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MUSEO ITALOAMERICANO
PRESENTS

In Cerca di Una Nuova Vita

FROM ITALY TO CALIFORNIA
ITALIAN IMMIGRATION: 1850 TO TODAY





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TOTAL

**IN CERCA DI
UNA NUOVA VITA**
ITALY TO CALIFORNIA
ITALIAN IMMIGRATION: 1850 TO TODAY

OCT. 16, 2009 – JAN. 17, 2010

MUSEO ITALOAMERICANO
Fort Mason Center, Building C, San Francisco, CA 94123



PHOTOS: FRONT COVER PHOTO: FIRST WAVE – Italian Immigrants on Ferry from Ellis Island, 1905. Photo by Lewis W. Hine. Courtesy of George Eastman House

THIS PAGE: SECOND WAVE – Papa Gianni Giotta (on the left) and Marco Vinella at opening day of Caffè Trieste, 1956. Courtesy of the Giotta family

INSIDE COVER PHOTO: THIRD WAVE – TWA's First Flight from Fiumicino International Airport to JFK with a Boeing 747. Photo by: ANSA/ARCHIVIO VERGATI MAZZOCCO/i50

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CONGRATULATIONS



It is my pleasure to congratulate the Museo ItaloAmericano on its 30th anniversary and to welcome everyone to this special exhibit highlighting the successes of Italian Americans. America is a land discovered by an Italian, named for an Italian, and built by millions of Italian Americans. Though I made history as the first woman Speaker of the U.S. House of Representatives, I am just as proud to be the first Italian American Speaker of the House. Our nation is uniquely strong because of the vital role daughters and sons of Italy have played in the United States from its discovery until today. We are proud to have this wonderful museum in Fort Mason Center for San Francisco's residents and visitors to enjoy learning more about the history and culture of California's Italian American community.

Nancy Pelosi

Nancy Pelosi
Speaker of the House
UNITED STATES HOUSE OF REPRESENTATIVES

PHOTOS: OPPOSITE PAGE: TIVOLI OPERA HOUSE CHORUS LINE, 1890s, Roy D. Graves Pictorial Collection. Courtesy of The Bancroft Library, University of California, Berkeley

THIS PAGE: ANGELO AND ROSA CAPPELLI, JOE DI PUCCI, VAUDEVILLE ACT, Pantages Circuit, Oakland, 1916. Courtesy of Paola Sensi-Isolani

FOREWORD

The contributions of Italian immigrants to this country and particularly to the State of California cannot be overestimated. In large part, Italian-Americans defined California with their hard work, intelligence, creativity and spirit of enterprise. Italian immigrants arrived early to the Golden State and established wineries, farms, canneries, fishing enterprises, factories and banks. They enhanced the state's culture by founding universities and creating the San Francisco Opera Company. This positive influence continues as the most recent Italian immigrants make significant contributions to California's new frontiers, particularly in the fields of technology and research.



The Museo ItaloAmericano continues the celebration of its first thirty years of existence by presenting *In Cerca di una Nuova Vita*, a documentary exhibit on Italian immigration to California from 1850 to the present day. There have been many individuals and organizations that have contributed to this exhibit — too many to enumerate all here. We do wish to acknowledge the following special contributors: Alessandro Baccari, who has contributed much material from his private collection; Professor Paola Sensi-Isolani of St. Mary's College, whose First Wave narrative provides the historical context for the exhibit; and Paolo Pontoniere, who has curated a contemporary mode of presenting the accomplishments of the most recent immigrants.

This exhibit would not be possible without the financial support of our primary sponsor, the E.L. Wiegand Foundation. We are also deeply grateful to E & J Gallo Winery, the Viterbi Family Foundation, the Fleishhacker Foundation, AnsaldoBreda and our other financial contributors. We would also like to express our appreciation to Consul General Dott. Fabrizio Marcelli for his generous support not only of this project but of all of our diverse activities at the Museo.

Last, but not least, our thanks go to Mary Serventi Steiner, Susan Filippo, and to all of our other wonderfully dedicated staff, under the direction of Managing Director Paola Bagnatori, who continue to make great things happen at the Museo as it embarks on its next thirty years.

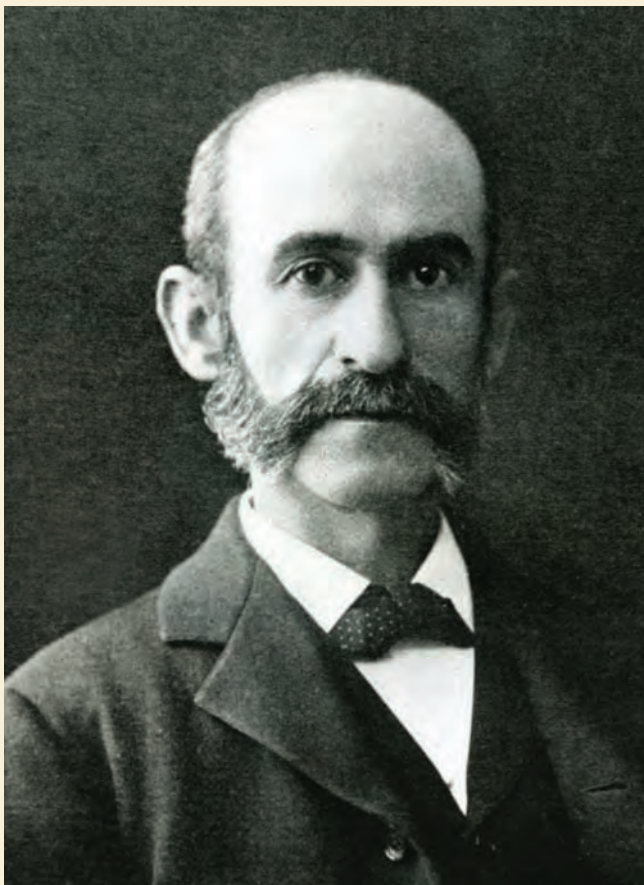
Mark D. Schiavenza
President, Board of Directors
Museo ItaloAmericano

THE ITALIANS WHO SHAPED CALIFORNIA

Alessandro Baccari

From the explorer to the immigrant this nation has been influenced by Italian dreams and culture. Some of the most significant chapters in our nation's growth to greatness have been made by Italians.

Since the Gold Rush years, California has been a state of immigrants. This remarkable unending immigration from 1849 to the present has been the dominant force in shaping the economy, politics, agriculture, and social structure of California.



PORTRAIT OF MARCO FONTANA. Courtesy of Alessandro Baccari

Midst the robust diversity of California races and nationalities, there has been no more comfortable and integrated immigrant group than the Italians. From their first coming in the 1860s to what real estate promoters later called "the American Italy", to the 1920s when Italians comprised the largest foreign stock in the state with 11.7% of the foreign born population, to the present when their numbers fail to reflect their dynamic and nurturing influence, Italian Californians have succeeded in all aspects of the economic and cultural life of this state. That success is a testament to Italian perseverance, vitality, and creativity in our countryside and cities.

A fascinating period of Italian immigration to California was between 1850 to 1900. The objective of this article will be to highlight the achievements of those Italian pioneers who greatly contributed to the building of the state.

During the Gold Rush two Jesuit priests came to establish the first college for the education of young Americans in the west. They were Father Giovanni Nobili and Father Michele Accolti. In 1851, with no other teachers but themselves and a capital of \$150, they founded Santa Clara College, now Santa Clara University. Of the first five professors, all were Italians who had taught previously at other American Jesuit institutions. These included Fathers Maraschi, Maseo, Masnato, Careddo, and Congiato. They were followed by Father Cicchi, who acquired a reputation as a leading mineralogist in the West, and Father Neri, who is remembered for his studies in the field of electricity and for his installation of the first electric searchlight in the Port of San Francisco, and for having used carbon electric light in street illumination. He was without doubt the leading physicist of his time in the West.

Three years later, Father Congiato, who had been on the staff at Santa Clara, was assigned to purchase a lot in San Francisco, for the erection of a school and church. The result was Saint Ignatius College, now the University of San Francisco. Its founder and first president was Father Antonio Maraschi.

By 1859, the Italian colony in San Francisco and Northern California was large enough to support its own Italian language newspaper. This was *La Voce del Popolo*, which later merged with *L'Italia*, and had a record of continuous publication as long as, if not longer, than that of any daily, in any language, in the State.

The mark of Italian culture had already placed its imprint in the San Francisco Bay Area. The first Italian theater opened in September 12, 1850, at the corner of Jackson and Kearny Streets, in San Francisco. That month, the Pellegrini Opera Company came to perform *La Sonnambula*, the first complete opera ever heard in the State. The following year brought Elisa Biscaccianti from New York to sing with the opera company. She was known as the American Thrush. By 1854 San Francisco had its first Italian dancing master, Signor Galavotti, operating a successful school. Dancers

of Italy would capture the hearts of San Franciscans, and many of the great performers stayed, as did Marietta Bonfanti, who had performed with the La Scala Ballet Company. In 1860, the celebrated Bianchi Opera came and presented seven operas. The Company stayed and had a continuous run for fourteen years. When Madame Bianchi died the San Francisco newspapers editorially described her as “the Mother of Music in California”.

To showcase Italian pride, the first Columbus Day celebration and parade was presented on October 19, 1869. It was organized by the leading Italian civic leader at the time, Nicola Larco.

During this early era after 1850, a number of Italian societies were being organized. Among these is the Societa' Italiana di Mutua Beneficenza, undoubtedly the oldest benefit society in California, having received its charter from the State legislature in 1856. The organization of the Societa' Operaia was founded in 1884, the same year the first national Italian Roman Catholic church, Saints Peter and Paul, was founded to serve the Italian community of San Francisco. And in 1885, the Italian-American Chamber of Commerce was established.

A major enterprising pioneer of this era was a Genovese immigrant of the mid-nineteenth century, by the name of Andrea Sbarboro. His enterprises were too numerous to recount in detail. Among them were the Sanitary Reduction Works, precursor to the Scavengers Protective Association; the Mutual Building and Loan Society, one of the first in the State; the Italian – American Bank, the first commercial bank to be founded by an Italian in the United States; and the Italian Swiss Colony Winery, which he founded with Pietro Rossi, who was a chemist and successful pharmacist. The winery became the largest in the State. In later years, the Italian Vineyard Company in Cucamonga in Southern California, owned by Guasti, grew to be in acreage the largest vineyard in the world.

