



### Enjoy the Dolce Vita.



The most beautiful part of a trip is the journey. The excitement and the calm. Every encounter with nature and culture. Everything that's new, the enjoyment and movement. The desire for beauty is fulfilled. With every Laika motorhome.

# Enjoy the Dolce Vita.

# Leisure and freedom



# under one roof

It smells like a mixture of resin, sand and salt. The air buzzes with the chirping of the cicadas and the sunlight slowly turns a warm tone of orange. It's late afternoon, somewhere along the coast, and the wind carries the sound of the surf up from the beach every now and then ...

I think we would all like to just keep this image running in our minds. No additional description is required. The images are conjured up because we have already experienced such scenes. Or because we would like to experience them. In any case, you and I associate two things with them: leisure and the feeling of being free.

Both are aspects that have a particularly high priority in our life — no matter what phase of life you are in. Because these moments are in short supply. Because these moments don't just lie in front of us on the supermarket shelf. And because a lot of what we once associated with holiday has lost its magic. Because it has long since become part of our everyday work.



Ute Hofmann

Managing Director Laika since 2019 and over 15 years in the industry When I was a child and later a young German student in Italy, a night in a hotel room was something special. It meant adventure. Away from everyday life. Being curious about new things. It promised leisure and freedom. Today, hotel rooms are more for work than to get away. They are used as living space on business trips. Plus, I also have to remember different things: When do I have to check in and out? How long do they serve dinner? And so on.

Today, a hotel room has nothing to do with leisure any more. And certainly not with freedom. I believe that very many people feel the same way. This results in an almost romantic desire, which almost spontaneously turns into daydreaming. The particularly nice thing, however, is that every day in my role as managing director of LAIKA I experience how easy it is to translate this fantasy into reality.

And that's exactly what we want to show, no, prove with this magazine! In fact, there is probably no easier way to enjoy pure freedom in your time off than with a motorhome or caravan. This is exactly where my vision of and for LAIKA lies: We want to bundle these two longing emotions in a targeted manner. To bring them under one (moving) roof. I am convinced that leisure is the most important time in our customers' lives. No matter if it's a holiday or you are enjoying

#### In fact, there is probably no easier way to enjoy pure freedom in your time off than with a motorhome or caravan.

your pension. And I believe that it is our job at LAIKA to do this at the best time in our customers' lives. In your life.

That's why it's so important to us that you feel the passion with which we at LAIKA design and implement all our models — every screw, every detail and every element. In my opinion, the passion with which our designers, carpenters, mechanics and technicians work is exactly that which flows into the Kreos, the Ecovip and all other models — and that which is often lacking with others: Soul.

And I am convinced you can feel this subtle sensation, that it becomes tangible when you linger in your LAIKA in that place that you have only dreamed of up until now. When it smells of resin, sand and salt. When the cicadas are chirping and the sea is only a few steps away - but freedom has long accompanied every second of our leisure time.

I hope this magazine inspires wonderful holiday fantasies!

Ute Hofmann

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You can find more information about Laika at www.laika.it



Passion and precision distinguish a real Laika from an ordinary motorhome.



PASSION AND PRECISION



In Tuscany, beauty gently flows over the landscape. But it is also deeply anchored in the centuries-old tradition of handicraft. It was not so long ago that silk, wrought iron and ceramics were processed here. Today, ultra-modern homes on wheels are created.

The roots of real craftsmanship are hidden in every corner of Tuscany. Modern, Tuscan manufacturers benefit from this experience and develop it further in order to create innovative and functional furniture.

#### MADE IN SAN CASCIANO.

In San Casciano in Val di Pesa, there is still the opportunity to visit traditional, family-run workshops and to experience the original Tuscan art of woodworking up close. Laika has also produced all motorhomes there without exception since it was founded in 1964.





A motorhome is a travelling home. Its furniture has to withstand vibrations, temperature fluctuations and driving movements. That is why we pay great attention to every detail. This is how Laika not only creates beautiful motorhomes, but also extremely robust ones.

# Motorhomes for everyone, with a sense of beauty, enjoyment and quality.







Laika translates the beauty of travel into motorhomes. Here, harmonies of form, function and quality are created in keeping with Italian design icons. Motorhomes with personality that move and inspire you. Statements with a pronounced sense of style.



The selection of the best materials creates a perfect interplay of fabrics and wooden elements in the interior of every motorhome.



#### **ITALIAN DESIGN** TRADITION.

The 'Italian line' is an unmistakable element of our design. This is the place where quality and beauty are inextricably linked. Colours, shapes and designs are representative of a cosmopolitan lifestyle when travelling.

A lot of dedication goes into the planning of our feel-good rooms. This is the only way to create the flowing shapes and harmonious colour compositions that make a LAIKA. These are rounded off with functional details that provide pleasure.



# From a vision to an international icon.



TRADITION AND INNOVATION

Giovanbattista Moscardini was fascinated by the many possibilities provided by technological innovations. He was so fascinated that he founded the LAIKA brand. He strived for new travel ideas and innovative ways to discover the world. His journey began in 1964 with the first caravan. Today LAIKA models are developed and produced using the most modern methods. But one thing remains unchanged: the passionate search for innovations continues—in the spirit of the visionaries of the past.



#### LAIKA MILESTONES

Started as a vision, LAIKA has developed into an international icon. Even with the first caravan – the 'LAIKA 500' – there was a feeling of future and change in the air. And the most modern production in the industry followed with other iconic series. Design, research and innovation come together in San Casciano in search of the best ideas for travelling.





Laika combines craftsmanship with hightech. Every motorhome is a robust and precisely processed ensemble, built from the best materials and the latest technology. Modern interior and lighting concepts complete the ensemble.

# 13 secrets



# That you do not know about Laika yet

INNOVATIVE (1)CARAVAN CONCEPT

The very first caravan developed by the founder, Giovanbattista Moscardini, was simply called "Laika 500". The caravan – rolling in a futuristic style - was immediately able to make a name for itself with two special features: The upper part of the caravan could be lowered while driving due to a telescopic mechanism. Firstly, this ensured better aerodynamics and greater driving comfort, and secondly, it also meant that less power was needed to pull the vehicle. Strictly speaking, Moscardini had planned that his first caravan could be towed by a small car from the outset - the then hip Fiat Nuova 500. The model name 'Laika 500' is proudly derived from this.



**SURPRISING** 2 NAME

#### FOUR-LEGGED 3 **INSPIRATION**

The names of the different Laika models are all unique and memorable. However, a special message is hidden in that of the rolling flagship of the Laika fleet that is reminiscent of the basic values of the brand. The term Kreos is derived from "create" in the broader sense and is borrowed from the artificial language Esperanto. To be precise, "kre $\cdot$ os" is an inflected form of the verb "krei", an imperative future tense, for those who want to know. It is, therefore, a kind of order for the future. And one which the Laika engineers followed with conviction and with great passion in the freshly presented new edition of the Kreos.

