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Sommario/riassunto	There is probably no national day that has such global popularity as St. Patrick's Day. On St. Patrick's Day, it is reputed that 'Everyone is Irish'. What are the factors and factions that give the day such popular appeal? Is St. Patrick's Day the same around the world - in Japan, Northern Ireland and Montserrat - as it is in the Republic of Ireland and the United States? Just how does 'Irishness' figure in the celebration and commemoration of St. Patrick's Day, and how has this day been commoditized, consumed and contested? Does St. Patrick's Day 'belong' to the people, the nation or the brew