Associated with Sbarboro was Marco Fontana, who came to California in 1867. He became one of the leading industrialists of the State. His Fontana and Co., which started packing salmon, soon turned to the processing of fruit, and the company became California Growers Association, now better known as Cal Pack, one of the largest canneries of the world, operating under the name “Del Monte”. In addition to being a substantial stockholder in the Italian Swiss Colony Winery and the Italian – American Bank, he was one of the founders of the St. Francis hotel in San Francisco, and held the largest individual interest in the Union Sugar Company and the E.B. and A.L. Stone Company, builders of railroad cars. Another individual who became a leading industrialist was John F. Fugazi. From the time of his permanent move to San Francisco in the 1860s, Fugazi quickly became involved in community affairs and various enterprises. His first business venture was selling hair dyes. In 1872, Fugazi set up a travel agency business. It became extremely successful. From

travel agency he expanded into banking and opened two banking ventures that endured for many years after his death. These were the Columbus Savings and Loan, and Banca Popolare Fugazi. The travel agency is still operating today.

Another early pioneer was Domenico Ghirardelli, who later changed his first name to Domingo. In 1849 he came to California from Peru to mine, but instead of mining he opened a coffee salon, and in 1852 he founded Ghirardelli Chocolate Company at what is now Ghirardelli Square. Still another to come in 1849 was Giuseppe Musto, who ten years after his arrival began shipment of marble from Italy to California and started the Musto – Keenan Marble Company, one of the largest in the nation.



ITALIAN-SWISS COLONY VINEYARDS, ASTI, CALIFORNIA. Courtesy of the Bancroft Library, University of California, Berkeley

To the above could be added the names of Marsicano, Rocca, Chichizola, DeVoto, Angelotti, Trabucco, Petri, Belgrano, Ferrogiaro, Grondona, Sartori, Ertola, Lagomarsino, Torre, Mangini, Larini, and with more research a host of others. But those highlighted constitute some evidence of the imprint made by Italian immigrants in the development of California before 1900.

The dream, which sent thousands of Italian immigrants to the San Francisco Bay Area, has added immensely to the fabric of society in the United States.

ITALY TO CALIFORNIA ITALIAN IMMIGRATION: 1850 TO TODAY

AN INTRODUCTION



During the first wave Italians immigrated to California predominantly from five regions of Italy: Tuscany, Liguria, Sicily, Calabria and Piemonte.

“They were lured to California by the Gold Rush, but instead of mining, most became wine growers, vegetable farmers and merchants, giving rise to the Italian American folklore that ‘the miners mined the mines, but the Italians mined the miners’” — Michael C. LeMay, *Guarding the Gates*

IN CERCA DI UNA NUOVA VITA documents the experience of Italian immigrants to California— their struggle, determination, creativity, and ultimately, the cultural and economic contribution they made to the development of this state.

Italian immigration to California can be seen as occurring in three waves. The first and largest wave, brought about by extreme poverty in the newly unified Italy, took place between 1850 and 1924. Before 1880, however, overseas migration was a relatively uncommon event for Italians. During those years most emigrants were either political refugees, merchants escaping the uncertain conditions after the liberal revolutions of 1830 and 1848, missionaries, or people from the province of Genova, a port city with

a long history of overseas migration. International migration gained momentum after 1875. Initially most Italian emigrants set sail for South America, but during the 1880s an increasing number came to the U.S.

The second and smallest wave — limited by the U.S. Immigration Act of 1924 and World War II — was made up primarily of middle class Italians, whose comfortable lives had been destroyed by Italy’s collapse. It also included a number of Jews escaping Italy’s racial laws of the 1930s.

In 1965, amendments to the Immigration and Nationality Act ended quotas based on nationality, sparking another wave of Italian immigration. This third wave, which began around 1970 and continues today, has played a big role in California’s high tech revolution.



THE FIRST WAVE: WORKING LIFE

Agriculture & Food Processing

From the beginning of the Gold Rush there were some Italians who arrived in California with considerable education and training, yet most early immigrants had few skills other than those gained as peasants or fishermen in Italy. They were for the most part poor, and had little knowledge of English.

They did have, however, some advantages over their countrymen who had settled on the Eastern seaboard. They arrived relatively early in the development of the state when land and businesses still needed to be developed. They found a California economy that was very diversified, at the beginning relying on agriculture, fishing and mining, then expanding to logging, railroad construction, food processing and manufacturing. This provided Italians with several employment options, not confining them, as in the East and Midwest to construction and factory work.

The San Francisco Italian community encouraged immigrants to move away from the city where union resentment against cheap unskilled Italian labor ran high. Many therefore opted to settle in small towns gravitating to work in agriculture. Italian immigrants' role in the development of California agriculture and its related food processing industries marked their occupational choices until the 1950s. Initially working as market gardeners, fruit growers and nurserymen, they raised crops that were sold in nearby cities and mining camps.

In most large California cities, Italians quickly began to work as middlemen and entrepreneurs who owned small businesses and distributed fruits and vegetables produced by their fellow countrymen. In time, Italian

entrepreneurs, many of them able to draw on capital from the newly developing Italian banks and relying on cheap Italian immigrant labor, participated in the shift to highly mechanized and large-scale operations in both agricultural production and food processing.

Winemakers

The suitability of California's climate to grape growing and winemaking was one reason that many Italians immigrated here. Some of the more famous wineries such as the Italian Swiss Colony and Sutter Home were founded at the end of the nineteenth century. The "Italian Swiss Agricultural Colony" — so named because there were several Italians and a Swiss on its board of directors — was a cooperative formed by Andrea Sbarbaro in 1881 for the purpose of aiding Italian and Swiss immigrants to settle in their new land. They hired peasants who had worked in the vineyards in Italy, gave them a fair wage, free wine, and also shares in the cooperative.

The Prohibition Act of 1920 dealt a big blow to California's wineries, forcing many out of business. Those that survived marketed their products as "sacramental wines" or medicinal elixirs. Some immigrants, such as Joe (Giuseppe) Gallo grew grapes during Prohibition and sold them to home winemakers. Joe's sons, Ernest and Julio, grew up helping their father in the vineyards. In 1933, a few months after Prohibition was repealed, Ernest and Julio opened Gallo Winery in a rented warehouse in Modesto.



By the mid-1960s, over half of the wine cooperage in California was controlled by the four largest producers, all of whom had Italian immigrant origins: DiGiorgio, Franzia, Petri — and Gallo. Although California's wine industry has drastically changed over the past fifty years, Italian Americans still play a very significant role, owning or managing 15 percent of California's wineries, including three of the largest and ten of the oldest.

PHOTOS: TOP: ITALIAN TRUCK FARMERS pose in front of truck filled with cabbages ready for delivery, Colma, 1920s. Courtesy of Colma Historical Association

WEDDING DAY, March 18, 1908, Susie (Assunta) and Joe (Giuseppe) Gallo. The Gallo family got started in the wine business growing grapes for home wine makers during Prohibition.



Inventors & Entrepreneurs

Between 1907 and 1921, Giovanni and Teresa Jacuzzi and their 13 children immigrated to the US from Casarsa, a village in northeastern Italy. Like most immigrants, they worked in the hardest and lowest paying jobs.

In 1911 Rachele Jacuzzi, with a third grade education but a passion and genius for aviation, designed and built a successful wooden propeller called "The Toothpick" because it was narrower, longer and lower pitched, allowing the engine to run at increased RPM with greater power output. This was the first mass manufactured product bearing the Jacuzzi name. An exemplar is in the Smithsonian Air and Space Museum.

Jacuzzi Brothers Inc. was formed in 1921. They acquired a large building on San Pablo Ave in Berkeley and Rachele Jacuzzi built a prototype of a small monoplane. A larger plane, followed and in 1921 Jacuzzi Brothers announced their intention to open a ninety-mile route to connect San Francisco, Oakland, Richmond and Sacramento. On July 12, 1921, a demonstration flight organized to obtain approval for a regular service to Yosemite Valley, crashed on the return flight near Modesto. Among the four passengers killed was Giocondo Jacuzzi. The tragedy caused the family to abandon the aviation business, but the experience gained in designing airplanes allowed Rachele and his brothers to develop the Jet Pump, which revolutionized the way water is extracted from wells, thus helping California's agricultural industry. It also brought the Jacuzzi brothers great financial success.

In 1943, Kenneth Jacuzzi, son of Candido, developed rheumatoid arthritis. His pain was alleviated by hydrotherapy and his mother, Inez, asked the family to make a whirlpool unit for use in their bathtub. Thus, a product, which might have been just a footnote in the Jacuzzi story, made their name famous throughout the world, reaffirming everywhere the genius and creativity of Italians.

Making A Living

By 1880 fishermen from Genoa, and later from Sicily, could be found throughout the state. Settling first in San Francisco, then because of regional rivalries, expanding to Pittsburg, Martinez, Santa Cruz, Monterey, San Pedro and San Diego, they supplanted the Chinese and competed, especially in San Diego, with the Portuguese. By 1910 Italians were said to control 80% of the fishing industry in California.

Large numbers of Italians also worked in the forests and lumber camps of Northern California where by 1913 they were outnumbered only by Scandinavians. By 1900 they comprised almost 40% of the common labor in the California division of Southern Pacific Railway. In most California cities, Italians began as independent scavengers, soon forming cooperatives primarily dominated by the Genovesi, and controlling the collection and processing of refuse.

Initially many immigrants worked in trade and transport beginning as peddlers and dealers and later becoming shopkeepers and merchants catering primarily to their own community. Small businesses as well as such services as shoemaking, barbering, dressmaking and construction-related trades like carpentry and stonemasonry required little capital to establish as well as little in the way of English language skills, relying in large part on the participation of the entire family.

PHOTOS: THIS PAGE: JACUZZI J-7 MONOPLANE shortly before take-off, July 12, 1921. The aircraft crashed killing all four passengers, including Giocondo Jacuzzi, second from right. This photograph was in a camera miraculously found in the wreckage. Photo courtesy of Ron Fenolio and the Jacuzzi family

OPPOSITE PAGE: Annibale Giovanni Ferrari in his first shop in Oakland, circa 1919. Courtesy of A.G. Ferrari Foods



Parisian DELICATESSEN





Story of a Sicilian Fisherman

In 1900, sixteen-year-old Antonino Alioto immigrated alone to San Francisco from Porticello, Sicily, and went to live with his aunt on North Point Street. He spent his life and career fishing in the San Francisco Bay and in Alaska. In 1928 he had a fishing boat built at Fisherman's Wharf, naming her "The Golden Gate" — even before there was a bridge.

