

# *Little Italy*

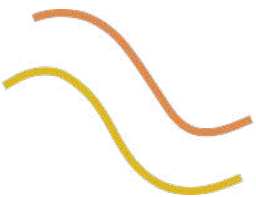
*(WORKING TITLE)*

*TV Show to be broadcasted in Italy*

*Spoken in Italian*

*Episodes: 4*

*Run time: 25 minutes*

el  río



# *Little Italy*

## *An Argentinean is an Italian who speaks Spanish*

That is one of the most common clichés regarding Argentineans. So much so, that it is quite common for school kids to assume that “Camoranesi” or “Zanetti” are typical Argentinean last names.

This, however, is only part of the picture. The Italian heritage in Argentina is so spread out that the similarities go beyond the obvious and expected. Argentinean football players are considered to be in second place in the world when it comes to “look consciousness”. Yes, Italians are in first place. Argentines are proud, loud, they move the hands a lot when they speak and they believe that pizza, stretto and ice cream are much better in Buenos Aires than in any Italian city.

But ... How true is all this, actually? How Italian is Argentina, really? And how do Italians deal with the Italianity (or lack of) in Argentina?





# *Little Italy*

## *The show in one sentence (or three)*

Three Italian CELEBRITIES travel around Argentina, coming across large cities, small towns; beautiful nature and heavy traffic. They will party, go sightseeing, indulge in local culture; maybe see a local band, perhaps attend a football game. As they arrive in every new city or town, they are greeted by a LOCAL HOST, a person of Italian descent.

The other great protagonist is the food (isn't it always?). In each episode, one of our three travellers and the local host will cook a great banquet for their traveling partners and for every other local character that appeared during that episode. It is a lovely way for thanking them for their hospitality and for showing them all the secrets of the city in which they are. At the end of the meal, all the diners together with a big special guest will choose the winning dish: who expresses better the italianhood on their plate? The traveller or the local host?

This is not a “contest show”, but rather a journey. We will laugh with our three friends, we will be amazed with the places that they show us, we will be moved with the appearance of the Surprise Guest. At the end of the show, the viewers will feel that they have travelled with our TRAVELLERS; and that they enjoyed every minute of that journey.

As in nearly every TV show, this starting point means little or nothing if we don't know who the characters are. So, let us introduce them.

A photograph of two men on a boat, looking out at a vast blue ocean under a clear sky. The man on the left is wearing a red shirt and sunglasses, smiling. The man on the right is seen from the back, wearing a light blue shirt. The water is a deep blue with some whitecaps.

# *Little Italy*

## *The Characters*

Our Travellers are in their thirties, they are well-known, but they are not starlets. They are the kind of celebrities that you would like to invite to your birthday party. They are humble, they are fun, they laugh a lot (they probably drink a lot as well). They don't come from the same backgrounds, yet it certainly feels as if they have been friends all their lives.

There is a certain chemistry among them that makes them “accomplices”, and makes the viewers wish they would be travelling with them. But there is also something dangerous about this chemistry... They will also gossip a lot, and, just like any group of good friends travelling the world together, they love to have fun at the expenses of others, even their hosts.



A close-up photograph of a person's hands holding a small, vintage-style globe. The person is wearing a brown jacket over a white shirt. The background is a solid, warm orange color.

# *Little Italy*

## *The Traveller's*

Each traveller has a different profile. That way, we achieve a wide identification within the audience and a fun and interesting dynamic between the characters. Of course, it will depend on the final Cast and this are not definitive categories, but suggestions that serve as examples:

One of the travellers is a true adventurer. He/she is always willing to embark in any journey and he/she is very in touch with nature. Not afraid to do anything, this is the character that insists to his/her travelling partners to join him/her to every plan he/she occurs.

Another character is a real foodie. He/she knows all the ingredients and gourmet dishes around the world. He/she wants to taste, smell and learn everything about the local products. He/she obliges his/her companions to taste all the exotic flavors of each destiny.