The Laika logo shows a greyhound flying towards the future, and this has just been slightly adapted so it's more obvious than mysterious. In fact, this figurative mark hides the clear vision of Laika founder, Giovanbattista Moscardini, to give his brand something just as innovative as space research was at the time: Laika is actually named after the first female dog sent into space aboard Sputnik 2 on 3 November 1957. Even today, the heroic four-legged friend stands for research and innovation, adventure, high technology and the projection of the future at Laika.





In order to always be one bonnet-length ahead, investments have not only been made in the development of new models in recent years, but above all in the design of a new production facility. And so, in February 2016, the company moved to the newly built business and production facility in San Casciano in Val di Pesa. The new plant has since been regarded as one of the most advanced production facilities for this branch of industry in all of Europe.



#### FAMOUS RESIDENT

What a heartbreaking story: Taxi driver Aurora is the single mother of the blind Ciro. In search of economic and social security, she takes him on a desperate hunt for the possible father of her little one. This is the short version of the road movie that premiered in 1984 under the original title 'Qualcosa di biondo'. The main role was played by none other than Sophia Loren, who helps a Laika caravan achieve screen fame in the film. Ultimately, she goes on a grand trip with the motorhome.



#### CINEMATIC HISTORY

6

No film production without chic motorhomes for the film stars involved! That's why Laika has repeatedly made its vehicles available for large film productions over the past few decades. And so Laika's 'guest book' reads like a who's who of Italian film history: Stars like Sergio Leone, Sydne Rome, Ugo Tognazzi and entertainer Enrico Brignano learned texts in Laika models, rested or received a relaxing massage.

#### SECRET 10 **SPECIAL EFFECTS**

The special reputation that precedes Laika is based, among other things, on the small details that make a LAIKA special. Innovations in the field of lighting and household technology in particular have repeatedly provided surprising "a-ha" moments. A special highlight: the integration of a so-called lifting bed. Thanks to its flexible anchoring, this bed can be removed up to 20 centimetres from the windscreen if necessary. The intention behind it: you really shouldn't get cold feet when travelling. Hence the name of the innovation: 'Easy Winter System'.



Roberto Viciani, technical manager at Laika



#### PASSIONATE LOYALTY

The Ecovip series from Laika can confidently be described as a cult brand. Since this rise in its popularity, separate forums have been formed on the Internet whose members are passionate about the Ecovip. But it's not just the fans who are loyal to this special motorhome. Also the people behind it! And no one more that the current technical manager at Laika, Roberto Viciani. As a young engineer, he was involved in the development of the very first Laika Ecovip in 1992. He also led the process behind the new edition of the Ecovip together with chief designer Francesco Gabbrielli.

#### PRESERVED HISTORY

Since it was founded in 1964, over 80.000 Laika models have rolled out of the factory into the world. Accordingly, many residential vehicles have long been described as vintage and are considered rare. To ensure that none of these special Laikas are irretrievably lost, a separate Laika section has been established in the Erwin Hymer Museum in Bad Waldsee in Germany. So if you are in the mood for a spectacular journey through time, it is the place for you.





#### ARTIFICIAL 9 CRAFT

Laika's stated objective of applying the Italian design standards to every fibre has led to every component - no matter how small- being unmistakably Italian. As if that weren't enough, every Laika is actually unique. Because: the relevant details of each model are made by hand by craftsmen, upholsterers, mechanics and tinsmiths from Tuscany!

#### DOUBLE (11 FLOOR





Laika's rolling inventory by the name of Ecovip has just been successfully revised and brought onto the streets of the travel world. And the model with which Laika has been conquering the market since 1992 made headlines in the specialist press. The reason: a heated and illuminated false floor that not only offers storage space, but also makes some technical installations disappear.

The recently revised Ecovip underlines how important the design aspect is for Laika as a brand. The model was bought up-to-date by chief designer Francesco Gabbrielli and his team with great sensitivity and the right amount of courage. And this was done so skilfully that the new edition won the coveted Red Dot Design Award straight away!





#### reddot design award



#### **SMART VISION**

During the pandemic in particular, new life and work concepts came to the fore. Smart office solutions for so-called 'digital nomads' have come into the spotlight. With this, an idea has now been strengthened at Laika that has been pursued for several years: If desired, the individual models should be able to be equipped with interior solutions that turn a mobile home into a work vehicle in just a few simple steps. The so-called SCU - Smart Caravan Unit - is already finished. It is intended that you will be able to control the Ecovip and other models via smartphone from next year. Well, at least important features such as temperature control, charge level, water level and so on ...

 $\Theta$ THE REPORT

# KREOS



# From a vision to an international icon.



The Kreos motorhome series combines luxury, technology and versatility. A real combination of style, driving comfort and refined Italian design: In the Kreos, elegance knows no bounds and travelling in a motorhome becomes a daydream.

### LIVING

The new KREOS awaits the rise of dawn full of anticipation. A world that it will soon be exploring. The living area is the heart of this journey. A good place to dream of new goals and focus your drive.

#### WELL-ROUNDED

The extremely comfortable seating group can be individually put together before you make yourself comfortable. Friends and family come together at a round table in the centre.

#### FROM HERE ONWARD

The perfectly integrated driver's cab is the first taster of many design elements. It not only offers plenty of storage space in the side cabinets and double floor, but also a unique view upwards through the Skyview skylight.



### **CORIAN**<sup>®</sup>

### **KITCHEN**

#### HYGIENIC

Easy to clean and particularly hygienic

#### JOINTLESS

Colour-coordinated adhesives enable a visually seamless connection

#### DURABLE

impact, scratch and wear resistant

Corian<sup>®</sup> is a high-quality material with a smooth feel. The table, kitchen worktop, double sink and numerous design elements of the Kreos were made of Corian<sup>®</sup>.

What would the Dolce Vita be without a morning coffee? The Kreos has a compartment made of Corian specially reserved for the espresso machine.



#### THE ITALIAN CUISINE, REINTERPRETED

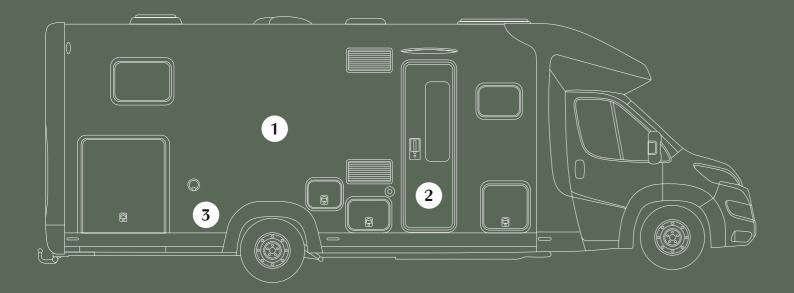
The new, flowing Corian transitions catch the eye at first glance. Shaped from high quality materials. The indirect lighting under the kitchen worktop creates a warm atmosphere. With two sinks, you can wash salad and pour out the pasta water at the same time. Doesn't that sound like a relaxed, mild summer evening? It is well known that the way to a man's heart is through the stomach. And with the KREOS' new innovative kitchen, it's love at first sight.