He used to astound the other fishermen who could never quite figure out why he always came back with such large catches of fish. But Antonino had a little secret. While the other fishermen's nets were brown, he tinged his with green, blending in better with the water and being less noticeable to the fish. No one knows exactly how he did it.

Always a kind and gentle man, Antonino passed down his passion for the sea and his work ethic to future generations. His children, grandchildren and great-grandchildren were all raised with a love of fishing and of the "Golden Gate".

PHOTOS: THIS PAGE LEFT: ANTONINO ALIOTO, circa 1950, mending nets. Courtesy of Salvatore Alioto

THIS PAGE RIGHT: Italian Strike in McCloud, 1909. Courtesy of Paola Sensi-Isolani

OPPOSITE PAGE: EARLY WOMEN CANNERY WORKERS canning fruit, circa 1900–1910. In the manufacturing sector where many women worked, California Italians were reluctant to organize. This was primarily out of loyalty to their employers — most of whom were other Italians. Courtesy of History San José

Organized Labor

Until the 1920s when Italian immigrants became largely integrated into the labor movement, Italians were seen as cheap labor and as strikebreakers by labor unions, while many politicians looked upon them as subversives who advocated radical labor activity. California strikes in which Italians played a leading role were in canneries where exploitation closely paralleled factory work and in large agricultural and lumber camps.

On May 27, 1909 a group of about 700 Italians employed by the McCloud River Lumber Company near Mount Shasta went on strike to protest their low wages, long days, and discriminatory treatment by company managers. On June 2, the workers went into machine shops, car shops and the power plant compelling all other workmen to quit work. The following day, the governor ordered the State Militia to McCloud and two days later the organizers of the strike were arrested. In response, 250

Teamsters walked off their jobs in the woods in a show of solidarity. The next day, spurred by the Italian American community in San Francisco, the governor sent Italian Consul Salvatore Rocca and his attorney Ambrose Gherini to McCloud.

They were greeted by about 500 strikers at the train station crying "Viva Italia!" Within a few days Rocca had reached a settlement with McCloud management, and the strike ended on June 8, 1909.



Women Workers

San Francisco and surrounding cities where most manufacturing was initially concentrated, found Italians working in domestic and personal services, later moving into manufacturing. From the beginning, women could be found running boarding houses or taking care of farm workers. Italian women were more concentrated in domestic and personal services and in manufacturing than Italian men; their concentration in manufacturing not replicated by any other foreign-born group. They could be found working in the needle trades, cotton mills, canneries, chocolate and cigar factories, wine bottling assembly lines, and general light industry. While some women worked in family shops and enterprises, many worked for Italian factory owners, their jobs marked by long hours and low pay, with earnings significantly lower than the men's.

“The work in the canneries on the Pacific Coast is hard to learn and is hard work. Your hands are stained and from holding the knife, the fingers blister and your palms get raw. The fruit acid eats right into the sores. Many of the time slips of the knife cut your hands very severely. But we must stand — often in water — in order to make a living.”

— from *Bollettino dell'Emigrazione*, Amy A. Bernardy, 1911





Story of a Pioneer Woman

Arbina Cuneo was the youngest daughter of Giovanni and Giulia Cuneo. Rather than marrying, Arbina chose a career as public stenographer, typewriter, and public notary, working out of the offices in the Spagnoli Building in Jackson. In March, 1914, she announced her candidacy for Amador County Recorder. She was the first woman candidate to run for public office in the county. Unfortunately, later that year Arbina became ill. Suffering from Bright's Disease and a heart ailment, Arbina died on August 7, 1914. Her name was still on the ballot that November.



Teresa's Place

Teresa, 16, married Benedetto Vinciguerra in Italy and soon found herself in Amador City. After the marriage failed, Teresa worked as a cook and laundress to support her two children. She saved money and eventually opened a boardinghouse on Jackson Gate Road. Teresa cooked nine meals a day, everyday. She charged \$2.50 a week for room, board and laundry. She made wine, gardened, and offered gambling and slot machines. Teresa's Place became a popular dining facility for Jackson residents and visitors.

PHOTOS AND EXCERPTS FROM: *ITALIANS OF THE GOLD COUNTRY*
BY CAROLYN FREGULIA

GOLD COUNTRY: The Miners

“While gold may have provided the impetus for immigration, the Italians came in actuality, looking to settle”.

— Carolyn Fregulia, *Italians of the Gold Country*

For almost a century, mining was the primary industry in the Gold Country. Initially the mining of gold involved surface exploration for placer deposits. Later deep quartz or “hard rock” mining led to industrialization and commercial mining. As large, corporately owned mines replaced the smaller, individual operations, the use of unskilled labor increased. Considered dangerous work, the quotas needed were met largely by young, single, immigrant men who arrived in waves from different regions of the world. Some of the locally born sons of immigrants, unable to find more lucrative jobs, also filled these positions.

The Italian population of the Gold Country in 1900 consisted of a many aging Italian immigrants who were self-employed in businesses and farms. As this older generation gave way to the younger, much of the Italian population was transient mine workers, newly arrived from the northern provinces of Genoa and Lucca. Lured there by the prospect of good wages, these immigrants were fleeing the poor economic conditions found in Italy. By 1920, well over 50 percent of the Italians living in the area had arrived since the turn of the century, and most were employed by the mines. Most were single men living in boarding houses.

EXCERPTED FROM: *ITALIANS OF THE GOLD COUNTRY*
BY CAROLYN FREGULIA





GOLD COUNTRY: The Boardinghouses

The number of Italian boardinghouses increased from five in 1880 to twenty-two by 1910 in Amador County alone. Most began as either a family-run business or were managed by the wife of an employed miner. These facilities were usually older, wooden structures, housing a large number of individuals, and were by their very nature vulnerable to fire.

The housing industry required women to play an essential role. These women would put in long, rigorous hours each day in food preparation, gardening, canning, and the butchering and smoking of meat. Their responsibilities also included laundry, the maintenance of sleeping accommodations, and providing alcohol and entertainment.

Immigrant women often found themselves either divorced, widowed, or caring for an infirm spouse. These families had few resources to fall back on when disaster struck. Women who headed these families were frequently forced to operate a boarding business single-handedly. The

housing of miners, however, did provide an opportunity for these women to generate a viable income. Although Italian women represented a small percentage of the overall immigrant population, their presence in the housing industry was essential. The Gold Country offered them opportunities that they may not have found in their native country, had the same life circumstances been presented.

EXCERPTED FROM: *ITALIANS OF THE GOLD COUNTRY*
BY CAROLYN FREGULIA

PHOTOS: OPPOSITE PAGE LEFT TOP: ARBINA CUNEO. Courtesy of Carolyn Fregulia

OPPOSITE PAGE LEFT BOTTOM: TERESA WITH HER CHILDREN and second husband, Joe Giurlani. Courtesy of Carolyn Fregulia

OPPOSITE PAGE RIGHT: BUNKER HILL MINE. Laborers, recruited in Italy by the large corporate mines, formed the largest European immigrant group in the region. Courtesy of Carolyn Fregulia

THIS PAGE: THE CALIFORNIA HOTEL sat at the foot of North Street in Jackson. Built in 1896 and operated by the Tofanelli family, it was a boarding facility for over 50 miners and laborers. The dining room served its clientele and local residents. Courtesy of Carolyn Fregulia



THE FIRST WAVE: LIFE IN THE CITY

THE ITALIAN DISTRICT: North Beach

As the initial point of entry and first Italian colony in the state, San Francisco always played an important role in the history of Italians in California. For almost a century, Italian immigrants throughout the state were symbolically united by the San Francisco community and the Italian identity it projected.

The first Italians in San Francisco settled on Telegraph Hill, and Italian miners returning from the mines settled along the intersection of Broadway and Columbus. As the Italian population grew, it spread throughout North Beach and soon Grant Avenue north of Broadway became known as “Little Italy”.

North Beach as well as other areas with high concentrations of Italian immigrants, always had an abundance of restaurants, and by the turn of the century, it had become a gastronomical paradise. Fior d'Italia, and other Italian restaurants such as Bazzurro's, Campi's, Sanguinetti's, and Lucchetti's were popular not only among the Italian community, but soon among the *bon vivant* San Francisco crowd, as well.

The North Beach area was also the social and cultural center of Italian San Francisco. It is here that the main social institution of the Italian community, the Circolo Familiare Pisanelli, a combination of opera, theatre, café and club, founded by Antonietta Pisanelli Alessandro in 1905, thrived. The Circolo was followed later by the Washington Square Theatre where besides opera, Pisanelli presented Shakespeare plays and Italian popular drama. Dramatic performances in Italian continued until the 1920s, when Italian was no longer the language of choice for the immigrants' children.

Italian Opera

Opera, the quintessential Italian art form, was always popular in California with Italian opera companies visiting San Francisco as far back as the Gold Rush days. The first complete grand opera, Bellini's *La Sonnambula*, was performed by the Pellegrini Opera Company in 1851. Though generally beyond the means of most Italian immigrants, many knew and loved the opera and were often recruited to sing in the chorus. This practice was decried in the San Francisco Bulletin in 1918, “The greatest butters-in on grand opera are the lytalian (sic) fishermen. They know their music, but haven't the price. Whenever we wanted singers for the chorus and hadn't time to train them, we used to go down to the wharf and get lytalian fishermen. You'd find every one of 'em knowing their scores and singing Ernani and Traviata.”

World famous Florentine soprano, Luisa Tetrazzini was a frequent and beloved performer in San Francisco. In 1905 she made her American debut at the old Tivoli Opera House. In 1910, she was headed to San Francisco again, when Oscar Hammerstein with whom she was embroiled in a contract dispute in New York, threatened to get an injunction to keep her from performing until the case was resolved.

To this Tetrazzini declared, “I will sing in San Francisco if I have to sing there in the streets, for I know the streets of San Francisco are free.” This line became famous — and she kept to it, despite an injunction never being issued. On Christmas Eve 1910, at the corner of Market and Kearny near Lotta's Fountain, she gave a dazzling performance before an estimated quarter of a million people. In 1914, she returned to San Francisco again to take part in the Giuseppe Verdi dedication held at Golden Gate Park.