The last character is a real joker. Humour is his/her thing and he/she always has a joke or trick ready, Any situation is ideal to hide a spider inside the luggage of one of his/her companions or to bother the first one that fell asleep on the bus. He/she is a forever young soul.



A smiling man with a beard is shown from the chest up, wearing a dark shirt. He is in a room with a wooden cabinet and a doorway in the background.

# *Little Italy*

## *The local host*

The local host will be an Italian (or, even more interesting, someone who refers to himself or herself as Italian) that lives in the city in which the Episode takes place.

The stereotype of such person is an old lady, who people call “Nonna” and speaks very bad Spanish with a strong accent known in Argentina as “cocolicce”.

Anyone who has lived in Argentina for, say, three months knows of at least one person like this. And of course, we will have more than one of them in the show; it will be really funny to see them interacting with our friends.

However, we would like to have a broader spectrum of local hosts: The Hipster that moved to the “wilderness” a few years ago and now runs a small pizza parlor; the ex-pat scientist doing a job in a small town; the Italian man who fell in love with an Argentine woman and now lives in Rosario, but still misses his Mamma’s gnocchi, and so on.

*\*1 Between about 1880 and 1900, Argentina received a large number of peasants who arrived with little or no schooling in the Spanish language. As those immigrants strove to communicate with the local criollos, they produced a variable mixture of Spanish with Italian and Italian dialects. This pidgin language was given the derogatory name cocoliche by the locals.*

*\*2 A century after the last great migratory wave, there is a new Italian immigration in Argentina. The 2.0 Italian immigrants are young professionals and cosmopolitans used to traveling and living in other countries. In almost every case, they leave Italy by their own choice, and not because of a need, and they choose Argentina to work, study, or just make a new living experience.*



# *Little Italy*

## *The Surprise Guest*





# *Little Italy*

## *The Surprise Guest*

This guest has to be a complete surprise to the LOCAL HOST. And, in order to make each Episode more interesting and unique, the SURPRISE GUEST will sometimes be an Italian celebrity. In other cases he/she will be a relative or friend of the LOCAL HOST, even a relative that the HOST has never met in person!

If the GUEST is a celebrity, we will make sure that it is somebody that the LOCAL HOST knows and cherishes. For example, a local Sicilian singer if the Guest is from Palermo or Marco Materazzi, if he is interista.



# *Little Italy*

## *The structure of the show*

**ARRIVING:** Our three travellers arrive to the city. This situation is seen through a clip in reality code that resumes the transfer, the arrival, the city's presentation frames and some other colourful situations that can be added. It places us in the city where the episode will take place and automatically describes said destiny.

**ENCOUNTERING THE LOCAL HOST:** The local host leaves a note for our travellers in the place where they will be staying with indications for their first encounter. This sets a typical traveling situation where they have to manage to get to the encounter place. Once they meet with this character (the place where they meet changes according to each episode), he/she takes them to eat some typical food for lunch, while they learn some things about the city where they are.

**NIGHT:** The TRAVELLERS go out on their own. We'll find different activities related to the town in which they are. Obviously, they will feel more comfortable in the big cities with huge night life; but it will be also fun to see them at the local folk music parlor, or having to light a fire in the middle of nowhere.

**NOTE:** We will not be portraying that night's dinner, unless it consists of something out of the ordinary, such as recently – caught raw fish or something similar.



# *Little Italy*

## *The Local Market*





# *Little Italy*

## *Local Market*

The LOCAL HOST and the chosen TRAVELLER go to the market in order to get all the necessary ingredients for the meal. We'll see them arguing about the ingredients, and we will see the difference between what our friend wanted to buy and what he/she actually finds. Pomodoro certainly will not look the same in the arid Argentine north as it does in Toscana. Buffalo mozzarella? Hmm... Not likely. There, they'll also meet a local producer that tells them about a very special ingredient for that city.





