

SFW  
LITTLE ITALY  
  
HONOR WALK

GENERAL PRESENTATION  
NOVEMBER 27TH 2023

ON OCTOBER 2ND, 2023, IN SAN FRANCISCO, WAS ESTABLISHED UNDER THE GUIDANCE OF THE MAIN ITALIAN AND ITALIAN-AMERICAN ASSOCIATIONS, WITH OVERSIGHT FROM THE GENERAL CONSULATE OF ITALY, THE CALIFORNIA NONPROFIT, TAX-EXEMPT, PUBLIC BENEFIT CORPORATION:

### SAN FRANCISCO LITTLE ITALY HONOR WALK

678 GREEN ST, SAN FRANCISCO CA 94133

WWW.SFLI-HONORWALK.ORG / INFO@SFLI-HONORWALK.ORG

#### MISSION

“THE CORE MISSION OF THE CORPORATION IS TO CELEBRATE, REMEMBER, PROMOTE AND ENHANCE THE ITALIAN AMERICAN COMMUNITY, ITS HISTORY, CULTURE, AND SOCIAL DEVELOPMENT THROUGH EDUCATIONAL, RECREATIONAL AND CHARITABLE PUBLIC PROGRAMS AND PROJECTS CONDUCTED DIRECTLY OR IN COLLABORATION WITH OTHER NONPROFIT TAX-EXEMPT ORGANIZATIONS” AND MORE SPECIFICALLY TO DEVELOP AN HONOR WALK PROJECT TO CELEBRATE, PRESERVE, PROMOTE AND IMPROVE ITALIAN-AMERICAN HERITAGE, ITS CULTURE AND COMMUNITY IN SAN FRANCISCO’S LITTLE ITALY NEIGHBORHOOD.

#### FOUNDERS



COMITES OF SAN FRANCISCO  
www.sfcomites.org



Preserving Our Culture. Serving Our Community.  
ITALIAN COMMUNITY SERVICES  
www.italiancs.org



ISSNAF  
www.issnaf.org



ITALIAN HERITAGE CELEBRATION INC  
www.sfitalianheritage.org



LE DONNE D'ITALIA  
www.ledonneditalia.com



MUSEO ITALO AMERICANO  
www.museoitaloamericano.org



SAN FRANCISCO ITALIAN ATHLETIC CLUB - www.sfiacfoundation.com



SILICON VALLEY ITALIAN EXECUTIVE COUNCIL - www.sviec.org

#### PATRONAGE



Consulate General of Italy  
San Francisco

www.conssanfrancisco.esteri.it

#### BOARD OF DIRECTORS 2023-2026

GENERAL CONSUL OF ITALY

SERGIO STROZZI - HONORARY PRESIDENT

JENNIFER CONSALVI - PRESIDENT

NICK FIGONE - VICE PRESIDENT

GIACOMO MARINI - VICE PRESIDENT

SILVIA VERONESE - SECRETARY

TIMOTHY JOHN PADOVESE - TREASURY

SANDRA BAGNATORI - DIRECTOR

MASSIMO COSTETTI - DIRECTOR

ALESSANDRA LANZARA - DIRECTOR

SANDY MARTINO - DIRECTOR

BILL MASTRANGELO - DIRECTOR

ALESSANDRO RATTI - DIRECTOR

VYRIA PASELK - DIRECTOR

#### STAFF

SIMONE MAZZETTO - DESIGN & PROJECT MANAGER

SHARON MEAGHER - COMMERCIAL ADVISOR

TOM TROMBADORE - LEGAL ADVISOR

#### PARTNERS



## INTRODUCTION

THE PROJECT ENDEAVORS TO HONOR THE ENDURING AND REMARKABLE CONTRIBUTIONS OF THE ITALIAN-AMERICAN COMMUNITY TO THE PROSPERITY AND WELL-BEING OF SAN FRANCISCO. THIS WILL BE ACHIEVED THROUGH THE INSTALLATION OF BRONZE PLAQUES ALONG THE SIDEWALKS IN THE HISTORIC ITALIAN NEIGHBORHOOD OF NORTH BEACH. THESE PLAQUES WILL BE DEDICATED TO KEY FIGURES, COMPLEMENTED BY A WEBSITE AND APP THAT WILL ENHANCE THE PATH WITH ADDITIONAL EMINENT PERSONALITIES AND INFORMATIVE CONTENT.

