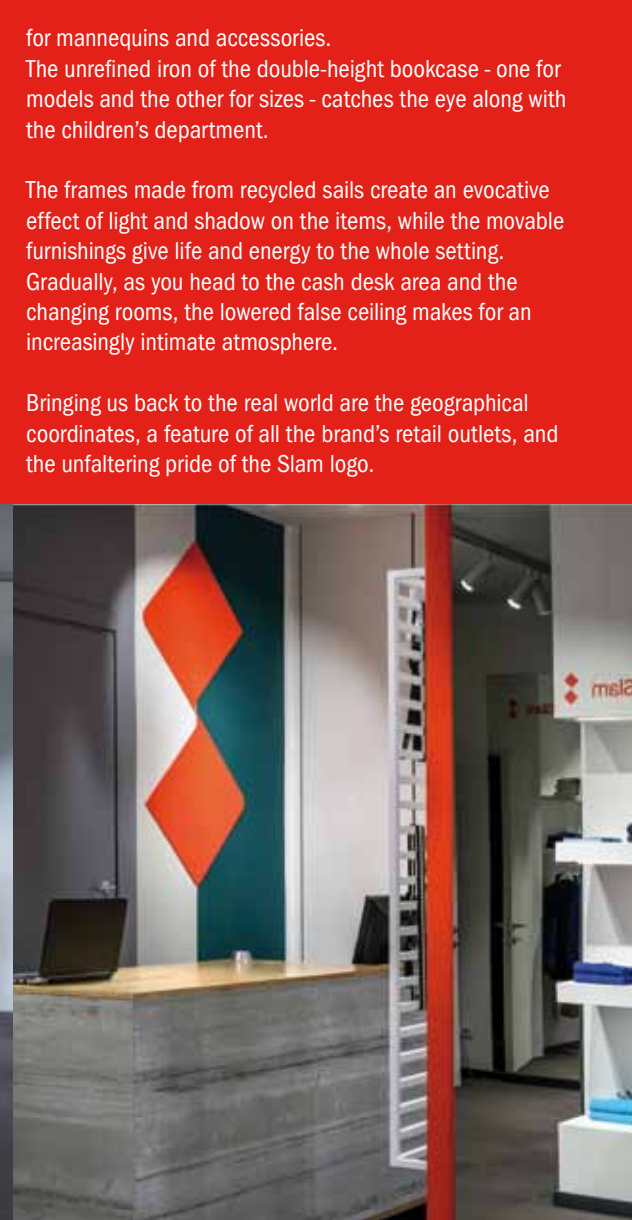
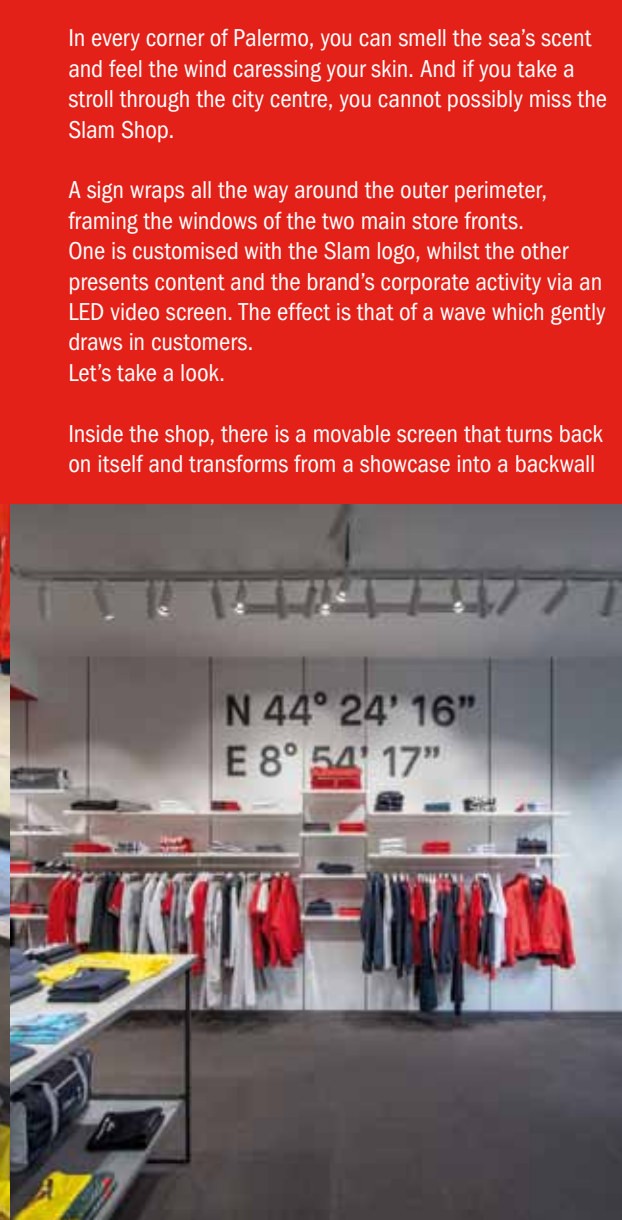
A sign wraps all the way around the outer perimeter, framing the windows of the two main store fronts. One is customised with the Slam logo, whilst the other presents content and the brand's corporate activity via an LED video screen. The effect is that of a wave which gently draws in customers. Let's take a look.

