



**Business Improvement Area  
622 College Street West  
Toronto, Ontario  
M6G 1B6**

*“Little Italy celebrates it’s historic roots”  
during  
FIERA in LITTLE ITALY on College Street  
Saturday August 30<sup>th</sup> and Sunday August 31<sup>st</sup> 2008*

**Little Italy, Toronto, Ontario—** The 5<sup>th</sup> Annual Fiera in Little Italy presents a Celebration of Italian Culture, Music and Cuisine. From Saturday August 30<sup>th</sup> through to Sunday August 31<sup>st</sup> midnight, you can visit Italy without leaving Toronto. Little Italy on College St between Bathurst and Shaw will be transformed into an Italian street festival, with over 200 performers and entertainers, great food, and amusement rides as part of the festivities.

The Little Italy area is filled with a rich history. Starting in the late 1940’s, Italians immigrated to the College Street area. College St. became “Little Italy” where the Italian culture and cuisine developed and flourished. Dozens of Italian restaurants sprung up showcasing not only the great cuisine found in Italy but the music. Walking along College St., was a full sensory experience from the aroma of the food, to the look of the stores to the music flowing onto the streets and sidewalks. The music found in southern Italy from the regions of Calabria, Napoli, Sicilia soon found a new home on College St.

#### **FOODS OF FIERA...**

As Little Italy celebrates this wonderful FIERA (harvest) tradition with Italian music, our restaurateurs rediscover the unique foods from the southern regions of Italy that inspired and excited harvest time in Southern Italy. Experience the authentic foods of the south: Trippa, Polpetti, Pesci fritti, porchetta, Pizza alla Napolitano, gelato; all prepared in the traditional way...as “Sagras” for \$1-\$5. Other restaurants will feature portions of their menus as “Tastes” for \$1-\$5. All restaurants will participate with full menus as well, and some will feature extended patios and hours. The restaurants showcasing traditional *Sagras and Tastes* will be featured on [www.littleitalyintoronto.com](http://www.littleitalyintoronto.com).

#### **ENTERTAINMENT.....**

This year, direct from Italy, CHIN RADIO and ISTITUTO ITALIANO DI CULTURA (the Cultural office of the Consulate General of Italy in Toronto) will present EUGENIO BENNATO AND TARANTA POWER. . Eugenio Bennato has written numerous soundtracks for cinema, theatre and classical ballet. Most prominent among them are "Don Quixote" by Maurizio Scaparro (1984, Colonna Sonora (*Soundtrack*) prize), "Cavalli si nasce" by Sergio Staino and "La stanza dello Scirocco" by Maurizio Sciarra for which he received the most prestigious recognition in Italy for soundtrack composition, the Nastro d'Argento (1988 and 1999).

In 1998 he founded the movement "Taranta Power", which in the wake of an extraordinary renewed interest in the ritual Tarantella rhythms among the younger public, advanced the proliferation of this dance through various creative forms (music, cinema, theatre). Eugenio and Taranta Power have

toured extensively worldwide for a decade, bringing their music and energy to the capital cities of over a dozen countries in Eastern and Western Europe, Australia, UK, Africa and South America. This will be their first visit to Canada.

Bennato founded the “ School of Taranta and popular dancing of Mediterranean” in Bologna (Italy), being the first school in Italy active in the research and popularization of Southern Italy’s most popular dancing – The Tarantella, now having become somewhat trendy, is historically a curative dance, a musical antidote to the illness that afflicts the “tarantato” person. It is caused by the bite of the *taranto*, the black spider found in the arid fields, ready to strike at the unshod feet of the workers. The Tarantella is now addressed as a dance of release from more modern, urban anxieties. The tamburello drum remains the principal instrument of this music, then the violin and accordion, creating obsessive, hypnotic melodies, and voices that rouse you to dance, all in an unmistakable style that pays homage to the grand masters of the tradition. This dynamic group of entertainers, Eugenio Bennato and Taranta Power will bring the traditional music of southern Italy to Toronto

**College Street BIA** has also brought together many Canadian-Italian entertainers for the weekend's festivities. Stroll along College Street Saturday and Sunday and enjoy the sounds of Italian music performed on each block throughout Little Italy from 1pm to 11pm. Visit the Palmerston Stage, where Eugenio Bennato and Taranta Power perform nightly Saturday and Sunday. Enjoy dozens of talented entertainers from the Canadian-Italian communities of Southern Ontario all day Saturday and Sunday, plus our own “**Little Italy Canadian Idol Show**” – the Johnny Lombardi Canadian Italian Song Competition -- when 20 contestants will vie for cash prizes, and the chance to be part of a song festival to be held in *Italy* in 2009. Also included in the entertainment line up are well known Toronto entertainers, Paul London, the Rezza Brothers, Michael Ciufo, Biagio Bucaro, and many more. For more information, visit [www.littleitalyintoronto.com](http://www.littleitalyintoronto.com).

“I am very proud to offer this Italian cultural experience to all residents of Toronto,” said Lenny Lombardi. “My father, Johnny Lombardi, was passionate about the Italian culture and the desire to share it with all Canadians. Where better to experience Italian culture, music and cuisine, than in the heart of Little Italy on College Street?”

FIERA 2008 is truly a celebration of ***all things Italian!*** —in Little Italy on College Street. Saturday and Sunday August 30<sup>th</sup> and 31<sup>st</sup> 2008. Admission is FREE. Street closure in effect, from Bathurst to Shaw. More information: [www.littleitalyintoronto.com](http://www.littleitalyintoronto.com).

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