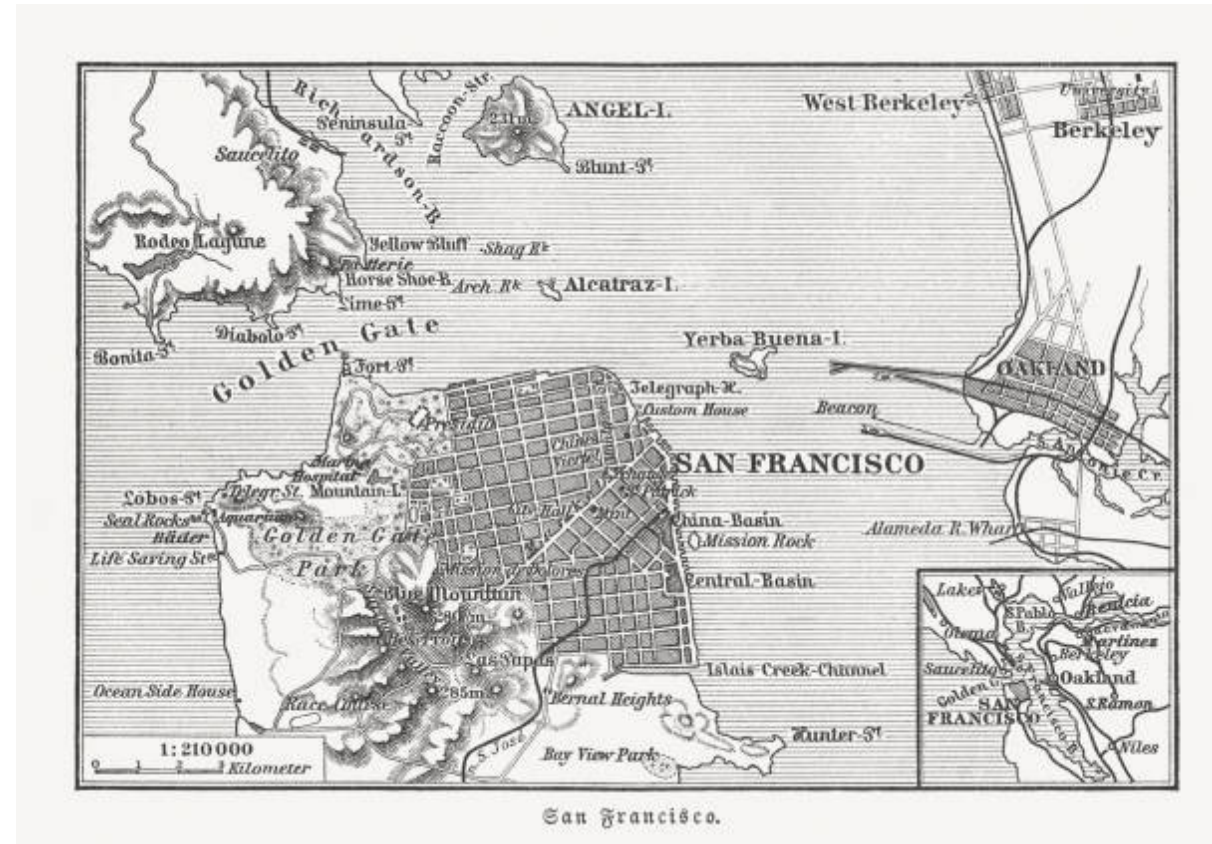
CALIFORNIA, AS A LAND OF IMMIGRATION, WITNESSED AN EARLY INFLUX OF ITALIAN IMMIGRANTS FROM REGIONS SUCH AS TUSCANY, PIEDMONT, LIGURIA, AND SICILY SINCE THE MID-19TH CENTURY.

THESE IMMIGRANTS, SPANNING VARIOUS BACKGROUNDS FROM FISHERMEN AND MINERS TO ENTREPRENEURS, BANKERS, AND ARTISTS, SOUGHT A BETTER LIFE FOR THEMSELVES AND THEIR FAMILIES ON THE WEST COAST.