In 1922, after several visits with visiting opera companies, the Neapolitan Gaetano Merola launched the San Francisco Opera Company with a performance of *La Boheme* in the city's Civic Auditorium.



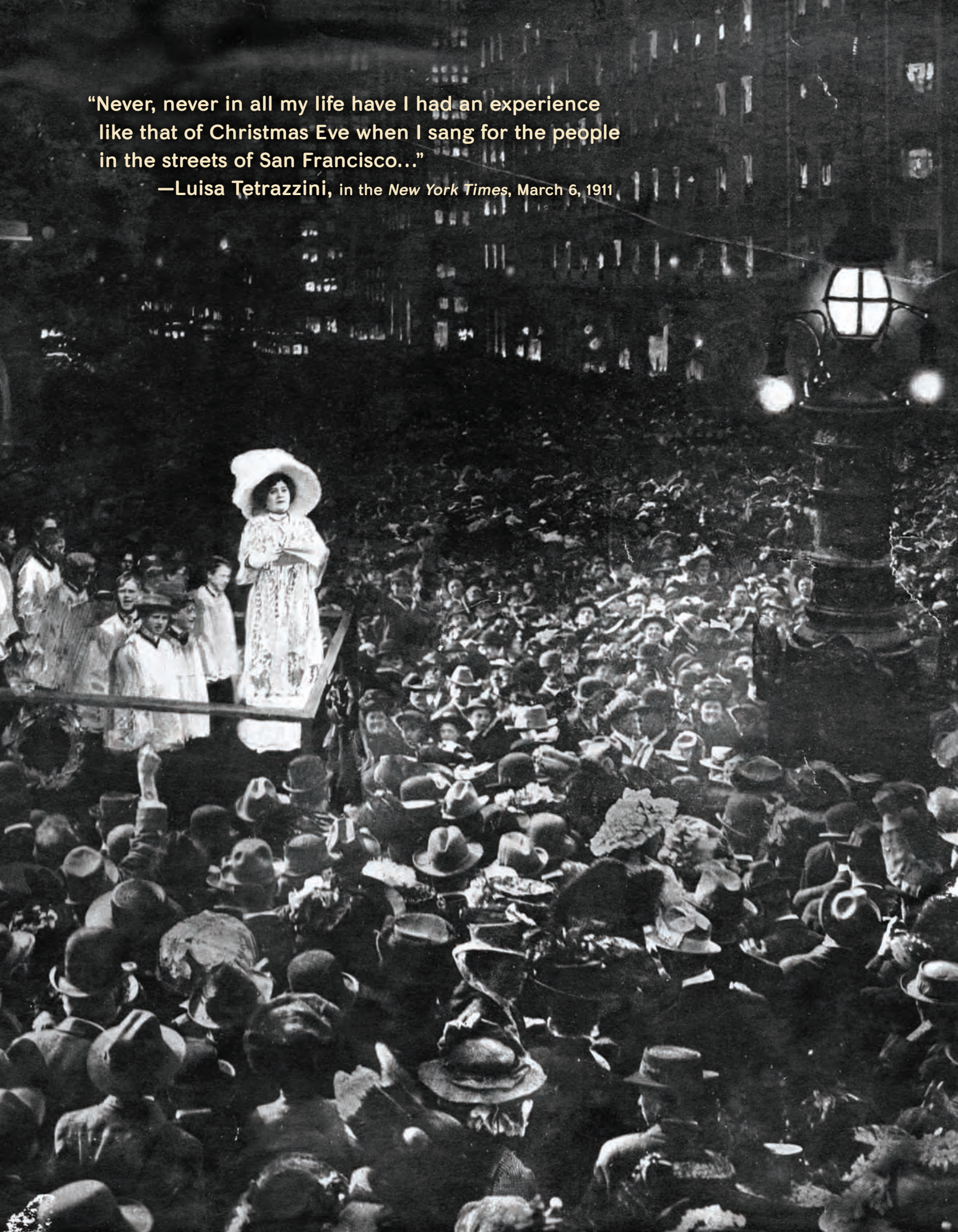
PHOTOS: OPPOSITE PAGE: LUISA TETRAZZINI performing at Lotta's Fountain, December 24, 1910. Courtesy of Alessandro Baccari

THIS PAGE LEFT: SIGNORA ANTONIETTA PISANELLI ALESSANDRO, from *The Italian Theater in San Francisco*, Lawrence Estavan, editor, 1939. Courtesy of San Francisco History Center, San Francisco Public Library

THIS PAGE RIGHT: THE OLD TIVOLI THEATER on Eddy Street between Powell and Mason, 1889, Jesse Brown Cook Scrapbooks Documenting San Francisco History and Law Enforcement, Vol. 16. Courtesy of The Bancroft Library, University of California, Berkeley

“Never, never in all my life have I had an experience like that of Christmas Eve when I sang for the people in the streets of San Francisco...”

—Luisa Tetrazzini, in the *New York Times*, March 6, 1911





Italian Language Press

With its high concentration of Italians, San Francisco also had the most flourishing Italian language press of any other California city. These newspapers with their publicity for upcoming social and cultural events and news from Italy connected the widely scattered California Italian communities. Of the two major San Francisco papers, *L'Italia* which for a long time was owned and edited by Ettore Patrizi, presented a more conservative point of view than *La Voce del Popolo* which was more moderate. The two papers merged in 1943. A third paper, *Il Corriere del Popolo* was strongly pro-labor, and later, under Carmelo Zito, anti-fascist. In spite of their editorial differences, the Italian language newspapers nevertheless presented a united front in the face of the larger American community, organizing collections to help indigent Italians, helping striking workers and exposing discrimination against Italians.

PHOTOS: THIS PAGE: HORSE-DRAWN SCAVENGER TRUCK, driven by Mike Saini and horses, Johnny and Babe, 1918. Courtesy of Gene and Jeanette DeMartini

OPPOSITE PAGE TOP: BERNAL HEIGHTS VEGETABLE PEDDLER, Giuseppe Cancilla and his horse, Rosie, circa 1907. Courtesy of Patricia Welsh

OPPOSITE PAGE INSET: DOMINGO (DOMENICO) GHIRARDELLI, Italian born founder of the Ghirardelli Chocolate Company, came to California during the Gold Rush in 1849. Not having much success finding gold, he became a merchant, opening a general store in Stockton, offering supplies and confections to fellow miners. Courtesy of the San Francisco History Center, San Francisco Public Library

OPPOSITE PAGE BOTTOM: RUINS OF THE BANK OF ITALY destroyed in the 1906 earthquake and fire. Photo taken April 19, 1906. San Francisco News-Call Bulletin. Courtesy of the San Francisco History Center, San Francisco Public Library

Scavenging

“In the late 19th century and into the 20th, garbage collection (“scavenging”) was controlled by Italians from the area known as Lorsica.... This is the period fondly remembered by old time residents, when scavengers wore straw hats (or occasionally, silk opera hats) and sang opera.”
— G.S. Williamson, Scavengers, Historical Essay

The majority of the San Francisco’s Italian immigrants were laborers, often in the least desirable occupations, such as garbage collection. As undesirable as it may have been, the refuse business in San Francisco was extremely profitable, and dominated by Italians — the Genovesi, in particular.

Andrea Sbarboro, Genovese entrepreneur *par excellence*, built his Sanitary Reduction Works in 1896, which ultimately grew into the Scavenger’s Protective Association. In 1912, Emilio Rattaro, also from Genova, founded the Sunset Scavenger Company. Formed as cooperatives, both companies were owned by their workers.

In 1932 there were a total of 36 scavenger companies in San Francisco. Yet the Depression took a toll, and by 1935 there were only three left. In 1939 the Sunset Scavengers, then run by Leonard Stefanelli, bought Mission Scavengers, leaving only two districts: Sunset and the Scavenger’s Protective Association, now the Golden Gate Disposal Company.



Business & Banking

San Francisco was the investment capital of the state and the headquarters for many banks and businesses established by Italian immigrants. To cater to immigrants returning to Italy or their relatives coming to California, the Milanese John Fugazi started his Fugazi Travel Agency in San Francisco in 1872. In 1893 he founded the Columbus Savings and Loan (Banca Colombo) and in 1906, when much of San Francisco had been destroyed by the earthquake and fire, he provided rebuilding capital by opening a new bank — the Banca Popolare Operaia Italiana. In 1899 Andrea Sbarboro, originally from Liguria, founded the Italian-American Bank, and in 1904, Amadeo P. Giannini founded the Bank of Italy as a way for Italian immigrants to save and borrow small amounts. He renamed his bank on November 3, 1930, calling it the Bank of America.

As the manufacturing center of the state until the 1930s, San Francisco and its surrounding cities, provided jobs for immigrants. The canneries, chocolate and cigar factories of Marco Fontana, Domenico Ghirardelli, and Angelo Petri employed thousands of primarily Italian workers.

