

Life, first of all

Even though ours is a different fight, against an enemy invisible to the human eye, but not less lethal, our thoughts, our daily lives, deprived of that normalcy which too often, I for one, took for granted and which is so wonderful, are lead towards a "strange" battle by today's scenarios.

We have been witnessing war bulletins for too many days, counting numbers behind which there are People, People who have passed away by the thousands and left this unique and extraordinary life and the affection of their loved ones.

A disturbing scenario, beyond the limits of a reality that, in the time scale, perhaps especially the elderly, or Seniors, as we should call them in the tourism industry, the weakest and most protected subjects, remember how close to a world conflict, already experienced by some or only touched by others, it really is.

In these testing times we are faced with the most complex, the most demanding challenge; similar to an abrupt awakening, the end of a comfortable dream. Just like a new war, as we read in the newspapers or listen to on the television; a humanitarian crisis that has entered our lives with arrogance and cruelty. With one difference: wars are aberrant and hateful instruments of 'human civilizations'; they are decided, planned, financed. An epidemic, on the other hand, hits suddenly, extraneously, it upsets our beliefs, our supreme certainty of being stronger than material things, of being the undisputed sovereign of nature. And we understand this bitter but inevitable lesson that this is not the case.

And at the same time we find ourselves, taught by difficulty, more like men than yesterday, more humble, more fragile. In this battle, thank goodness, there are no bombs falling from the sky, the nations try to stay alive, but they do not remain unharmed; no soldiers go to the front, but in their stead, law enforcement and especially doctors, nurses, paramedics, immense, silent, dignified heroes, engaged in the most exposed and threatened trench, the health emergency. To them goes all our thankfulness, which will never be enough.

But we too must lead our fight, by staying in our place, by safeguarding and implementing, against confusion and fear, our portion of good, of beauty, as citizens and workers, but above all as People. And by humbly staying at home in compliance to the institutional guidelines and respecting those who are weaker. Compactly distant, almost isolated, so that we will find ourselves more united tomorrow.

Never, as during these days of so-called 'smart working', in which the usual daily life is suspended, do we understand that a Company, both small or large, acts, above all, as a vital cell of the social fabric; it is a Company in a higher meaning than simply entrepreneurial, productive and commercial: it is a place of cohesion, a factor of overall stability, of relationship and individual growth, a fundamental building block of the community.

It is to this community, that I wish, that WE wish to return, with greater conscience and greater awareness, without ever taking anything for granted again: to the mutual communion, to the simple, but infinitely profound joys of normality, to handshakes and hugs, to our rituals everyday, which make us forget the fragility of being men. We will get them back, hopefully soon, with a smile, with wisdom, with respect, with love for us, for the world and for others. More men, less selfish, more aware of our frailties and how fantastic the little things that make the big things are. Our challenge today is to do good for ourselves and for others.

The imperative now is to stand still, determined, in our place. To stay at home.

A Roman emperor-philosopher, Marcus Aurelius, who found himself embroiled in wars and plagues two thousand years ago, wrote something of the sort: "in the place where one takes sides, because the best person has decided so or because he has been assigned to it by the commander, in that place, in my opinion, he must remain and challenge the danger. " My small wish is that the sense of humanity that we talk so much about today continues also in times of peace, so that respect for our fellows comes from within and not from what I, or we, would like to show outside. And still what I wish is to be me, to be us, even tomorrow, the first drops that give oxygen to this too polluted sea. Rediscovering that we are vulnerable, but therefore stronger.

Confident and assured, praying that the light at the bottom of the tunnel will come soon, today we walk in silence, with the voice of facts and of determination, of humility and respect; in search of hope and to return to that wonderful thing that we call normality.

We proceed today with great pain and aware that once we will be outside of this tunnel we will miss the guidance of many 'Seniors', of many wise people, who have built this country for us, during a life that unfortunately has left them. Such is the cruel price of this emergency.

Here's to Life, here's to whom has left us these days, but has left us with the path of good, with the strength of a wonderful and precious memory.

Thank you, wise and silent teachers of Life.

Davide Catania,

Ceo Alidays