THEIR COLLECTIVE CONTRIBUTIONS SIGNIFICANTLY SHAPED THE GROWTH OF SAN FRANCISCO, PARTICULARLY WITH THE ESTABLISHMENT OF THE HISTORIC ITALIAN NEIGHBORHOOD OF NORTH BEACH IN THE LATE 19TH CENTURY.

THE ITALIAN MIGRATORY FLOW CONTINUED OVER THE YEARS, WELCOMING SUBSEQUENT WAVES OF IMMIGRANTS IN THE EARLY 20TH CENTURY, POST-WORLD WAR II, AND MORE RECENTLY, INCLUDING SCIENTISTS, TECH-BUSINESSMEN, PROFESSORS, AND RESEARCHERS. NOTABLE FIGURES FROM THE EARLY 1900S, LIKE A.P. GIANNINI, FOUNDER OF BANCA D'ITALIA (LATER BANK OF AMERICA), COEXIST WITH CONTEMPORARY SCIENTISTS SUCH AS FEDERICO FAGGIN, THE DESIGNER OF THE FIRST MICROCHIP.

THIS PROJECT SEEKS TO CELEBRATE THE ITALIAN-AMERICAN COMMUNITY, A VIBRANT AND INTEGRAL PART OF THE CITY'S UNIQUE DIVERSITY AND INCLUSIVENESS. IT RECOGNIZES THAT EVEN IMMIGRANTS OF HUMBLE ORIGINS, WHO ARRIVED IN THE BAY AREA, FOUND THEIR WAY TO CONTRIBUTE BACK TO OTHER COMMUNITIES, THEREBY ENRICHING THE CULTURAL HERITAGE AND DIVERSITY OF SAN FRANCISCO.



SAN FRANCISCO MAP IN 1897



NORTH BEACH IN 1861

## THE PROJECT

THE PROJECT ENTAILS CREATING A PATHWAY THROUGHOUT SAN FRANCISCO'S NORTH BEACH DISTRICT, MARKED BY BRONZE PLAQUES EMBEDDED IN PEDESTRIAN STREETS.

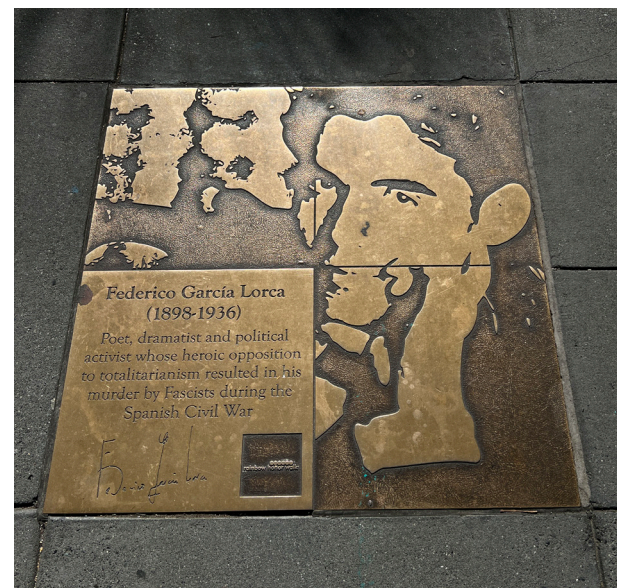
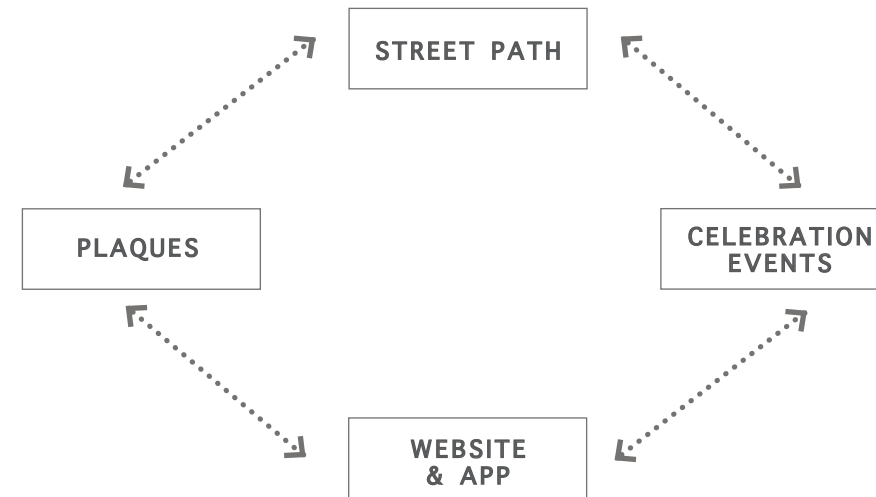
THESE PLAQUES ARE DEDICATED TO PROMINENT FIGURES WITHIN THE ITALIAN-AMERICAN COMMUNITY WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO SAN FRANCISCO ACROSS VARIOUS DOMAINS, INCLUDING POLITICS, CULTURE, SOCIAL ASSISTANCE, ENTERTAINMENT, SCIENCE, TECHNOLOGY, BUSINESS, AND MORE.

