



## Coolness Italy

Elegance, Espresso, and a Hint of Rebellion

Georges Desrues

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- The first illustrated book to explore the ambivalence of being Italian - between grandeur and lightness, cliché and cultural depth
- A personal, sharp-eyed, and often witty cultural exploration drawn from two decades of living in Italy
- More than a book – a statement piece that radiates Italian flair through sensual visuals, smart storytelling, and iconic design

What defines Italianità – that elusive spirit of Italian life that turns everyday gestures into style, food into identity, and leisure into ritual? In **Coolness Italy**, author and cultural observer Georges Desrues embarks on a visual and narrative journey to uncover the secret behind Italy's effortless elegance and bold sense of beauty. From the myth of "Italian cuisine" to the quiet power of espresso, from the symbolism of sunglasses to the drama of design, cinema, and fashion – this book captures a country that unites through diversity. It tells of pasta as a national glue, of Slow Food and the passeggiata, of Marinetti and Mastroianni, of beaches, dialects, and Aperitivo hour. Drawing from two decades of life in Italy, Desrues blends photography, reportage, and sharp cultural insight to reveal a lifestyle where tradition flirts with reinvention – and where ease truly becomes art.

**Georges Desrues**, born in Paris, grew up in Vienna and has been living in Italy as a freelance author for 20 years. He specialises in food, drink, design and travel. Among other things, he is the author of the slow travel photo book *Triest für Fortgeschrittene*.