

The Italian Former Best of Youth

The updated Augustinian dictum “Love Capitalism and you will be a Capitalist” has for sure revealed itself correct, at least for the now old generation of Italians belonging to the last half of the 20th century. The American dream has in fact fed them since their birth, right after a terrible war which has in a way contributed to desaturate a whole country, a country seeking to get reconstructed not only infrastructurally but mostly socially and this again under the America model. That very generation, the following up of the “meglio gioventú” as poet and film director Pier Paolo Pasolini would have called them, really in fact despising them for their arrogance, has grown with the idea of fulfilling the dream projected onto them by American like media. A private profession to earn shovels of money, investing not so much in a cultural environment, like an architect designed house, but more on a status symbol. The last decades of neo-liberal politics seconded by prime minister and capitalist tycoon Silvio Berlusconi has in fact seen the dream come true. Out of the blue, all mediocre Fiats and Alfas and Lancias has been replaced by German or even American or American looking German comes. The dream has in fact really come true as soon as the very Fiat, has bought out the now obsolete American car industry, this at the time in which, in McLuhans early prognosis, the decisive shift from the mechanical to the electronic age should have occurred.

Has the last Italian generation, in other words, betrayed the new generation, leaving them with an obsolete heritage, that of the mechanical age, this only to fulfill their materialistic and in some sense, feticistic dream? This question is open for an answer now that the new generation Italian can no longer hope to earn exuberant amount of money and not even a decent enough steady salary. For them, the money that their fathers and certainly also their mothers, have invested for private transport, would have for sure helped them if they would have been invested in public transport and social project in general. Or are we to think that the Italian genius, not inclined to homogenization as their Northern counterpart, are we to think that in fact the mechanical and the hardware is still an option? Well, as most of Italian industry is declining with the new generation being sent to university instead of to the factory and with all the new rivals in the world economy (China and their slave market in particular), there are some examples of successful mechanic or better hardware based company like the pedagogic microprocessor (and microprocessor seems to be an Italian invention) Arduino. Keeping up and understanding the nature of Italian culture their old heritage and their new heritage imported by the large population of immigrants, is at the base to relaunch an economy, but mostly a general moral on its knees, this as the miracle economy is waking up to a rush reality. As the populist comedian and politician Beppe

Grillo would say, or as a Aereosmith rock songs would keep repeating: Italians, “dream on”!