THE INTENTION IS TO IMMORTALIZE AND HONOR THEIR MEMORY AND EMPHASIZE THE IMPORTANCE OF INDIVIDUAL EFFORTS IN FOSTERING THE GROWTH AND DEVELOPMENT OF THE CITY'S COMMUNITY.

COMPLEMENTING THE PHYSICAL PATHWAY, AN APP AND WEBSITE WILL BE DEVELOPED, ACCESSIBLE THROUGH A RECOGNIZABLE VISUAL SYSTEM ON EACH PLAQUE, SUCH AS A QR CODE. THESE DIGITAL PLATFORMS WILL PROVIDE HISTORICAL NOTES AND VISUAL MATERIALS LIKE PHOTOS AND VIDEOS FOR EACH FEATURED CHARACTER.

TO ENHANCE THE PATHWAY, ADDITIONAL LOCATIONS OR STORIES CONNECTED WITH NORTH BEACH DESTINATIONS OR LESSER-KNOWN INDIVIDUALS WILL BE ILLUSTRATED AND DESCRIBED, CELEBRATING DIVERSE CONTRIBUTIONS INTEGRAL TO THE NEIGHBORHOOD'S ESSENCE.

DURING THE PLACEMENT OF EACH PLAQUE, SIDE-EVENTS WILL BE ORGANIZED TO CELEBRATE THE CHARACTERS' HISTORY AND CONTRIBUTIONS, INCORPORATING EXHIBITIONS, CONFERENCES, TALKS, AND MORE. VISUAL MATERIALS AND TESTIMONIES FROM THESE EVENTS WILL BE INTEGRATED INTO THE APP AND WEBSITE, CREATING A COMPREHENSIVE AND IMMERSIVE EXPERIENCE FOR INDIVIDUALS EXPLORING THE PATHWAY.



PLAQUES EXAMPLE

## THE PATH

THE MAIN PATH WILL START AROUND WASHINGTON SQUARE (THE LIVELY CORNER OF THE NORTH BEACH NEIGHBORHOOD) AND MOVE ALONG COLUMBUS STREET AND BROADWAY AVENUE WITH SOME INTERSECTIONS WITH OTHER STREETS (VALLEJO STREET, GREEN STREET, UNION STREET, FILBERT STREET, ETC.) FROM THERE, IT WILL MOVE TO THE EMBARCADERO AND THE FISHERMANS WHARF AREA.



## THE CHARACTERS

THE FIRST 2 PLAQUES IN 2023/24 WILL CELEBRATE THE FOLLOWING ITALIAN AMERICAN CHARACTERS:



**GEORGE MOSCONE (1929-1978)**

MAYOR OF SAN FRANCISCO HE WAS KNOWN AS “THE PEOPLE’S MAYOR”, WHO OPENED UP THE CITY HALL AND ITS COMMISSIONS TO REFLECT THE DIVERSITY OF SAN FRANCISCO.



