

italiAMO is Here, the New Free App to Learn Italian

Giada Gramanzini (May 24, 2018)



Among the free apps available for Android devices on Google Play and iOS on App Store comes italiAmo, an Italian culture and language course (level A1 level) to discover the beauty of Italy and to promote the excellence of Made in Italy. The app created by MAECI (Ministry of Foreign Affairs and International Cooperation) in collaboration with IED-European Institute of Design and Ovosodo.

IN ITALIANO >> [2]

Studying the Italian language and discovering the wonders of Italy and its culture is finally possible thanks to an app created by MAECI in collaboration with IED and Ovosodo.



Among the free apps available for Android devices on [Google Play](#) [3] and iOS on [App Store](#) [4] comes italiAmo, an Italian culture and language course (level A1 level) to discover the beauty of Italy and to promote the excellence of Made in Italy. The lessons take the user on a journey through the most evocative places of the "Bel Paese."

Not only can you learn Italian, but you can also learn some curiosities about Italy's artistic and cultural heritage, the history of cinema, handicrafts, good food, and the largest companies belonging to the world of fashion and cars.

In addition, the user will be accompanied by an exceptional duo, Leo and Lisa, a modern representation of [Leonardo da Vinci](#) [5] and [Mona Lisa](#) [6] who will be there every step of the way commenting on the main tourist attractions. Leo and Lisa will visit Rome, Florence, Turin, the Alps, Milan, Venice, Apulia, Sicily and finally Naples.

At each stage, visible in a menu inside the platform, the user can follow dialogues between the two characters with the related translation, and practice with listening and grammar exercises. The content of the texts is edited by Irene Verzì, while the translation in Chinese is edited by Li Yuquian.

The project, conceived by the Ministry of Foreign Affairs and International Cooperation under the direction of the Counselor of Legation Lucia Pasqualini and the coordination of the Secretary of Legation Federico Mozzi and the CEO of ovosodo Giovanni Frassi, was developed thanks to the collaboration of [IED-European Institute of Design](#) [7], [Accademia di Belle Arti Aldo Galli](#) [8] and ovosodo.

From a technological and educational point of view, italiAmo presents itself as an extremely cutting-edge interactive tool, with which [Farnesina](#) [9] expands its resources to invest in the promotion of the "Sistema Paese" abroad.

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