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FAMILY SHOPS LA SFIDA DEL PICCOLO COMMERCIO

Paolo Pellizzari
Text by Michel Jedwab

An intriguing photographic account of family-run shops around the world.

Italian photographer Paolo Pellizzari traveled the world from Asmara to Shanghai, Los Angeles to Marrakech, photographing small retailers in their family shops. His colorful panoramic shots portray people from around the world who, against the odds of globalization, continue to do what their parents did: run the family business.

Paolo Pellizzari was awarded first prize as best color photographer of the year by the French Photographic Federation. He has chronicled the Tour de France and the 2002 Soccer World Cup and has contributed to numerous French magazines and newspapers, including *Liberation*. He has published three books with 5 Continents including *One Billion Indians* and *Tours of the World*.