**MARIANA BERTOLA (1865-1955)**

AN INTELLIGENT AND INSPIRATIONAL TEACHER AND PRINCIPAL WHO GRADUATED FROM COOPER MEDICAL COLLEGE IN 1899 TO BECOME A PROMINENT OBSTETRICIAN. SHE CHAMPIONED THE “CALIFORNIA PLAN,” ADVOCATING FOR EVERY COUNTY HOSPITAL TO PROVIDE MATERNITY AND CHILDREN’S WARDS. ADDITIONALLY, SHE PLAYED PIVOTAL ROLES IN LEADING & SUPPORTING NUMEROUS PHILANTHROPIC ORGANIZATIONS THAT PROTECTED AND PROMOTED WOMEN AND CHILDREN.

FROM 2024/25 ON:

**RENA BOCCI (1895-1988) PHILANTHROPIST**

**BENIAMINO BUFFANO (1898-1970) SCULPTOR**

**JOE DI MAGGIO (1914-1999) BASEBALL PLAYER**

**FEDERICO FAGGIN (1941) PHYSICIST**

**LAWRENCE FERLINGHETTI (1919-2021) POET**

**FRANCIS FORD COPPOLA (1939) FILM MAKER**

**JOHN FUGAZI (1838-1916) BANKER AND PHILANTHROPIST**

**AMEDEO GIANNINI (1870-1949) BANKER AND PHILANTHROPIST**

**ETTORE PATRIZI (1870-1941) NEWSPAPER EDITOR**

**FATHER RAFFAELE PIPERNI (1842-1930) PRIEST**

**ANTONIETTA PISANELLI (1869-1957) SINGER AND BUSINESSWOMAN**

**AMEDEO TOMASSINI (1900-1983) PHILANTHROPIST**

**THE PLAQUES**

THE PLAQUES WILL BE MANUFACTURED BY **ARTWORKS FOUNDRY**, THE SAME FOUNDRY THAT PRODUCED THE PLAQUES ON THE RAINBOW HONOR WALK IN THE CASTRO. THE SAME BRONZE WILL BE USED WHICH MEETS THE SAME SLIP RESISTANCE STANDARD WHICH DOES NOT REQUIRE ADDITIONAL SURFACE TREATMENT