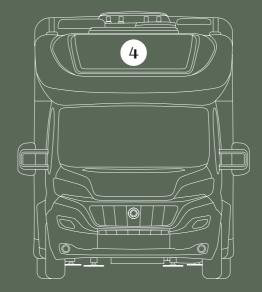


There are three variants to choose from:

- Standard (Tectower with fridge and oven combination)
- Grandchef (oven with grill placed under hotplates)
- Standard and additional dishwasher (6 place settings and 8l water) under stove tops instead of drawers.

Easily place the pasta water on it thanks to the matt black tap with flexible arm





### **CONSTRUCTIONS**



#### CHASSIS

Fiat AL-KO Heavy Chassis Premium chassis for more comfort and an optimum driving experience

#### Premium body structure

Highest insulation: self-supporting aluminium/XPS/aluminium body with increased thicknesses (40 mm + 4 internal covering, total 44 mm). Fibreglass/ XPS/aluminium roof and under floor.

#### Eye for detail

high-quality aluminium side bands with insulating properties and even weight distribution thanks to a continuous fastening rail instead of individual screwing points. Stability, automotive design, insulation.

One-piece fibreglass rear wall with LED lights

#### Body assembly

with direct connection between walls and roof, without external corner for better harmony of shapes and very high mechanical strength

Anti-torsion wall/floor anchoring system, thermal-bridge proof and with homogeneous distribution of body weight along the entire surface of the vehicle

#### Opening fibreglass dome

with maxi Skyview (116 × 73,5 cm). Fully insulated, elegant design and optimised rainwater drainage through roof rails

#### Fibreglass roof

with extension under the dome for the best insulation



#### Dolce Vita at first sight

XL Premium plus living unit door (192×60 cm) with window, 3-point safety lock, insect screen and central locking with remote control

#### **Comfort and Stability**

External electric maxi step (70 cm) provides stability and comfort

#### Beat cold bridges

Extra-thick side doors with thermal break frames to prevent heat loss.





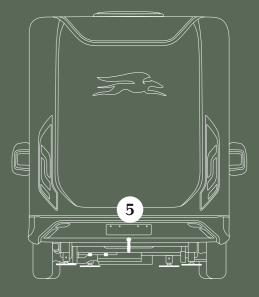
#### Smart dimensions

Double fibreglass through-floor with 25 cm useful height dedicated to systems and storage with access from both inside and outside. All of this and still under 3 metres in total height!

Access to the double floor also from the living area through convenient hinged doors - everything is within easy reach

**Automotive Standards** More ventilation and light thanks to the electric opening sunroof (96 × 65.5 cm), which can be used while driving, available as an alternative to the dropdown bed

Roof-light (40 × 40 cm), thermostatically controlled, in the kitchen





#### GARAGE

Bringing bicycles, beach umbrellas and sports equipment on holiday has never been so easy: maxi garage (218  $\times$  129  $\times$  124,8 cm) with symmetrical side doors (2×120×100 cm) that open upwards, with thermal break frame, integrated hinges and security locks

#### Dolce Vita on board

A private wine cellar: room in the garage for storing wine bottles

Illuminated and heated garage with non-slip floor, light switches on both sides, sockets and 250 kg payload

### SLEEP & LIGHT

Anyone with great experiences while travelling needs deep, relaxing sleep. An if not here, then where?



Warm real wood elements form a wonderfully cosy sleeping area. Here, too, Corian elements are repeated and reinforce the design concept. The reading lamps with integrated USB connection for spending hours with a really good book.. Smart cabinets all around with interior lighting offer generous storage space.



#### THE PUREST PLEASURE

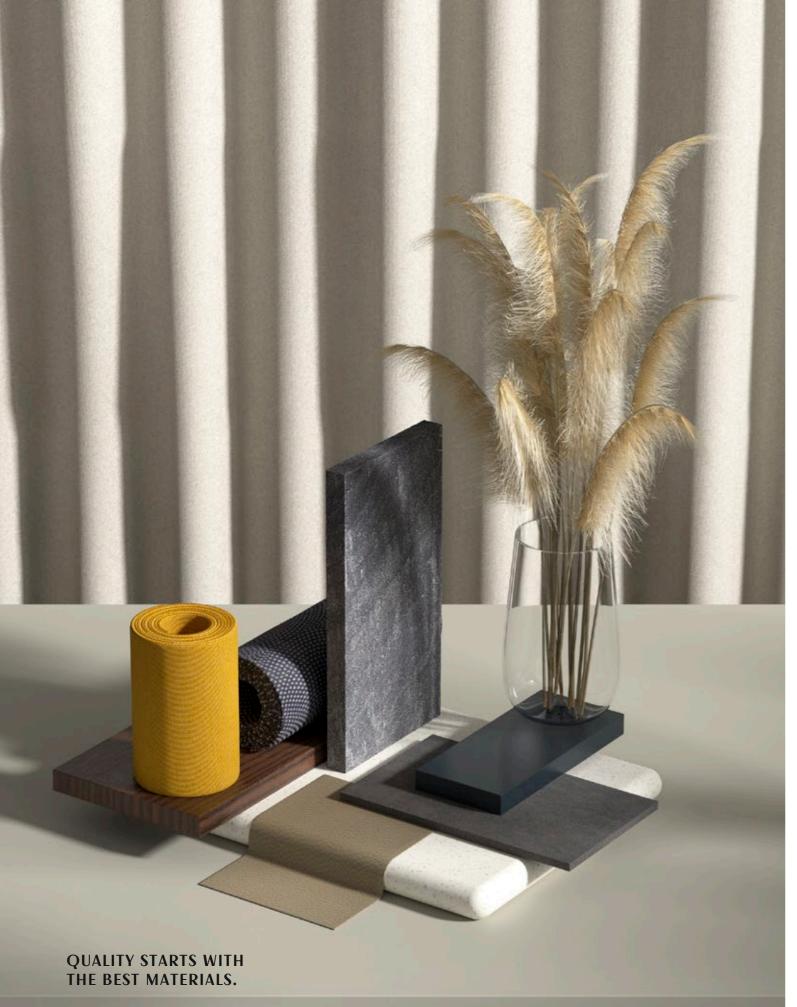
A skylight gently throws daylight into the KREOS' bathing area. Under the mirrored bathroom cabinet with plenty of storage space is the elegant Corian washbasin with matt black fittings. The sliding door to the sleeping area offers privacy and a space-saving solution.

