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The Seven Year Itch

The “seven-year itch” (it should really have a hyphen) became a popular cliché after the famous 1955 film by the same name (based on George Axelrod’s Broadway play), directed by none other than Billy Wilder and featuring Marilyn Monroe – this is the film with the iconic scene where Monroe’s skirt blows up over a grate.

Few people realize that the seven-year itch was a colloquial U.S. designation of scabies, a widespread and much-feared contagious skin infection caused by tiny *Sarcoptes scabieoi* mites burrowing under the skin, causing pustules and intense itching. This itch was experienced as highly persistent, giving rise to its name, which was also popular as a curse – “people like him should be given the seven-year itch and not be allowed to scratch”.

But Wilder’s film left another legacy beyond that famous Monroe scene – the meaning of the phrase that makes up its title has shifted. Following the film’s plot, it now denotes an alleged tendency on the part of men to start have extramarital affairs after seven years of marriage

– the “seven-year itch”, where “itch” has a not-quite-so-sublime sexual connotation. The seventh year is still conventionally considered the most critical phase of a marriage or relationship.

From there on, the cliché rapidly spread to other realms such as politics, projects, annual events ... and professional journals.

Fortunately, we all know that this cliché is just that – a myth soundly disproved by social scientists. It is the first two or three years that seem to be critical, and reaching the seventh year in good shape is actually a good omen.

So with our journal now entering its seventh year, we have all reason to hope and expect that the relationship between us and our faithful readers will continue to be giving and fruitful. We will certainly do our utmost to accomplish that!

Best regards,
Alessandro Devigus

(Source: www.duden.de)