# *Little Italy*

## *Local Market*

**LOCAL ACTIVITIES.** Meanwhile, our two other friends will go for a tour around the city/town, which will serve us as a way to have our viewers do some sightseeing and to get a taste of the local culture. Everything is “allowed” in this segment. They could go to a museum, a show, a game, a circus; or just a pleasant walk. They do have one objective, though: They need to get a special local souvenir that will become the Award for the cooking contest.

**NOTE:** We will constantly intercut between one situation and the other.





*Little Italy*

*The Feast*



el río



# *Little Italy*

## *The Feast*

In a beautiful dinning area with very nice household goods and tabletops, we are about to start the dinner-contest. Every person they meet during their stay in the city is invited to this feast. Suspense.

Our two friends are enjoying an aperitivo and having fun at the two cooks, who are most likely arguing in the kitchen. There is a little twist here... The diners do not know who cooked what. The cooks serve the dishes without telling. There are several dishes, perhaps more than one antipasto, maybe due piatti di pasta...

But, just before they begin to eat, the SURPRISE GUEST comes in. The Local Host is astonished, amazed. It is an emotional moment.

It is now time for food and wine. We, as viewers, really wish we were there; we actually feel a bit bad that we were not invited. The whole scene has the familiarity of a dinner party at home, mixed with a touch of festivity, like the last scene of every Asterix episode.

As coffee and grappa are being served, the “most Italian dish of the evening” is chosen. Sadly, maybe the sister of the LOCAL HOST, that woman who hasn’t seen her brother in many years and flew all the way from Ancona just for the occasion, votes against him.

The “Award Ceremony” takes place. The souvenir that was bought during the afternoon is given.

### **End of this Episode.**

You can’t wait to see the next one, can you?



# *Little Italy*

## *The cities*

The chosen cities will be very different from each other. The idea is to show as much as possible of Argentina: beaches, mountains, waterfalls, glaciers, desserts and big cities. It will be an uneven mix of natural landscapes and local towns so the show will have a touristic, social and cultural interest. We say “uneven” because, logically, this show is more urban than “rural”.





# *Little Italy*

## *The cities*



*Mar del Plata, Buenos Aires*

**Stable population:** 650.000 people  
**Location:** 410 km south of the city of Buenos Aires (within the Buenos Aires province).

*Cafayate, Salta*

**Population:** 12.000 people.  
**Location:** 1400 km north from Buenos Aires (located in the Salta province).

*Ushuaia, Tierra del Fuego*

**Population:** 75.000 people.  
**Location:** 3100 km south from Buenos Aires (located in the province of Tierra del Fuego).

*Oberá, Misiones*

**Population:** 66.100 people.  
**Location:** 1.025km north from Buenos Aires (located in the province of Misiones)



# *Little Italy*

## *Capítulo 1: Mar del Plata, Buenos Aires.*





# *Little Italy*

## *Capítulo 1: Mar del Plata, Buenos Aires.*

The happy city. It takes only a 4 hour drive to get to Mar del Plata from the Argentinean capital. It is the main beach destiny chosen by all the locals. The port, it's theatres, it's nightlife and exquisite food make Mar del Plata a place that you cannot miss.

**Local host:** Trattoria Napolitana Vespoli – Where the sorrentinos were born. The restaurant presumes to be the first sorrentinería of the country. There are many heirs of Chiche Vespoli, the founder of the restaurant that arrived in Argentina in 1887, that can serve as the local host for this episode. The Trattoria can be the scenario for the final banquet.





# *Little Italy*

## *Capítulo 1: Mar del Plata, Buenos Aires.*

### **Activity proposals**

**Helados Italia.** The biggest and most prestigious ice cream chain from Mar del Plata carries the name “Italy”. Our travellers will taste and compare with the original Italian gelato. [Link](#)

**Port and fishing.** In the port, they will meet the fishers and fish what they will use to cook in the final banquet. They can also embark and go fishing themselves to the middle of the sea.