### SMART IDEAS PACKED IN ITALIAN COOLNESS.

The pampering program may begin. The new bathing area appears open and spacious thanks to the walk-in shower. Relax and refresh yourself under the wellness shower with rain shower and flexible, separate shower head.

### BATH & Shower





Living world Parma and furniture décor Noce Naturale

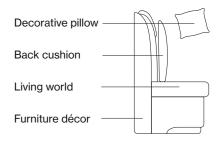
## **MATERIALS & COMBINATIONS**



#### **BACK CUSHION & DECORATIVE PILLOW**



THE NEW KREOS



#### **FURNITURE DÉCOR**



Noce Naturale

#### FLOOR





Modena & Dese

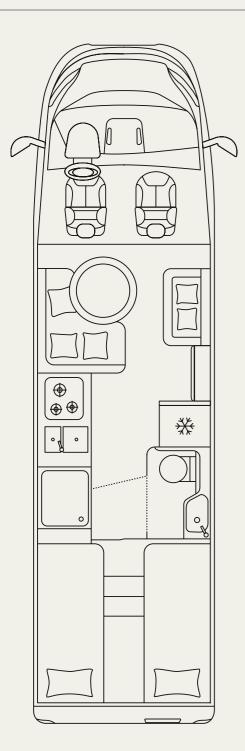


Pisa & Fiora

### KREOS FLOOR PLANS

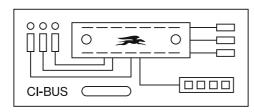
**KREOS L 5009** 

LOW-PROFILES



The laid cabling and the battery compartments are entirely located in the double floor. This allows effortless access for operation, installation or repair. The electrical control unit can be easily operated in the garage via its own switch box with comfortable access.

CONNECTED



All electrical installations in the new KREOS are based on state-of-the-art CI-BUS standards.



 $\longleftrightarrow$  799 cm

 $\Box$ 

2 (+2)



The beginning of a great love story. With nature. With the outdoor lifestyle. With freedom. Regardless of whether you are travelling alone, with a loved one, or with the whole family: The Kosmo series is your uncomplicated entry into a world full of beauty, comfort and flexibility.

OUR ENTRY-LEVEL SERIES



Come in, look around and feel at home. Four walls are waiting for you, which were manufactured with great care and precision. For everything you have in mind. Welcome home.

# WHAT MAKES KOSMO UNIQUE





Your Kosmo welcomes you with a spacious entrance. The central locking is carried out via a remote control. A mosquito net provides a peaceful night with a pleasantly cool breeze.

## Lots of space and lots of possibilities.

The garage with 150 kg payload, low load floor and nonslip surface offers space for everything that is essential when travelling.



## Innovative technology meets Italian design.

The indirect, multi-stage LED lighting in the cab and living room creates cosy evenings.



Generous in every way.



## Light, exactly where you need it.

The reading lamp with integrated USB connection for spending hours with a really good book.



The standing height of up to 213 cm creates a pleasant living atmosphere and plenty of space to make new plans.



# Full board included.







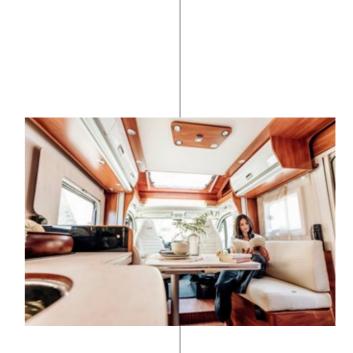
# Refreshing



## relaxation.



# KOSMO EMBLEMA



If our Kosmo is the beginning of your journey, then Kosmo Emblema would be the best moment on that journey. Redefined with a warm wooden look in 'Noce Italiano' and full of zest for action with a powerful engine, this model is perfect for everyone who has fallen in love with the freest form of travelling.

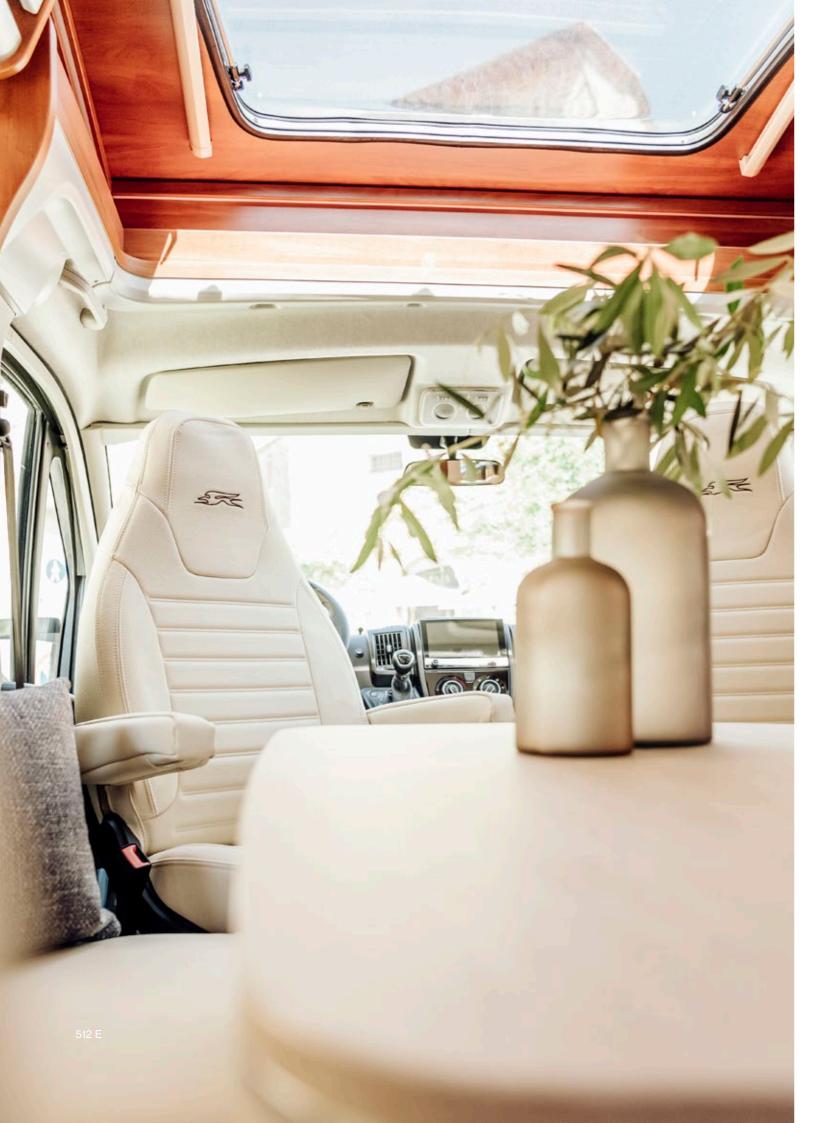
Wherever the road leads, the journey will be extremely comfortable. This is because the Kosmo interior is ergonomically shaped and offers comfortable pillows and cushions. Practical construction and Italian design are combined with ease.



