

A SECOND HOME TO GROW UP IN

by Chiara Marseglia - photo by Adelio Lattuada Srl

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In the past I often thought about the type of work I might have chosen if the “firm” - as I still like to call it - had not been there waiting for me. Today I can’t even imagine myself being anywhere else”. Michela Lattuada has no doubts: her father’s passion, shared and strongly supported by her mother Silvana from the get go, is the same vital lymph that now flows in the blood of the second generation.

She “tiptoed” into the company at twenty years of age. Today Michela Lattuada lives for her family’s beloved business in the spirit of absolute continuity

“The company is our second home; we grew up with it and also thanks to it”. Ever since her youth Michela has been an integral part of the extended family known as Adelio Lattuada di Carbonate (Como). She attended the foremost expos in the sector (Vitrum and Glassec) until the summer of 10 years ago when – after graduating and a few experiences working for other companies – working for the family business became a full time and absolute commitment. The first few years Michela says were “those of experimentation, spanning from small production jobs to filing documents, organizing events and preparing quotes”. “Working my way up the ranks allowed me to understand every aspect of our business and later identify the role I was best suited for”. Any key word? “Humility and continuity because my father and mother’s values are the pillars of our future”.



Her current role in the company

“My role - Michela explains – for the most part regards company management, i.e. being in charge of human resources, safety and security in addition to managing the technical documentation of all machines, those used for our internal production as well as those of our end-customers. Lastly I am responsible for all aspects pertaining to communication: our brand identity is well established and we take great care to convey our company business philosophy thoroughly, clearly and correctly”. Difficulties? “I did not find being twenty and working with a predominantly male



Michela Lattuada

group of individuals of twice my age and years of experience in the field particularly difficult: respect is key. You need to keep both your ears and mind open to learn as much as possible”.

The family-work combination

The “Lattuada model” disproves another common misconception: managing a company does not preclude having a fa-

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Michela with Adelio Lattuada, her father

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mily life. “It is absolutely possible when there is the will, passion and strong relationships to support it. This is also confirmed by the new generation in the majority of companies in our sector who are primarily women – she stresses - many of them are salespeople, who travel often. They manage just fine”. Much also depends on the person’s role: “mine, besides taking up a lot of my time, requires constant mental involvement. I feel I have to do my best for our employees and obviously for my parents who placed the future of something they proudly created in our hands

“Our glass business women” in the world “Everything depends on our attitude: understandably there will be diffidence at first, but once you demonstrate competence and mettle respect will come. Our “glass business women” have taken

on great responsibilities. They carry on their fathers’ legacy with great skill and courage, demonstrating themselves to be both capable and trustworthy”. “Besides the indispensable technical competence, I think women are more empathic. They know how to “read” and manage different personalities, understand the needs and perspective of their audience: this is fundamental for sales negotiations”.

The values beyond gender

“Gender certainly makes no difference. When you see your parent’s love and passion for a project you cannot help but feel the same way about it. In this our parents are admirable: after 35 years it is truly inspiring to see their enthusiasm and dynamic vision for the future of our “firm” still shine”.