

**INSEAD PROMOTION 66 REUNION**  
**48TH ANNIVERSARY**  
**BOLOGNA 25-29TH MAY 2014.**

**Organizing committee:** Tullio Portone – President, Daniel Leveque – Secretary- General, Marco Simonelli – member, Carsten Horn Hanssen – member.

Sixty participants including wives/partners had found their way to Bologna for this reunion and the 48th anniversary of the graduation from INSEAD. The meeting in Bologna had been planned for a maximum of forty participants – but demand for this event was so great that the maximum had to be extended several times and finally had to be set at sixty as limited by the number of seats in the largest bus in the Bologna area. The organizing committee`s motto was: “Let`s be inclusive “, and that was achieved.

The participants were:

*Tim ADES, Patrick AMZALLAG, Tony BERNARD, Olivier BLONDET, Didier BRODBECK, Per BRUNN-LIE, Jean-Charles CHARPENTIER, Patrice DAUDIER DE CASSINI, Michel DAWANCE, Jean-Pierre FRUCHET, Juan GALATAS, Michael GOEDHUIS, Robert GOLDSTEIN, Werner HENSCHHEL, Carsten HORN HANSSEN, Daniel LEVEQUE, Henry LOWENTHAL, Patrick MAINGUY, Tullio PORTONE, Rolf QVENILD, Alain REQUILLART, Gene ROSTOV, Joseph RUDZINSKI, Christian SCHENNEN, Gert SEEGER, Marco SIMONELLI, John URY, Jean-Marie VANDENDAELLEN, Bernard VIERIN, Etienne VILAIN, Peter WHITE, Roger WIPPERMANN*

Three couples came all the way across the Atlantic to this event: Martha with Jean-Pierre Fruchet, Barbara with Eugene Rostov and Desiree with John Ury. It was also great that Patrick Mainguy and wife Jacqueline came to Bologna, and that Patrick in spite of his disability participated in all events. That impressed everyone.

**Sunday – 25<sup>th</sup>**

The Reunion started with a get-together and a cocktail at hotel Corona d`Oro, where Tullio gave a welcoming speech and other committee members briefly introduced the program. The tour leader, Silvana Demichelis, was presented to

the group. She was a perfect tour leader –she used a smiling “whip” so that the timetable was kept at all events. Her “va bene” – after having given her instructions – will be remembered.

After cocktails the pre-divided groups went to dinners at pre-selected restaurants.

### **Monday – 26th**

The day began early. Departure for Ravenna was set at 0815. Surprisingly, all participants made it on time. Professor Ricardo Braglia, with an extensive knowledge of Ravenna`s mosaic treasures, was hired as our cultural guide. His “ Versace ?” shirt will be remembered. It served as a fine substitute for the umbrellas used by guides.

On the way to Ravenna John Ury and Timothy Ades distributed their elegantly written song, specially made for this trip, with the following refrain: “They train in vain the European brain. “ Many thanks to John and Timothy for that fine contribution.

At Ravenna the participants divided into two groups, French and English speaking, and Claudia, a local guide, took the French group. The mosaic treasures of Ravenna impressed everyone and with the guides` help we were given a fascinating introduction to classic Roman and Byzantine art, visiting Basilica San Vitale, Mausoleum of Galla Placidia, Battistero Ariani and Duomo Sant`Apollinare Nuovo. Due to the group`s great discipline in keeping to the time schedule, it was also possible to have a stop at the beautiful church Sant`Apollinare in Classe some kilometres outside Ravenna.

Words to be remembered: mosaic comes from the Greek word “muse” – goddess of art. Sarcophagus – from Greek “flesh-eater” (ref: Prof Braglia).

The lunch restaurant that had been selected, “Antica Trattoria Al Gallo 1909” was an old family-run restaurant with a lot of history, a beautiful interior and atmosphere and a superb Italian kitchen.

On the way back to Bologna a stop was made at the church in the little town of Bagnacavallo. The name of the town means horsebath (bagno – bath, cavallo – horse). That is nearly what was experienced as the rain poured down when we stepped out of the bus.

Here, at this small church, Peter White gave a private, exquisite organ concert of 10 works. It was a moment of solemnity and beauty. The INSEAD promo 66 has unique talents in its midst. Thank you, Peter.