# A room open to everyone.







When summer turns into autumn, a heating system, special anticondensation walls and a ventilation system in the furniture provide heat in the room.



KOSMO EMBLEMA

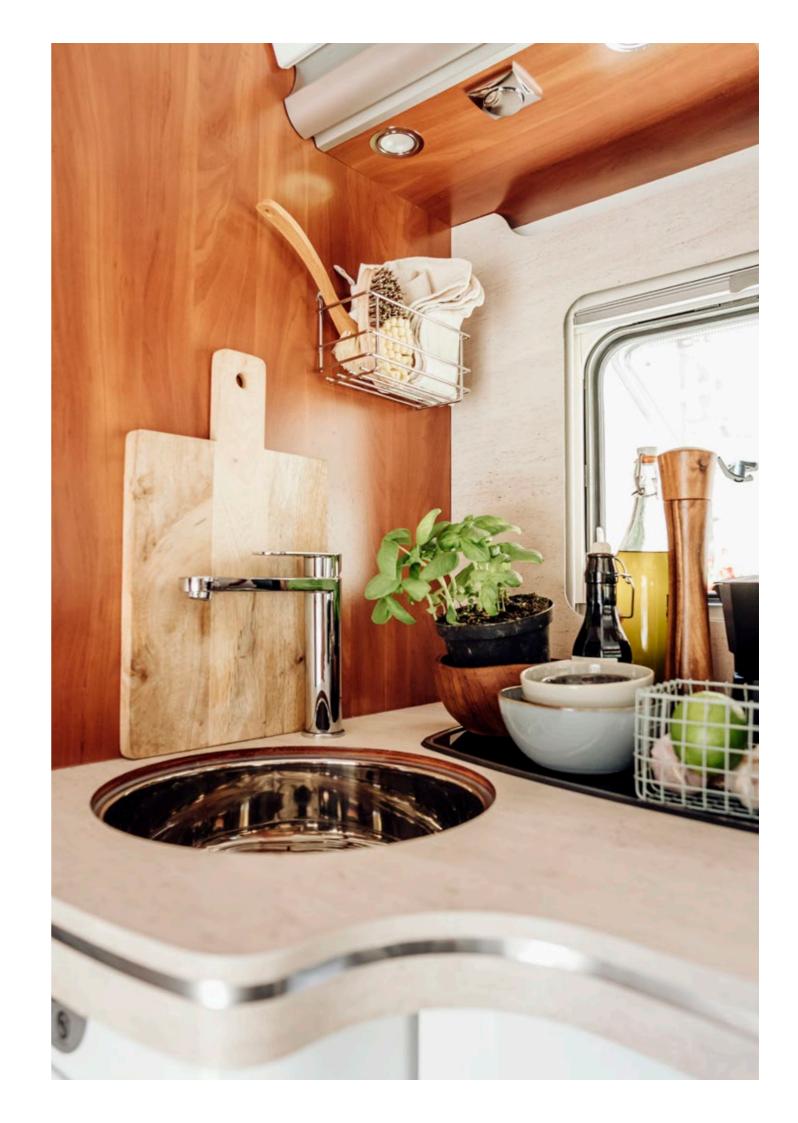




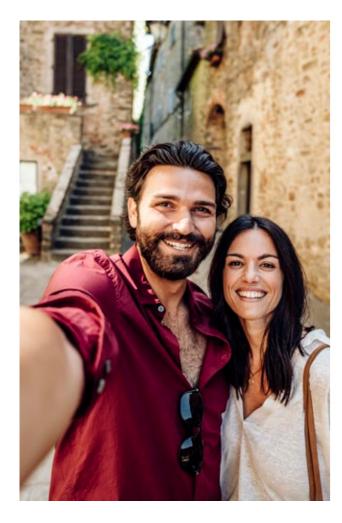
## Cook, linger and enjoy.



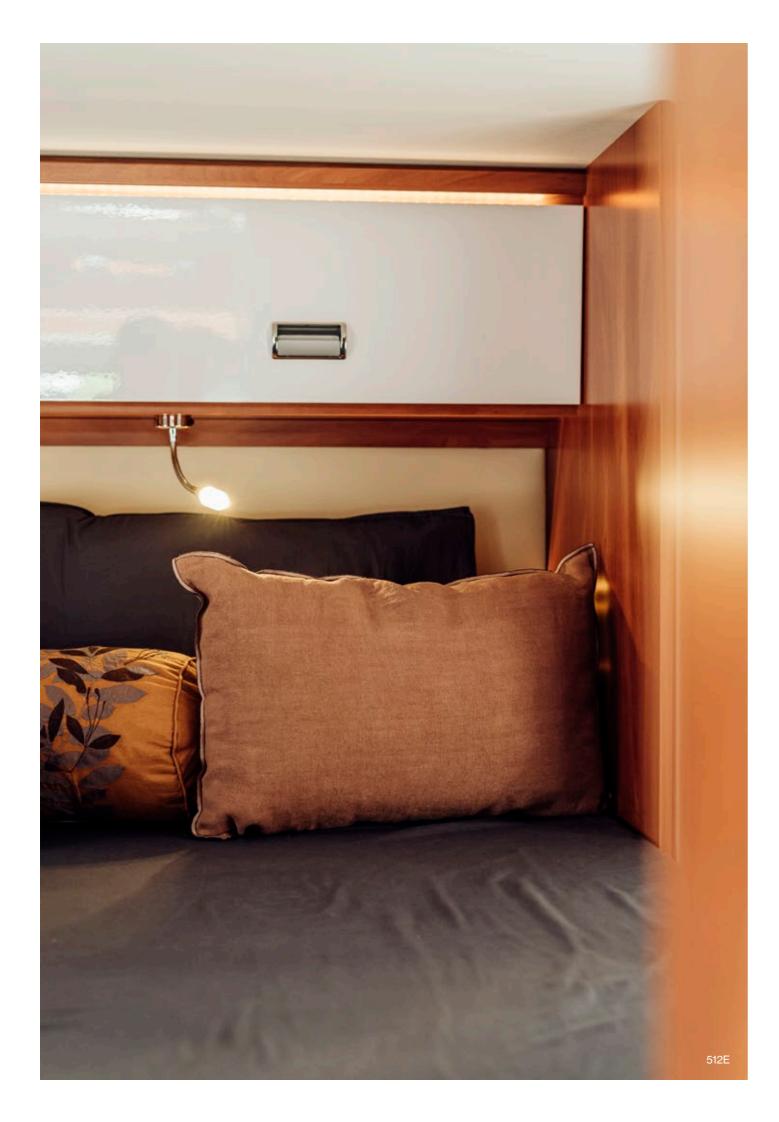












# Wonderful



## comfort.



# MATERIALS & COMBINATIONS

#### FURNITURE DÉCOR





Floor

Pero Toscano

#### LIVING WORLD



Como series



### CHOOSE YOUR IDEAL COMBINATION.

All Kosmo Emblema models can be combined with materials and designs from the classic Kosmo series.