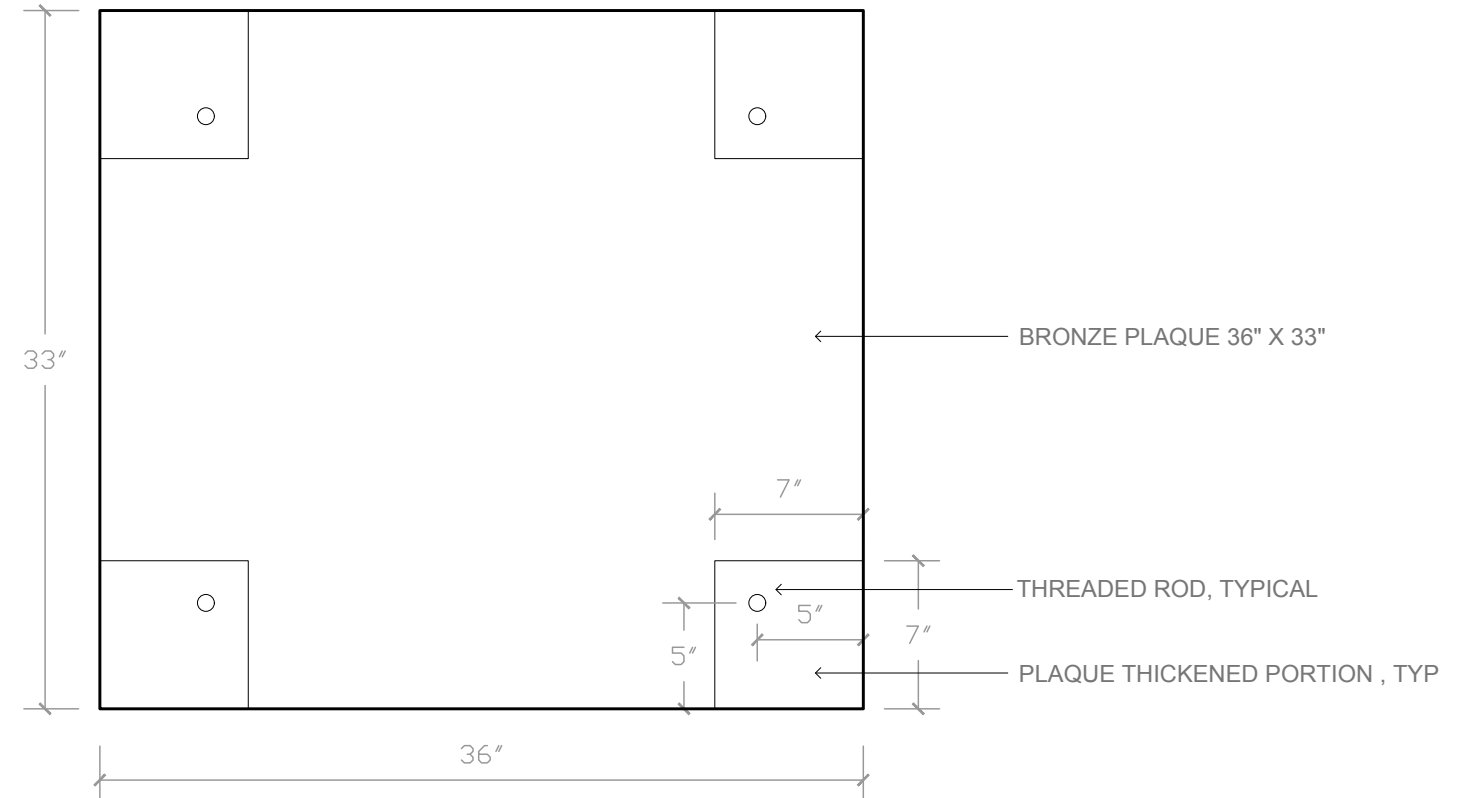
**FRONT VIEW**



**FINISHING DETAILS**

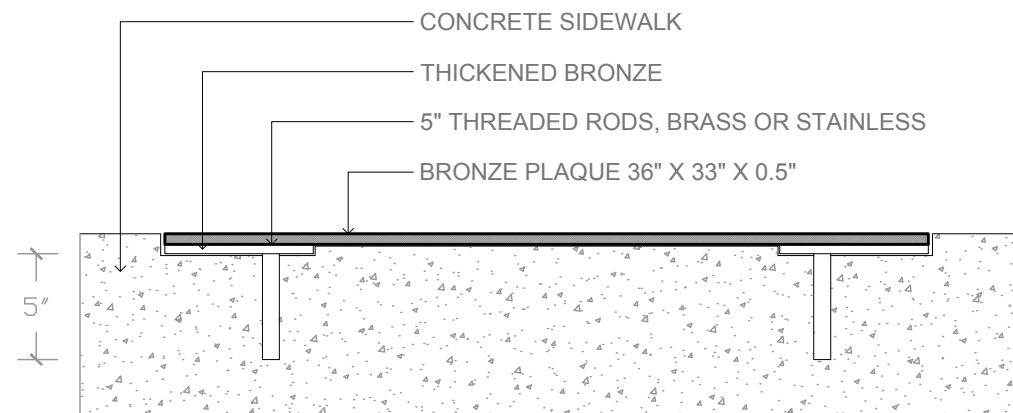


**UNDERSIDE AND SECTION VIEW**

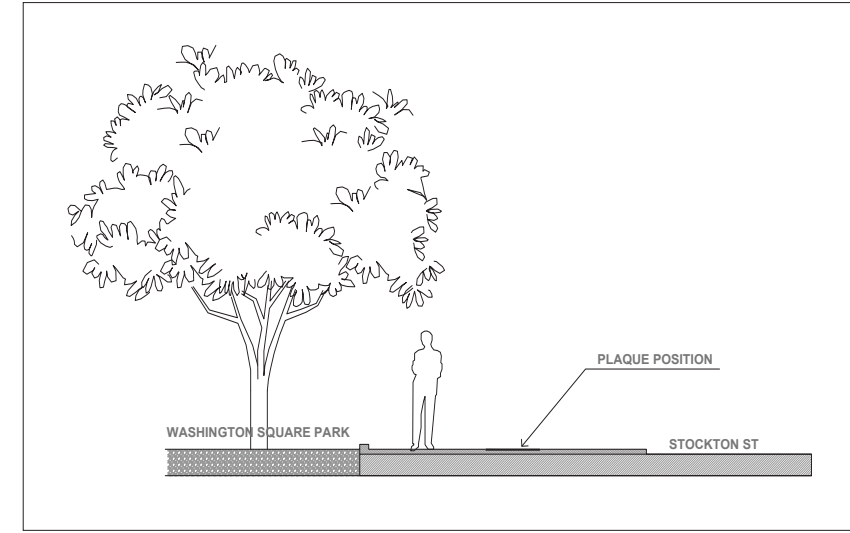
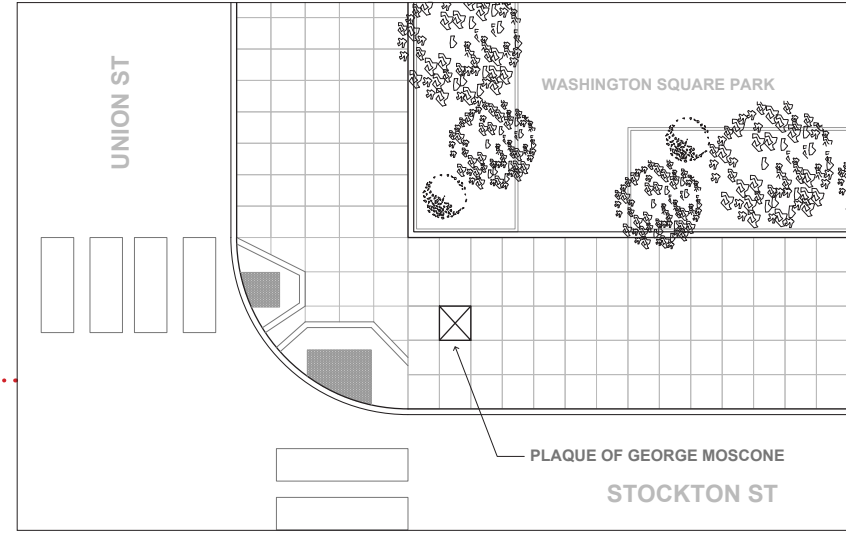
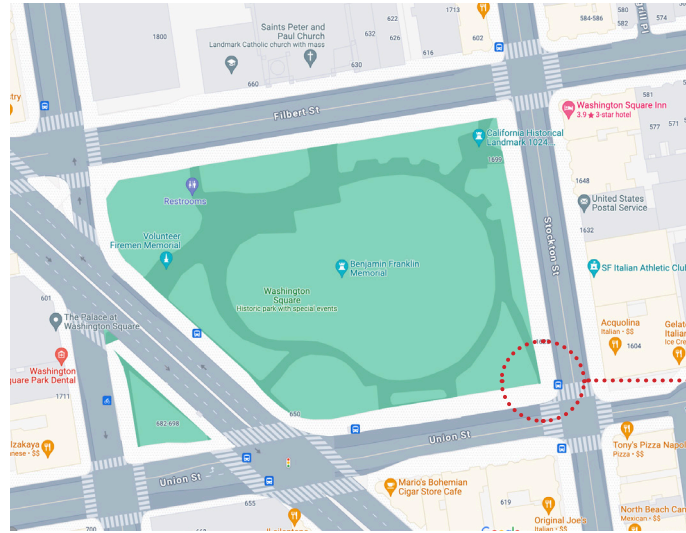


TEXT, LOGO AND SHAPE ON THE PLAQUE (SHOWED IN BLACK IN THE FRONT VIEW) ARE RECESSED LESS THAN 1/8". THE PLAQUE WILL BE MOUNTED FLUSH WITH THE SIDEWALK.

**DIMENSION: 36" X 32" X 1/2"**  
**MATERIAL: BRONZE**  
**FINISHING: MATTE BRUSCHED**  
**WEIGHT: APPROX 80 LBS**



**POSITION OF GEORGE MOSCONE'S PLAQUE**  
**STOCKTON ST CROSS UNION ST**





**POSITION OF MARIANA BERTOLA'S PLAQUE**  
**STOCKTON ST CROSS UNION ST**