**Nightlife.** If they travel during the summer, they can explore the local variety that the city has to offer.

**Beach.** Besides the usual customs, they try mate, churros and all kinds of Beach food. There is a farther alternative location for this activity in Mar de las Pampas. [Link](#)





# *Little Italy*

## *Capítulo 2: Cafayate, Salta.*





# *Little Italy*

## *Capítulo 2: Cafayate, Salta.*

Land of beautiful small towns, surrounded by mountains and valleys, the province of salta is well known not only because of its beautiful landscapes, but also because of the warmth of its people, its typical gastronomy and its valued wines. We'll visit the Argentinean northwest together with our travellers searching for knowledge and images to save forever in our memory.

**Local host:** Bodegas Nanni - In 1885, Pietro Nanni arrived in Argentina. The man was born in Rosciolo dei Marsi, in the province of L'Aquila. He established in Cafayate, Salta, where he founded a wine cellar that is still working. His great-grandchildren are the ones in charge of the functioning of this very special place nowadays and one of them will be joining us during our journey. [Link](#)





# *Little Italy*

## *Capítulo 2: Cafayate, Salta.*

### **Activity proposals**

**Nanni Winecellar.** This organic wines cellar is runned by the fourth generation of a family that arrived from Italy at the end of the 19th century. We'll visit the vineyards of the San José de Chimpa farm, where the grapes that will be transformed into one of the greatest wines of the area are produced and cultivated. This beautiful place will be the scenario for the final banquet.

**Cachi's typical food.** A little farther than 150km from Cafayate, the beautiful town of Cachi is located. Cachi is a very picturesque little town, located in the middle of the Calchaqui Valleys where the travellers will be able to taste the delights that the Argentinean northern gastronomy has to offer, from the classic humitas en chala and tamales to the exotic llama meat. Will the travellers dare to try them? All of this in the middle of unmatched landscapes.

**Wine therapy.** Enjoying a glass of wine is a classic. Now, enjoy a facial massage with creams and lotions produced with the best wines of the Argentinean northwest is even better. We'll visit the exclusive Wine Spa, from where we'll come out relaxed... and ready to toast again.

**Mountain Bike.** The Quebrada de las Conchas is one of the most impressive places of Salta. Most tourists realize the tour by bus or car. Our travellers will travel through this magnificent natural stone sculptures by mountain bikes.. [Link](#)





