

Press Release

The DLISH and Eleit.it brands start their partnership with the new “Famiglia Oliva Gift Box” Launch and a Tour focused on the “Tasting Experiences around the table”.

Stemming from a mutual passion for food and design and the special moments shared around the table, **DLISH** and **Eleit.it** have partnered to share an exclusive insight into the most authentic Italian food and art of hospitality and the forgotten world of artisans and fine craftsmanship.

Inspired by the alluring Mediterranean culture, **DLISH and Eleit.it are proud to introduce their first project, Famiglia Oliva gift box which celebrates the profound story of olive oil.** The multisensory gift experience brings together exquisite tastes with characteristic designs which together stimulate curiosity.

Inside each gift box, you will discover a journey centered around the table, a sacred place where stories are shared and emotions are felt. Born from the collaboration between **Astrid Luglio** and **Mariella Caputo** for Eleit, the Famiglia Oliva collection gives personality to the olive oil tasting experience. Designed by Astrid Luglio, each piece in the collection is handmade by the **craftsmen of Rua Catalana** in tin-plated brass and copper and is characterized by archetypal shapes. Their names signify the three fundamental elements for cultivating an olive tree: **Gea** (the earth) is used as an oil dish for dipping bread, **Elio** (the sun) is the spoon used to measure and pour the oil and **Pigi** (the Spring) which is used for the olfactory experience.

Guided by Mariella Caputo, a sommelier, restaurant owner of **La Taverna del Capitano** in Nerano and master olive oil taster, the Famiglia Oliva gift box includes three distinct extra virgin olive oil flavors, complementing the tasting experience. Produced by the local, family-run **Le Colline Lubrensi oil company located on the Amalfi Coast**, each oil has the power to bewitch our senses with its memorable scent, enchanting color and engaging taste.

Le Colline Lubrensi dates back to the early 1900s when Mariano Gargiulo founded the company with the intention of making exceptional olive oils. Today the company is run by Antonio Gargiulo, a third-generation lover of the land who is determined to carry on the tradition of cultivating extraordinary olive oil in the Sorrentino Peninsula.

DLISH and Eleit.it are creating and supporting a community of designers and local producers and are proud to share the stories of the people behind the specially curated Famiglia Oliva gift box as well as the many other creatives and craftsman involved **in the creation of innovative and intimate experiences shared around the table.**

About the Experiences

You can live an exclusive aperitivo at the inviting **Palazzo Petrucci** where Michelin **Chef Lino Scarallo** shares his unique take on Neapolitan cuisine. It is at this inspiring location where **400 gon, Bhumi designer** and chef come together to create for Eleit.it the **RITI Line** (*Rituals, Senses, Memories*), a collection of curiously designed objects that focuses on the pleasure of touch and sight as precursors to taste. From “*Scarpetta*,” to “*Con-dita*” to “*Soffio*” each object explores the simple beauty, rituals and tastes of the region that continue to stimulate our senses.

The Real Fabbrica di Capodimonte is one of Italy's oldest and most historical institutes for the preservation of ancient craftsmanship and ceramic art. Established by King Carlo of Borbone in 1743 as a Royal Ceramic Factory, the institution is home to old and young artists integrating traditional know-how with innovative designs. A result of this union is the **PYXIS**, a handmade storing and serving vessel devised to enhance the taste of the famous Neapolitan '**white gold**' - **mozzarella**. Designed by architect **Raffaella Del Giudice** for Eleit.it, the evocative dish is inspired by archaic femininity, tracing a hidden path for the preservation of the mozzarella milk and the degustation of the cheese.

Pizzeria Concettina ai Tre Santi:

No visit to Naples would be complete without experiencing the iconic pizza and meeting the pizzaiolo immortalizing the culinary art. Located in one of Naples's oldest districts, Rione Sanità, **Pizzeria Concettina ai Tre Santi** has been around since 1951. Named "Tre Santi" for the shrines of three saints that are located beside the Pizzeria. Today the famous pizzeria is where the fourth generation, **Ciro Oliva** continues the tradition started by his great grandmother, **Concettina Flessigno Oliva**, evolving in new projects like the "Mozzarella Tasting Experience" with the famous **PYXIS**.