The Earthquake

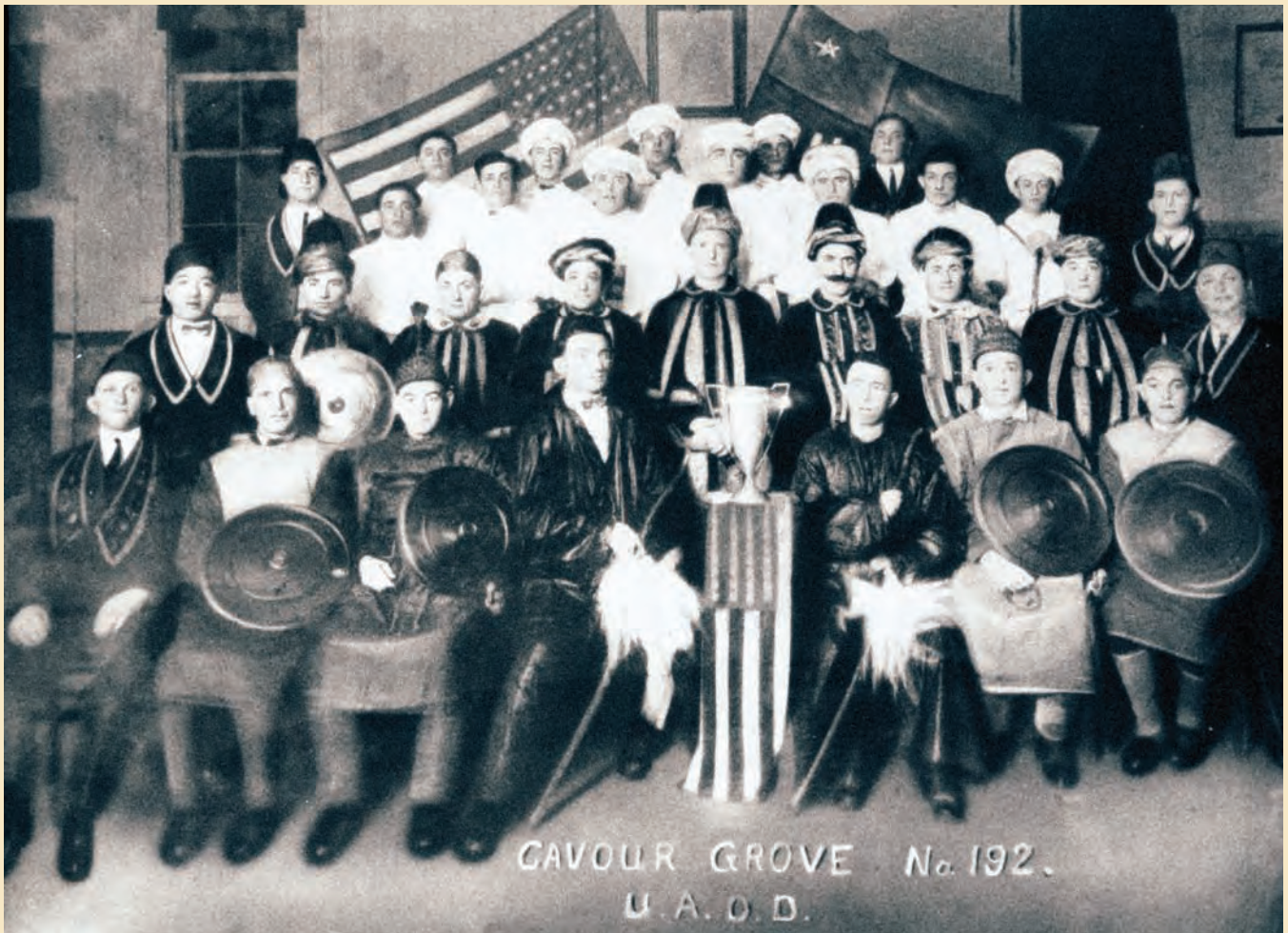
The Italian district was one of the San Francisco neighborhoods hit hardest by the fire and earthquake of 1906. Only 300 of its four thousand buildings survived. But North Beach was rebuilt in less than a year, much faster than other areas.

A.P. Giannini, the son of Italian immigrants and founder of the Bank of Italy, played a key role in the rebuilding of the city. On the day of the quake, he headed straight for his bank in North Beach, and emptied the vaults before they could be destroyed by the fire. He loaded money, gold and silver into the bottom of two horse-drawn wagons, and took it back to his home in San Mateo, hiding it in mattresses to keep it safe. In the weeks following the quake, rather than shut down as many other area bankers did, Giannini instead opened for business in North Beach. Over a plank and barrels he began accepting deposits and making loans vital to San Franciscans' early efforts to rebuild their city and lives.

In the aftermath of the quake, many immigrant families lived in temporary housing in Washington Square Park while their homes were being rebuilt in North Beach. Others chose to relocate to other neighborhoods in the city. One such group were immigrants from Trabia,

a town on the coast of Sicily, who, following the earthquake, moved to Bernal Heights. "The Hill," as it was later called, had similar weather and terrain to that in the "old country." The men became fruit peddlers, opened stores and shops, and women cared for their families and kept Sicilian traditions alive through their cooking and religious devotion. They worked together, pooled their resources and in a short time had built a community and an Italian national church—Immaculate Conception Church was dedicated six years later in 1912.





THE FIRST WAVE: SOCIAL LIFE

Family & Community

Since single men or married men who had left their wives in Italy were the first Italian immigrants to arrive, the social life of the early immigrant communities centered around the lodges of fraternal orders and the mutual aid societies rather than the family. Fraternal lodges, such as the Druids, with their secret rituals, prayers and moral teachings, were at first seen by many members, as counterweights to the influence of the Catholic Church. The vital functions they provided in terms of assistance, socializing, and networking were supplanted by the Catholic Church only in the 1930s.

Emigration was very disruptive to family life, both for the immigrants and for the family they left behind. For those who settled in the countryside, readjustment was easier. Soon men sent for their wives, or got married, preferably to Italian women from their own region, and in time several generations were living in close proximity. With Italian friends and kin, they developed a large intermarrying and regionally homogenous network similar to their life in Italy. Immigrants to San Francisco, because of the urban setting, could not as easily reproduce the extended stem family households they were familiar with in Italy.

As more women and children arrived, the family gained in importance in the immigrants' lives with social activity shifting from the lodges to family cycle events such as baptisms, communions, marriages, etc. The most common family event was the Sunday dinner that united all extended family and friends under one roof for a large meal. Immigrants participated in religious events, as well as *feste*, picnics, athletic events, church processions, and Columbus Day parades, all of which reinforced Italian identity and community. Italian immigrants founded clubs such as the Liguria Club that focused on regional origins, or The San Francisco Athletic Club that focused on immigrants' interests. The Italian community always had active dramatic societies and most towns had at least one Italian band that performed for special events and at community gatherings.

PHOTOS: OPPOSITE PAGE TOP: CAVOUR LODGE UNITED ORDER OF DRUIDS, Solano County. Courtesy of Contra Costa County Historical Society.

OPPOSITE PAGE BOTTOM: PICHETTI FAMILY 4TH OF JULY PICNIC, Cupertino, 1915. Courtesy of California History Center, DeAnza College.

THIS PAGE: PORTRAIT OF MICHAEL ACCOLTI, S.J., Co-Founder of Santa Clara College, c. 1854. Courtesy of Santa Clara University Archives and Special Collections



Church & School

Two influential figures in the Italian community and in the state of California were Italian Jesuit priests, Giovanni Nobili and Michele Accolti. In 1849, they sailed through the Golden Gate in search of missionary and educational opportunities. In 1851, they took over Mission Santa Clara de Asis from the Franciscans and founded the first institution of higher learning in the state, now known as Santa Clara University. Saint Ignatius College — later renamed the University of San Francisco — was founded four years later also by Italian Jesuits. Both schools were focal points for educated Italians providing an education based on the classical Italian curriculum for their American born children.

The Church of Saints Peter and Paul, known as the “Italian Cathedral of the West,” was founded in 1884 as the first Italian national church in California. The Salesian Order of Don Bosco, sent to San Francisco with the mission of caring for the Italian immigrant population, took charge of the parish in 1897. Italian national churches, served through the celebration of traditional *feste* and the veneration of special saints and the Madonna, to provide cultural continuity for many immigrants. In order to gain the allegiance of largely anti-clerical or apathetic Italian immigrants, the Church also furnished various non-religious activities such as English and citizenship classes as well as athletic programs for the children of immigrants. In 1924, Luigi Providenza and Albert Bandini, increasingly concerned about the anti-clerical sentiments of their co-ethnics founded the Italian Catholic Federation in San Francisco with the purpose of reviving Catholicism among Italian immigrants.



THE SECOND WAVE: A DIFFERENT KIND OF IMMIGRANT

The Middle Class Immigration

In 1924 the United States government passed The Johnson-Reed Act — a law that practically put an end to Italian immigration. The law assigned quotas to each country and in order to receive a visa, it was necessary to have a sponsor residing legally in the United States. Quotas were soon filled by requests from relatives of the millions of Italians in the US and waiting periods of fifteen years were not uncommon.

The immigrants who were part of this “second wave” were quite different from previous ones: they were middle class and they were older. This second wave took place before and after World War II. In the 1930s it was mainly made up of Italian Jews escaping Mussolini’s racial laws of 1938 and anti-fascist intellectuals who often found a new life in American universities.

After the war, Italian immigrants were Italian American citizens who had been caught by the war while visiting Italy, Italians married to American citizens or Italians living in border regions who became displaced persons when their land was assigned to another country, such as Yugoslavia, in the political shuffle that followed the defeat of the Italy – Germany Axis.

Starting Over

Colonel Bruno Civoli came to the US in 1946 with his American born wife, Mary, and his two daughters, Elena and Paola. He had returned in 1945 from a German concentration camp to find Italy in total collapse. The army was in disarray and the dignified retirement, for which he had planned and worked all his life, was gone because the country was bankrupt and could not pay pensions. His savings were gone due to the devaluation of the lira.

So, after a brilliant career of 35 years, in King Vittorio Emanuele III’s army which included staff officer status and fighting in three wars (World War I, Ethiopian War and World War II) he found himself, at 57, having to start a “*nuova vita*” in a new and totally different culture. Not knowing the language, he had to reinvent himself in order to provide for his family. Forgetting the special prestige that he had enjoyed as a member of the elite military “caste” he became an importer of inexpensive souvenir items from Florence.

Every day he made the rounds of the gift shops in Chinatown, Fisherman’s Wharf and the Cliff House. After six years of hard work, he was able to achieve a degree of financial security. His pride in having succeeded against such difficulties helped to reconcile him to the harsh reality of living in a foreign society, far from his friends and the country he loved so much.

PHOTOS: OPPOSITE PAGE: “PAPA GIANNI” GIOTTA SINGS A SONG after work at Marco’s Barber Shop in North Beach with Nick Sfarzo, Marco Natale and the gang, circa 1950s. Courtesy of the Giotta family

THIS PAGE TOP: PAOLA AND ELENA EN ROUTE TO AMERICA. Photograph taken on board the ship, Marine Perch, November 1946. Courtesy of Paola Civoli Bagnatori and Elena Civoli Brittain

THIS PAGE BOTTOM: PHOTO OF MARIA LURIA VITERBI AND HER SON, Andrea (Andrew), Courtesy of Andrew Viterbi





Escaping Racial Laws

In 1939 Maria Luria Viterbi came to America with her husband Achille Viterbi and her son Andrea to escape Mussolini's "Racial Laws" promulgated in 1938. These laws terminated government employment and most civil rights for persons "not of the Aryan Race", meaning primarily Jews. Thus her husband, the chief ophthalmologist of Bergamo's main hospital was summarily dismissed from a role in which he had served for thirty years.