# *Little Italy*

## *Capítulo 3: Ushuaia, Tierra del Fuego*



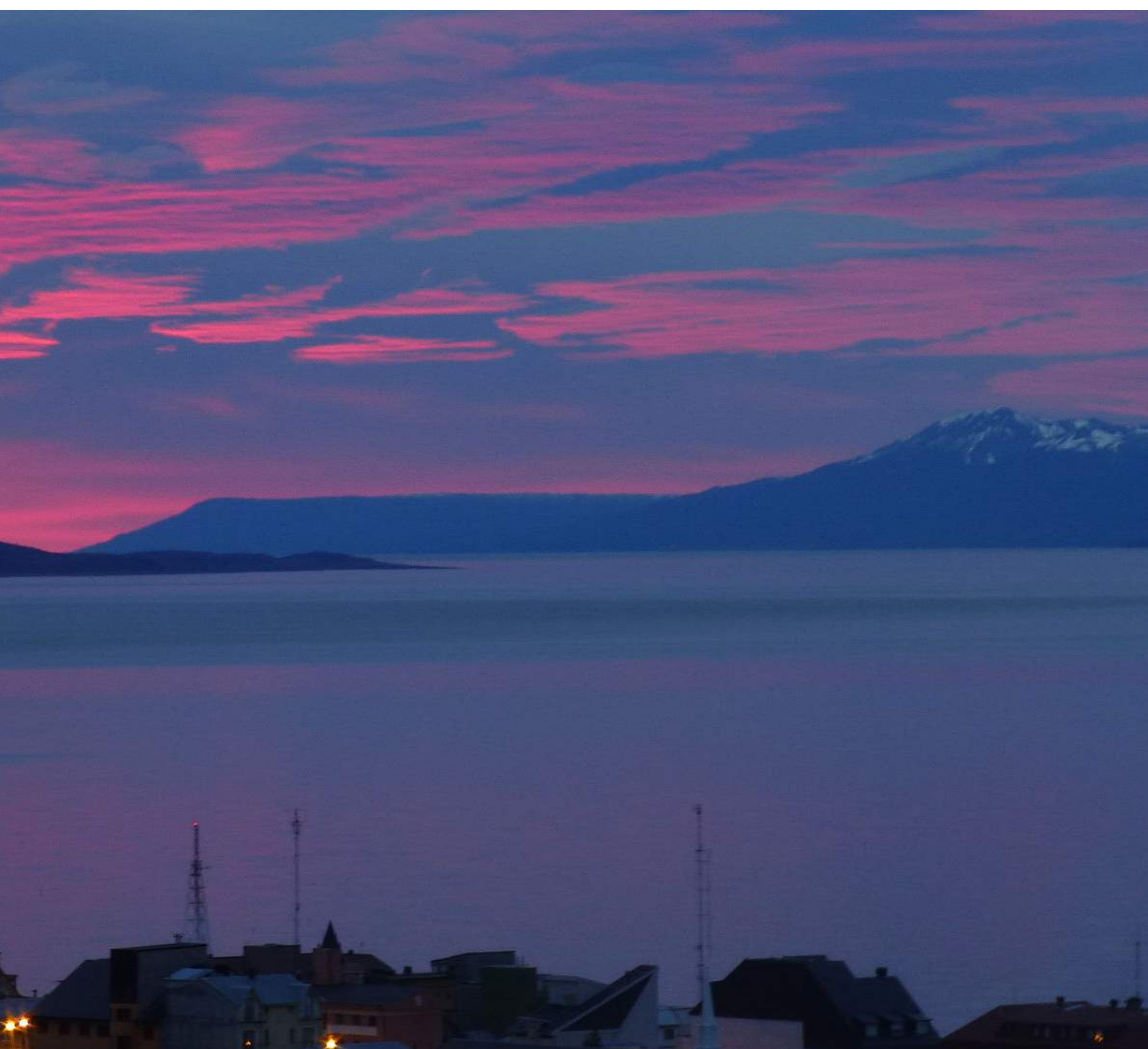


# *Little Italy*

## *Capítulo 3: Ushuaia, Tierra del Fuego*

Ushuaia is the southernmost city with Italian immigration in the world. Between 1948 and 1949, nearly 1200 Italians arrived in this region. Their imprint can be found in every corner of the city, in the last names of its inhabitants and in the names of its restaurants. That magic mixes with a unique landscape in which the sea and the mountains come together.

**Local host:** In front of the gates of the Italian Society of Ushuaia, there is a plaque with the names of the 1200 italians that arrived in the city in the middle of the past century. One of those names is María Pontoni, the president of the Society that currently has 80 years. One of her sons -or even one of her grandsons!- will be the host of our journey through the End of the World. [Link](#)





# *Little Italy*

## *Capítulo 3: Ushuaia, Tierra del Fuego*

### **Activity proposals**

**Ramos Generales.** This classic restaurant was once the warehouse where the locals got their supplies at the beginning of the 20th century. For years it was the refuge and social space for the recently arrived at the ushuaian port. Today, besides it being a museum, it is the right place to try the major region exquisites. [Link](#)

**Sailing through the Beagle Channel.** A boat ride through this unique place where the Atlantic and the Pacific Ocean encounter. The travellers will meet the marvelous fauna of the area and will be able to say that they furrowed the seas that Magellan once travelled.

**Vegetables in Microtunnels.** Producing and harvesting fruits and vegetables in one of the coldest regions of the world may seem impossible, but it isn't. We'll visit greenhouses and microtunnels where the local producers develop the activity in the most extreme conditions. Do they taste the same in Italy? Or are there differences?