Rua Catalana:

Perhaps less known for brass and copper craftsmanship, Naples is home to **Rua Catalana**, a neighborhood born in 1343 when Queen Joanna I of Anjou granted the Catalan metalsmith their own road to boost trade in the Kingdom of Naples. A type of open-air museum, today the area is home to artisans using masterful techniques to create innovative designs, like the **Famiglia Oliva** collection.

La Taverna del Capitano is a family owned and operated hotel and Michelin restaurant located in a tiny fishing village in Marina del Cantone. Compelled by scents and flavors from times gone by, Michelin Chef **Alfonso Caputo** passionately sources fresh local products to create unique, refined dishes synonymous with the enchanting culture of the coastal region. His sister, **Mariella** serves as sommelier while her husband, **Claudio** magnificently serves as Maître Di.

It is in this magical place where the **Famiglia Oliva** comes to life. During an exclusive dinner where Chef **Alfonso** together with his team prepare and present inventive traditional dishes using local products, all enhanced by the olive oil tasting experience between each dish. As head master olive oil taster, **Mariella** gracefully doses each **Elio** with exquisite extra virgin olive oil from the region. She then fills the **Gea** of each guest with a fitting amount of oil to be savored with their fresh, homemade bread.

To enhance the multisensory experience each guest is submersed in the olfactory experience with the **Pigi** while visiting **Le Colline Lubrensi oil company** where founder, **Antonio**, passionately shares the journey of cultivating the perfect olives for extracting the most extraordinary and rare olive oil.

As head of **La Taverna del Capitano**, **Mariella Caputo** is the first female sommelier of Campania and the founder of **La Terra delle Sirene** (*the land of mermaids*), a project promoting the local farmers and their artisanal products. Customary to the hospitable region and its people, **Mariella** and her family have graciously open their doors of their hotel.

Il Turuziello is one of the few producers who are part of **La Terra Delle Sirene**. With local resources and farmed cattle, **Il Turuziello** produces various regional cheeses: mozzarella, caciotta, caciocavallo and, especially **Provolone del Monaco PDO**, still made using original recipes.

Mona Bavar, the DLISH Founder: "In Eleit.it we have found a partner with which we share a common vision for rekindling the pleasure of possibility by building a deeper emotional connection in a world filled with mass produced, uninspired products while supporting local artisans, farmers and designers around their traditional know-how."

Mona Bavar, Founder di DLISH: "In Eleit.it abbiamo trovato un partner con cui condividiamo una visione comune per riaccendere il piacere della possibilità di costruire una connessione emotiva più profonda in un mondo pieno di prodotti di serie e banali, supportando al contempo la competenza tradizionale di artigiani, agricoltori e designer locali."

Titti Gallucci, Founder di Eleit.it: "In DLISH abbiamo trovato un partner con cui condividiamo l'ambizione di proporre nuove tasting experiences sulla cucina italiana ad un target internazionale attento all'unicità degli oggetti e alla valorizzazione del **genius loci**."

Titti Gallucci, Founder di Eleit.it: "In DLISH we have found a partner with whom we share the ambition of new tasting proposals on Italian cuisine for an international market who appreciates the uniqueness of objects and the enhancement of **local geniuses**."

About Eleit.it

The world of food meets design and craftsmanship in **Eleit.it**, a project that enhances the culture of the territory, through the birth of new "Italian food experience" concepts. The Founder Titti Gallucci, Marketing Manager for more than twenty years with a particular specialization in local marketing, is on a mission to promote Italian culture through the union of designers, excellence of craftsmanship and Italian cuisine. From the synergy of these three skills, exclusive lines of Made in Italy objects are born, capable of enhancing the tasting of iconic foods, suggesting new gestures and rituals around the contemporary table.

www.eleit.it

About DLISH

Forever inspired by food, art and design, **DLISH** is on a mission to build a deeper emotional connection in a world filled with mass produced, uninspired gifts while cultivating a community of artisans, designers, and farmers that continue to use traditional know-how and fine craftsmanship. With over 20 years experience, the founder Mona Bavar leads a dedicated team of creatives, designers and culinary specialists dedicated to rekindling the pleasure of possibility through the timeless ritual of thoughtful gifting.

www.dlish.us