Typical of immigrants of this period, she was part of an affluent middle class. In Bergamo she had a maid, a cook and a nanny. Her son, Andrew Viterbi, who went on to become an electrical engineer, an inventor and co-founder of QUALCOMM, writes "...my mother learned to do without any of these but became herself an accomplished cook...Suffering from a hearing disability from youth, she nevertheless mastered written English through adult education and adapted to American life. To boost the family's meager finances she even became a seamstress for a period. Throughout the hardships of emigration from her ancestral home to a land with customs so foreign to her upbringing, she was the brave one who encouraged her husband in moments of despair and her son to succeed in this new world."

Displaced Persons

Giovanni (Papa Gianni) Giotta came to the USA in 1951. He was born in Rovigno d'Istria in 1920. He fought in World War II as part of the Italian Navy. When he returned to Italy at the end of the war, his town had been ceded to Yugoslavia and the Giottas had become displaced persons.

With the help of family members already in the US, he came to San Francisco with his wife Ida, son Gianfranco and daughter Sonia. He worked as a window washer, a janitor and a baker. In 1956, following in the tradition of Italian entrepreneurship, he had a brilliant idea: with borrowed money, he opened Caffè Trieste. It was the first Italian style "espresso caffè" on the West Coast and it single-handedly started the "espresso" movement. Caffè Trieste soon became an icon that attracted famous visitors and artists who came to enjoy the 'real' authentic Italian espresso and cappuccino and the music provided by the Giotta family.



FIVE CLASSIC ALFA ROMEOS take off on Alitalia flight 620 non-stop from Milan to LA to participate in the 12th Annual Monterey Historic Automobile Race at Laguna Seca, August 1985. Courtesy of Archivio ANSA

THE THIRD WAVE

Paolo Pontoniere

“Italians are well accepted. People like Italians, so I have to thank you Italians who came here before ... they made possible that Italy is more known in this country ... everything that is good about Italy, they brought over here.”

—Carlo Di Ruocco, *on the Italian community*

According to AIRE (*Anagrafe Italiani Residenti Estero*), the Italian community of immigrants to California, from 1970 to today, numbers a little over 20,000 souls.

But even if the number of Italians living here is double AIRE's estimate, we're still talking about a relatively small population. As the saying goes, however, small is beautiful, and the phrase never found a more apt expression than when used to describe our local Italian community. If the seventies were a pivotal moment in human entrepreneurial history, Italians arriving to California during that time found themselves right in the eye of innovation's hurricane.

Consider: The microchip is the product of Italian creativity. The biotechnology industry owes much to a young Calabrian with fresh ideas. Some of Wall Street's major players, such as Cisco, Genentech, Logitech, Qualcomm, and Intel, have benefited greatly from the innovative thinking of Italians.

How does such a small community enjoy such an influential reach? What puts Italians at the center of such initiatives as the Slow Food movement, the birth of California cuisine, and the development of a local viticulture that keeps the vintners from the old country glancing over their shoulder at the breakneck innovation of their Californian counterparts?

When asked that question, many of those we interviewed for this exhibit cited a pioneering spirit. One noted a determined, stubborn dedication to vision. The synergy resulting when diverse peoples from far-flung corners of the earth work and live together, mentioned another. Yet another described certain Italians as having roots that need a richer soil in order to grow a lush canopy. We think they're all right.

Our use of Alvin Toffler's Third Wave concept to describe the Italian community of California from the 1970s to today is deliberate. No concept could better describe the essence of who these Italians are. They're citizens of a post-industrial global tribe.

Mostly migrants by choice, they came from every corner of Italy, they speak different dialects, they preserve different

traditions in their adopted home. But they all work to realize projects and dreams that will change their field — entertainment, science, agriculture, whatever — for the better. Discoveries, inventions, and theories like those of Luca Cavalli-Sforza, Roberto Crea, Federico Faggin, Alberto Sangiovanni Vincentelli, have changed the direction of physics, chemistry, genetics, and medicine. Some, like Faggin and Crea who basically gave birth to the digital and biotechnology age, have not only changed the scope and direction of their field, but also the course of humanity. Think about the discovery of how to harvest human insulin from bacteria, and the dimensions of this discovery for diabetics and for the bio-pharma industry. Genentech was built also on this discovery by Roberto Crea. Millions of diabetics use this insulin, while millions of other people use personal computers and digital telephones. But before the invention of the microchip, computers needed to be housed in entire buildings. Today, thanks to Federico Faggin, they rest in your hand or your pocket, and are infinitely more powerful than their behemoth ancestors.

“After a few years, I started seeing a real difference ... the great support you get from university funding agencies ... collaboration between professors is unparalleled; and the freedom of finding your way and the expectation of people that you be the very first in the world in what you do.” – Alberto Sangiovanni Vincentelli, *on what is different about California*

Many of those who decided to live in California have found it to be a place that defies historian Giambattista Vico's postulate that history repeats itself. In California — especially northern California — the only thing that seems to recur reliably is the certainty that everything will change in a few years, that innovation is inevitable.

In a world that resembles more and more Africa in Alberto Moravia's *A Che Tribù Appartieni?*, Italians in California belong to a larger transnational tribe of people that includes many more folks than those who were simply born in Italy. Much larger than the roughly five million Italian passport holders living abroad or the 65 million Italian descendants disseminated around the planet, this tribe is connected not necessarily by blood or DNA, but by a cherished way of life. These are people who look at life from an Italian point of view, a perspective informed by our aesthetics, morals, social beliefs, traditions, and historical experience. According to some estimates, this global community numbers more than 200 million people worldwide. People who speak, eat, dress, drive, drink, dream and breathe Italian. Many have commercial ties to our land, others financial. Piero Bassetti, an Italian intellectual, has dubbed this tribe *The Italics*. Others call them *Italophiles*, or *Italianists*. These people have an affinity for our country, our language, our culture, our way of life. At this point, our way of life transcends Italy's geographical borders, and has become a lifestyle celebrated by people around the world. Of course, some of what's being celebrated probably doesn't even exist any longer in Italy.

And this brings us to why we chose to feature the personal histories of those included in this exhibit. Participants in this exhibit weren't chosen because they are the *crème de la crème* of the Italian Diaspora in California, nor because they were the best and the brightest, nor because they were statistically representative of the Italian experience in the Golden State. We chose them

THIRD WAVE IMMIGRANTS:

A Global Tribe of Artists, Scientists, Entrepreneurs, and Explorers

Journalist Paolo Pontoniere interviewed 32 recent Italian immigrants, who have arrived in California since 1970. Though every one of them has a unique trajectory, each found something in the Golden State that resonated with their hopes, dreams, and imaginings. Many were able to realize long-held plans, that otherwise might never have come to fruition, after arriving here. Others found the unique human and natural landscape of California provided the inspiration they needed to imagine and begin their life's work.

Moved to arrive on America's shores not because of famine or poverty, but because of the promise of something different and fresh, this new breed of Italian immigrants has made its mark on the Golden State. From farm fields to restaurant kitchens to high-powered research labs to the conference rooms of Silicon Valley, these people have made a difference to California as surely as California has made a difference in them.

These Italian-Californians have generously shared their personal stories with us for this exhibit.

Michele Libraro has a degree in Engineering from the University of Naples. He is the President and CEO of GLOBAL STARTUP LLC, founder of Proxy SRL and limited partner of STORM VENTURES.



Marco Marinucci is an expert in artificial intelligence and business; responsible for Google content acquisitions in various countries. He is spokesperson for GOOGLE BOOK SEARCH PROJECT.





Lucio Gomiero is the KING OF RADICCHIO, who never doubted that a lettuce from his Veneto region, would grow in Salinas. His ROYAL ROSA RADICCHIO, a company he founded with local farmers, is the largest producer of radicchio in the world, shipping out 13 thousand cases of radicchio daily all over the world.



Luciano Chessa has a PhD in musicology from UC Davis. Studied in Bologna. A composer, a pianist, a performer of musical saw. He teaches at San Francisco Conservatory of Music.



Alessandra Franco has M.D. and PhD degrees from Università di Roma La Sapienza. Leading researcher in the field of immunology, cancer vaccines and T cell recognition, she is on the faculty of UC San Diego School of Medicine.



Alberto Sangiovanni Vincentelli has a PhD in engineering from Politecnico di Milan. Professor of Electrical Engineering and Computer Science at UC Berkeley, he is a recipient of the Phil Kaufman Award in 2001 and co-founder CADENCE DESIGN SYSTEMS AND SYNOPSIS, INC.



Andrew Viterbi has a master's degree from MIT and a PhD in digital communications from USC. He is a pioneer in the field of Wireless Communications, inventor of the VITERBI ALGORITHM, and founder

of QUALCOMM, INC., the first global CDMA based mobile provider.



Luisa Bozano has a PhD in physics from UC Santa Cruz. She is a research scientist at IBM ALMADEN RESEARCH CENTER working on developing methods for making self-assembling molecular electronics.

because they're an excellent example of what it means to be Italian in the world today. They are beacons of *italianismo*. Some of them self-identify as immigrants, while others don't, but none of them define themselves exclusively or even primarily as immigrants. Many are citizens of the USA. Many will never return to Italy to live. Some plan to return once their experience here is exhausted or their kids return to Italy. Some are already returning. Others attempt to connect the California community with the old country, giving birth to organizations that seek to bridge not only the physical gap between the two realities but also the technological, economic, and cultural divide that runs between their experience abroad and that of Italians at home. For these people, Italian is a global language, not a dying tongue spoken in an ever-graying country.

“I was impressed ... so many successful Italians in the Bay Area ... not only successful, but they really changed the overall complex technology in Silicon Valley ... I discovered that they are extremely humble ... I looked at them as heroes ... they are connected to their Italian roots...they are open-handed ... they have realized their goal, but they still have that original spirit which they brought here.” — Luisa Bozano, on *Italians in California*

They didn't come west because they were trying to escape economic hardship or political persecution. They came because here they felt not only accepted, but cherished, having found the only place that had everything they needed to realize their vision.