Inside the shop, there is a movable screen that turns back on itself and transforms from a showcase into a backwall

for mannequins and accessories. The unrefined iron of the double-height bookcase - one for models and the other for sizes - catches the eye along with the children's department.

The frames made from recycled sails create an evocative effect of light and shadow on the items, while the movable furnishings give life and energy to the whole setting. Gradually, as you head to the cash desk area and the changing rooms, the lowered false ceiling makes for an increasingly intimate atmosphere.

Bringing us back to the real world are the geographical coordinates, a feature of all the brand's retail outlets, and the unflinching pride of the Slam logo.



◆ PALERMO VIA DELLA LIBERTÀ

— By Enrico Toso

TECH MATCH



| WIN-D 2 Force BIBS



| WIN-D 2 Force JKT

TECH À PORTER



| Seagull Shoe



| Backpack C45



| Kittiwake Helmet

ROAD TO TOKYO 2020

By Lucia Macca

Francesca and Alice: adrenaline, commitment and Tokyo 2020.



FRANCESCA BERGAMO

2019: 6th place in the final stage of the World Cup

2018: silver at the Italian Olympic Class Championship

2015: gold at the European EUROSAF Championship

ALICE SINNO

2018: Kieler Woche, Kiel (Germany)

2018: European Championship, Gdynia (Poland)

2018: Italian Championship Olympic Classes, Genoa



Francesca Bergamo, practically born at sea, is one of the best young talents in the Italian Sailing Team.

You are 21 years old, how long have you been going out to sea?

Always, I'd say. I was born and live in Trieste, a city where sailing is in the air and where attending a sailing school, as a summer camp, is pretty normal. I started competing on the Optimist dinghy, then continued to sail as a youngster on the single Laser 4.7 and Laser Radial, before finally moving on to the Olympic class 49er FX.

You tried swimming, skating, athletics and then you chose sailing - why?

I began sailing just for fun, and I never thought that it would become my passion. Then it started to take over my life, also becoming my job.

For a person from Trieste like you, the wind is everything, isn't it?

Yes, it's the air that I breathe!

Do sailing and psychology go hand in hand?

I juggle my sporting life with my university studies. I love psychology, it also helps me to face the sea, and I would like to specialise in sports psychology.

You've been competing with Alice for a year now, how do you get on?

We've both got strong characters. Her competitiveness pushes me to try harder all the time. Finding the right balance was not easy, but now we're in perfect harmony.

Alice has already experienced the thrill of the Olympics – does this prospect scare you or encourage you to do even better?

This is a challenge, and we are training for it. Fear is part and parcel of it all, but we want nothing more than to qualify.

You are in one of the top Italian teams for your category; how does it feel to represent Italy in the sport's top worldwide event?

It's a huge responsibility and I tell myself every day that Tokyo is just around the corner, but we need to get there with hard work and determination.

They say you are an intrepid competitor, a great compliment for someone who is preparing for Tokyo 2020!

That's right!

Alice Sinno, born 1992. Always a sportswoman, a sailor since the age of 18. Together with Francesca Bergamo, she has #justonemission: Tokyo 2020.

Alice, you're from Rome: how come you have the sea in your blood?

Ever since I was a child, I have practised all kinds of sports, my parents are athletes and my brother also competes in the Italian Athletics Federation. After years of athletics, I decided to devote myself completely to sailing. My first encounter with the sport was in a student championship, then I immediately started competing in the 470 class.

Back onshore, what do you do?

I am studying Medicine at the Sapienza University of Rome, although it's not at all easy to keep up with courses and compete professionally at the same time.

Tell us something about surfing, how much do you enjoy it?

My hobbies are water sports, for sure; I love them all, although sailing is the one that I am best at. I'd say surfing is one of my favourites.

Name one person or thing you turn to in your life?

My grandma Itala, a wonderful woman and a huge fan of mine.

You and Francesca are a close-knit pair: what brings you closer and what sets you apart?

With Francesca, I now have a great relationship and we understand each other just like that, even though we know we still have a long way to go!

I guess it's needless to ask where you prefer to be, at sea or on land?

I love travelling and visiting new places, but to be honest I couldn't live without the sea.

For the Rio Olympics, you competed with a 470, but for Tokyo 2020 you have a different boat, why is that?

I decided to change my boat, having started my sailing career late: I wanted to try it from a new perspective. I chose the 49er FX for top international levels, a very exciting choice. Also, I liked the idea of a double-trapeze boat, so fast and acrobatic. It really gets the blood pumping!

You have already had a taste of the Olympics, so what can you tell us about Tokyo 2020?

I've always dreamed of taking part in the Olympics. I'm not saying anything... I just keep working!



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Forte Dei Marmi
Genova Albaro
Genova Centro
Genova Sestri Ponente
La Spezia
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Marina Di Bogliaco
Marina Di Scarlino
Nuoro
Oristano
Padova (Coin)
Piombino
Porto Cervo
Portofino
Portopiccolo
Punta Ala
Riva Di Traiano
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San Vincenzo
Sassari (Coin)
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