#### KOSMO EMBLEMA FURNITURE DÉCOR



Floor



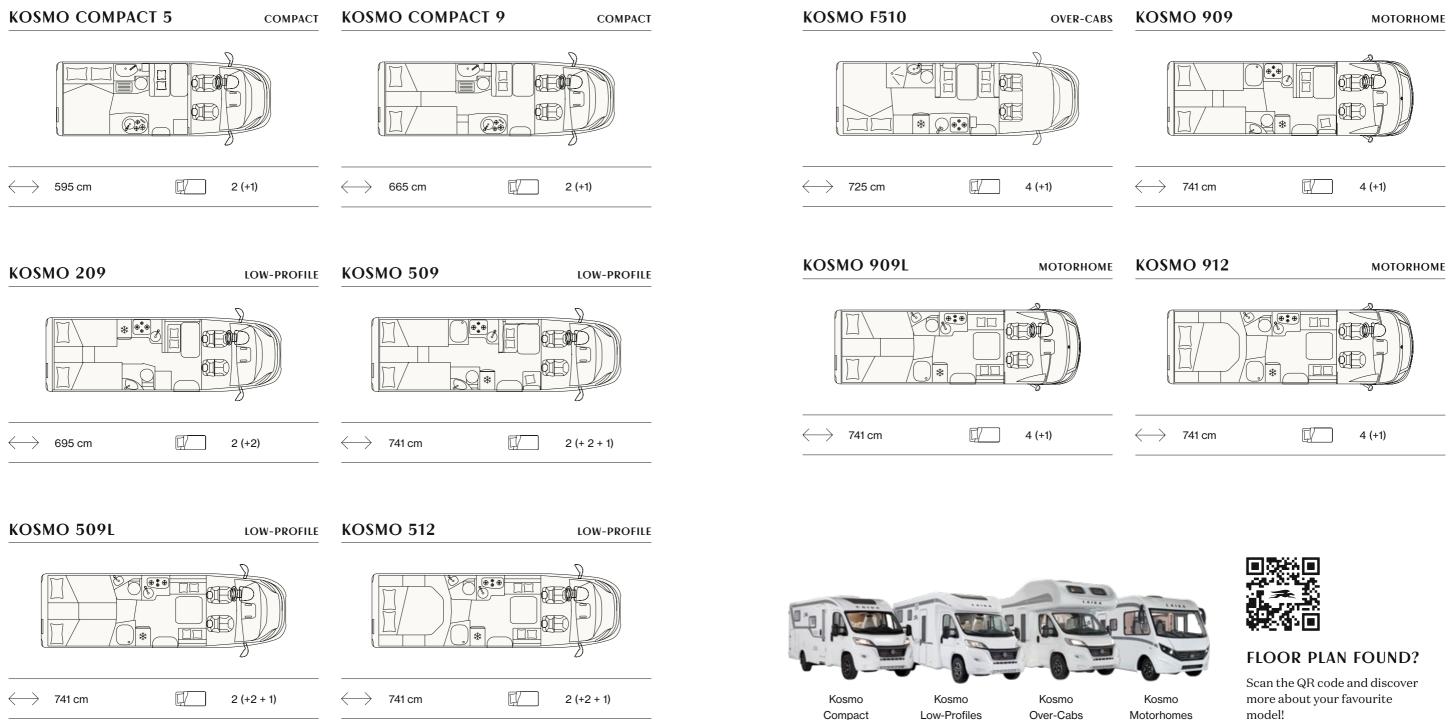
Noce Italiano





Udine leatherette

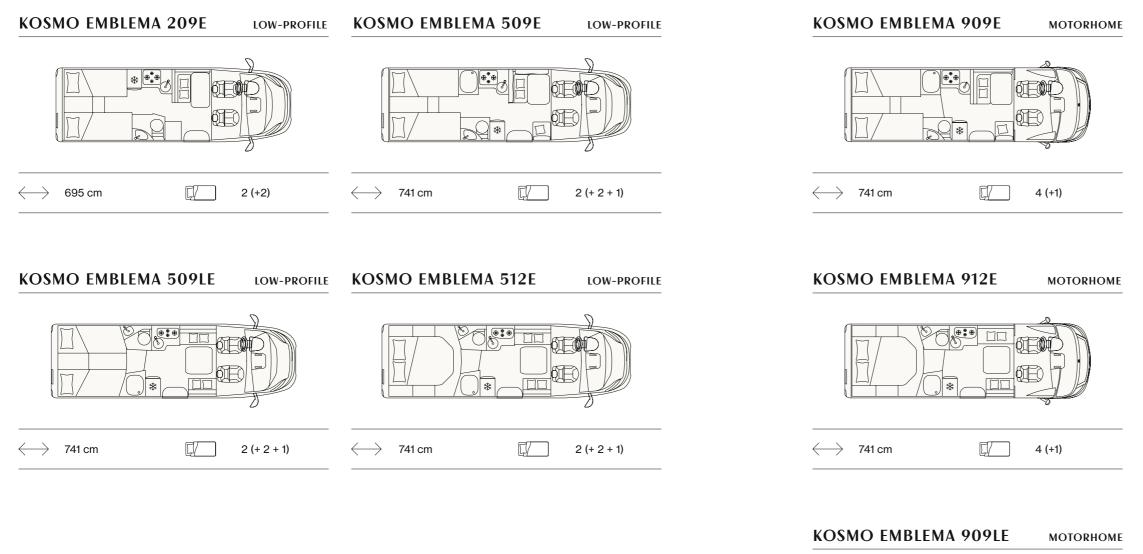
## **KOSMO** LAYOUTS



Motorhomes

model!

## **KOSMO EMBLEMA** LAYOUTS





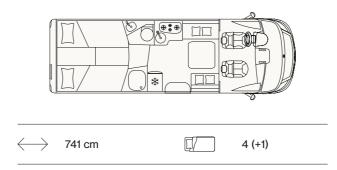
Kosmo Emblema Low-Profiles

Kosmo Emblema Motorhomes



FLOOR PLAN FOUND?

Scan the QR code and discover more about your favourite model!



KOSMO





Italian craftsmanship can be visually enchanting. And technically impress. The Ecovip series has been an integral part of the Laika range since 1992 and will impress you and your family for decades. With excellent technology and an unforgettable mix of beauty, comfort and adventure.