## **Tuesday 27th**

Tuesday started with a tour of Bologna – this ancient city with such an interesting history. With only 2 ½ hours at our disposal, only a limited number of the treasures of the city could be visited. The church of San Petronio was intended to be the largest church in Italy, but was never quite finished. Inside the church there is an astronomical solar line constructed by one of Patrice Daudier de Cassini's forefathers, the famous astronomer Giovanni Domenico Cassini (1625 – 1712). Go to:

[http://en.wikipedia.org/wiki/Giovanni\\_Domenico\\_Cassini](http://en.wikipedia.org/wiki/Giovanni_Domenico_Cassini). Recommended reading.

We visited the oldest European University – University of Bologna – another interesting historic building. The anatomy auditorium from 1648 was something that will be remembered.

Bologna is a place to come back to in order to enjoy more of its history.

At around 11.15 with Professor Braglia on board the bus – with a new “Versace?” shirt – we set off for the town of Ferrara to see the capital of the Este dynasty. On the way lunch was served at Trattoria La Rosa, at Santagostino outside of Ferrara. Again, the restaurant was a family business – this time in a modern building way out in the countryside: one of those secret places that gourmets cherish, suitable for a “sophisticated group” such as ours. We were served some very good dishes and we shall remember the small tortellini with green peas and the “gran fritto vegetale”.

The impressive castle of Ferrara was built after an uprising against the Este dynasty in 1385, to protect Nicolò 2 d'Este and his court, not from an outside enemy, but from his own people. The size of the moats and the ramparts gave a good indication of his fear, but also of the wealth of the Este dynasty.

## **Wednesday 28<sup>th</sup>**

This was the day of Parmesan and Balsamic Vinegar.

The bus took us north-west to where two of the most traditional and famous Italian food creations are produced. At the Museo del Balsamico at Spilamberto we learnt about the production of the real balsamico and we tasted balsamico that was aged from 6 to 36 years. In this little town most families made their own balsamico vinegar, and vinegar barrels were valuable heirlooms. We also learned from the guide that she had recently got a new boyfriend and was very happy that he belonged to a “balsamico” family.

The bus then took us further on into the uplands of Reggio-Emilia where we were introduced to the production of the true Parmigiano-Reggiano at the Santa Rita cheese factory. We learned about ageing of the cheese and about quality marks. Lunch consisted of an assortment of parmigiano cheeses, ricotta, ham and bread with plenty of wine very hospitably served by the owner’s family. (Word to remember: ricotta – comes from re-cooking the residual milk from cheese production).

The visit to the Duomo di Modena was the next on the program. Due to limited time and the wish to have ample time to prepare for the Gala Dinner, it was decided to cancel that part of the program. However, great pressure by “church lovers” ended in a democratic referendum. The result of that referendum was never quite clear – so Tullio in his diplomatic way made a decision acceptable to everyone – and that was seconded by Silvana’s “va bene”. Modena Duomo was a fine finale of our cultural visits.

### **The Gala Dinner/ Farewell .**

Hotel Majestic was the setting of the Gala Dinner. Tables of 8 in a beautifully decorated dining-room gave the right atmosphere to this last part of the program.

Tullio made a welcome speech, followed by Daniel, Carsten & Marco. In praise of the ladies, Timothy presented his version of a Victor Hugo poem. The highpoint of the evening was the film made by Daniel which was a cavalcade of days at INSEAD and the reunions held afterwards. The film was made in a very professional way with music to match.

The film is visible on: <https://vimeo.com/96972957> psw=promo66.

Daniel's wife, Jacqueline, said later that for a time she had not seen Daniel, who had worked day and night on the film. The result was excellent and a great joy to everyone present. Thank you Daniel!

Great applause was given to Per and Rolf for their "hur mår du" song, to Juan for his always great performance of "Juanita banana" and to Daniel for his "chicke lakke, chicke lakke, bom, bom, bom". Silvana shared some of her thoughts on having been the tour leader. She had told her husband it had felt like being on a school class trip, but she had enjoyed it and would love to come with us again.

The question of the 50<sup>th</sup> Anniversary was raised. There had been a number of hints that it should be in Scandinavia. Rolf Qvenild on behalf of the Norwegians present (the only Scandinavians present), responded to that by saying that it might be a little premature to decide on a 50<sup>th</sup> Anniversary in Norway. It might be more appropriate to have such an anniversary at Fontainebleau. It should also be inquired how the INSEAD administration will plan for a 50<sup>th</sup> Anniversary. Rolf said that various alternatives should be explored and that the promotion should have the opportunity to express their opinion through a questionnaire. Rolf proposed that Daniel should be a permanent secretary for the promo 66 – this was applauded. In cooperation with Daniel the Norwegian group will work on a questionnaire with alternatives.