



*The Ambassador*

*Embassy of Italy  
Washington*

I am pleased to extend a warm greeting to all the readers of *Study in Italy*, this very useful Eduitalia Guide.

Eduitalia's contribution is pivotal, and it is particularly significant to note this here, in the United States. Indeed, this year is a very special one for Italy and America as it is "2013 - Year of Italian Culture in the United States" ([www.ITALYinUS2013.org](http://www.ITALYinUS2013.org)). This rich program offers a fascinating voyage aimed at discovering Italy. The very best of what our Country has to offer will be showcased through science, art, film, music, theater, photography, food, design, the beauty of our landscapes, literature...and, of course, the Italian language. It is a yearlong journey with nearly 200 events, in more than 50 American cities. A path that joins tradition, creativity and innovation, that treasures our artistic heritage and our technological excellence, and that focuses on the younger generation.

Given that culture and language go hand-in-hand, one of the top priorities within this rich cultural framework is precisely that of promoting the Italian language throughout the United States.

The reinstatement of Italian in the AP Program has been pivotal in this. Those taking AP Italian can earn credits valid at the university level while still in high school. This reinstatement was strongly promoted by the Government of Italy and implemented last year - also thanks to the support of major Italian-American Organizations and various important Italian companies - and it truly represents a crucial milestone, and lays the foundation for the future.

The prerequisites are there: over the course of the last ten years, America's desire to learn Italian has grown continuously: our language is trendy and is increasingly seen as an expression of culture, art and style.

The synergy now launched with Eduitalia - made possible also by the tireless efforts of the Italian Language Observatory, in charge of coordinating language promotion in the United States - increases our potential for attraction. The scholarships offered by Eduitalia are an added incentive. In fact, students registering for the AP Italian exam can *win* and, subsequently, *experience* Italy as a destination during their program of studies. And, as we all know, the best way to improve one's language skills is to practice them in the Country where the language is spoken.

In the Year of Italian Culture in the United States, I would like to thank Eduitalia and to encourage those who yearn to "experience Italy" to do so, and to yield to the desire to admire its beauty, appreciate the sweetness of our language and *Made in Italy's* creativity - in short, to immerse oneself in our lifestyle. Because, after all, Italy is not only a country - it's a lifestyle.

Happy Year of Italian Culture. And *buona Italia* to all!



*Claudio Bisogniero*



2013 ANNO DELLA CULTURA ITALIANA  
YEAR OF ITALIAN CULTURE