Upon first arriving, they may not have recognized their longing for a place to give room to their dreams, nor that California was that place. Many came because a corporation, for example Olivetti, Fairchild Semiconductors, or Telecom Italia, sent them to set up shop in the Silicon Valley. Others came because they had been sent by a university department to acquire some foreign experience. Still others came on their own because they understood that a cultural, industrial, and technological revolution was afoot in California and they wanted to be part of it. It was often a surprising though welcome byproduct that they also became successful industrialists or businesspeople, cultural icons, renowned experts of taste and cuisine, scientific researchers, agricultural mavens, up and coming artists and composers, digital masters and skilled social networkers.

What strikes the observer most when getting to know one of them is their humility. Some have every reason to crow about their achievements and the social status they have attained since their arrival to California. Yet they remain firmly committed to what makes an Italian life worth living: family, friends, good food, a penchant for debate, and an innate curiosity about new things, social phenomena, and cultural trends.

They have been good to us. They've opened their homes, offices, hearts, and minds to us. They've shared bread and wine and also ideas. But above all, they've shared their dreams and described their personal journeys. In so doing, they have given us an indication of what it is like to be a member of a community always navigating toward the future.

FROM SOCIAL UNREST TO TECHNOLOGICAL REVOLUTION

Paolo Pontoniere

The immigrants featured in the Third Wave differ from those that preceded them. But Italy itself is a different country, particularly when you consider the place from which the first and second waves of immigrants came.

No longer digging itself out from beneath the rubble of World War II, Italy became an acknowledged world power by the 1970s. The country left behind by Faggin, Torresi, Rampini, Soucek and all the other members of the Italian Diaspora, is now affluent and influential. No longer a source of emigrating masses, it has become itself an emigration destination. With globalization and the fall of the Berlin Wall, Italy has become a harbor for economic and political refugees from the former Eastern Bloc countries, Africa, and Asia.

And so a country that had remained largely untouched by human migration now finds itself ethnically heterogeneous, with all the challenges and potential that that suggests. Its graying, largely Caucasian, population has morphed into a kaleidoscope of different cultures, cuisines, and lifestyles.

Italy was one of the earliest and most fervent supporters of the Atlantic Alliance and of the European unification — the European Union bears the deep imprint of forward thinker Altiero Spinelli, an Italian intellectual considered one of the founding fathers of the EU. At the same time, Italy has been one of the industrialized nations most resistant to globalization. For example, its banking system has managed for long time to avoid foreign competition. In 2005, the *Economist* defined Dutch bank ABN Amro's frustrated attempts to take over Italy's Antonveneta — a medium-sized bank—as an Italian farce. According to the *Economist*, the Italian Central Bank was believed to be in collusion with an Italian bidder to exclude foreign competitors. Meanwhile, Italian automakers have been criticized by the European Commission for their protectionist policies as recently as early 2009.

But it's not just the financial and automotive sectors that resist foreign influence and input. In many corners of Italy that are resisting foreign competition, citizens themselves are unwilling to embrace the wind of innovation and cultural regeneration that are sweeping most of the world.

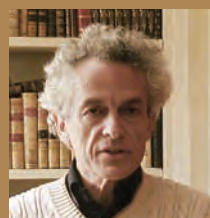
The 40 years of history from 1970 to today have been marked by great political and social turmoil for Italy. The wave of labor strikes called the Autunno Caldo (Hot Autumn) led to the establishment of Statuto Nazionale dei Lavoratori — the charter of workers' rights for blue collar workers. The student movement resulted in the passage of the Diritto allo Studio, laws designed to insure the right to an education for every Italian. While one could argue that these measures were important social justice developments, they also paved the way for a great deal of social turbulence, some of which continues today, though in different forms.

At the beginning of the seventies, Italy was poised to bear the full deployment of the Strategia della Tensione, a definition coined by Britain's *Observer* in 1969. The phrase described the U.S. policy of destabilization of elected democratic governments in Mediterranean countries of particular strategic value in America's efforts to contain Soviet expansionism in Europe. Given its strong, pro-Soviet Communist Party, Italy became a pawn in this war between East and West. Bombings, terrorist attacks, corruption, collusion, assassinations, and various other dark and violent acts became a staple of Italian news reports.

Bianca Delle Piane holds an MBA from USC. She's the founder of PROMEST USA, an international business consulting agency and BRIDGES TO ITALY, a non-profit business association to foster scientific discovery and connect Italian immigrants to business and research committees in Italy.



Federico Rampini is a journalist, writer and economist. He is a Reporter for LA REPUBBLICA, first from California and now from China. He has written a number of bestsellers and has won the Saint Vincent Prize for journalistic reporting.



Fabrizio Capobianco holds a PhD in Computer Science from the University of Pavia. He is the CEO of FUNAMBOL INC., the leading provider of open source mobile cloud sync and push email solutions for billions of phones.



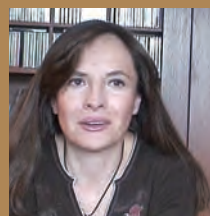
Ezio Valdevit has a PhD in high energy from the University of Padova. He holds a series of patents in the field of applied research.



Enrico Beltramini has a PhD from Università Cattolica in Milano in Religious Studies, and a PhD from the University of Manchester in business. He's the founder of a venture capital company, the CEO of THE ITALIAN WORLD CHANNEL and ITVEST, and a teacher of History of Christianity at Notre Dame University.



Enza Sebastiani, having earned a degree in business, came to California to make movies. She worked in advertising and corporate communications. She created and directed Apple's multimedia productions and produced, wrote and directed documentaries and works of video art.





Luca Prasso, pursuing a passion for drawing and cartoons, from his native Verona to California, is now character technical director supervisor of PDI DREAMWORKS. He worked on ANTZ, SHREK 1, 2 & 3 and MADAGASCAR.



Lorenzo Scarpone is a staunch advocate of small scale sustainable agriculture since his early years as a farmer in Italy. He is founder of VILLA ITALIA, importer of fine Italian wines and a leader in the SLOW FOOD movement in California.



Gianpaolo Callioni studied business at Università Bocconi in Milan. He worked at HEWLETT PACKARD. He is now a principal in END TO END ANALYTICS, a consulting venture which has developed advanced manufacturing and distribution strategies for business.



Giacomo Marini has a PhD in Computer Science from the University of Pisa. He cofounded LOGITECH in Italy with Daniel Brel and Pierluigi Zappacosta, and was President and CEO of NO HANDS SOFTWARE. He's

also founder and Managing Director of NOVENTI, a technology venture capital firm.



Laura Soucek holds a PhD in Molecular Biology from Università di Roma La Sapienza. She is a leading researcher in oncology at UCSF, developer of OMOMYC, a protein able to turn cancerous growth factors off.



Vittorio Viarengo studied Electronic Engineering at the University of Genova. He launched a software startup in a garage in Genova, VIVI SOFTWARE, an international success, which was sold to OBJECT DESIGN. Now settled

in Silicon Valley as VP of VMWARE, he has returned to his love, startups.

Italians became chillingly familiar with the names of weapons, plastic explosives, and acronyms for terrorist gangs.

Some events became etched into the consciousness of Italians and the history of the country by virtue of their gruesomeness or the extent of the suffering they caused. For example, four notorious terrorist acts — Piazza Fontana, Piazza della Loggia, la strage dell'Italicus, the bombing of the Bologna train station — will be remembered by Italians for generations. According to figures compiled by Italy's Interior Ministry (a sort of Department of Homeland Security), between 1969 and 1980, Italy experienced more than 4,200 acts of terrorism that claimed thousands of victims. These years, and the pressures that resulted from them, caused the country to fracture along social and political lines, in spite of the constant push toward the *Compromesso Storico* (historic compromise), an effort at coalition-building between Italy's two major social blocks, the Catholics and the communists.

Strongly opposed by Americans and Soviets alike, the *Compromesso Storico* was blocked for years by both covert and open operations designed to re-establish the kind of totalitarian government Italy had experienced before World War II. The *Compromesso Storico* was eventually shelved for good at the beginning of the eighties as a consequence of the 1978 kidnapping and execution of Aldo Moro, secretary of the Christian Democrats at that time.

There had been other obstacles to Italy's political self-determination: for example, the *Golpe Borghese*, a failed coup d'etat inspired by Valerio Borghese, a convicted WWII war criminal who had remained a hero for many post-War Italian fascists. Documents obtained in 2004 by the daily newspaper *La Repubblica* through the Freedom of Information Act proved that the attempt had been organized with the knowledge of then-President Richard Nixon, and with the assistance of the CIA and of the American and NATO navies. Then there were *Gladio* and the *Loggia Massonica P2*: two shadowy organizations backed by the American government whose shared goal was keeping the Communist Party out of power in Italy. By the mid-seventies, Italians saw the emergence of domestic, armed terrorist groups — from both the left and the right. These were *Gli Anni di Piombo*, *The Years of Lead*, a decade in which a flurry of terrorist attacks wiped out the memory of the *Dolce Vita* and the *joie de vivre* that the economic boom had brought to Italians during the fifties and sixties.

In those years, the names of terrorist organizations such as *Prima Linea*, *Nuclei Armati Proletari*, *Brigate Rosse*, *Ordine Nuovo*, *Fronte Nazionale* and *Avanguardia Nazionale* became familiar household terms throughout Italy. Brilliant political philosophers from the extremes of the political spectrum elevated nihilism to a near-religion. Meanwhile, legitimate initiatives for social and political reform fell flat, as the Italian government, overly sensitive to any sort of demand given the political climate of terrorism, resorted to policies that called for the use of violence and the suspension of civil liberties.

These years weren't marked only by terrorism and social strife, but also by a radical transformation of the very fabric of Italian society. Popular referenda brought about the legalization of divorce and abortion, shattering two pillars — the central importance of family and the sacred nature of unborn life — on which modern Italian society had built its postwar identity. Modern social pressures did away with the old political system and the old social architecture.

"These were times when Italy discovered egoism," says historian Giovanni De Luna. A country that had built an international reputation as a place where laborers and their concerns were a pivotal part of the political landscape now looked on as executives pressured government to stop the vast influence of unions over the political process.

“At that point, Italy dissociated itself from its old political system. You had phenomena like the Lega Padana [a regional party advocating the secession of northeastern Italy from the rest of the country], and the investigation Mani Pulite [a nationwide inquiry into political corruption], which eventually did away with the old parties. Eventually, these initiatives led to the emergence of berlusconism, hedonism, the mentality of ‘me first,’ and the free-for-all market. It was not a good time for objectivity and clear, logical thinking: Scientific research became superfluous; researchers were considered parasites,” says De Luna.