OUR NEW CLASSICS



Surprises are followed by great enthusiasm. The new Ecovip opens the door to the world and arouses curiosity. For long or spontaneous trips, in pairs or all together. The possibilities are as endless as the Tuscan hills.

The journey begins here.

# WHAT MAKES ECOVIP UNIQUE





The extra wide premium body door is particularly inviting with a comfortable entrance. There is also an electrical step and central locking with remote control. With a mosquito net and blackout curtains, deep, refreshing sleep is planned in.

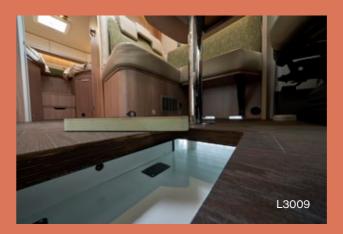
## Elegance and intelligence.

The high-quality interior is inspired by the elegance of Italian furniture. It is equipped with perfect flowing shapes and curved surfaces and offers sophisticated details. The wardrobes can be pulled out on both sides, for example.



### Endless possibilities.

The heated and illuminated double floor stores heat and also acts as an ideal storage space. Accessible from outside and inside.



Everything where you need it.



## A stepless floor.

The pleasant, ground-level living room extends to the rear bedroom without steps and provides a luxurious feeling of living.



The low loading edge of the garage enables easy loading and unloading of up to 250 kg. This way you can take everything you need to make your trip unforgettable.

## La Dolce Vita as standard.

LAIKA

EV.039 | K





A living space modelled on an elegant living room. With a room height of 205 cm, the Ecovip offers plenty of room for dreams. A lot of emphasis was placed on elegance in the design. The well-upholstered seats will make the living area your new favourite place, regardless of whether the journey leads to rough coastlines or gentle hilly landscapes.

## Room to relax.

## Designed with love



## cooked with love.

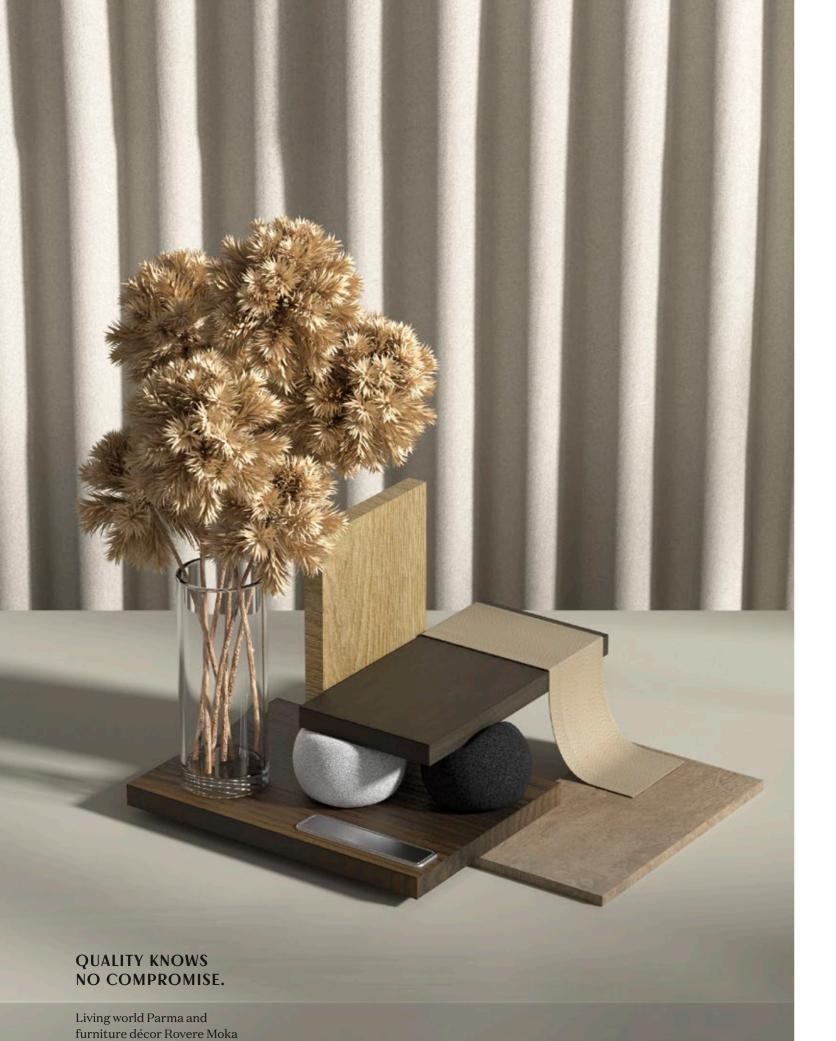












## MATERIALS & **COMBINATIONS**



### **BACK CUSHION & DECORATIVE PILLOW**





Toscana & Arno series

Liguria & Adda





Firenze & Ema

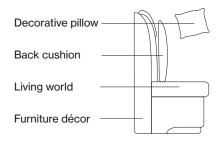






Umbria & Elsa

Siena & Lima



FURNITURE DÉCOR





Rovere Moka series

Pero Toscano

#### FLOOR







Veneto & Piave



Roma & Liri



Trentino & Brenta





Sardegna & Pesa

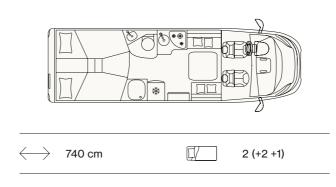




The Ecovip models are characterised by many different shapes and sizes. You can choose what suits you best. A mix of warm wood design, refined with copper accents, creates a sensual overall concept.



ECOVIP L4009DS

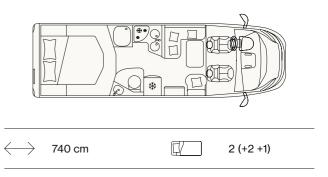


#### **ECOVIP L2009** ECOVIP L3009 **ECOVIP L4012DS** LOW-PROFILE LOW-PROFILE LOW-PROFILE \* Ģ/ ۲V $\longleftrightarrow$ 659 cm $\Box$ 2 (+1 +1) $\longleftrightarrow$ 699 cm 2 (+2 +1) $\longleftrightarrow$ 740 cm 2 (+2 +1) ECOVIP L3010 ECOVIP L3019 **ECOVIP H3109** LOW-PROFILE MOTORHOME LOW-PROFILE \* \* 6 $\longleftrightarrow$ 699 cm Ę٧ 2 (+2 +1) $\longleftrightarrow$ 699 cm [/]2 (+2 +1) $\longleftrightarrow$ 699 cm Ţ/ 4 (+1) ECOVIP L3412DS ECOVIP L4009 ECOVIP H3119 LOW-PROFILE LOW-PROFILE MOTORHOME $\Box$ [/ $\Box$ 2 (+2 +1) 4 (+1) $\leftrightarrow$ 720 cm 2 (+2 +1) $\leftrightarrow$ 740 cm $\longleftrightarrow$ 699 cm