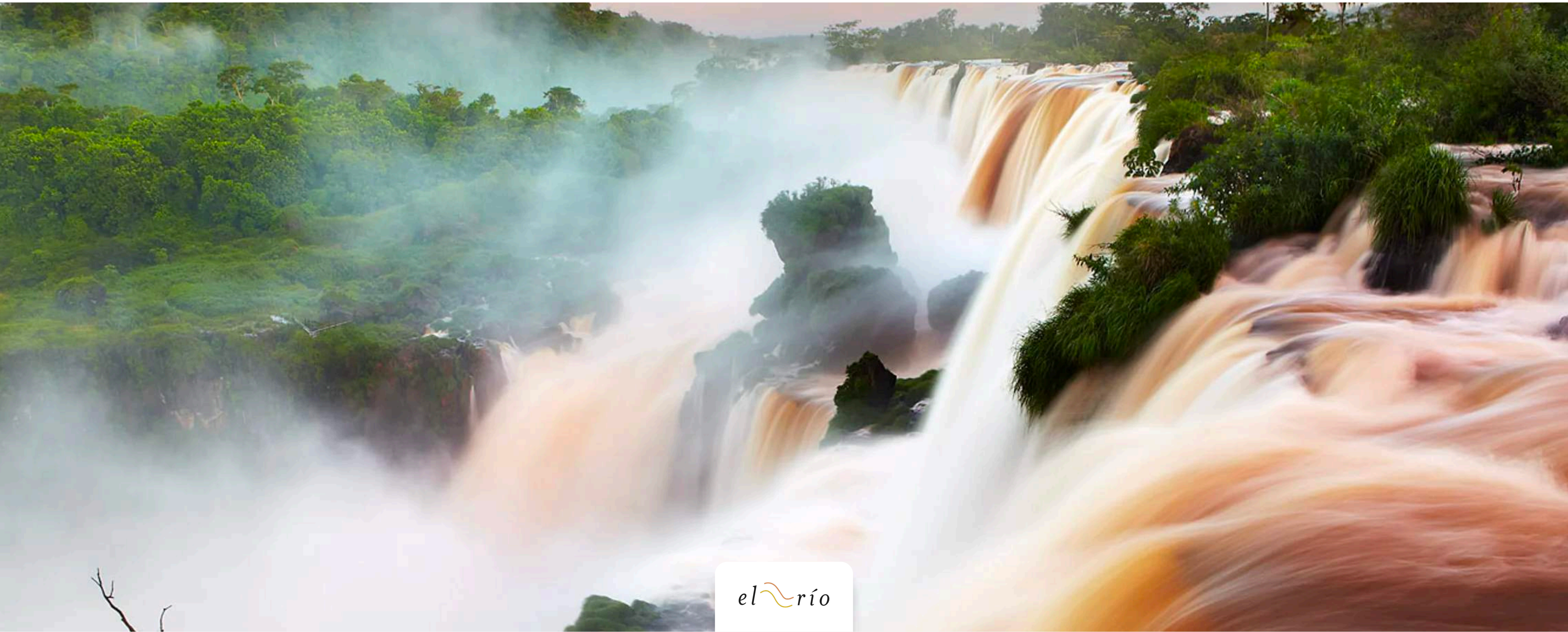
**Italian Society of Ushuaia.** The restaurant of this place, where “cocoliche” (mix of Italian and Spanish) is the main language, will be the scenario for the final banquet of this episode.





# *Little Italy*

## *Capítulo 4: Oberá, Misiones*





# *Little Italy*

## *Capítulo 4: Oberá, Misiones*

From South to North. From Ushuaia to Oberá. The province of Misiones is the cradle of the melting pot of identities and cultures that are very diverse, and in Oberá, the Italian one has a strong print. Red land, farms, jungle and the Iguazú Falls. A place to enjoy from end to end.

**Local host:** Maria Chiara Forni is a young communicator born in Oberá, but with Italian roots. She presents herself as a “mate and tarantela fanatic”. She is also the director of the media platform [Misiones.it](https://misiones.it), where her two places in the world come together. [Link](#)





# *Little Italy*

## *Capítulo 4: Oberá, Misiones*

### **Activity proposals**

**Antiche Ricette.** Vilelma Forni honors the knowledge and love of her father, Sandro Forni, for the Italian cuisine in her pasta factory. This is where the final banquet will take place.