In these years, Italy moved into a new historical phase, called the Second Republic. The allotment of seats in the Parliament shifted from a proportional assessment based on votes garnered—for example, if a party got 40 percent of the vote, it occupied 40 percent of the Parliament, unlike America, where the winner takes all—to a hybrid that mixed the current American dual-party system with the old Italian model. This may be the most profound change for Italy, moving from a system in which even minority voices are guaranteed a say in political decisions of national relevance to a model where the majority trumps all.

Some observers have named the period from the mid-nineties to today the years of Videocracy. Appearance, the pursuit of fame, and the drive to experience 15 minutes of celebrity have become very powerful motivators in the lives of millions of Italians. In the hands of shrewd businessmen, local television stations have contributed to this phenomenon, helping to turn a country of thrifty savers into rabid consumers. Fashion and design, arguably Italy’s most celebrated exports, have exploded.

For years, Italy was considered a blocked democracy, as the Christian Democrats held power for decades after the end of WWII. Communists felt unfairly excluded from government, and many citizens and politicians believed that a Communist in a position of great political power would be revitalizing for the country. When Massimo D’Alema, a former Communist Party secretary became Italy’s prime minister, many hoped this would mark a renaissance in politics. But this great hope fizzled, as the new executive leaders pretty much conducted business as usual.

According to historian De Luna, at the end of the 1990s, the second republic born from the ashes of Mani Pulite needed a new covenant, as the people no longer trusted in the traditional parties after the depth and breadth of their corruption was revealed. This new arrangement found form in Silvio Berlusconi’s Contract with the Italians, a political invention inspired by Newt Gingrich’s Contract with America. Aspiring to the position of prime minister, Berlusconi promised Italians that, if his party gained the majority in Parliament, he would cut taxes for top earners, create millions of jobs, and increase public expenditures.

But the price that Italy has paid on its journey to modernity isn’t just political; there have also been costs in the raw materials that lead to creativity, ingenuity, and innovation. We are no longer talking about the iconographic migrants who were forced to leave under economic duress, venturing abroad with cardboard suitcases, as one may be led to believe by watching movies such as *Pane e Cioccolato*. The Brain Drain, the species of emigration that involves the movement of highly skilled professionals and creative people toward countries that can offer them better opportunities, has become an endemic woe that really gained traction in the 1990s—the decade that moved many of those featured in this exhibit to emigrate to California. A problem to this day, the Brain Drain has become a matter of national debate. Some scientific researchers have felt forced to leave Italy because of the culture of nepotism and favoritism that define certain professional environments, such as universities and private research labs. Irene Tinagli is one such researcher who left Italy. She wrote about her experiences in her book, “*Talento da Sventare*” (*Talent for Sale*).

Enzo Torresi has a PhD in Electronic Engineering for the Polytechnic Institute of Torino. He is founder and President of OLIVETTI ADVANCED TECHNOLOGY CENTER. He developed the LSI chip and the first personal Olivetti M20. He was Vice Chairman of BUSINESSLAND in 1982, then the largest distributor of personal computers in the US and was co-founder of NET FRAME ICAST CORPORATION, KERBANGO. Currently he’s chairman of A4 VISION and founder of BAND OF ANGELS, an association of venture capitalists.



Diego Ventura holds a BS from University of Maryland. He is CEO of STEFRA CORPORATION and Vice President of engineering at IPT. He is the creator of NOHOLD, Instant Support software.



Carlo Di Ruocco is the founder of MR. ESPRESSO, an internationally known provider of oak wood roasted coffee to the most prestigious restaurants of the Bay Area and the world.



Federico Faggin has a PhD in physics from the University of Padova and is one of the best known Italian physicists and electrical engineers in the world. He is inventor of the chip 404, which started the age of the personal computer. Inventor of the touch pad and of CYGNET COSYSTEM personal telecommunications device, he is founder of many hi-tech companies, most recently FAVEON.



Michele Ursino has an engineering degree from Politecnico di Milano. He’s interested in graphical design and launched FOLDIER, a news aggregator/social network for professionals.



Donato Scotti studied culinary science at the Accademia Alberghiera de San Pellegrino. He worked at Michelin starred restaurants in New York and Los Angeles. He recently opened DONATO ENOTECA in Redwood City.





Anna Gatti has a PhD in Criminology, a PhD in Business Administration and Management from Stanford University and is leader of international online sales at GOOGLE and YOUTUBE. She is a former partner in venture capital fund MYQUBE.



Roberto Crea holds a PhD in Chemistry from the University of Pavia. Crea is the father of artificial human insulin. A partner in GENENTECH he has founded five companies and holds 30 scientific patents.



Dario Riccardo Valenzano has a PhD in Neuroscience from Scuola Normale Superiore of Pisa. He is an evolutionary biologist, currently doing postdoctoral research in genetics at Stanford University.



Luca Cavalli-Sforza has a degree in medicine from University of Pavia. One of the most renowned living geneticists, he is considered the father of demographical genetics. He first discussed his theories on human genetics in Genes, Peoples, and Languages.



Isabella and Ugo Conti exert the quintessential nature of Italian explorers. This Roman husband-wife duo returned to San Francisco in 1978 after a three and a half year sailing adventure around the world. With a degree in

Electronic Engineering from Università di Roma La Sapienza and a PhD in Geophysics from UC Berkeley, for Ugo, and a degree in Law from the University of Rome and a degree in Psychology from UC Berkeley, for Isabella, this duo has penned a number of sailing biopics, holds several patents in the field of geophysical explorations and has invented Proteus, a new class of naval vessel currently under consideration by the US Navy.

Antonio Navarone e Anna Lasorella, a Neapolitan husband-wife team of pediatric oncologists, just discovered Hume1 — a gene that plays a pivotal role in the development of stem cells. They left Italy to continue their work in the US.

The number of researchers, scientists, academicians, and artists who have immigrated (very often to the US and California), has grown exponentially since the beginning of the Second Republic. According to the *Confederazione Italiana di Unione delle Professioni Intelletuali* (Italian Confederation of Intellectual Professions), the number of Italian graduates who have left Italy since 2003 has grown by 53 percent. According to OCSE, the European Organization for Co-operation and Economic Development, over 300,000 highly skilled Italian professionals work abroad. Of those, 32 percent work in the United States.

Professionals emigrate from Italy because their country often does not offer the tools and support they need to bring their ideas to fruition. In those unusual cases in which immigrant professionals choose to return to live in Italy, they can feel discounted by Italians that never left. For years, Italians considered emigration from Italy the product of backward social behavior, cultural primitivism, and reactionary political positions. Although disproved on all counts — Italians abroad voted overwhelmingly for the progressive coalition that won in 2006 — these beliefs are widely held in Italy. Italy's indifference toward the issues that lead so many of its professionals to emigrate is unfortunate. It has a lasting negative impact on the country's industry, economy, and ability to innovate.

“Absolutely not! Italy is not a meritocracy... You must go through a variety of layers to obtain resources to do what you have to do ... Here you can become, all of a sudden, chair of the department if you do very well” — Alessandra Franco, *on if she could have done in Italy what she has done here*

By the 1970s, the Italian immigrants arriving in California were mostly professionals and/or entrepreneurs. They were attracted by what Enrico Beltramini in his book *Hippie.com* defines as a new kind of techno-spiritual counterculture that has its center in the San Francisco Bay Area. Beltramini says this phenomenon is made possible by the convergence and interaction in one single region (stretching from Napa Valley to San Diego) of the digital experience of Silicon Valley with the literary world of the Beat Generation. It also interfaces with the beliefs of the New Age movement, the emerging planetary consciousness of the ecological movement, the deployment of the Internet, and the know-how emerging from genetic research and the ultra-micro explorations of nanotechnology. Very often dissatisfied with both the limited possibilities for genuine innovation in Italy coupled with the national social climate, they have found fertile ground in California for the realization of their ideas.

Not totally absorbed nor marginalized by the society in which they live, they have become what Italian philosopher Piero Bassetti in his political pamphlet *Gli Italici* defines the new frontier of Italianism in the world, ambassadors for an Italy that has no borders and no need for regional sectarianism, proponents of a lifestyle that celebrates cultural diversity, human ingenuity, traditional values, peace, and tolerance. They have become a paraphrase of President Kennedy's new Nation of Immigrants, part of an emerging global society of citizens du monde. As Kennedy wrote, they are citizens of “a nation of people with the fresh memory of old traditions who dared to explore new frontiers, people eager to build lives for themselves in a spacious society that did not restrict their freedom of choice and action.”



ROME 1975 A DEMONSTRATION supporting Legge 194, the law that will legalize abortion in Italy for the first time. Photo by Archivio ANSA

A Note from the Curator

Paolo Pontoniere

The Italy emerging from this historical framework isn't the bucolic and colorful place that many have come to expect. Rather it is a country torn by many social problems and cultural division. This is the Italy loved by many, who, despite their affection for the place, were forced for various reasons to leave it. But let me caution the reader: Please do not think that the image of Italy that has been popularized does not exist at all, or that Italy isn't a place where happiness and personal realization are possible. The work and the art of the people featured in this exhibit demonstrate clearly that Italy is a beautiful country that everybody in the world has come to love. The dedication of the immigrants highlighted in this exhibit to the land they came from is universally touching, and, in some cases, exemplary. Their love for their ancestral roots is rock-solid and their pride in being Italian is never hidden, even

though some would have not had the chance to become what they've become or to do what they did, had they stayed in Italy. The writer himself, who grew up during the 1970s in Naples, experienced abundant beauty and grace coming of age in Italy. We're sure that the same is true for Italians living in Italy today. Daily life is always more complex and varied than a two-dimensional recollection, and cannot be fully rendered by a historical description. Italians living in Italy today have every reason to love their life.

History deals with macro phenomena. Italy's most recent 40 years of history will focus mainly on major events, which shaped the country for what it is today. The photos displayed in this exhibit and the recollections of many of those featured may create a picture that is not completely in synch with the image of Italy we receive from media and advertising. Italians may benefit from taking both points of view into account when debating—as they are doing currently—how to reform their country, their economy, and their political system.

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