**ECOVIP** 

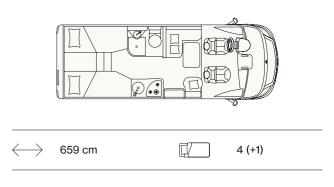
LAYOUTS





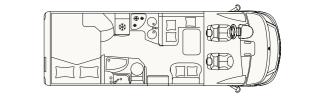
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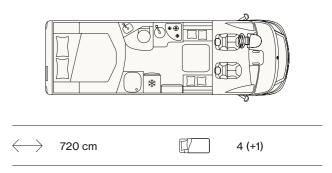
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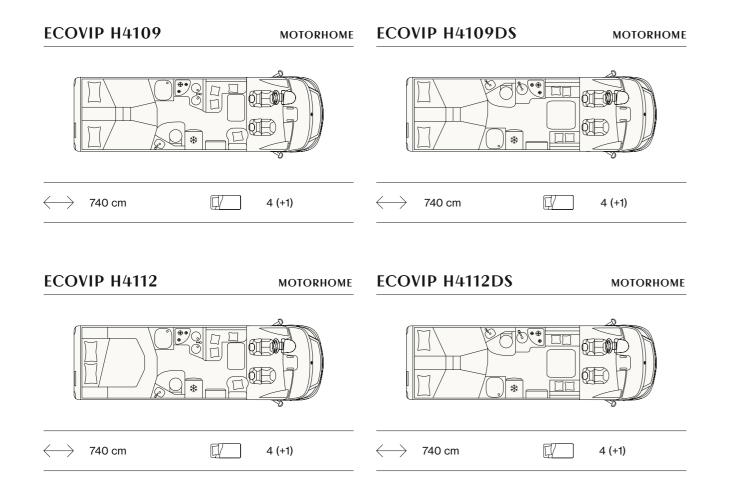


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## [Italian]

# for beginners

**ITALIAN FOR BEGINNERS** 

You don't have to speak Italian to get ahead in Italy. Because whoever understands these six aspects is already on the right track!



Simply press your fingertips together, point them up and hold them under your nose. A gesture that simply connects everyone with Italy. And anyone who has ever ventured into Italian traffic will know: this gesture doesn't necessarily have anything to do with Amore. Rather, it can be interpreted as an indefinite 'something's wrong'. But among friends, this gesture is often used very jokingly, almost playfully. And generally used so often that the consequences of this hand movement are usually limited. You could almost say: when used in traffic, it's like honking but with your fingers. Just quieter.



## [la sprezzatura] It just looks great!

No question about it, we associate one or the other cliché with every country. And when it comes to design, people often think of Italy! There is often talk of "Italian design" around the world. But: what does this term actually mean? This semi-official definition proves how divided even experts are ib the subject: "The Italian design mixes functionality and irony. It is a pleasant, fluid and at the same time complex design full of emotions and suggestions." Everything clear? Hardly. Maybe you just have to look at Italian fashion to understand what it means. It's the

Nr.

### [il cappuccino] A small hood



feeling of dressing yourself in a casual and elegant way. There is no magic formula for this — which would have been a great help for us — but it does have a term of its own: sprezzatura. According to the official definition, the ability to apply "a certain nonchalance, so as to conceal all art and make whatever one does or says appear to be without effort and almost without any thought about it."

> Is it an urban legend or a true story? Warning, spoiler alert: we don't know exactly. The fact of the matter is, however, that the coffee with its milk foam coat and chocolate cap looks like a Capuchin monk in a brown robe. ... at least, if you use a little imagination ... It is said that this is how the name cappuccino originated. But it is much more important to know when you can order this choice of coffee - or, better said, when not! It is actually considered a sacrilege to drink a cappuccino after eleven o'clock in the morning in Italy. Background: A cappuccino is a heavy drink that – unlike an espresso – does not stimulate digestion, but rather passes through as a food. Therefore, Italians actually only drink cappuccino with or as breakfast.



### Nr. 4

## [lo Stelvio] Curves in bicycle racing heaven

A few moments at the Giro d'Italia race track are enough to understand one thing: bicycle racing is just as much a part of the Italian people as red wine and espresso. With this knowledge, you can also find out as a racing bike layman that these two tires are tickets to unimagined worlds. You are welcome everywhere, you are flattered and, even without any knowledge of orientation, you are never left behind. As a racing cyclist, you will simply be helped at any time. But: why is that? The matter is quite simple to explain: Many big bicycle racing

stars come from Italy - Fausto Coppi, Ivan Basso, Francesco Moser or Marco Pantani, to name just a few. They have always inspired fans and would-be racing cyclists. By the way, the secret behind the multitude of great bicycle racing stars lies in the infinite number of mountain passes that can be found in Italy. Therefore, it's perfect training terrain. The most spectacular, however, is and will remain the Stelvio, the Stilfser Joch with its unbelievable 46 serpentines.





[l'aperitivo] Opening remedy



#### [la merenda] Nr. The snack 6

To outsiders it might look like the people in Italy are always snacking somehow, as if they are constantly eating. Even if this perhaps doesn't entirely come out of thin air, there is definitely much more to it than you can imagine at first glance. Not least for this reason, this type of snack – especially between lunch and dinner – has its own name in Italy: 'la merenda'. This probably stems from Latin, from the word 'merere', and means Many big bicycle racing stars come from Italy - Gino Bartali, Eddy Merckx, Miguel Indurain or Marco Pantani, to name just a few. They have always inspired fans and would-be racing cyclists. By the way, the secret behind the multitude of great bicy-

cle racing stars lies in the infinite number of mountain passes that can be found in Italy. Therefore it's perfect training terrain. The most spectacular, however, is and will remain the Stelvio, the Stilfser Joch with its unbelievable 46 serpentines. 'earn'. And, in fact, there is a good reason for that, too: Most Italians used to work in the fields or in factories. Therefore, they had to get up early. This meant they were hungry early, too, and thereby earned an early snack. This habit was ultimately anchored in folklore. Today, however, it proves above all that the people of Italy simply know how to enjoy life. And that there are no exact times or special reasons for doing so.

It is said that the aperitivo is the best moment of the day for Italians. And anyone who has ever been allowed to inhale the Italian attitude to life knows: That's probably true! In fact, this ritual stands for more than just a drink before dinner. An aperitivo – usually a light and mostly bitter drink – should not only prepare the stomach for dinner, but also open people up to one another. This is generally understood to mean: aperitivo is derived from the Latin 'aperire', which means something along the lines of 'open' and is actually borrowed from medical jargon. So, strictly speaking, it has the meaning 'opening and laxative remedy'. As with any medicine, the dose makes the poison ...







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