**Iguazú Falls.** A little farther than 200km from Oberá, one of the 7 Natural Marvels of the World is located. The falls are the obligated visit in the province of Misiones.

**Monocá Falls.** Inside Oberá, this shocking waterfall can be found.

**The roman goldsmith.** Carlo Multineddu was born in Italy in 1944. He arrived in Argentina together with his mother when his father joined the army. He has lived in Oberá since 1960, where he works as a goldsmith, the only Italian goldsmith in the red land. [Link](#)

**The Tea Route.** The city of Oberá has one of the most important tea productions in Argentina. The travellers will meet the crops, learn the harvest process and elaboration and they'll taste the final product. Will they use it in one of their recipes?





# *Little Italy*

## *An easy – to – market format*

We strongly believe in the endless possibilities that this show has to offer. Not only is it a simple-to-produce, fun program full of beautiful images, it is also a perfect format. And, like any good format, it is absolutely possible to adapt it to other locations in subsequent seasons (Italians in Australia, or in the US) as well as to other markets.

We have the verbal, but explicit support of the Argentinean Ministry of Tourism, which means not only logistical help while travelling, but also considerable discounts at hotels, restaurants, air and ground transportation, etc. We'll also have the support of the local governments.

There are also many Italian cultural institutions in Argentina that will gladly support a show like this one.

### **Production specs**

Each Episode will be shot in 3,5 days.

The first one from around 5 pm to about midnight

The Second day from around 11 am to about midnight.

We'll have two camera/sound crews.

One to follow the "cooking situation" and the Dinner scene.

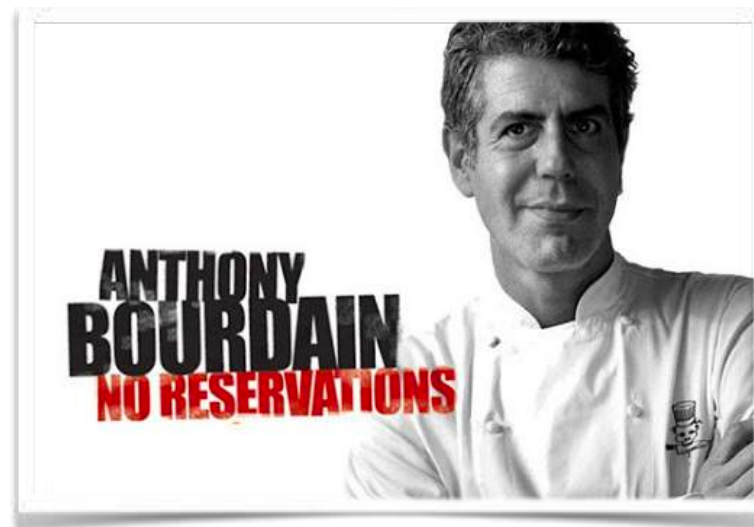
One to follow the "tourism situation" and the Dinner Scene.

The third one to do B Roll and the Dinner scene.



# *Little Italy*

## *References*



### **No reservations, with Anthony Bourdain**

In the way it shows the cultural life of the city in an interaction with gastronomy. Our show, however, will be funnier and more focused on our characters and their travel experiences together.



### **Fishing with John**

The chemistry that John Lurie had with his guests will be similar to the one our friends have amongst themselves. Also, we will push for the kind of crazy activities that they had in the show.



### **On the road**

The idea of the people travelling together is similar. However, we will not show the "getting from A to B" part. Our show will definitely be much less formal, and the relationships between the TRAVELLERS and the LOCAL HOST will be much deeper.



### **Somebody Feed Phil**

A final meal with every character that appeared along the episode is a beautiful epilogue to conclude the visit to a city. In this case, we'll add a little twist with the competition and home made cooking.